



Our Mission: To conserve California's working ranches that provide stewardship, open space and natural habitat for future generations.

20 YEARS 20 STORIES

NOT ALL RANCHERS FIT THE JOHN WAYNE stereotype. Some look like Katie Isaacson Hames.

A young blue-eyed mother making a life on the Gaviota coast, Katie has a degree in biology with a minor in creative writing. She worked at a local school for eight years and met her husband Will at a farmer's market. She is also a third-generation rancher.

"We don't necessarily look like ranchers," Katie laughs. "I drive a Subaru Outback when I'm not driving the flatbed."

When her parents, Bob and Sally Isaacson, brought Katie home from the hospital, it was to El Chorro Ranch. Now she raises her two children in the same house. Five-year-old Helen and two-year-old Bobby participate in daily ranch work—gathering eggs, feeding the horses, checking water valves, weeding the garden, fixing fences. They're carrying on the family tradition of ranching on El Chorro that Katie's great-grandfather started when he bought

"I think as our society's respect for food grows, their respect for the people who are growing the food grows."



Katie (left) and childhood friend Elizabeth Poett (right) manage neighboring ranches on the Gaviota Coast.



Katie and her family maintain a diverse operation and exercise the creativity necessary to keep a ranch viable in the 21st century

the former Spanish land grant property in 1939.

Growing up, Katie saw her father and his brothers face tough decisions about what to do with the historic ranch. Bob Isaacson was an English professor. His former students still tell Katie about the enduring impact he had on their lives. He was also a passionate writer and historian, documenting early ranch life on the California coast. But Bob Isaacson believed his conservation easement with the California Rangeland Trust was the great contribution of his life.

"The day after they signed, I went to the ranch," Katie remembers. "Dad was kind of wandering around, saying, 'I finally did something bigger than myself.'"

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El Chorro Ranch



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LEADERSHIP LETTER

THIS IS AN EXCITING TIME FOR OUR PRECIOUS rangeland. We have a story to tell, and it's one of hope. Throughout the U.S., we're seeing the conversation about land conservation change. In April, *The New York Times* cover story "Can Dirt Save the Earth?" highlighted a growing respect for grazing and its role in land conservation. Old misconceptions about land management are evolving as more and more voices speak out about the restorative value of grazing.

All over the country, we're seeing tremendous opportunity in grassland carbon sequestration. During a season of devastating wildfires, grazing is valued as preventative and grassland as a buffer. There are conversations taking place about the significance of grassland for groundwater recharge, endangered species habitat, and so much more.

New scientific developments shed further light on the importance of rangeland. A fascinating study published in July found that grasslands are even more reliable carbon sinks than forests, effectively sequestering carbon underground during droughts and wildfires.

Right now, renowned researchers from UC Berkeley are conducting the California Rangeland Trust Ecosystems Services Study, gathering valuable data to build the scientific case for managed grazing. Meanwhile, our communications team is busy telling the stories of ranching to new audiences. This month, we're launching one of our most ambitious projects yet: a short film created by acclaimed director Chris Malloy. (PG. #6) Look for our 20 Years/20 Stories series to dive into these important and inspiring stories. (PG. #1)

With your support, California Rangeland Trust can be another voice for and to ranchers in these conversations. It's easy to have blinders on when you're in the weeds dealing with markets, droughts, herd health, wildfires, and everything that comes with day-to-day ranch operations. We remind California cattlemen and women of their importance, and perhaps even reshape the way they think about their role in the world.

This is a great time to be part of the California Rangeland Trust family. In June, we experienced an incredible outpouring of support at our annual *A Western Affair*, celebrating 20 years as an organization. It was a milestone moment. There is a bright and promising future ahead. Rangeland is bringing environmental and ranching interests together. People across the urban-rural divide are finding common ground in stewarding the earth we share. There is work to be done and hope to be had. Together, we can heal the soil and heal our planet. Won't you join us?

Sincerely,



Nita Vail
Nita Vail
Chief Executive Officer



K. Mark Nelson
K. Mark Nelson
Chairman

MORE THAN 140 DONORS ARE HELPING TO CONSERVE THE ROCK FRONT RANCH!

EARLIER THIS YEAR, WE ANNOUNCED A fundraising challenge from the Henry Mayo Newhall Foundation to raise \$165,000 towards the conservation of the Rock Front Ranch, a valuable gateway to the Cuyama Valley, bordering Santa Barbara and San Luis Obispo Counties.

Our hope was that members of the community would be inspired to come together to help protect a specific property in their own back yard. As it turned out, *more than 140 generous contributors* (and counting) saw something in this small but mighty ranch and decided to help conserve it for future generations. **Together, they contributed more than \$200,000!**

We are deeply grateful to everyone who helped us rise to meet this challenge. The overwhelming support from community members continues to inspire others to join the effort and we have now secured *more than half* of the \$500,000 needed to complete this project.

