



The Preserver

March 2013

The McDowell Sonoran Conservancy champions the sustainability of the McDowell Sonoran Preserve for the benefit of this and future generations. As stewards, we connect the community to the Preserve through education, research, advocacy, partnerships and safe, respectful access.

| | | | | | | |
|--|---|--|--|--|----------------------------------|--|
| Board Information | Volunteer Support | So Long and Thanks for the Fish | Community Relations Report | C&M Report | Meet a Steward | Inspiration |
| Read about the Marketing and Bylaws and Policies Committees. | Remember the Steward Recognition Retreat. | Outgoing Patrol Chair Bobby Alpert provides parting words. | Outgoing Chair Barb Pringle summarizes recent successes. | C&M Chair Paul Staker explains the whys and hows of desert revegetation. | Meet Master Steward Dave Lorenz. | Read a daily meditation shared by Steward Kathy Ann Walsh. |
| Page 2 | Page 3 | Page 3 | Page 4 | Page 5 | Page 6 | Page 7 |

From the Office of the Executive Director



Mike Nolan

A few days ago I had the chance to look at the first proofs of the interpretive signs that will be installed at Brown's Ranch trailhead. Unlike other trailheads, the signs at Brown's Ranch focus on the human history of the Preserve, from archaic hunter-gatherers to the more recent cattle-ranchers. The copy for the signs was written by Master Steward and Pastfinder Len Marcisz,

based on information that in many cases was unearthed and researched by MSC stewards who focus their interests on the human history of the Preserve--our Pastfinders group.

Progress on the signs is a reminder of how close the City of Scottsdale is to completing the Brown's Ranch trailhead, once a dream that was years away, and one that now is just a few months from reality. With the opening of the trailhead comes the opening of the north area, and so we begin this month to turn our attention to planning for next season.

At the March and April Core Leadership Team meetings, our program chairs will begin to sketch out the 2013-2014 season, scheduling steward retreats,

new steward and program orientations, training sessions, and any other significant events and activities for next year. This is also the first time we'll begin to take a hard look at the specific stewardship needs in the north of the Preserve.

Now is also a good time for you to think about the role you want to play next season, and to talk with program chairs or staff about ways you can help as we expand our work to help manage the north area. Our programs rely not just on the program chairs, but on designated "leads" who manage subsets of the overall program activity. These are critical, but fun positions, that would allow you to interact with many stewards across the organization. If you have the time and interest to become more involved, contact a program chair and explore ways you can support them in making the program a success next season.

As winter turns to spring, our ecological inventories are restarting. All the scientists serving as principal investigators got together last month to review their results, describe their plans for the upcoming year, and find ways to cooperate with each other. It was a lively meeting, and to a person they have nothing but praise for the quality of support our stewards are providing their work. By fall, we hope to have the full results of their surveys available, through checklists and other publications, that you'll be able to use to further enjoy the Preserve, and interpret it for visitors.

Board Information and Update

by Tom Headley, Board of Directors Chair

This month I will cover two additional committees of the Board of Directors, the Marketing Committee and the Bylaws and Policies Committee, as I continue with this series of articles describing the Board's organization and management.

Marketing Committee

Chair: Wendy Warus, BOD member

Have you ever asked someone in Scottsdale what they think about the McDowell Sonoran Preserve or about the McDowell Sonoran Conservancy and gotten the answer "What Preserve and what Conservancy?" I am sure you have; I get that answer frequently. Contrast that response to the answer you get when you ask about the Desert Botanical Garden, the Zoo, or the Sierra Club. Some people who look at the Preserve every day (and even some who go into the Preserve) don't know what it is or who takes care of it for this and future generations. In marketing terms, that is known as having low "brand awareness."

The Marketing Committee is an *ad hoc* committee (not required by our Bylaws) and was established to improve MSC's brand awareness. Brand awareness is important to us for three reasons and for only three reasons:

1. To help us recruit new stewards
2. To help us get the donations we need to run our organization and
3. To help us get votes to support the Preserve when issues such as sales tax renewal and the potential of sweeping Growing Smarter funds come before the public.

