

Update

Spring 2009

Times Are Never Too Tough to Stop Investing in the Future



The debate over fiscal priorities has been raging. Is now the time to spend, cut taxes or invest? How do we stop the economic bleeding without compromising our future? These are difficult times and the answers are not always clear. But one thing is clear—if we don't invest in our children now, our future and theirs will be much more challenging and the final price tag much, much higher. Connecting kids to the outdoors is a wise investment, and here's why.

Children in the U.S. are already in crisis. The Centers for Disease Control and Prevention estimates that nearly a third of all children in the U.S. are overweight or obese.¹ This puts them at risk for a whole host of health problems—type 2 diabetes, coronary heart disease, high blood pressure and osteoarthritis—conditions that for the first time are beginning in childhood and intensifying as these children mature. In California alone, the costs of this trend will be staggering. Governor Schwarzenegger's office estimates that obesity already “costs the state \$28.5 billion in health care costs, lost productivity and workers' compensation.”² As California's obese children reach adulthood, these costs will increase exponentially. These numbers are not news. For years now,

studies have shown the increase in childhood obesity and its associated costs. What is new is the fiscal context—the worst financial crisis since the Great Depression. With fewer dollars at work everywhere, individuals and organizations have been forced to prioritize spending. But regardless of economic circumstances, creating a generation of healthy kids must always remain a high priority. As citizens, we have not only a moral responsibility to give children the opportunity at healthy, happy, productive lives but also a fiscal responsibility to cut the future costs associated with childhood obesity.

Getting kids outdoors is essential in this effort. A recent study by the Outdoor Foundation found that the amount of time 6 to 17 year-olds spent outdoors declined 11 percent in 2007 alone.³ We must reverse this trend. Outdoor time is active time. Activity burns calories and increases overall health, both physical and psychological.

To get kids outdoors, we must fund outdoor recreation programs and more innovative approaches to activating underserved youth. It is important to note that this is not just spending, it's investing. As the Centers for Disease Control and Prevention's slogan explains, “Healthy Weight—it's not

a diet, it's a lifestyle!”⁴ Now is the time to help kids establish that enduring lifestyle by funding outdoor programs. These programs not only help in the fight against obesity, they also teach kids responsibility, promote self-esteem, and provide lasting connections to the natural environment. Whether we're aware of it or not, we are developing the next generation of stewards of the state—our government leaders, teachers, doctors and nurses, scientists, park rangers, business owners and firefighters. Funding outdoor programs now will help ensure our future stewards of California are healthy and well-prepared for their vital responsibilities. Won't you join us in our cause?

Luis Arteaga is the Director of Emerging Markets at the California Emerging Technology Fund. He is one of the founding members of the Stewardship Council Board of Directors and current vice president, appointed by the California Public Utilities Commission. He has been the Chair of the Youth Investment Committee since 2004.

Steve Hagler is the Director of Youth Investment for the Pacific Forest & Watershed Lands Stewardship Council.

The Stewardship Council announces the next round of work on the conservation and conveyance of watershed lands located at 11 planning units in three watershed areas.

Pit-McCloud River Watershed Area:

Fall River Valley, Shasta County
Fall River Mills, Shasta County
Hat Creek, Shasta County
Lake Britton, Shasta County

Feather River Watershed Area:

Butt Valley Reservoir, Plumas County
Humbag Valley, Plumas County
Lake Almanor, Plumas County
Mountain Meadows Reservoir, Lassen and Plumas Counties

Upper Mokelumne River Watershed Area:

Blue Lakes, Alpine County
Lower Bear Area, Amador County
North Fork Mokelumne River, Amador and Calaveras Counties

¹“Overweight and Obesity: Economic Consequences.” Centers for Disease Control and Prevention. http://www.cdc.gov/nccdphp/dnpa/obesity/economic_consequences.htm

²“Governor, President Clinton Highlight California's Leadership in Fighting Childhood Obesity.” Office of the Governor Website. <http://gov.ca.gov/index.php?/fact-sheet/7467/>

³Outdoor Recreation Participation Report, 2008. Outdoor Foundation. <http://www.outdoorfoundation.org/research.participation.2008.html>

⁴Centers for Disease Control and Prevention. <http://www.cdc.gov/healthyweight/index.html>



Letter from the Executive Director

As I begin my tenure as the Stewardship Council's new executive director, I would like to introduce myself and share my enthusiasm about the organization and its mission. The Stewardship Council's work – providing an enduring legacy to the people of California – is truly special. I'm honored to be working with the dedicated board of directors, staff and stakeholders to expand our youth investment program and continue our efforts to preserve and enhance 140,000 acres of our precious watershed lands, some of the most pristine natural spaces in the country.

