



20 YEARS 20 STORIES THE GENASCI RANCH

Jim Genasci was a rancher, and his wife Mary was a city girl. They raised their sons Geno and Angelo to grow up with a big view of the world.

"Rural kids don't know urban kids, but urban kids don't know rural either," Jim says. The Genascis wanted their children to feel comfortable in both worlds.

Jim and his father Attilio would partner with the California Rangeland Trust in 2005 to conserve the family's historic land so it would remain a working ranch forever.

"The wonderful thing about the Rangeland Trust is they are ranchers and farmers," Jim says. "They know ranching. I never feel like I have to look over my shoulder. They're not there to run the ranch. They share the mindset we have—a love of the land."

Jim managed the ranch while Mary worked as a teacher, principal, and eventually retired as County Superintendent of Schools. They forged a unique life together.

"We are not your stereotypical ranchers," Mary laughs. "We don't rope, we don't have horses. We walk our cows so they are gentle and happy. Jim has been nicknamed around Sierra Valley as the 'walking cowboy.'"

Most summers while their boys were growing up, Jim and Mary would leave the ranch in the care of Jim's parents, Attilio and Angie, and spend two weeks in a foreign country. They prioritized giving their boys valuable life experiences over material luxuries. Together, the Genascis explored Europe, the United States, Mexico, Central America, Southeast Asia, and the Caribbean.



The Genascis have worked hard to preserve their land and ensure it thrives for future generations.

"We would go to the poor areas," Mary says. "We almost never stayed at really fancy resorts; we liked small places. We liked to meet people, talk with them, and listen to them. Those travels really helped form our sons."

Their other priority was education. Jim's grandparents had sacrificed so Attilio and his siblings could attend college—a major achievement for any family of their era, let alone Italian immigrant dairy farmers.

"They said, 'If you want to ranch, you will come back as a choice, not just because you have nothing else to do,'" Mary says. "I wanted my kids to be able to flow between both urban and rural settings."

(story continues on page 16)

Sunset on the Genasci Ranch.

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Elizabeth Valdovinos,
Conservation Associate

Rangeland Trust

LEADERSHIP LETTER

Dear Friends –

This past year has been one of celebration and one of hope—celebration for the Rangeland Trust's 20 years of conserving life on the range, and hope for the future of rangeland conservation in our beautiful state. Here are just a few highlights from this monumental year:

- **In 2018, more than 8,000 acres of working landscape have been conserved** to date across the state thanks to the help of our donors and remarkable ranching partners. Some easements were funded through federal and state agencies and others through mitigation partnerships with outside businesses seeking to offset development effects.
- **More than 150 new and existing donors rallied to help conserve the Rock Front Ranch** – our first project funded entirely by contributions from the community. Your tremendous generosity has brought us to 90% of our total fundraising goal! And this fall, we were able to initiate preliminary work on the conservation easement. We anticipate closing, and celebrating success, by mid-2019.
- **We joined a strategic partnership with Intermountain West Joint Venture** to help conserve migratory habitat along the Pacific Flyway in supporting ranchers, who maintain irrigated, wet meadow habitat—conducive to natural bird migration—as an agricultural practice. This important path starts in California's Central Valley and stretches to Canada and Alaska.
- **A revolutionary conservation model could benefit future conservation plans statewide.** In partnering with the South Sacramento Habitat Conservation Plan, we are supporting a new model that will allow land trusts to hold working land easements within a habitat conservation plan.
- **We celebrated our 20-year anniversary with *A Western Affair 2018*,** held in June at the Hearst Ranch. Because of our sponsors and attendees' incredible generosity, this unforgettable evening raised more than \$450,000 toward protecting California's beautiful and important open landscapes.
- **Acclaimed filmmaker Chris Malloy helped us create *A Common Ground*,** a new short film telling the story of how ranching and rangeland are critical to California's environment, future, and quality of life. Released in September, *A Common Ground* quickly went viral, with over 40,000 views and counting!
- **More than 125 urban youth visited working ranches in Northern California,** connecting with agriculture, conservation, and nutrition through the Where Your Food Grows and Grazes program thanks to our ranching partners at Koopmann, Oak Ridge Angus, and Rana Ranches along with Raley's Giving and AT&T Aspire. (PG. #4)