The Marketing Committee, with lots of help from stewards and staff, has been working and continues to work to improve our brand awareness through printed media (such as our Activity Guide and advertising in local publications), newspaper and magazine articles (such as the story on the Conservancy in *Arizona Highways*), events at the Preserve (like last fall's "Bring a Friend to the Preserve" promotion and recently the new "Fit by Nature" program), outreach programs and, new to MSC, digital marketing. As Elif Affan, one of our volunteer committee members, explained at the recent steward retreat and at last month's Board

meeting, we now have a rapidly strengthening social media presence through our Facebook site, Meetup, and through outside blogs and websites that link to our Facebook and to our website. The growth rate of friends and visitors participating in our social media sites exceeded 300% in the past year.

The Marketing Committee currently consists of six members and meets monthly. It is open to Board members, stewards and non-steward volunteers. It has been doing a great job but we still have many opportunities to expand our brand awareness. If you have interest in helping the Marketing Committee, especially if you have a background in marketing, public relations, or communications, please contact Mike Nolan, Steve Dodd or Wendy Warus.

Bylaws and Policies Committee

Chair: Cay Cowie, BOD member

The Bylaws and Policies Committee is mandated by MSC's bylaws. As also required by those bylaws, the committee is chaired by a Board member and consists of at least two additional Board members. As stated in MSC's bylaws:

"The bylaws and policies committee is responsible for (a) annually reviewing and, as required, updating the Corporation's [MSC's] Bylaws and the Board's policies and (b) reviewing and proposing language for any proposed bylaws changes and new policies as they emerge in order to ensure all new bylaws and policies are consistent with the desires of the Board and all applicable laws."

During the last two years, as part of our work to ensure MSC is in a strong position for the exciting future we face, the Bylaws and Policies Committee has reviewed and updated MSC's bylaws and reviewed and, as required, updated all of the Board of Director's policies. It is worth noting that MSC also has company and steward policies that are not written or reviewed by the Bylaws and Policies Committee of the Board. Those policies are written by staff or stewards and reviewed and approved by Mike as our Executive Director. Up next month are the Board Development Committee and the Nominating Committee. I hope to see you at our upcoming Board of Directors meeting at the Gateway at 7:30 am on March 20.

Volunteer Support Reminder: Steward Recognition Retreat

The steward recognition retreat is coming soon--March 16, at 5:30 pm
at the DC Ranch Homestead.

Come find out who will be selected as a Master Steward, welcome the members of our first class of Lead Stewards, enjoy the camaraderie of friends, and much more. Dinner is on MSC, so you need to let us know if you are planning to attend. RSVP by contacting Nancy [here](#).

So Long and Thanks for all the Fish

by Bobby Alpert, Master Steward and Patrol Chair

Dear fellow stewards,

This will be my last article as your patrol chair. My two year term comes to an end this month and I wanted to share with you my pride in all your accomplishments.

Two years ago the Patrol program existed in name only. When I took over the reins we had 140 patrollers protecting the trails in no certain terms. Today, over 320 patrollers walk our trails, preserving, protecting and educating the public. Every month the Patrol program has performed the requested number of hikes that the City of Scottsdale asked us to perform two years ago.....and then some. You should be extremely proud of yourselves.

The challenges you and the new patrol chair will face regarding the North Area are daunting, yet doable. I have not seen the Patrol program step back from a challenge once. With the sheer number of new patrollers and the growth of the bike and equestrian patrols, I am confident I leave the next chair with the strongest program in the Conservancy.

A special "thank you" to the wonderful hardworking and dedicated City of Scottsdale folks whom I have grown to respect and care about. You are truly inspirational.

In *The Hitchhiker's Guide to the Galaxy*, the dolphins leave earth but leave the message, "So long, and thanks for all the fish." It is their way of saying "thank you for nurturing me and helping me grow into a better creature." I feel the same way.

Thank you for all the patrols you have performed.

Thank you for helping new stewards become patrollers.

Thank you for sharing your knowledge and experiences with me.

And a big "thank you" for the friendships and camaraderie you have shown to me. That's a lot of fish.

Community Relations Report

by Barb Pringle, Master Steward and Community Relations Chair

This will be my last report as chair of the Community Relations program. I have enjoyed serving in this role and have met and worked with many awesome volunteers. I look forward to helping the future chair in any way he or she requests to further develop and expand this excellent program. Going forward, there are lots of reasons to be excited!