As I reflect upon my career path, I feel I have been uniquely prepared for this new opportunity. My involvement with youth, volunteerism, and conservation programs has been among the most fulfilling aspect of my career. Before joining the Stewardship Council, I worked in Washington D. C. as the U. S. Peace Corps' Regional Director for Inter-America and the Pacific Region. I had previously served as a Peace Corps Volunteer, working on environmental education issues in Panama from 1993 to 1995. Prior to my Peace Corps volunteer service, I was the Vice President of Public Affairs and General Counsel for the Tejon Ranch Company, a publicly held corporation which owns nearly 270,000 acres of rural lands in Kern and Los Angeles counties. After my Peace Corps volunteer service, I worked in the Central Valley for the Kern County Superintendent of Schools as the Director of School-Community

Partnerships. While in Kern County, I served as chairman of the board of directors for Kern County's Court Appointed Special Advocates and also as a board member for the Boys and Girls Club.

Joining the Stewardship Council has brought me back home to California. I grew up on a ranch in San Benito County, attended college in Stockton, and studied law in San Francisco. After law school, I served in the California Attorney General's Office as a deputy attorney general working in natural resources law and representing several of the State's public resource agencies.

Becoming executive director of the Stewardship Council allows me to draw on my past experiences to make a positive difference in the lives of Californians. I am thrilled about the opportunity to build on the organization's solid foundation established by Jayne Battey and the Board of Directors. Over the past few years, Jayne assembled an excellent team of motivated and talented staff. The organization is remarkably well-poised to move forward in its mission to preserve our precious watershed lands and connect California's youth to the great outdoors.

I join the land conservation effort during a time when exciting new ventures are being undertaken. While work progresses on the four pilot project sites, staff has initiated work on the next round

of planning units (round one). This work involves 22 planning units located within three different watershed areas. We will seek qualified organizations interested in becoming holders of conservation easements on multiple planning units within each of the three watershed areas. We will also seek qualified organizations interested in either holding fee-title or becoming land conservation partners at individual planning units within these areas. At this time, organizations are being actively solicited for 11 of the 22 planning units.

This year, the Youth Investment Program is poised to award an additional \$2 million in grants to organizations that are faced with cutbacks and financial challenges. These grants will ensure that youth throughout Northern and Central California will have meaningful opportunities to connect with the outdoors.

In the coming months, I will undertake a vigorous outreach effort to visit the watershed lands and communities, and interact with our youth programs. I look forward to meeting many of you and hearing your views regarding the Stewardship Council's mission and programs. Together, we will make a lasting impact in California.

Allene Zanger, Executive Director

Staff Spotlight

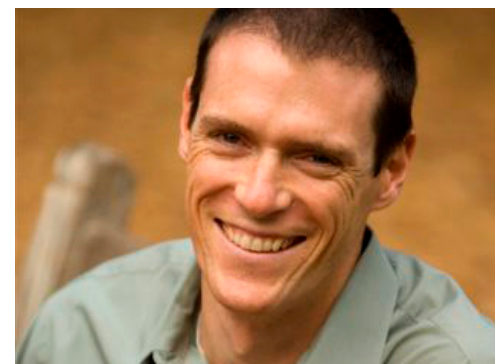
Joel Wagner, the Man Behind the Numbers

Joel Wagner is a numbers guy. In his own words, his job as the Stewardship Council's finance manager is "all things numbers." For an organization with a \$100 million mandate to protect and enhance watershed lands and uses, and invest in efforts to improve the lives of young Californians through connections with the outdoors, numbers are important.

But what makes Joel special is that he could be a numbers guy at many organizations. In fact, he used to work in commercial real estate for Morgan Stanley in Atlanta. But he chose to bring his talents to the Stewardship Council because he wanted a job that would provide greater benefits

to society. Given the choice between making money for shareholders and helping to preserve California's pristine watershed lands and invest in outdoor programs for youth, Joel took the latter. And we're happy he did.

Joel and the Stewardship Council are a great fit—and it's no wonder. As a child, he spent most summers exploring the wilderness of the west with his father, who worked for the National Park Service. Among his most vivid memories are the sight and sound of bugling elk in Colorado. Imprinted on nature at a young age, Joel feels passionately about the importance of protecting the environment and getting youth outdoors.



Outdoor recreation is still a big part of Joel's life. An avid triathlete, he gets a bit of training in every morning on his bike ride from Burlingame to the Stewardship Council's office in downtown San Mateo. With the crisp morning air still in his lungs, Joel arrives at the office more than ready to do his part for California's youth and environment.



Grantee Spotlight

The Power of a Ramp

Forty miles southeast of Fresno and about a mile apart, the Central Valley towns of Cutler and Orosi have been hard places to grow up. Economic hardship is the norm in this region. One hundred percent of the children qualify for free or reduced school lunches; depression among teens is high, drug use rampant and gang membership all too common. The Cutler-Orosi area is the largest unincorporated community in the state; without city tax

revenue, there are no city services and few programs for youth.