Stay tuned as we continue to work towards conserving the Rock Front Ranch and keeping this corner of the Cuyama Valley for the people, livestock, and wildlife that depend on it.

Community members sent in more than \$200,000 to help conserve this valuable Ranch!



LEGACY COUNCIL

Between meetings, ranch tours, and the Messaging Task Force, the Legacy Council is hard at work raising awareness of California Rangeland Trust and conservation projects in queue.

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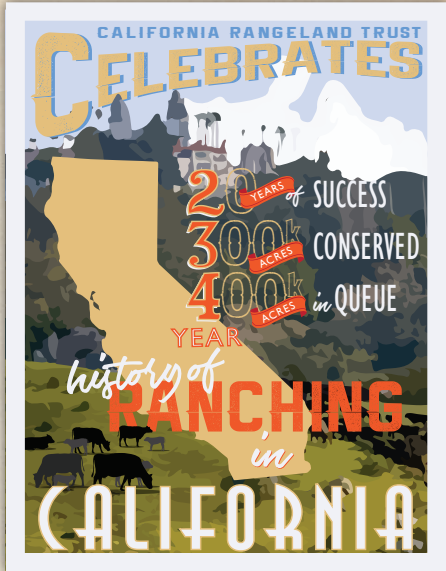
John Vosburgh

CELEBRATING 20 YEARS OF CONSERVATION AT A WESTERN AFFAIR

In true Western style, *A Western Affair 2018* served as the big celebration for the California Rangeland Trust's 20th Anniversary. Hosted in June at the historic Hearst Ranch in Old San Simeon Village, the event brought California's ranchers and conservationists from across the state together to celebrate an organization that conserves California ranches *forever*—including Hearst Ranch itself.

The Rangeland Trust's greatest capital is the stories of the individuals and families who work and care for the land every day. They represent history, hard work, and the relentless spirit behind the Rangeland Trust's 20 years of Life on the Range. While we honored the cowboys and cowgirls of the past and present at the event, we were reminded how important it is to preserve California's ranching heritage and the working lands that provide us with clean air to breathe, fresh water to drink, local food to eat and beautiful open spaces to cherish.

This unforgettable evening raised more than \$450,000 so we can continue to protect the open, wild spaces that are critical to preserving the beautiful landscapes in California that we love. Thanks to all who could attend for making it *A Western Affair* to remember. Mark your calendars and join us next year on June 29th at Wente Vineyards in Livermore, CA for *A Western Affair 2019*.



Placing our impacts and long-term goals in the context of California's 234-year ranching history.



Guests enjoyed live music by Monte Mills and the Lucky Horseshoe Band in the Hearst Ranch Wine Warehouse.



Special guest, Assemblyman Jordan Cunningham presented a resolution in honor of our 20-year anniversary.

FOR MORE PHOTOS FROM THE EVENT, VISIT OUR ONLINE PHOTO GALLERY AT WWW.RANGELANDTRUST.ORG/Event-Photo-Gallery



Our auction featured an exciting lineup - from a Wine Country dinner for 10 to an adorable cowdog puppy named Hank!



Guests witnessed the premiere of "A Common Ground," a short film about conserving working landscapes and those who steward them, honoring the Rangeland Trust's 20th anniversary.



Steve Hearst tells the story of conserving Hearst Ranch.



Friends gathered at Hearst Ranch's Old San Simeon Village for the main event, A Western Affair.

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CALIFORNIA RANGELAND TRUST'S ANNUAL AWARDS CEREMONY

EVERY YEAR, CALIFORNIA RANGELAND TRUST HONORS individuals who have made significant contributions to California rangeland conservation. This year, it was our pleasure to award the **2018 Conservation Impact Award to Steve Thompson** and the **2018 Conservationist of the Year Award to Kevin Kester and Family**.

The Conservation Impact Award honors those who have dedicated their careers to protecting the environment and advancing conservation of open spaces and natural resources. Steve Thompson served a number of diverse roles during his 32 years with the U.S. Fish and Wildlife Service, and is the founder of the California Rangeland Conservation Coalition. Steve has dedicated his life to conserving western land, water, and wildlife, and is a powerful, longtime supporter of the Rangeland Trust.

The Conservationist of the Year award recognizes extraordinary achievement in volunteer conservation by a private landowner. Kevin Kester and his family have demonstrated tireless advocacy and national leadership. They partnered with the Rangeland Trust to permanently protect their beautiful Parkfield ranch, and use

cutting-edge technology to help manage their land with the goal of responsible stewardship. Kevin is a fifth-generation rancher and the current president of the National Cattlemen's Beef Association (NCBA). He is a strong and effective advocate for conservation policy in Sacramento and Washington, D.C.



Steve Thompson received the 2018 Conservation Impact Award.