Rock Front Ranch

- **UC Berkeley scientists are our partners in a groundbreaking rangeland study** that will be completed in early 2019. This study will guide our future conservation efforts and help communicate the benefits of working rangeland with new audiences and funding partners.
- **Our Founders' Appreciation Dinner in October honored those who have built the Rangeland Trust over 20 years.** It was a powerful night of gratitude and celebration for the donors, landowner partners, friends, and supporters responsible for our story, success, and the conservation of 320,000 acres across California.
- **The Planned Giving Society hosted its inaugural meeting**, which included a special tour of the Santa Ynez Valley Historical Museum. This group serves to honor those whose generous commitment to future giving will ensure the growth and stability of the Rangeland Trust for generations to come. (PG. #6)

Now is an exciting time for rangeland conservation because the conversation is changing. Old misconceptions about land management are being replaced by discussions about the significance of grasslands for groundwater recharge, wildlife habitat, carbon sequestration, and healthy ecosystems. What we've begun, and will continue in the years to come, is to build a groundswell around this new school of thought—capitalizing on the power of rangeland to bridge environmental and ranching interests, and engaging people across the urban-rural divide to find common ground in stewarding our landscapes.

The Board of Directors, with the help of volunteers, donors, and staff, recently developed a strategic plan to guide the future success of our work. We see the Rangeland Trust being a leading provider of conservation and stewardship services, as well as a trusted national, state, and community thought leader in the conservation of working lands.

Over the past 20 years, you've helped to establish a foundation for success in furthering rangeland conservation. Thank you for the role you've played in enabling us to come this far. Together, let's build upon this foundation and create a brighter future for our state and our world.

Sincerely,



Nita Vail

Nita Vail
Chief Executive Officer



K. Mark Nelson

K. Mark Nelson
Chairman



LEGACY COUNCIL

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

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Angelo Genasci

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WHERE YOUR FOOD GROWS AND GRAZES PROGRAM OFFERS HOPE TO FUTURE GENERATIONS

CALIFORNIA RANGELAND TRUST GIVES BACK TO the community through an impactful partnership with Raley's Giving and AT&T Aspire. *Where Your Food Grows and Grazes* is a program that connects urban youth with agriculture, conservation, nutrition, and healthy lifestyles through an educational Farm-to-Fork experience.

Since its pilot in 2015, the program has hosted 17 tours throughout Northern California. On each trip, students visit a local Raley's supermarket and then a working ranch, fostering tangible connections to the land, the livestock, and the people who steward our working landscapes.

"As a fifth-generation rancher in the Bay Area, I see the growing disconnect between consumers and agriculture," says Clayton Koopmann, ranch owner of Walking C Livestock and a member of the Rangeland Trust Board. "This program provides us with an opportunity to share with our youth where their food is produced, the hard work and daily care it takes to raise these animals, and the sustainable land management practices we implement to ensure healthy landscapes for future generations."

Over the past few months, the Rangeland Trust coordinated three unique ranch tours for K-12 students. Thanks to the Koopmann family, students from Sunol Glen Elementary learned about beekeeping and beef byproducts from California Beef Council specialists on their Koopmann Ranch tour. When youth from the Boys and Girls Clubs of Central Sonoma County visited Oak Ridge Angus Ranch, they heard from a Redwood Empire Food Bank guest speaker about the impact of the ranch's annual beef donations to the local food bank. They even got a special surprise: The chance to witness two cows give birth to tiny, healthy calves! During the Rana Ranch tour in Jackson, agricultural education students received a hands-on history lesson at a 19th-century stagecoach on the ranch.



Participants receive behind-the-scenes tours of local ranches and Raley's supermarkets.