Without these programs, children have little to do in their spare time. And as the saying goes, "Idle hands are the devil's tools." But the Community for Youth Foundation and the County of Tulare sought to put those hands (and feet) to work. With a \$50,000 Infrastructure Grant from the Stewardship Council and an additional \$50,000 in funding

from other sources, the partnership built a skateboard park and provided helmets and pads for the area's youth. The skateboard park gets children outside, encourages exercise and promotes community. As they kick-flip, knee-slide and ollie away their afternoons, those hands and feet are no longer idle—and the youth of Cutler and Orosi have a healthy, fun alternative to drugs and gangs.

Youth Investment Program Update

Demystifying the Grant Application Process

Here at the Stewardship Council Youth Investment Program, we not only fund programs that connect youth to the outdoors, we also help organizations apply for the funding.

Writing grant proposals can be a daunting process for nonprofits. To help demystify that process and give organizations the tools they need to write responsive proposals, the Youth Investment Program conducted six in-person grant workshops and one teleconference workshop during January and February. These workshops were a great success, with over 300 representatives from interested organizations throughout Northern and Central California in attendance.



Upcoming Funding Dates

Catalyst & Impact Grants (Round 2)

- Applications Available: April 17, 2009
- Applications Due: June 19, 2009
- Awards Announced: October 2009

Infrastructure Grants

- Applications Available: June 5, 2009
- Applications Due: July 17, 2009
- Awards Announced: November 19, 2009

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Land Conservation Program Update

Land Stewardship Proposals Are In

The Stewardship Council has received land stewardship proposals from a number of organizations interested in becoming land stewards at the four pilot planning units: Bucks Lake, Doyle Springs, Kennedy Meadows and McArthur Swamp. These proposals are under review.

Last summer, public planning workshops were held for each of the pilot planning units. At these workshops, a wide variety of stakeholders provided input on the desired qualifications for potential land steward organizations and discussed potential site-specific measures to preserve and enhance the beneficial public values at these sites.

This past fall, the Stewardship Council solicited proposals from eligible and qualified organizations interested in becoming land stewards at the four pilot sites. Once the land stewards have been selected, the Stewardship Council will work with the land stewards and PG&E on the development of a land conservation and conveyance plan. This plan

will describe the organizations that will become the land stewards and the measures that will help preserve and enhance the lands. A draft of the plan will be made available for public review and comment before it is finalized and approved by the Stewardship Council Board.

The following organizations submitted land stewardship proposals for the pilot sites this past winter:

Bucks Lake:

1. A collaborative group consisting of the Enterprise Rancheria, Greenville Rancheria, and Plumas County.

Doyle Springs:

1. United States Forest Service, Sequoia National Forest.

Kennedy Meadows:

1. A collaborative group consisting of the County of Tuolumne, the Tuolumne County Resource Conservation District, and the Mother Lode Land Trust.

2. United States Forest Service, Stanislaus National Forest.

McArthur Swamp:

1. A collaborative group consisting of the Fall River RCD, Pit River Tribe, Shasta Land Trust, the California State Parks, and a technical advisory committee.
2. Shasta County and the California Waterfowl Association.

To review the executive summaries for each of the proposals, please visit our website at:

www.stewardshipcouncil.org/land_conservation/pilot_projects.htm

Staff has begun work on additional planning units located in the Pit-McCloud, Feather River, and Upper Mokelumne watershed areas. We anticipate hosting public workshops in these areas later this summer. As always, we welcome public input and support throughout this process. Please visit our website for regular updates or call 650-344-9072 or 866-791-5150 (toll free) with your questions.

Pacific Forest & Watershed Lands Stewardship Council Mission

The Stewardship Council protects and enhances watershed lands and uses, and invests in efforts to improve the lives of young Californians through connections with the outdoors.

Our Core Values

Collaboration
Stewardship
Discovery
Sustainability
Leadership

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And the Award Goes To...

The Stewardship Council Receives an Association of Environmental Professionals' Award



On March 15, the Stewardship Council's Land Conservation Plan (LCP) received the Association of Environmental Professionals' (AEP) award for Outstanding Environmental Resource Document.

"We are pleased to be acknowledged by the AEP for our groundbreaking work," said Ric Notini, Director of Land Conservation for the Stewardship Council.

AEP is a non-profit organization of environmental professionals, whose mission is to enhance, maintain and protect the natural and human environment. For more than 30 years AEP has been recognizing the best work of environmental professionals, non-profits and public agencies through their annual awards program. AEP presents awards to those organizations or individuals that clearly and effectively present innovative environmental analysis to the public and stakeholders.

The AEP jury was impressed by the framework of the LCP because it "provides structure and a common methodology that can be applied over a large and varied geographic area." Their summation: "Very well done!" In Notini's words, "This award acknowledges the innovation and hard work that went into producing the Land Conservation Plan. We appreciate all the public input and participation we have received and look forward to improving upon our efforts as we develop Vol. III, the Land Conservation and Conveyance Plan."