



CASCADE LAND CONSERVANCY

SPRING 2011

> IN THIS ISSUE:
Valuing our Lands

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Cascade Land Conservancy
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WHAT'S IN THIS ISSUE?

ADVANCING

- pg. 6 The Giving Trees
- pg. 7 Conserving for the Future
- pg. 8 The Value of Forests: Piecing the Puzzle Together
- pg. 10 Progressive Partnerships: A Report on Carbon Mitigation and CLC

ONGOING

- pg. 3 Message from the President
- pg. 4 Out and About
- pg. 11 Altruism and Advocacy
- pg. 12 In Our Backyard
- pg. 15 Chair's Perspective



The Cascade Land Conservancy is the first land trust in the state to be accredited by the Washington, D.C.-based Land Trust Alliance.



➤ COVER PHOTO TAKEN BY: **Jeff McGraw**. Devoted to photographing the natural world, Jeff has developed his photography in the vibrant landscapes of the Pacific Northwest. For more information, visit www.mcgrawmedia.com

message from the president

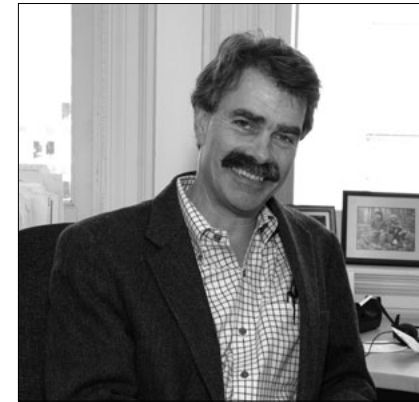


photo credit: Todd Parker

I first started thinking about this letter weeks ago during a conversation with a local banker bemoaning the darkness of the mid-winter that we were just breaking through. We talked about the progression of daylight through the seasons where it never seems to change for months on end and then goes through rapid change. In winter we suffer unendingly with scarce little daylight and in summer (except when el Niño makes us too damp) we relish a flow of long and languorous sunshine. Sandwiched between we have three month spurts with daylight increasing or decreasing at a dizzying rate – as much as three plus minutes a day. Number geeks describe this ebb and flow of daylight as following sine curve periodicity. I think it's like a roller coaster ride.

We try to bend this celestial movement of the spheres to our modern tempo with everything from daylight savings to modern diode lighting. Mother Nature though, still moves things along through the sidereal year at her own stately pace.

Coming a little closer down to home from the celestial to the

terrestrial, Mother Nature helps our communities in innumerable ways – which eco-wonks like us currently call ecosystem services. They range from how our forested parks help reduce costs for our communities to planting trees to mitigate carbon emissions to how we use renewable resources to finance conservation. This issue of our newsletter features several unique ways that Cascade Land Conservancy is working to ensure that we continue to benefit from these natural systems. Conserving our ecosystems make our communities more livable, function better and reduce our costs dramatically. Imagine if we had to build the storm drainage and retention systems that our streams and wetlands simply provide. Despite how the name sounds, ecosystem services can't be outsourced.

This may all sound a bit like a balance sheet accounting of Mother Nature for a value that at the end of the day is of incalculable grandeur. Nature is way more than the sum of these few parts. But for the moment, let's investigate and delight ourselves with these specific natural benefits and better understand how they make our communities possible.

And on the upside, you should be getting this newsletter close to the spring equinox and daylight will be around a good bit now.

Gene Duvernoy · President

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OUT & ABOUT

YAKIMA SCENIC RIVER BYWAY FUNDRAISER OCTOBER 2010



CLC Conservation Director Jill Arango with guests at the Yakima Scenic Byway Fundraiser