Better than any classroom, these tours demonstrated the positive impact ranchers have on their communities. Students walked away understanding how rangelands provide clean air to breathe, fresh water to drink, healthy food to eat, and beautiful open spaces to cherish. But most of all, they forged their own connections to the land and the people who steward it. There is no doubt that the incredible efforts of the program sponsors, ranchers, and volunteers have helped change the lives of many students in California. The proof is in the pasture: Rangelands really are special places that offer hope to our future generations.

“*This program provides us with an opportunity to share with our youth where their food is produced, the hard work and daily care it takes to raise these animals, and the sustainable land management practices we implement to ensure healthy landscapes for future generations.*”

IN MEMORIAM

DOUG HERTHEL, DONOR

THE EQUINE WORLD LOST A trusted and caring friend on July 11, 2018. Renowned Santa Ynez Valley veterinarian, Dr. Doug Herthel, was an expert in equine medicine, the founder of Alamo Pintado Equine Medical Center, and co-founder of the nutrition-based company Platinum Performance.

As a former Trustee of the Sheila Varian Estate, Doug was one of our key early partners in the **Preserving Varian Arabians Ranch** project. While his declining health forced him to step away from those duties, his dedication to Sheila helped launch our ongoing efforts to conserve the ranch and to continue her remarkable story. Even before becoming a Varian partner, Doug and his wife Sue have been generous supporters helping to further our

work over the last 15 years through thoughtful personal gifts and popular donations to our annual auction at *A Western Affair*.

Doug and Sue opened their internationally-known equine veterinary clinic in California's Santa Ynez Valley in 1969. Along with his revolutionary work in the field of colic surgery, Doug's innovations in regenerative medicine became the foundation of modern veterinary stem cell programs. He pioneered the use of equine stem cell treatments using chest bone marrow instead of embryos. Doug helped found the North American Veterinary Regenerative Medicine Association. His transformational work has inspired generations of veterinarians and scientists, and improved the quality of equine healthcare forever.

Doug's passion for equine medicine has led to a lasting legacy, continuing through his two sons: Mark, who now runs Platinum Performance, and Troy, a veterinary surgeon at Alamo Pintado.



THANK YOU DONORS!

CALIFORNIA RANGELAND TRUST DONORS

SEPTEMBER 1, 2018 - NOVEMBER 18, 2018

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NITA VAIL

FALL EVENTS

FOUNDERS' APPRECIATION DINNER

In October, we held the Founders' Appreciation Dinner to honor those that have dedicated their time, experience, and expertise towards building our organization from the ground up.



Friends gather for dinner at the Santa Ynez Valley Historical Museum



Steve and Jane Sinton, Will Woolley and Darian Buckles, and Herb and Mareva Barthels sit down for a delicious dinner



Sally Isaacson, Katie Isaacson Harnes, Eric Hvolboll, and Erik Gregersen



Karen and Si Jenkins and Karen Sweet enjoy the wonderful company



Event Emcee, Angelo Genasci gives a heartfelt speech



Members of the Planned Giving Society gathered for a special pre-event tour of the museum



CEO, Nita Vail reflects on the past 20 years of the Rangeland Trust

BUCK BRANNAMAN PRO AM ROPING

California Rangeland Trust hosted a booth at the 2018 Buck Brannaman Pro Am Roping in Santa Ynez and held a drawing for a children's camouflage Polaris RZR.



Ropers gear up for a fun-filled weekend



Rangeland Trust Booth



Drawing for a kid's Polaris RZR

PLANNED GIVING

HAVE YOU CONSIDERED SUPPORTING LAND CONSERVATION LONG-TERM THROUGH A FUTURE GIFT TO THE CALIFORNIA RANGELAND TRUST?

PLANNED GIFTS PROVIDE TREMENDOUS SUPPORT for the long-term sustainability of the Rangeland Trust, no matter the amount. This is especially true when we know about your plans, as it helps us prepare for the future.

