

NEWS & VIEWS

MARCH 2015

Tri-Valley
Conservancy

PRESERVE LAND,
CONNECT COMMUNITIES,
ENRICH LIFE.

At the Heart of TVC's Mission: Volunteers!

WEBSTER'S DICTIONARY DEFINITION FOR VOLUNTEER—a person who undertakes or expresses a willingness to undertake a service. Tri-Valley Conservancy is honored to have a large and special group of volunteers who bring their expertise and enthusiasm to every program they support. TVC is successful because of these willing volunteers who choose to donate their time and talent to us. We wanted you to meet three volunteers whose shared values have made TVC stronger and more efficient.



CHARLES F. CROHARE

Preserving Land

Since 1940 Olivina Ranch has been owned, farmed and operated by the Crohare family. The Olivina estate is adjacent to Sycamore Grove Park and the Veterans Hospital. In its early years it was operated as a cattle ranch. In March 2000 the Crohare family decided to move towards the planting of olives and manufacturing olive oils, soaps, and lotions. Charles F. Crohare and Alice have owned and operated Olivina since 1951. He oversees the operation to ensure the highest quality of olives. In 1998 the Crohare family worked with Tri-Valley Conservancy to create two conservation easements.

"It has been a learning process for all of us," said Charles. "Today, I am very happy with our progress and what we have created in South Livermore Valley. Not only have we benefited, but the community has gained tremendously with open space, trails, and beautiful landscapes."



MARY ROBERTS

Connecting Communities

Following two consecutive four-year terms on the TVC board, Mary Roberts, former City of Pleasanton Planning Commissioner, has completed her term as board chair. When asked about her time on the board, Mary shared, "As chair of TVC's board for the past two years, I sought to encourage our board of very dedicated, talented, and skilled professionals to work together and learn from each other. As a board, they have the variety of skills and talents necessary to implement our mission as well as to increase our productivity and visibility in the Tri-Valley."

After his swearing-in at January's board of directors installation dinner, new board chair Jeff Williams honored his predecessor. "Although we are all really going to miss Mary, we're happy to have her continued involvement. Under her direction TVC took huge steps, becoming more active in the Tri-Valley community. Mary was the leader behind TVC's efforts to engage in protecting Doolan Canyon, initiating TVC's work to connect regional trails and collaborating with the many organizations and agencies within the Tri-Valley."

Mary will remain active in TVC's ongoing projects as a member of the Advisory Council.



BREE KLOTTER

Enriching Life

Bree Klotter started to volunteer for TVC after she retired, about a year and a half ago. As she explains, "I've always considered it important to donate money to good causes, but it wasn't until after I retired from a hectic career that I found I had time to donate, too. Little did I realize just how much I would enjoy volunteering for TVC. In donating my time, I am helping out an organization whose mission is to protect the open spaces and agricultural economy of this wonderful valley that I live in. And along the way, I have met and become friends with some absolutely wonderful people.

"One of the best parts about volunteering for the TVC is that there are so many different ways to be involved. Whether it is helping out with challenging office projects, cleaning trash off trails, pouring wine for Quest, going on stewardship visits, or making table decorations for Jeans & Jewels, I always feel valued and appreciated. Best of all, I feel like I am giving something back to this community, a community that has provided wonderful outdoor opportunities to me and my family for so many years."

Are You Social Media Savvy?

EAST BAY GIVES 2015

- > Tuesday, May 5th
- > A 24 hour Giving Day
- > Social Media Driven
- > To Raise \$500,000 for 350 Nonprofits
- > It's Local Love!
- > Are You Ready to Help?

If so, then get onto your Facebook and Twitter profiles and follow TVC's activity, help us raise awareness, and boost our profile by sharing the news with all your friends and, by all means, help us raise money to spread our mission even further within the Tri-Valley. With your support we can protect more acres of fertile soil, rangelands, and open space; open up more public trails; and continue to promote our local agricultural economy and the amazing quality of life we all enjoy so very much!

So remember—follow TVC on Facebook and Twitter, then donate on May 5th at eastbaygives.org/#npo/tri-valley-conservancy.