CLC Conservation Director Jill Arango with Don Whitehouse & Amanda Sullivan

EVENING OF THANKS NOVEMBER 2010



Ava-Marie Sher & Lynne Johnsen



Representative Ross Hunter & Richard Leeds



CLC Board Member Brian McGinnis & Carina McGinnis

MAURY ISLAND PRESS ANNOUNCEMENT NOVEMBER 2010



CLC President Gene Duvernoy, Michelle Connor & Commissioner Peter Goldmark

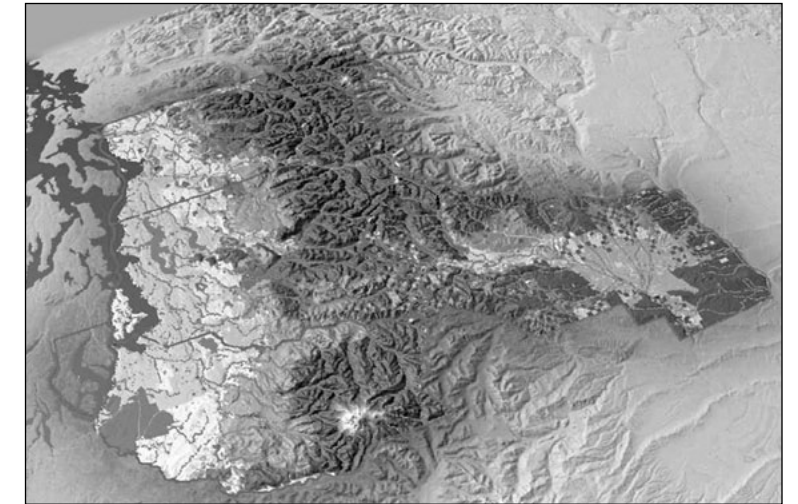


CLC President Gene Duvernoy celebrates success with partners for Maury Island

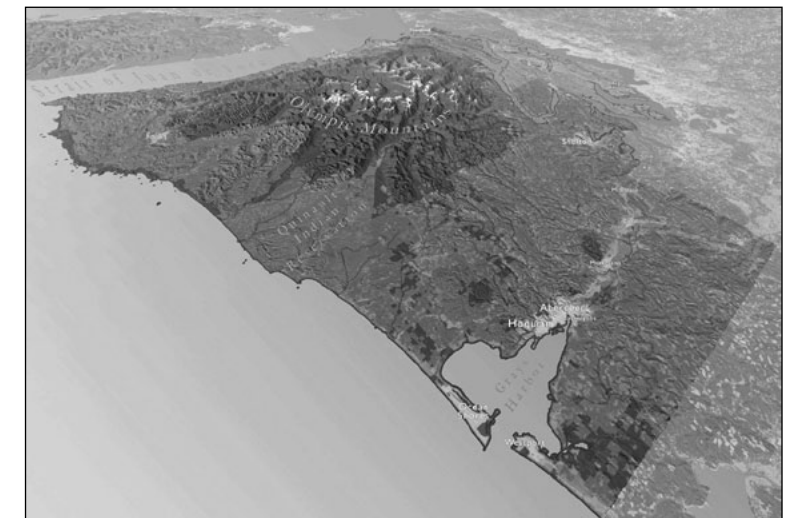
our vision

THE CASCADE AGENDA is a 100 year vision and immediate action plan for the lands and communities of our region. It is based on the input of thousands of residents across our region and offers pragmatic solutions to the challenges and opportunities created by our tremendous population growth. The Cascade Agenda's collective vision is grounded in the belief that a broad coalition can achieve fundamental change. It is a balanced approach to conservation and community building that encourages collaboration across all sectors and considers environmental, social, and economic needs. The Cascade Agenda brings together business, civic and government leaders to accomplish two big goals:

- 1. Our Lands:** Protect 1 million acres of working forests (93% of existing timberland) and farms (85% of current agricultural lands) and 265,000 acres of shorelines, natural areas and parks.
- 2. Our Communities:** Maintain our rural economies and way of life and enhance the vibrancy and livability of our cities and towns.



THE OLYMPIC AGENDA is an emerging conversation with the residents of the Olympic Peninsula to shape a future of great communities and healthy landscapes. CLC is working with residents, organizations and businesses of the Peninsula to create a 100-year vision and immediate action plan for the lands, communities and economy of Clallam, Grays Harbor, Jefferson and Mason Counties. Drawing on the experience of creating The Cascade Agenda, CLC will identify and help implement strategies that will provide a non-regulatory guide to conservation and community growth.



> PHOTO CREDITS: Evening of Thanks, Laura Marchbanks; Yakima Scenic River Byway Fundraiser, Emiko Blalock; Maury Island Press Announcement, Robert Frazier

THE GIVING TREES

By Lisa Ciecko, CLC Forest Assessment Coordinator & Laura Wigren, CLC Green Tacoma Project Associate

Wearing orange vests outfitted with digital distance meters, clinometers and diameter tapes, the crew made their way into a backyard in the Seward Park neighborhood of Seattle. After a couple minutes of mapping out their starting point they launched into data collection. The crew worked clockwise around the circular study plot, moving together to take measurements of each tree's diameter, height and canopy, singing out numbers and species names along the way.