Our photography committee continues to expand its reach through additional exhibits. We now have a beautiful exhibit at REI, Paradise Valley, and we hope they let us have it back some day! (They really love the exhibit.) We have a photo exhibit at the Mayo Clinic which you read about recently in the weekly MSC bulletin, and in the first week of March, we are installing a brand new group of photos at the Desert Foothills Lutheran church. I was one of three photo committee volunteers – along with committee chair Barb Jabara and Tom Roche, both great photographers themselves – who went through hundreds of photos that MSC has collected over the years. I think this group of photos is absolutely stunning and I hope you stop by the church to view the collection one of these days.

Linda Raish and I spent some time talking about the overall organization of Community Relations and there will be some changes made, in terms of some of the subcommittee structuring. A new interactive engagement subcommittee combines the efforts of the speaker's bureau and some of the outreach events. It will work to provide thematic, expert interpretative talks spanning a wide range of Preserve-related subjects and promoting the Conservancy's work. This group will also lead educational activities at family events. A new promotion subcommittee will work with communities around the Preserve and partner organizations serving the area to engage members of the community with our work. The Mountain Lines and Photography committees will continue to function as before.

While we've adjusted structure somewhat, the overall goal of the Community Relations program remains consistent: To engage the public in MSC's work and



Stewards participating in outreach event

advocate for responsible use and completion of the Preserve. Volunteers work together to catalyze broad community involvement in MSC's conservation efforts and share outreach and education programs that inform and inspire.

Want to become involved with Community Relations? You can volunteer in so many ways; we even have openings for team leads for the photography or promotion subcommittees, if that interests you. Contact Linda Raish, Community Development Director at linda@mcdowellsonoran.org for more information.

C&M Report: Desert Revegetation: Why and How?

By Paul Staker, C&M Chair

Most of the stewards who participate in the Construction & Maintenance (C&M) program have similar stories about the first time they told a friend or family member that one of their primary activities is to dig up and re-plant cactus. Generally, the reaction is something like: Why would you want to do that? Aren't there enough cactus already out there in the desert?

There actually are many good reasons why the C&M team participates in "desert revegetation" by planting cactus. Several recent examples of our projects include:

- Landscaping at the new Tom's Thumb Trailhead to make the area around the newly constructed facility look more natural.
- Planting cactus to close off the old roads and parking lots near Tom's Thumb that were replaced by the new facilities. There is nothing like a well placed cholla ball to discourage further use in areas we are trying to close!
- Replanting cactus that have been displaced by the professional contractors who have been building the trails in the newly acquired areas of the Preserve north of Dynamite.



Salvaging a teddy bear cholla for later revegetation

We find that almost any type of cactus is a candidate for replanting. We certainly have experience with buckhorn cholla, hedgehogs and prickly pear. The brave will even dig up and replant a teddy bear cholla. Barrel cactus and saguaros are a particular favorite of many stewards, but we generally are limited to relatively small specimens because larger plants become too heavy to move and replant by hand, even with a fairly large crew of dedicated volunteers.

When we do replant barrels or saguaros, it is important to "orient" the cactus as much as possible to face in the same direction as it did when it was taken out of the ground. Otherwise, the portion of the cactus that is facing south for the first time is likely to get "sunburned" and cause the entire plant to die.

When we go to the effort of replanting cactus, we obviously are hopeful that we will experience a reasonably high survival rate. Melanie Tluczek, Research Coordinator for MSC, has recently started to prepare more formal records of our cactus revegetation projects in order to be able to assess whether certain factors, such as time of year or rainfall, affect success.

We generally try to re-plant entire plants with intact root systems, but it's certainly possible to create a new cactus by cutting off a small section and sticking it in the ground. One recent change in our practices has been to focus more on trying to use plants from the immediately surrounding area rather than moving cactus from a different area of the Preserve, since there are significant differences in soil conditions, temperature and rainfall in areas even a mile apart.

If you would like to learn more about cactus revegetation, please come out to one of our C&M projects. The monthly project schedule is listed on the MSC website. By emphasizing teamwork and taking it slow, the process of working with cactus can be a safe and enjoyable way to experience what really is going on in the desert!

Meet Master Steward Dave Lorenz

by Peggy McNamara, Steward

While hiking in the Preserve in the spring of 2005, Dave Lorenz met Dick Benson. A few days later, over lunch, Dick talked to him about MSC and supplied Dave with an information packet. Then Dick moved in to close the deal. The end result was that Dave began volunteering with MSC and attending classes. He eventually became an official steward in May 2006 with Class 9, the Divine Nine. After graduation, Master Steward Bernie Finkel guided him on several hikes so Dave could learn about desert flora and what was expected of stewards.