 [facebook.com/trivalleyconservancy.org](https://www.facebook.com/trivalleyconservancy.org)

 @TriValleyConser

TVC Does It Again

LTAC REAFFIRMS YOUR TRUST



TVC has achieved renewed land trust accreditation from the Land Trust Accreditation Commission

Volunteers and staff from TVC work with property owners, provide recreation opportunities like trail connections, help maintain habitat areas, participate in agricultural and environmental programs for school children.

TVC was awarded renewed accreditation this February and, out of the 1700+ land trusts from across the country, is 1 of only 301 that are accredited. An accredited land trust meets national standards for excellence, upholds the public trust, and ensures that conservation efforts are permanent. The LTAC seal is a mark of distinction in land conservation.

Executive Director Laura Mercier stated, "We are proud to be the champions and caretakers of the Tri-Valley's critical land resources, and look forward to continuing to safeguard this land for generations to come."



Touchdown



The Farrier



Serenity

Winners of 2014 Freeze Frame!

TVC is pleased to announce the winners of the 2014 Freeze Frame Photo Competition.

The first place photograph of a hummingbird in flight was taken by Kerry Joy McGehee of Livermore. The winning photo, titled *Touchdown*, was lauded by judges as special due to the out-of-focus elements that make up the backdrop to the photo's subject.

Susan Gerber of Pleasanton placed second for her photo, *The Farrier*. The third-place photo, *Serenity*, was submitted by Justin Trent, who also calls Livermore home.

Freeze Frame! 2015 July 1–31

Ready. Aim. Shoot. "Freeze Frame! 2015" will be here sooner than you may expect it. We're restructuring our competition for 2015: submissions will be accepted earlier (July 1–31), under-18s are now welcome to participate, People's Choice will be selected and winners will be announced at a Freeze Frame Reception on September 3rd. Check the trivalleyconservancy.org website for more information and contest details, email requests to freeze@trivalleyconservancy.org, or call [925] 449-8706 with questions.

Attend Quest for Excellence

PROMOTING EXCELLENCE IN GRAPES & WINES

Tri-Valley Conservancy invites you to attend Quest for Excellence on Tuesday, May 5, 2015, beginning at 6:30pm at the Robert Livermore Community Center. Mark Clarin will lead the discussion, and there will be a blind tasting of the top six Chardonnays and top six Merlots from the 2015 Livermore Valley Uncorked wine competition. These workshops are directed toward the local vineyard owners and winemakers, who are striving to constantly improve upon the quality of wines produced in the Livermore Valley. More information is available at our website, trivalleyconservancy.org.

NEW BOARD OF DIRECTORS

TVC is pleased to announce our new officers and appointees to the 2015 Board of Directors.

David E. Doyle, CEO and President of Doyle Construction Inc., will replace Mary Roberts as the City of Pleasanton's appointee to the TVC board. David relocated to the Bay Area in 1984, after receiving a bachelor's degree in construction management from Michigan State University. He and his family made Pleasanton their home in 2006. Since that time, David has been a strong proponent of TVC's efforts to protect the beautiful lands and culture of the region. He strongly believes that we are all stewards of the land.

Taking on a new role as board chair is Jeffrey Williams. Jeff joined the TVC board as at-large director in 2012, serving as vice-chair in 2014, chair of the Land Conservation Committee and on the Board Governance Committee. He is retired from the Livermore City Council, having served from 2007–2011. Prior to that, Jeff worked at Lawrence Livermore National Laboratory from 1971 until his retirement in 2007.

Stepping into Williams' previous role of vice-chair is Ryan Callahan. Born and raised in the Bay Area, Ryan is a graduate of California State University, Chico School of Business. The founder of Shamrock Development & Construction of Livermore, he joined the TVC Board in 2011 and serves on the Finance and Land Conservation Committees.

Rounding out the slate of newly appointed TVC board officers is Connie Campbell in the role of

secretary. Connie was appointed by the County of Alameda in 2011 and also serves on TVC's Land Conservation Committee. A longtime Tri-Valley resident, Deputy District Attorney Campbell received her Juris doctorate from University of the Pacific–McGeorge School of Law.