Troy Deady Measuring Trees
photo: Lisa Ciecko

All over Seattle, this data collection dance took place during the summer of 2010. Cascade Land Conservancy, in partnership with King County employees, roved through neighborhood backyards, parking lots, golf course greens and company campuses all in the name of tree measurement. The team stopped occasionally to talk with curious neighbors, pour over an odd species (banana trees in Seattle?) or talk down an enraged raccoon. When it was all said and done, the team gathered statistics from 1,540 trees in 185 research plots throughout Seattle.

So why spend the time to figure out the size of a Silver Maple on James Street or an American Chestnut at Jefferson Golf Course? Measuring trees provides an important estimate of the extent and condition of our forest and allows us to better understand its value. Trees affect both the physical and social environment and play a key role in our urban ecosystem. Managing storm water by intercepting rain fall and slowing water movement, lowering energy bills by reducing wind and sun exposure around buildings, providing habitat for wildlife and capturing air pollution, all while improving individual well being and public health; these are just a few of the recognized services of an urban forest.

Using these measurements, aspects of our green infrastructure will now be valued through a computer model developed by the USDA Forest Service called i-Tree ECO. Tree information from plots around the city will be used to estimate ecosystem service values, providing a monetary value that speaks to land managers and city residents alike. Placing a value on urban trees assists City planners in understanding the benefits and costs of urban green spaces by estimating the values of various urban landscapes and their ecosystems. The results from this project will help communities make decisions about land use, as well as understand the money saved by keeping cities green. Cascade Land Conservancy will incorporate the results into the implementation of our Cascade and Olympic

Agendas and help us advance new conservation approaches in our urban and rural communities. This Integrated Urban Forest Assessment is part of the larger Green Cities Research Alliance, a groundbreaking group led by the USDA Forest Service Pacific Northwest Research Station working to increase the understanding of the urban landscape. CLC, King County Department of Natural Resources and Parks and the University of Washington's Remote Sensing and Geospatial Analysis Laboratory are key collaborators. The project is supported by funding from the American Reinvestment and Recovery Act, creating green jobs with two project coordinators hired by CLC.

FACTS

Benefits ascribed to urban trees include:

- Air pollution removal
- Air temperature reduction
- Reduced building energy use
- Absorption of ultraviolet radiation
- Improved water quality
- Reduced noise
- Improved human comfort
- Increased property value
- Improved physiological & psychological well-being
- Aesthetics
- Community cohesion

From "Chicago's Urban Forest Report: 2009"

conserving for the future

In this region, each one of us is touched by conservation, from the smallest neighborhood park to breathtaking views of Mount Rainier to the family farms that provide us local food. It is this connection to our landscapes that makes us chose to live here and it is the driver of Cascade Land Conservancy's work.

CLC's Cascade and Olympic Agendas are our roadmaps for the future.

These 100-year visions were developed with one simple tenet; think broad and look long. We asked our community to look beyond the typical conservation techniques and consider the link between conservation, community and the economy. We also asked ourselves to look further than the horizon and envision the future a century from now. The result was 100-year visions that are distinctive and some may

say audacious, as many efforts typically look out 10 to 20 years. We certainly recognized that when we look out and attempt to predict 100 years from now, we will never be completely accurate. What is important is the exercise of the notion. It forces you to think beyond the villains and heroes of today. It creates an authentic perspective of how our actions today might impact future generations. And it is this outlook that continues to drive the efforts of CLC.

In the six years that the Cascade Agenda has been in action and as the Olympic Agenda continues to emerge, we have learned a great deal and found new opportunities for creative approaches to conservation. Changes in our economy, technical understanding and personal values all impact how these innovative approaches are developed and implemented. In the following years, new ways

to measure the value of our natural environment will emerge and we will continue to refine and reshape our approaches.

It is hard to imagine just how technological advances will benefit conservation, only because the scope and breadth of the technology community changes itself so rapidly. CLC is dedicated to using the resources we have now to conserve as much as we can while continuing to keep a pulse on emerging opportunities. We are not in the business of preserving land and locking it away. What we want is to see the benefits of a balanced and healthy urban and rural relationship and to discover further gains in conservation. The work we do today will create a space, literally, for potential innovation in the future, and makes our conservation work priceless.



Nicole Woltersdorf

the value of forests: piecing the puzzle together



By Dan Stonington,
CLC Program
Director –
Conservation Policy



What is the value of our region's working forestlands? From views of evergreen valleys, to the sources of our clean water, to forestry jobs in rural communities, to the wood in our houses, we know the forests in our collective backyard are worth a great deal to us. But how do we turn these values into a way to conserve the land? That question is at the center of Cascade Land Conservancy's Cascade and Olympic Agendas. These 100-year visions are our roadmaps for advancing innovative, market-based approaches that use the value in the lands to help finance conservation.

