

A DIFFERENT LEGACY

PIONEERS WHO LOVED THE LAND AND EACH OTHER. A Granite slab beside Memorial Rock honors the Sagehorns, who purchased this Mendocino County ranch in 1948. The boulder has long served as a sacred landmark—for the First People of the land, Native Americans who inscribed its face with markings of lost meaning, and later the Sagehorns, who chose this spot as their final resting place.

"From birth to death," Marilyn Russell says, looking from this monument to the hills and mountains she has always called home. Rich in trees, plants, and wildlife including the Tule elk herds beginning to move onto the property, the Sagehorn-Russell Ranch has an important place in history. Thanks to the stewardship choices the Russells have made, it will have an important place in the future, too.

A third-generation rancher and UC Berkeley zoology grad, Marilyn's scientific background allows her to marvel at the ranch's natural resources, while a hardscrabble childhood as her ranching father's "right-hand man" gave her a real understanding of what the land can provide—and her duty to protect it. In donating the ranch's conservation easement to the California Rangeland Trust, and in allowing her land to be a primary research center in the UC Berkeley



Colter Holleman holds the Rawhide Reata he made by hand

Eel River Critical Zone Observatory project, Marilyn is creating a unique legacy.

"I knew this ranch was my heritage, something I needed to be responsible for," she says. "When I was 16, I was riding with my favorite uncle Ernest and I thought, 'He's a wise person.' So I asked him, 'What am I gonna do with the ranch?' He said, 'I don't know.'"

This question plagued her even as she built her life and career in Livermore. Marilyn's parents sacrificed amenities and comforts in order to afford an education for their only daughter. Finding "love at



Marilyn Russell with her "adopted" grandchildren, Cleo and Colter Holleman



Marilyn and Paul

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A DIFFERENT LEGACY CONTINUED...

first sight" with her husband of over 50 years, Jerry Russell, upended her plans of becoming a doctor, but Marilyn is grateful for her 30 years teaching biology at Livermore High School. With no children of her own, Marilyn built rewarding relationships with students she calls her "gift sons and daughters"—and her career allowed her to fulfill her dream of entering the medical field by becoming a "doctor" of a different sort.

She explains this with a quote from famous conservationist Aldo Leopold: "One of the penalties of an ecological education is that one lives alone in a world of wounds...An ecologist must either harden his shell and make believe that the consequences of science are none of his business, or he must be the doctor who sees the marks of death in a community that believes itself well and does not want to be told otherwise."

Other conservation groups didn't convey a proper understanding of how to protect the ranch. When Marilyn learned about the California Rangeland Trust, something clicked. "I read the easement and the language and I thought, you guys

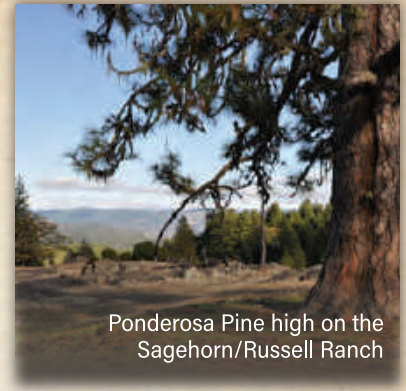
understand. You understand what's going on." Marilyn and Jerry Russell made the incredibly generous decision to donate the conservation easement to the Rangeland Trust. The cost of processing the easement was covered in part by a special \$25,000 grant the Rangeland Trust received when the American Land Conservancy (ALC) closed their doors a few years ago. Former ALC executive director Kerry O'Toole says she is excited that the funds will be used toward a donated easement on the Sagehorn-Russell—a ranch that embodies the values the ALC once held.

As both a rancher and a conservationist, Marilyn has found peace of mind in her stewardship decisions. The ranch will continue to be run by her longtime caretaker Paul Holleman and his son and daughter-in-law, Colter and Renee. The arrival of the Hollemans in 1994 was a major turning point in the ranch's history. Paul and Colter introduced numerous improvements including an innovative water system, and the family honors the old Californio style, using horses and dogs for all ranch work.

“*I read the [California Rangeland Trust] easement and the language and I thought, you guys understand. You understand what's going on.*”



Marilyn Russell at her ranch



Ponderosa Pine high on the Sagehorn/Russell Ranch

"As a river-stream ecologist, I'm so grateful for the chance to see firsthand the way the careful ranching stewardship practiced by Marilyn, her father, and her ranch manager Paul has protected and sustained their land," says Mary E. Power, one of the researchers in the UC Berkeley project on the Sagehorn-Russell Ranch, which observes how critical zone currencies interact, alter, and propagate. "Conservationists and academic ecologists are appreciating, more and more, that the deep love and understanding of committed ranchers for their land will be crucial in sustaining nature and landscapes over much of California."

As Marilyn watches Colter and Renee Holleman play with their two young boys, Cleo and Colter, she recalls the dying words of Old Chief Joseph to his son in 1871: "Always remember that your father never sold his country. You must stop your ears whenever you are asked to sign a treaty selling your home...My son, never forget my dying words. This country holds your father's body. Never sell the bones of your father and your mother."