To show our humble appreciation for your thoughtfulness in including the Rangeland Trust in your plans, you are welcomed into a society of like-minded people who have also committed to our future sustainability. We just held the inaugural appreciation event for the Planned Giving Society: A private tour of the Santa Ynez Valley Historical Museum, followed by inclusion as special guests at the Founders' Dinner held in honor of those who have helped build the organization over our first 20 years. We will continue to invite you to annual appreciation events around the state where you can meet others like you, hear insider information from our staff, and also enable *us* to get to know *you*!

Do you want to include the Rangeland Trust in your plans, but don't know where to start?

At the Rangeland Trust, we do not give legal or financial advice. We do, however, aim to support your ongoing education and to provide materials you may wish to explore with your financial adviser or attorney. When you contact California Rangeland Trust, we can provide information about:

- Tax-wise giving solutions
- Organizing your estate plans and goals
- Honoring a friend or loved one through a tribute
- Estate planning strategies

Please use the enclosed envelope or give us a call at (916) 444-2096 to start learning more today.

We would enjoy hearing from you and learning more about what you want to accomplish through a planned gift to the Rangeland Trust.

EDITOR

GO WEST MARKETING,
ALYSSA ROLEN, KIM LANDE

CONTRIBUTING PHOTOGRAPHERS

GO WEST MARKETING, MARY BONDAR,
ALYSSA ROLEN, ANGELO GENASCI, RICHARD
LEVINE PHOTOGRAPHY, DAVID STOECKLEIN

CONTRIBUTING WRITERS

KEELY BRAZIL, MICHAELA BRAZIL,
MARY BONDAR, ALYSSA ROLEN, SHANNON
FOUCAULT, KIM LANDE, NITA VAIL

CONTACT US

1225 H STREET, SACRAMENTO, CA 95814
916.444.2096 | RANGELANDTRUST.ORG
INFO@RANGELANDTRUST.ORG

California Rangeland Trust is a 501(c)(3) nonprofit
organization, federal tax identification #31-1631453.

ARE YOU HELPING TO CONSERVE CALIFORNIA'S RANGELAND?

THERE'S A LOT HAPPENING ON RANGELAND. Some of it is easy to see. Even if you don't work on a ranch, you can appreciate the wide-open spaces you pass on the freeway, the nutritious protein you buy at the grocery store, and the vibrant local economies and family businesses supported by this American way of life. *Your donations each year are helping to preserve all these gifts of rangeland.*

But perhaps the most important benefits of rangeland occur beneath the surface. This has been a year of momentum as more attention is turning to range science in better understanding global issues like climate. We've long known that grazing livestock can help keep

grasses and soils healthy, and we're learning more about how these healthy soils and grasses are capturing carbon and storing it in the ground. In fact, these vibrant grasslands are capable of storing more carbon than forests!