Conservationist of the Year Award recipients Kevin Kester and the Kester family.

"A COMMON GROUND," CALIFORNIA RANGELAND TRUST'S 20TH ANNIVERSARY SHORT FILM IS TAKING OFF

Have you seen California Rangeland Trust's new short film, "A Common Ground," directed by celebrated filmmaker, Chris Malloy? As of press time, this groundbreaking film has been viewed more than 37,000 times and we are so excited to share it with you!

Chris Malloy is an internationally known surfer and director whose films include 180° South, The Fisherman's Son, and Thicker Than Water. He has directed global ad campaigns for Ford, Jeep, RAM, Coors, and Yeti, and served as ambassador, director, and creative strategist of Patagonia for the last 14 years.

A rancher himself, Chris drew from personal experience throughout the week of filming, as he interviewed ranchers across the state from all ages and walks of life about their passion for ranching, conservation, and the journeys that led them to the California Rangeland Trust. Along with an incredible crew from his production company Farm League, Chris brought an inimitable passion and vision to this project. The result is a remarkable tribute to the beautiful history of ranching in California, and to the future of rangeland in healing our earth and restoring our soil.

Thank you for partnering with us to tell these stories! Your support enables us to continue the legacy founded by the ranchers of the past and stewarded by those of the present. Together, we can provide hope for a healthy and vibrant future for California's rangelands.

View the film at <https://ACommonGround.RangelandTrust.org> and join us in sharing.



20 YEARS OF IMPACT

What does 20 years of conserving California's ranches mean to all of us?

BIG IMPACT, BEYOND THE NUMBERS

As the largest land trust in California, we have now conserved almost 320,000 acres that will remain vibrant, open landscapes for future generations. The truth is, we all reap the benefits of private rangelands with every breath of clean air, glass of fresh water, bite of local food and trip down the highway enjoying wide open spaces. Just how is this so important to your quality of life?

WHY CONSERVE RANGELAND?

It's what we love about California.

62% of California's undeveloped land is private rangeland.

67% of threatened and endangered species spend part of their lives on private rangelands.

85% of California's fresh water runs over ranches. Protected green space means fresh air for all of us to breathe.



Find out by viewing our new 20 Year Impact Report online at www.RangelandTrust.org/Our-Impact

FUTURE INITIATIVES

We're continuing to protect California's natural resources.

- The Rangeland Trust is involved in several wildlife habitat protection initiatives across the state.
- To understand the benefits of conserved land, we have joined with UC Berkeley scientists to study the environmental, economic, and social benefits of rangeland.

THANK YOU

You have helped to build the story of the California Rangeland Trust. Your support has made all the difference and we can't wait to see what we accomplish together in the next 20 years.



THANK YOU DONORS!

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Planned Giving

GET A JUMP ON 2019. CHECK ESTATE PLANNING OFF YOUR TO-DO LIST

AS WE APPROACH THE FALL SEASON of the year, with the traditional holidays just ahead, it is often a time to think of family, friends and the work we all support from our discretionary funds. This becomes a great time to take stock of where you're at in your estate planning.

When surveying your plan, make sure you review the following:

- ☐ **Wills and trusts.** Review your will or trust for any life change such as a birth, death, marriage or a move to a different state.
- ☐ **Beneficiary designations.** Remove any beneficiary on your life insurance or retirement plans who is deceased or is a former spouse, and consider adding a charitable organization like the California Rangeland Trust.
- ☐ **Durable power of attorney.** Make sure your durable powers of attorney for financial and health care are current. A copy of the financial power of attorney should be given to your family members, while a copy of your health care power of attorney should be provided to both family members and health care providers.
- ☐ **Safe-deposit box.** Catalog the contents of your safe-deposit box. Give a written copy to a trusted family member and note any items you are holding for someone else.
- ☐ **Bank or brokerage accounts.** Name designated heirs or trusted organizations such as the California Rangeland Trust as recipients of bank or brokerage account proceeds at your death.*
- ☐ **Charitable contributions.** If you've included a gift to our organization in your estate plan, review the details of your gift and let us—and your loved ones—know of your intentions. This will guarantee that your wishes are carried out after your lifetime.

* State laws govern payable on death accounts and transfer on death accounts. Please consult with your bank representative or investment advisor if you are considering these gifts.

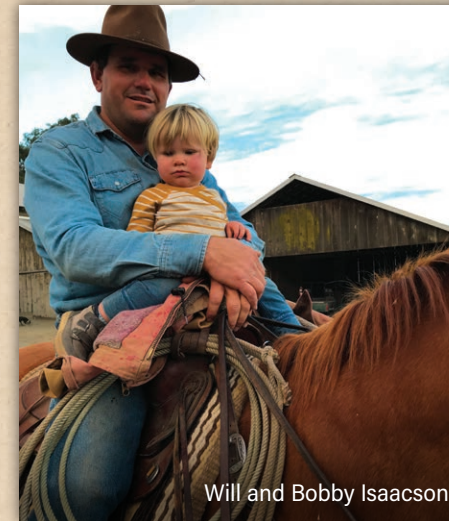
Don't Have an Estate Plan?