Chief Joseph's words resonate with Marilyn in the choices she has made not to sell her ranch, but to generously pass it on to the Holleman family. She finally sees the answer to the question she asked her uncle at 16. Her dream of protecting the land her parents entrusted to her is now a permanent reality.

-Keely Brazil

Planned Giving

WE INVITE YOU TO START PLANNING now for how to make an impact this year and thereafter. There are many easy ways to give to the Rangeland Trust, several of which offer attractive benefits for you while supporting our important work.

WHAT IS PLANNED GIVING?

Planned Giving enables philanthropic individuals or donors to make larger gifts than they could make from their income. While some planned gifts provide a life-long income to the donor, others use estate and tax planning techniques to provide for charity and other heirs in ways that maximize the gift and/or minimize its impact on the donor's estate.

Thus, a planned gift is any major gift, made in lifetime or at death as part of a donor's overall financial and/or estate planning.

PLANNED GIVING SOCIETY

The California Rangeland Trust's Planned Giving Society is being launched with its first annual luncheon in the Fall of 2018. Those who have informed us of their future intentions will be invited (along with a guest) to a wonderful gathering that will share special insight into the present and future of the organization to these key future investors. We expect to unveil the new name for this group at the luncheon, if not before.

TAX WISE 2017 GIVING: OUTRIGHT GIFT OF APPRECIATED SECURITIES

RECEIVE A TAX DEDUCTION FOR USING THESE AS GIFTS

Securities and mutual funds that have increased in value and been held for more than one year are one of the most attractive assets to use when making a gift to California Rangeland Trust. Making a gift of securities or mutual funds to us offers you the chance to support our work while realizing important benefits for yourself.

When you donate appreciated securities or mutual funds you have held more than one year to us in support of our mission, you can reduce or even eliminate federal capital gains taxes on the transfer. You are also entitled to a federal income tax charitable deduction based on the fair market value of the securities at the time of the transfer.

Securities are most often used to support our work in the form of:

An outright gift. When you donate securities to Rangeland Trust, you receive the same income tax savings that you would if you wrote us a check, but with the added benefit of eliminating capital gains taxes on the transfer, which can be as high as 20 percent.

Check with your Financial Adviser on the best way for you to make a gift that fulfills the wishes of your heart, the understanding in your mind—and that also has the greatest tax benefits for you in 2017—and thereafter.

Please check our website and **especially** its section on Planned Giving www.RangelandTrust.org. Also, contact Cecilia Tonsing at 916-444-2096 to receive more information.



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MESSAGE FROM CHAIRMAN OF THE BOARD & CEO



DEAR FRIENDS,

WHAT AN INCREDIBLE YEAR WE'VE HAD at the Rangeland Trust! With the support of our donors and friends throughout the state, we've hit a lot of milestones. Last year, we wrote that we were anticipating 2017 to be our best year yet, and it was! Here are a few highlights:

- The first easement to close in 2017 was on the Van Vleck Ranch in May. It was followed by the Jack Ranch, in three parts with two closing in August and one in September. Marciel Ranch closed in October. All five of these conservation easements were made possible and funded through mitigation activities in partnership with third party businesses seeking to offset the effects of their development activities.
- In October, the Sinton family welcomed nearly 100 enthusiastic attendees to a celebratory event—with delicious BBQ and an awe-inspiring tour—on the Avenales Ranch. The closing of the Avenales easement launched our total conserved acreage over 300,000—to 311,751 acres.
- And we didn't stop there...a donated easement for 5,251 acres that closed on the Sagehorn-Russell Ranch in November brings our total to **317,235 acres conserved forever.**
- In the Spring, several Northern California youth, along with their teachers and families, were introduced to life on the ranch while learning about "where your food grows and grazes". They were generously hosted by Spring Valley and Wood Ranches, while Pope Ranch welcomed a group of developmentally disabled students. It was incredible to see how these particular youth, many of whom had never been out of the city, broke down internal barriers and came alive on the land.
- The Legacy Council also gathered some adults out on the Rock Front and Spanish Ranches in March to learn about the Rangeland Trust's conservation and funding efforts in San Luis Obispo and Santa Barbara Counties. Both of these ranches now have beautiful videos that you can view on our website and YouTube pages!
- Over the summer, direct marketing began to let you know about options to include the

Rangeland Trust in your future planning, and our website Giving pages were re-launched with customized avenues to learn about what charitable giving options work best for you. In 2018, we'll gather for a special appreciation event with all who have informed us of their plans to include the Rangeland Trust in a bequest or other future giving.

- Three new staff members joined the Rangeland Trust over the summer, including Jeremiah Leibowitz as our new Transaction Director, Shannon Foucault as Director of Development, and Alyssa Rolen as Special Events and Legacy Council Coordinator. They have each hit the ground running and are already contributing wonderfully to our work.

And this is all before we've reached our 20-year celebration...