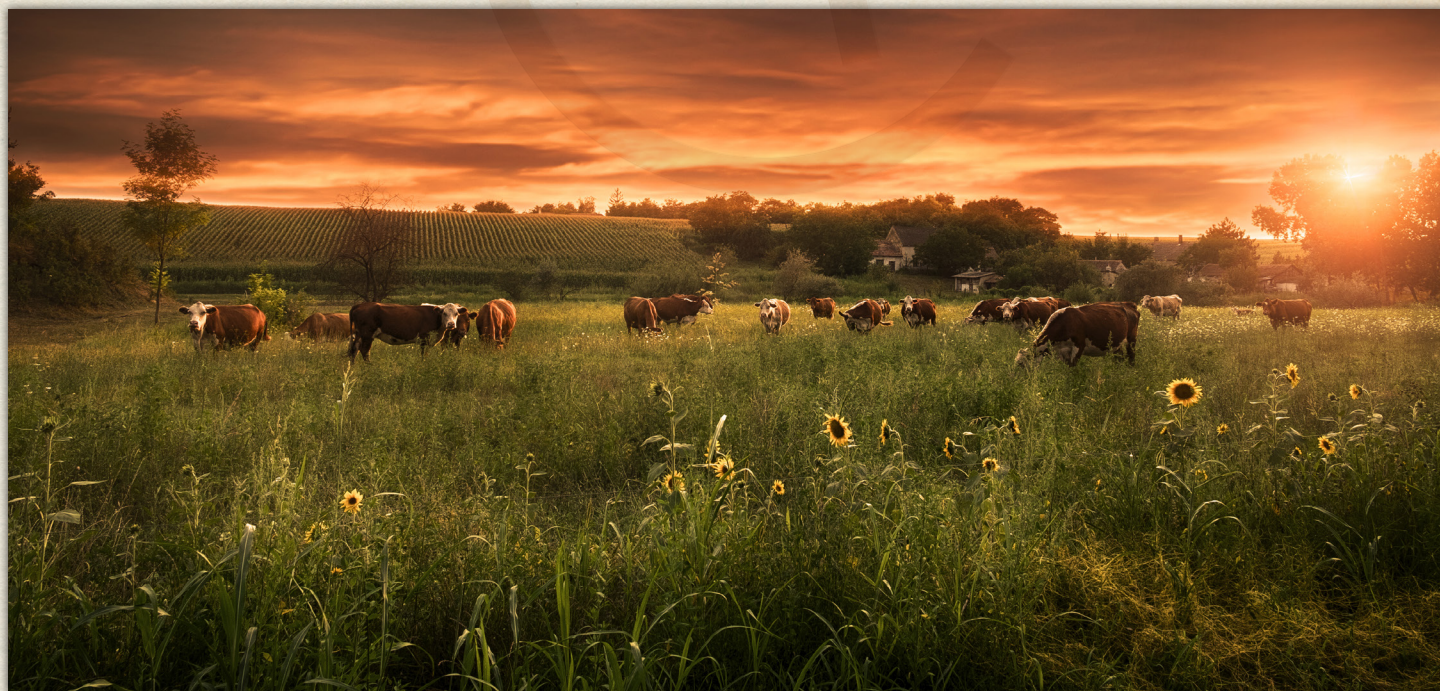
We all share a connection to the land in California, and ranchers are stewards of that land. Many ranchers here in California, with their intimate understanding of the benefits their land provides, have contacted California Rangeland Trust to conserve their ranches and make sure they are here to support future generations.

We want to help them. **But first we need *your* help.**

Rapid population growth, increasing demand for water-intensive agricultural projects, and ongoing political challenges are endangering our state's open spaces. We need funding to meet the requests from ranchers who want to get ahead of these pressures by conserving the land through the Rangeland Trust.

We need you to help restore hope that the land you love, the healthy earth that improves our everyday lives, will be here for our future. Please send your gift to the Rangeland Trust to provide hope and conserve more of our precious, valuable rangelands.

We need you to help restore hope that the land you love will be here for our future.



A WESTERN AFFAIR



In California, we love fresh foods and great wines. Many agriculturalists have found ways to nurture both cattle and vines in harmony. And since red meat and red wine go so well together, we will have a culinary experience like no other at ***A Western Affair 2019.***

This signature event will take place on **June 29 at Wente Vineyards in Livermore, CA**, with an exclusive wine blending class and VIP reception on Friday, June 28. We hope you will join us to celebrate a mutual love of land, legacy, and *all things country*.

This annual event is extremely popular—the 2018 event sold out six months in advance! You can take advantage of discounted pricing now by reserving a table during our **HOLIDAY SALE** now through January 15.

USE THE ENCLOSED
ENVELOPE TO RESERVE
YOUR TABLE TODAY!

WANT TO ATTEND, BUT DON'T WANT TO PURCHASE A TABLE?

We have reserved a group of individual tickets, which will go on sale on January 16, 2019.