Currently, CLC is working with King and Pierce Counties to develop Local Conservation Authorities. Once adopted, they will work similarly to Public Development Authorities in that they will be government-owned corporations that issue tax exempt bonds to improve government efficiency and improve quality of life for residents. Local Conservation Authorities will

be county-owned corporations that issue bonds for the conservation of our working forests. King and Pierce County Councils have both passed resolutions to begin exploring the viability of this new conservation approach, proposed by Cascade Land Conservancy.

With the analyses underway for this new tool, preliminary results are painting what CLC knew to be a complex puzzle demanding sophisticated approaches for turning values on the landscape into values for conservation. The puzzle pieces include conserving forests as working lands, using smart development practices and considering the value of carbon emissions.

As proposed, a Local Conservation Authority will borrow money through the bond market and then use revenues from cutting the trees to pay back the bond investors

– in essence, cutting the trees to conserve the forest. This may sound counterintuitive, but the beauty of conserving a working forest is that the trees grow back, jobs stay in rural communities and the land does not convert to houses or shopping centers. If forests convert to other uses, we face high costs in terms of impacts on Puget Sound, wildlife habitat, water supply and rural infrastructure.

A Local Conservation Authority could use the consistent revenue stream from sustainable timber harvest to repay the debt. However, one of the obstacles in this conservation puzzle is that the timber alone is not a sufficient enough source of revenue to buy the property outright. If the forestland is able to be sold for development, the timber revenue cannot match or compete with that real estate value. It is often more cost effective for a landowner to develop their land than cut it for timber.

One solution for this impediment to the success of the Local Conservation Authority is to combine it with a transfer of development rights (TDR) program. CLC has become a national leader in developing TDR programs at the state and local level. This approach provides landowners with an alternative means of realizing the development potential on their land without developing it. It does this by separating the legal ability to build on a given property – called a “development right” – and redirects that potential development to areas

more suitable for population growth, namely our existing cities and towns.

In the case of a Local Conservation Authority, if we remove the development value from a working forest and reduce the cost of the property, we could more closely align timber revenue potential with the size of the bond needed to purchase the forest.

CLC is also exploring carbon values as another piece of the puzzle. Beginning January 1, 2012, certain greenhouse gas emitters in California will be required to either purchase tradable allowances for carbon pollution or reduce their carbon emissions through technological changes or carbon offsets. This last option, a carbon offset, is where forests come in. Trees suck up carbon, which is good for climate change, and because of the new regulations, more and more California businesses will

be looking for forests that can “offset” their emissions.

For the purposes of conserving forestlands through a Local Conservation Authority, the immediate challenge is that to realize the carbon value of the property you must leave the trees standing and to realize the timber value you must cut them – and currently the market value for forest carbon is not as much as the market value for timber. As the price of carbon rises, it will become more and more viable for use as a revenue stream to finance conservation. Advocating for both the conservation of working forests and carbon mitigation will only increase the value of one of our most precious resources, the forests.

Financing a working forest acquisition depends not only on the revenue streams available from a property but also on how the market will allow you to use those values to borrow

money for conservation. Interest rates for tax-exempt and general obligation bonds reflect the hesitancy of investors as cities are literally going bankrupt. Market conditions are challenging for access to capital, especially with creative approaches to deriving revenue streams and investors are becoming more risk adverse.

We know that the working forests in our backyards hold tremendous value to each of us and to our communities. In the long term, we need systems where all of the values of the forest show up on the boardroom balance sheet – water, carbon, development rights, timber, recreation and habitat. In the meantime, Cascade Land Conservancy continues to push for innovative ways to make existing revenue streams, such as timber and development rights, viable parts of the conservation finance equation. III



Todd Parker

progressive partnerships: a report on carbon mitigation and clc

By Elise Schadler

The first time I had heard of a carbon offset was when I worked for the New Jersey Tree Foundation managing an urban tree-planting program in Camden. A gentleman called my office asking if his company could buy offsets from us. We had no such program, nor was I familiar with it, so I spent the next couple of hours researching carbon markets on the internet.

What I found was instantly intriguing and disappointing; intriguing because of the potential for placing an ecological value on our work, disappointing because there was no real example of carbon projects intersecting with urban forestry organizations. This sparked a lingering question about carbon offset projects: why wasn't urban forestry trying it?