It's never too late to plan for the future. Contact Shannon Foucault (916-444-2096 or sfoucault@rangelandtrust.org) in our office for more information on how you can create an estate plan that provides for you and for the California Rangeland Trust. While we do not give financial or legal advice, we can provide useful data, such as that seen on our website: www.PlannedGiving.RangelandTrust.org.

Need Help?

If you have questions about your estate plan or how you can support the California Rangeland Trust with a tax-wise gift this year or through your estate, please contact us. We are happy to help.

EL CHORRO RANCH CONTINUED...



Will and Bobby Isaacson

(continued from page 1)

After her father passed away, Katie took over management of El Chorro in partnership with her uncles, Deming and Bill. She discovered that the conservation easement was not only a wise stewardship choice; it also helped the bottom line.

"My grandmother lived to be 102, and my grandfather's wish was for her to stay on the ranch and in that house if she wanted to," Katie says. "The easement paid for her care. I don't know if the family could have kept the place if it wasn't for the

money from the easement. Our barn was falling down and we were able to restore it. The easement kept us going."

Katie and Will exercise the kind of creativity necessary to keep a ranch viable in the 21st century. In addition to their cow-calf operation, Katie and Will have worked with several conservation stewardship grants, operated a pumpkin patch with neighbors, and partnered with local families to teach classes and host events on nearby ranches. These workshops allow Katie to share the ranch experience with others. Over time, she's noticed an exciting tide of change.

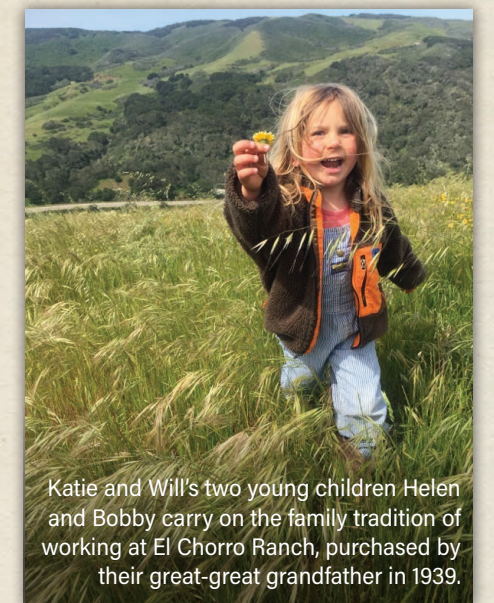
"I think as our society's respect for food grows, their respect for the people who are growing the food grows. They're starting to talk more about stewardship instead of ranchers vs. environmentalists. They care more about what they put in their bodies, because what you put in your body also affects the planet. There's more accountability to the stewards of the land—to the consumer and to the grower. Everybody's paying more attention."

She believes the local food

movement is a result of Americans asking questions about where their food comes from. What was the animal's life like? What was it fed? If a food product is labeled "organic" but it was grown in Chile, what was the environmental impact of shipping it to the United States? These questions, along with emerging research about range science and soil health, help shift antiquated notions about ranchers and farmers to a more three-dimensional perspective.

"I remember in college majoring in biology, friends would ask if I was going to be an environmentalist," Katie says. "I thought that was funny. I think ranchers and farmers are the biggest environmentalists."

by Keely Brazil, Go West Marketing



Katie and Will's two young children Helen and Bobby carry on the family tradition of working at El Chorro Ranch, purchased by their great-great grandfather in 1939.

"I remember in college majoring in biology, friends would ask if I was going to be an environmentalist...I thought that was funny. I think ranchers and farmers are the biggest environmentalists."

EDITOR

ALYSSA ROLAN
KIM LANDE, GO WEST MARKETING

CONTRIBUTING PHOTOGRAPHERS

SHANNON FOUCAULT, KATIE ISAACSON,
RICHARD LEVINE, ELIZABETH POETT, NITA VAIL,
GO WEST MARKETING

CONTRIBUTING WRITERS

KEELY BRAZIL, MICHAELA BRAZIL,
SHANNON FOUCAULT, STEPHANIE HERRERA,
KIM LANDE, CECILIA TONSING, NITA VAIL

CONTACT US

1225 H STREET, SACRAMENTO, CA 95814

916.444.2096 | RANGELANDTRUST.ORG
INFO@RANGELANDTRUST.ORG

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CALIFORNIA
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Trust

1225 H Street
Sacramento, CA 95814
www.rangelandtrust.org



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El Chorro Ranch