Sponsorship opportunities and sponsorship packages are also available! For additional information and a list of our recommended hotels in the area visit www.rangelandtrust.org/a-western-affair-2019/

PROPRIETOR'S RESERVE PACKAGE

~~\$6,000~~ **\$5,000***

Primary benefits include:

6 Tickets to the VIP Wine Blending Event on Friday evening

One VIP table for **10** guests at the gala on Saturday evening

Premium wine at your select table

An exclusive waiter to attend to your guests

Choice of a Foursome golf game at Wente Golf Course

OR

4 admissions to a special wine tasting experience on Saturday before the gala

WENTE VINEYARDS PACKAGE

~~\$3,500~~ **\$3,000***

Primary benefits include:

2 Tickets to the VIP Wine Blending Event on Friday evening

One premier table for **10** guests at the gala on Saturday evening

Premium wine at your select table

MURRIETA'S WELL PACKAGE

~~\$2,500~~ **\$2,250***

Primary benefits include:

One table for **10** guests at the gala on Saturday evening.

Preferred seating with select friends

Seating is limited—purchase your table now before we sell out!

* Price available if purchased by January 15, 2019.

WELCOME NEW BOARD



KYLE LUCAS Board Member

Kyle Lucas, CPA, is a third-generation cattle rancher with operations in Humboldt County, California. Kyle is a VP Relationship Manager with the Capital Markets Group of American AgCredit; with nearly 10 years of experience servicing a wide range of clients in the middle markets and large corporate markets in numerous functions including, but not limited to, relationship management, credit, and capital markets. His expertise is centered around the forest products, feedlot, renewables, and agribusiness vertical industries. Prior to joining American AgCredit, Kyle practiced as a CPA for the accounting firm Hunter, Hunter, and Hunt where he audited and prepared financial statements for not-for-profit organizations and special districts. He also conducted tax preparation and assistance for individuals, partnerships and corporations. Kyle currently serves as treasurer for the Redwood Region Logging Conference and the Yager Van Duzen Environmental Stewards. He earned his BA in Business Administration from Humboldt State University. Kyle resides in Hydesville, California with his wife and two children.



KRIEG BROWN Stewardship Manager

Krieg Brown is an agricultural, environmental, and natural resource economist who joined California Rangeland Trust as the Stewardship Manager in 2018. Krieg's primary responsibilities are to shepherd new conservation easement projects through the intake process, develop and implement an organizational stewardship program, and manage all stewardship matters on closed conservation easement projects. Krieg has a master's degree in Forestry with a focus in Natural Resource Economics from Yale University and a bachelor of science in Agricultural and Managerial Economics from the University of California, Davis. After attending UC Davis, Krieg worked for the Farm Credit System and then as a Peace Corps volunteer and consultant working on World Bank projects. Following graduate school, he worked in the field of environmental and natural resource management consulting.

AND STAFF MEMBERS



KATIE SCHROEDER Grant Manager

Katie worked as an independent grant consultant for non-profit and state agencies since 2015, specializing in fundraising and development efforts, grant proposal writing and budget development, and helping clients develop stronger capacities as federal award recipients. Katie moved to California in 2015 after receiving a promotion as a supervisory grants officer for the Bureau of Reclamation. Before accepting the promotion, she worked as a grants officer for the National Park Service in Nebraska. Katie holds a bachelor of science degree in Sociology and Anthropology (minor in Native American Studies) from the University of Nebraska at Omaha (UNO) and a master's degree in Urban Studies (UNO). Katie presented original research findings at three Society for Applied Anthropology conferences, served as president of UNO's Student Anthropology Society, and holds a Federal Grants Management certificate as recommended by the National Grants Management Association.



GAVIN KAKOL Land Transaction Coordinator

As a Land Transaction Coordinator, Gavin monitors every easement's transactional components, makes necessary adjustments to the supporting documentation, and reviews title reports. Prior to coming to the Rangeland Trust, he worked as a commercial real estate agent for over four years in his hometown of Las Vegas, Nevada. Gavin received his Economics degree from the University of Nevada, Las Vegas. Gavin has always had a boundless appreciation for nature, which originates from many outdoor adventures and experiences as an Eagle Scout.



MARY BONDAR Communications and Public Relations Coordinator

Mary works closely with the Communications and Outreach Manager to plan and execute the organization's internal and external communication and outreach activities to maximize exposure in target markets. Before joining the Rangeland Trust, Mary supported the External Affairs Department at the California Prison Industry Authority where she planned events, managed social media channels, and wrote for media publications. Prior to that, she supported marketing efforts for SAFE Credit Union. She holds a BA in mass media communications and business marketing from California State University, Sacramento and is a member of Sacramento Public Relations Association. Mary is thrilled to join the communications team at California Rangeland Trust because she wants to help people make their own connections to our precious open spaces.