Over the past year as a graduate student at the University of Vermont, I have performed over 40 interviews and traveled to Washington D.C., Baltimore and Philadelphia to perform site visits. I have visited Portland and Seattle for a similar research trip and attended and led a discussion group at the Partners in Community Forestry National Conference. What has become evident through the countless conversations I have had on the topic is that there is a lot of interest in my research and that urban forestry professionals are eager to see their uncertainties in voluntary carbon markets addressed. With three case studies completed to date, an academic journal article in progress and a final semester to immerse myself in my work, I too am enthused. My mater's project focuses on a

series of case studies on tree-centric voluntary carbon market projects in U.S. cities. When completed, my research will include eight case studies that highlight everything from carbon accounting methodology and pricing schemes to creating a market chain map that depicts the flow of funds and carbon offsets.

Examples of case studies I have compiled include a California group that has partnered with a local contracting business to offset roughly 2,600 tons of vehicle emissions through tree planting, a carbon calculator that directs funds to local greening projects in Northeast cities and the first and only urban forest project registered on the Chicago Climate Exchange.

Amongst these case studies, Cascade Land Conservancy's Carbon Mitigation Program stood out as a superlative example of a proactive approach to incorporate urban forestry in a voluntary carbon market. Their program combines funding for carbon emission mitigation with restoration of forested natural areas in the Puget Sound region. Launched in 2010, the

pilot project involved collaboration with Pearl Jam to address the band's 2009 world tour carbon footprint of 7,000 tons of carbon dioxide with the restoration of 33 acres of urban forests. The Program's scientific rigor is evident and CLC is credited with using available research and existing carbon market protocols to guide the development of the calculations.

Once completed, I am confident that the collection of case studies will provide a comprehensive view of how the few domestic urban forestry groups and municipalities that have approached voluntary carbon markets have done so. Further, as greenhouse gas emissions regulation looms in the distance, I hope that the case studies, along with my final report and journal articles, can be useful to groups thinking about if and how they might participate in the growing voluntary markets. I think about myself four years ago, excited to learn about urban forest carbon projects but not sure where to look and know that I would have benefitted greatly from the work to which I have dedicated my graduate career.

author BIO

Elise grew up in Ohio and received her undergraduate degree in anthropology from the University of Indiana. From there, she spent a year as an Americorps National Civilian Community Corps Member followed by three years as the director of an urban community-based tree planting program in Camden, NJ. She loves trees, urban & social ecology, running, swimming, dancing, gardening, traveling, reading, and her phenomenal dog Luna.

ALTRUISM & ADVOCACY

CASCADE LAND CONSERVANCY 2011 PHOTO CONTEST

What do you want the Region to look like in 100 years? What do you want to conserve for future generations? What would you change or leave the same? What's your 100 year vision?

We invite all photographers, amateur and professional, to submit photos of their 100-year vision for the Northwest Region. Photos can be of natural places such as parks or shorelines, or they can be places and events in your community.

Categories

Photos may be entered into any of three categories:

- **Water** – How does the element of water impact our way of life? Places can include estuaries, rivers, oceans, streams, or puddles of rain in the city.
- **Working Lands** – How have working farms or forests defined our region?
- **Communities** – What makes our communities unique? People, parks, animals, neighborhoods are all acceptable.

For a complete listing of considerations and rules, please visit www.cascadeland.org



> calling on guest contributors for the CLC newsletter!

Cascade Land Conservancy is interested in hearing from people who have a fresh perspective to contribute towards our mission.

CLC invites those interested in:

- Sharing ideas about sustainability, technology and community
- Participating in a conversation that promotes a healthy community both urban and rural
- Voicing concerns about the economic or environmental problems surrounding our communities

Interested? Contact Natalie Cheel: nataliec@cascadeland.org for more information.

IN OUR BACKYARD

ENVIRONMENTAL RESTORATION AT THE CLOVER CREEK RESERVE IN PIERCE COUNTY



Join local volunteers for a fun day of volunteering at this beautiful property in Parkland. Volunteers will join the effort to plant native plants and maintain areas of restoration at this woodland prairie habitat. These events are family friendly.

Upcoming Dates:

March 12, 2011 from 10AM to 1PM
April 9, 2011 from 10AM to 1PM

VOLUNTEER AT THE DUWAMISH HILL PRESERVE IN TUKWILA



The Duwamish Hill Preserve is a 8.6 acre parcel of land with historical, cultural and ecological importance. Hundreds of volunteers have contributed countless hours of work removing invasive weeds and planting native trees and shrubs. Come out and see this amazing urban park preserve in Tukwila.