Looking toward 2015, Laura Mercier stated with enthusiasm, "I am looking forward to working with our new chair, Jeff Williams, and Pleasanton appointee, David Doyle. The time I have spent with current and new board members makes it clear to me that our board remains committed to building upon the goals that Mary and prior directors helped us establish, like increasing community engagement and awareness, boosting support of the agricultural products produced in this valley, connecting regional and local trails, and so much more. Working together, we will grow stronger for the Tri-Valley community."



Back Row: (L to R) Jeff Williams, Chris Schlies, Matt Ford, Ryan Callahan, David Doyle
Middle Row: Art Jeannet, Clay Widmayer
Front Row: Norm Petermeier, Connie Campbell, Mary Roberts, Michael Fredrich, Jeff Cranor, Melody O'Shea

LIVERMORE VALLEY UNCORKED! CELEBRATION

Be there on April 9, 2015, to taste the competition wines and see the winners unveiled.

Info and tickets available at:
trivalleyconservancy.ejoinme.org/2015LVUC

LOOK WHAT THEY DID!

NINE

Volunteers gathered information to create *TRAILS OF THE TRI-VALLEY*.

ELEVEN

Volunteers served guests at three Quest for Excellence programs.

TWENTY-FOUR

Volunteers supported the 5th Annual Uncorked Wine Competition.

TWELVE

Volunteers staffed refreshment stations at a half-marathon and a bike race.

SEVEN

Volunteers produced five mailings.

FOUR

Volunteers supported the annual Summer Social for land and winery owners.

TWENTY

Volunteers participated in the pre-harvest roadside clean-up event

THREE

Volunteers presented to local 3rd graders for Agriculture Day.

TEN

Volunteers conducted annual stewardship visits to 107 preserved properties.

FOURTEEN

Volunteers supported creek clean-up for TVC's Adopt-a-Creek Spot by Robertson Park.

THIRTY-ONE

Volunteers ensured the 2014 Jeans and Jewels fundraising event was the best ever!

IN ADDITION

to helping with the events just mentioned.... TVC is fortunate to have a few extra-special volunteers, who help us on a regular basis and do just about anything and everything we need.



1457 First Street
Livermore, CA 94550

RETURN SERVICE REQUESTED



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Mark Your Calendar

APRIL 1–30

Freeze Frame Exhibit at Robert Livermore Community Center

APRIL 8

6th Annual Uncorked! Wine Competition Judging

APRIL 9

Uncorked! Celebration

MAY 1–JULY 31

Freeze Frame Exhibit at Cuda Ridge Winery

MAY 5

Get Social—Support TVC During East Bay Gives 2015

MAY 5

Quest for Excellence at RLCC

MAY 16

Spring Cleaning, Cattails at Upper Sycamore Grove

MAY 17

Freeze Frame Artists' Reception at Cuda Ridge Winery

JUNE 6

National Trails Day Event

JULY 1–31

Freeze Frame 2015 Competition Submissions

JULY 22

Property Owner & LAND Guild Summer Social

SEPTEMBER 3

Freeze Frame Reception & Awards, Larkspur Room at Robert Livermore Community Center

SEPTEMBER 3–30

Freeze Frame 2015 Exhibit at Robert Livermore Community Center

SEPTEMBER 19

Adopt-a-Creek Spot Clean-up Day

NOVEMBER 5

Jeans & Jewels goes on Safari, Casa Real at Ruby Hill Winery

NOVEMBER 17

Quest for Excellence at RLCC

DECEMBER 10

Volunteer Appreciation Event

Want more details about any of these events? Call 925.449.8706, email info@trivalleyconservancy.org, or visit us online at trivalleyconservancy.org.

TVC IS A PROUD PARTNER OF



BOARD OF DIRECTORS

Jeff Williams, Chair

Ryan Callahan, Vice Chair

Connie Campbell, Secretary

Michael Fredrich, Treasurer

Jeff Cranor

David Doyle

Matt Ford

Arthur Jeannet

Melody O'Shea

Norman Petermeier

Christopher Schlies

Clay Widmayer

STAFF

Laura Mercier, Executive Director

Barbara Graham, Office Manager

Kellie Hayes, Resource Dev. Dir.

Jill Naughton, Event Coordinator

Carolyn Newton, Stewardship

NEWSLETTER

Judy Eckart, Editor