2017 ANNUAL REPORT &

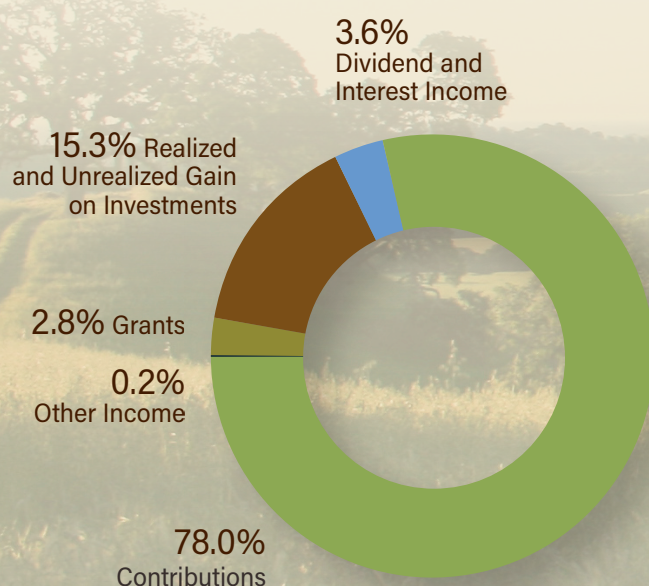
STATEMENT OF FINANCIAL POSITION

DECEMBER 31, 2017

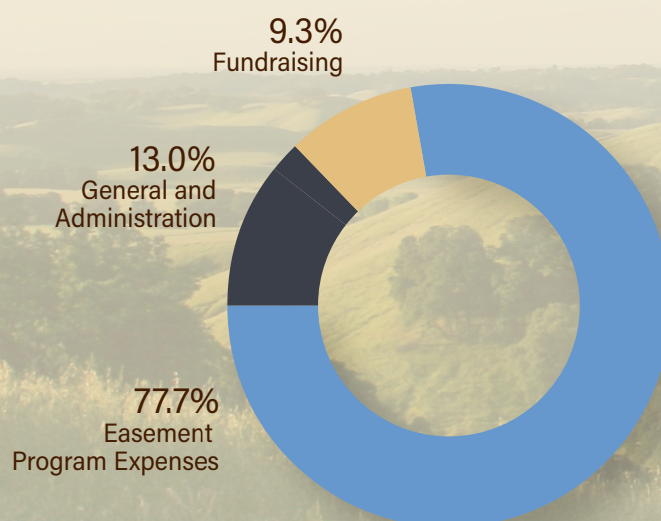
ASSETS		
Cash and Cash Equivalents	\$	693,419
Restricted Cash and Cash Equivalents		407,826
*Investments		24,641,058
Pledges Receivable		271,161
Accounts Receivable		93,786
Prepaid Expenses		13,337
Projects in Development		545,519
Property Held for Sale		1,000,000
Conservation Easements		3,170
Mitigation Deposit		129,508
Property and Equipment		723,803
TOTAL ASSETS	\$	28,522,287

LIABILITIES & NET ASSETS		
Accounts Payable and Other Liabilities	\$	132,848
Mitigation Liability		125,000
Deferred Revenue		68,598
Note Payable		135,000
TOTAL LIABILITIES	\$	461,446
Net Assets		
Unrestricted Net Assets	\$	8,898,873
Temporarily Restricted Net Assets		4,974,447
Permanently Restricted Net Assets		14,187,791
TOTAL NET ASSETS	\$	28,061,111
Net Assets at End of Year	\$	28,522,587

2017 REVENUE & OTHER SUPPORT



2017 EXPENSES



*Comprises net assets that includes restricted endowments for our perpetual stewardship responsibilities on the more than 316,000 acres that have been forever conserved through the Rangeland Trust.