Hiking, while also helping MSC, suited Dave very well. He's an avid hiker who has spent over 230 days hiking in the Grand Canyon. Dave has also hiked to all the forest fire lookouts in Arizona and New Mexico due to his special interest in them. He helped establish the Forest Fire Lookout Association (FFLA), served as its director in both states, and is a registrar for the National Historic Lookout Register (NHLR). Dave has also published two manuscripts on the towers, *Tree Towers of the Grand Canyon* and *Fire Lookout Towers of the Grand Canyon*.

Some of Dave's hiking includes backpacking. He says, "The backcountry is the best tonic to cleanse your mind." Most years, Dave hikes over 400 miles, so he jumped at the opportunity to become an MSC hike leader. He creates many of our theme hikes and served as Hike Development Coordinator for two years.

Additionally, Dave does four shifts a month as a Pathfinder and patrols at least four times a month on Sunrise and the Marcus Landslide trails. Dave is also a mentor in the New Steward Orientation (NSO) group and served as Mentor Chair for two years. He is currently guiding his twentieth mentee. This past year he added involvement in the Field Institute and Pastfinders. So, it's no surprise that Dave became a Master Steward in the spring of 2012.

Dave has also done volunteer work in public education. While living in Michigan, he served on the Spring Lake, Michigan school board for eight years and on the Ottawa County, Michigan school board for two years. While living in Arizona, Dave served for six years as an Arizona commissioner for the Western Interstate Commission for Higher Education (WICHE),



Master Steward Dave Lorenz

a Governor-appointed position. In 1993, he attended the Dwight Eisenhower Citizens Ambassador Program of People to People International at the invitation of the Russian Ministry of Education.

Dave's volunteer work in education complements his career in education. His credentials include a B.A. degree in Industrial Technology from Central Michigan University and an M.A. degree in Administration of Higher Education from Michigan State University. He also attended the Business Management Institute for Senior College and University Officers at Stanford University.

While living in Michigan, Dave worked at Grand Valley State University in student services and business affairs. In 1988, he and his wife, Judy, and their two daughters moved to Flagstaff where Dave worked at Northern Arizona University for 22 years. He retired in 2004 as Vice President of Administration and Finance. It was the move to Flagstaff that reignited Dave's

Meet Master Steward Dave Lorenz, cont.

interest in hiking, developed as a Boy Scout in Michigan.

An interest in travel was ignited while Dave served in the U.S. Army in Germany. Dave spent all his leave time traveling in Europe. After their marriage, he and Judy spent their honeymoon traveling throughout Europe on a euro-rail pass. Later, when Dave traveled on university business, Judy often accompanied him. He and Judy still continue to travel abroad every few years. They recently vacationed in South America where they crossed over the Andes from Chile to Argentina. They also love to camp in the National Parks in the western states. Occasionally, they return to

Michigan, and more than occasionally travel to Nashville and Washington DC to visit their daughters.

But no matter how busy Dave gets with traveling, writing, organizing river trips, hiking or backpacking, he still finds time to volunteer for MSC. He says, "I continue to be amazed at what a volunteer work force can do when they have a shared purpose. The concept of 'preserving our deserts and mountains for the benefit of this and future generations' is a lofty yet achievable goal. The City of Scottsdale can be proud of establishing the McDowell Sonoran Conservancy."

Inspiration

Steward Kathy Ann Walsh shared this inspiration from Daily Meditations by Deng Ming-Dao. This is the entry for February 11.

-Editor

Walking

Trail beside stream,
Fragrant pine.
Rocky red earth,
Steep mountain.



Walking may be a good metaphor for spiritual life, but there are times when simple hiking is literally the best activity. When one walks in the woods or climbs mountains, there is a wonderful unity of body, mind, and spirit. Hiking strengthens the legs, increases stamina, invigorates the blood, and soothes the mind. Away from the madness of society, one is freed to observe nature's lessons.

Erosion. Gnarled roots. The carcass of a dead deer. A flight of swallows. The high spirals of hawks. Bladed reflections of rushing water. Just budding bare branches. Gray rock, cracked, shattered, and worn. A fallen tree. A lone cloud. The laughter of plum branches. Even a little circle of rocks beside the trail--who put them there, or did any hand arrange them, and no matter which, what are the secrets of that circle?

There are a thousand meanings in every view, if only we open ourselves to see the scripture of the landscape.