Events are held on the third Saturday of the month from 10AM to 1PM. Also we encourage you to join us for the special Earth Day restoration event on the Duwamish Hill. Come out to Duwamish Alive! on April 16 from 10AM to 2PM.

Cascade Land Conservancy hosts volunteer opportunities throughout the region. From urban park restoration to events at our protected properties we have an opportunity for you.

For a full list visit:

www.cascadeland.org/events or for a Green City Event near you check out:
<http://www.cascadeland.org/stewardship/green-cities>.

GREEN DAY SEATTLE DAY RECAP BY KATIE CAVA



On November 6th to a backdrop of an overcast but dry day, a record breaking 1,114 volunteers gathered in 20 local Seattle parks to volunteer for Green Seattle Day 2010. The majority of volunteers were split between the two hub sites at Woodland Park and Camp Long where Mayor McGinn, Seattle City Councilmember Sally Bagshaw, CLC President Gene Duvernoy, Green Seattle Partnership Executive Councilmember Jim Greenfield, and Parks Acting Superintendent Christopher Williams delivered opening remarks, including a letter of support from Congressman Jim McDermott. Green Seattle Partnership volunteers enthusiastically tackled their restoration activities of the day by planting over 4,000 native trees, shrubs and groundcover plants, moving mountains of mulch and clearing invasive ivy and blackberry. Countless dedicated volunteers and staff people made this day possible and Mother Nature collaborated by holding off the rain until the last plant was in the ground.

MOVIE NIGHT & MAJOR CIVIC ENGAGEMENT IN ISSAQUAH

Join CLC's Community Stewards group in Issaquah and the Issaquah Resource Conservation Office for a movie and panel discussion on March 30th. We'll screen "Save Our Land, Save Our Towns" and discuss what it means to develop as a Cascade Agenda City in the context of the Central Issaquah Plan. Our Issaquah Community Stewards group is currently engaging with the Planning & Policy Commission to ensure that Cascade Agenda principles of compact growth, land conservation, affordability and good transportation options are featured in this crucial plan that will guide the new vision for 900 acres of the valley floor. Come to the film event to learn more and get involved.


When: 6-9 pm, Wednesday March 30th
Where: King County Library Services Building: 960 Newport Way

Questions?

Katie Collier, katiec@cascadeland.org

COMMUNITY
THERE'S NOTHING MORE
POWERFUL

Puget Sound Energy is proud to support the important work of the Cascade Land Conservancy

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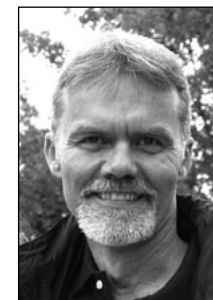
CHAIR'S PERSPECTIVE

As I start my term as Chair of the Board, I am more confident now than ever in Cascade Land Conservancy's ability to make real change in this region. We are an organization leading the way in how we approach land conservation and community development. Finding innovative and market based solutions to our most pressing issues is key to our success. As we look to our region's future and through the lens of the Cascade and Olympic Agendas, we continue to develop creative ways for our communities and economy to flourish. Whether it is through cutting edge voluntary carbon markets, understanding the value of our trees or protecting important lands when no one

else can, we are shaping a future that will serve all of our families. Cascade Land Conservancy works on all levels to enhance the region in which we live. Our approach is innovative, strategic and sustainable, and because of it, our region remains worthy of ever greater investment.



Peter Orser



GOODBYE to JEFF GOOLD

By John Howell, Former CLC Board Chair

One of the joys of serving on the CLC Board is getting to know the remarkable group of people who serve as fellow Board members. We lost a wonderful member of our board family recently when Jeff Goold passed away. Those of us who had the pleasure of working with Jeff knew him as passionate and effective in his work with CLC. He was instrumental in guiding the merger with Snohomish County Land Trust. He worked tirelessly to preserve Lund's Gulch and the Lloyd Property in Snohomish County. Most of all, he was passionate about leaving the world a better place. In that ambitious endeavor he has succeeded. Thank you Jeff! We'll miss you.



Matthew Simek



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SAVE THE DATE

16th Annual Conservation Awards Breakfast

MAY 12, 2011, 7:30AM

Washington State Trade and Convention Center

Interested in being a table captain for the event?
Contact Mandy Mercure mandym@cascadeland.org