FINANCIAL SUMMARY

ACCOMPLISHING OUR MISSION TOGETHER IN 2017

Thank you for helping us protect California's precious landscapes and the life sustained by rangeland. In 2017, you helped us surpass 300,000 acres conserved, for a year-end total of 316,112 acres. We wouldn't have been able to cross this milestone without you! Together, we ensure that these landscapes will remain vibrant open spaces, stewarded by ranching families, for future generations.

25,704
ACRES

OF RANGELAND
PERMANENTLY PROTECTED



7,300
ACRES

CONSERVED FOR CLEAN
ENERGY PROJECTS



27
WILDLIFE SPECIES

OF SPECIAL STATUS
HABITAT PROTECTED



23
PLANT SPECIES

OF SPECIAL STATUS
HABITAT PROTECTED



28.5
MILES

OF FRESHWATER
STREAMS CONSERVED



2017 ANNUAL REPORT THANK YOU DONORS

2017 DONORS

JANUARY 1, 2017 - DECEMBER 31, 2017

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AMAZON SMILE
DAVID AND LYN ANDERSON
JOHN AND MARSHA ANDERSON
MEG ANDREWS
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TERI ARNOLD
DAVID CEHRS AND ANNE ARNOLD
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THE GENASCI RANCH *(continued from page 1)*

Geno attended Stanford University and works as a primary care physician. "Those trips allowed me to understand and respect the broader world that may not be visible from the confines of our rural community," Geno says. "I believe that they helped me to be an empathetic and effective physician."

Angelo would attend U.C. Berkeley and work for Senator Dianne Feinstein in Washington, D.C. for a number of years before moving to Sacramento, where he now runs Right Hand—a travel business that coordinates rural experiences for urban travelers. He also serves as co-chair of the Rangeland Trust Legacy Council. His unique experiences provide a valuable perspective for millennial ranchers.

"What does a working landscape look like in 2018 or 2030?" he says. "The stereotypes aren't going to hold in the future. With affordable travel and new technology, people see that there's a world outside their rural communities."

Angelo sees entrepreneurship and innovation as the path forward for millennials. "Innovation will inform the next face of leadership and stewarding," he predicts. "People are taking their knowledge and applying it back to a rural landscape that has for so long been shuttered."

The Genascis raised their sons to flourish wherever their gifts and interests took them. Geno's work ethic, compassion, and rich life experience

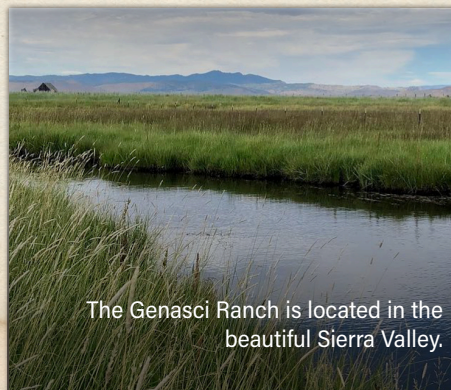
inform his work as a doctor in an urban environment. Angelo is among the leading voices inspiring today's young ranchers and rural entrepreneurs. He sums up his ethos with a simple phrase: "Ranch roots, urban wings." His parents gave him both.

As for Jim and Mary, the couple is able to maintain the freedom they love while managing the family ranch due to their partnership with the Rangeland Trust. As anyone who knows what it means to love and steward land can attest, for Jim Genasci, there is no place like home. "When you get away and see other places, somehow it increases your love of the valley itself. You see its uniqueness. You come to see and appreciate and love the ranch more." Stories like the Genascis' should give all Californians hope for the future. These are stories of conservation and stewardship, connection to the land and commitment to its care. You make these stories possible through your generous support of the Rangeland Trust. Because of you, open spaces will continue to inspire and serve Californians for generations to come.

By Keely Brazil, Go West Marketing



The Genasci family has been ranching in California for decades.



The Genasci Ranch is located in the beautiful Sierra Valley.

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