California Rangeland Trust is passionate about preserving the Western lifestyle

Through the Rangeland Trust, we are all part of a ranching tradition in California that goes back to our nation's earliest days with the first rancho established in 1784. In the 234 years since, the western cowboy culture has persevered through many changes. Exponential growth has caused our iconic rangelands to face unprecedented pressures, and today those valuable and beloved working landscapes are diminishing at an alarming rate.

The Rangeland Trust was formed in 1998 out of an urgent need to protect our working landscapes, before it was too late. Then friends like you came in and helped turn the vision of protected rangeland into reality. Twenty years later, we are grateful for those 317,000+ acres of California rangeland conserved forever because of your support. (If you're having trouble picturing that, imagine a landscape larger than the entire city of Los Angeles as wide-open rangeland.)

Furthermore, we have seen how a mutual passion for our Western landscapes can lead to new friendships, determined advocates, and a more engaged community of conservation-minded ranchers. It is our honor to serve as a connector bringing together people of shared interests. We also greatly enjoy getting to know you, hearing your stories, and learning from your experiences.

Thank you for sharing your love of the land, your passion for the West, and your vision for its future. We look forward to celebrating with you in true Western fashion in 2018.

Sincerely,

Nita Vail
Nita Vail
Chief Executive Officer

Jack Hanson
Jack Hanson
Chairman of the Board

P.S. Speaking of celebrating with you...we are already getting ready for A Western Affair to return in 2018! Discounted tables are already on sale (through December 31st), and individual tickets will be available beginning January 1st. We look forward to seeing you there.

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 fundraising projects in queue.



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Fall Events

CELEBRATION AT THE AVENALES RANCH

On October 6, friends and supporters celebrated the closing of the conservation easement on the Avenales Ranch. This milestone accomplishment marks the conservation of over 310,000 acres, which have been permanently protected through the California Rangeland Trust.



Sinton Family celebrating the conservation of the Ranch



Learning about the history of the Ranch



Three generations of Sinton ranchers

GATHER AT SKYROSE AND SANDY CREEK RANCHES

On September 8-10, B. Wayne Hughes, Jr. and Eric Lindberg hosted 25 guests at the SkyRose Ranch and the Sandy Creek Ranch.



BUCK BRANNAMAN PROAM ROPING

In October, Rangeland Trust hosted a booth at the Brannaman ProAm Roping in Santa Ynez, CA and held a drawing for a girl's pink Polaris RZR.



Relaxing evening at the SkyRose Ranch



B. Wayne Hughes Jr. leads SkyRose Ranch tour



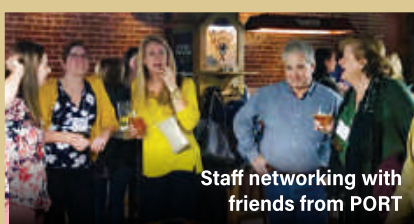
Nita Vail and Bill Reynolds with the drawing winners



Rangeland Trust Booth

LAND TRUST ALLIANCE (LTA) RALLY

Rangeland Trust Emeritus Director Darrell and Callie Wood and Rangeland Trust staff members attended the LTA Conference in Denver, CO. While at the conference, the Rangeland Trust met with other members of the Partnership of Rangeland Trusts (PORT), which is an association of seven agriculturally-oriented land conservation organizations established to leverage resources to enhance the voluntary conservation and stewardship of America's ranchlands.



Staff networking with friends from PORT



Darrell and Callie Wood and Jeremiah Leibowitz enjoying the closing reception



Congratulations to our fellow PORT members and friends at the Colorado Cattlemen's Agricultural Land Trust on winning the 2017 National Land Trust Excellence Award.



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 1, 2018.

Corporate 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-2018/

A WESTERN AFFAIR

June 16, 2018

You are invited to participate in an extraordinary event commemorating California Rangeland Trust's 20th Anniversary. A Western Affair 2018 will take place on **Saturday, June 16, 2018** at the historic Hearst Ranch in San Simeon, CA, with an exclusive cocktail reception on Friday, June 15, 2018 at the Hearst Castle. Come celebrate the Western lifestyle in an evening of activities culminating with fine dining and superb wines enjoyed in an elegant setting overlooking the ocean.

This popular event is expected to sell out, but you can take advantage of **discounted pricing** by reserving a table during our Holiday Sale **now thru December 31**.

PIEDRA BLANCA PACKAGE

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

Primary benefits include:

- 4 Tickets to the VIP cocktail reception at the Hearst Castle on Friday
- One VIP table for 10 of your guests
- Premium wine at your select table
- An exclusive waiter to attend to your guests

VAQUERO PACKAGE

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

Primary benefits include:

- 2 Tickets to the VIP cocktail reception at the Hearst Castle on Friday
- One table for 10 of your guests
- Premium wine at your table
- An exclusive waiter to attend to your guests

AMIGO PACKAGE

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

Primary benefits include:

- One table for 10 of your guests
- Preferred seating with select friends
- Limited Availability — only 15 Amigo Tables available during the Holiday Special

*Discount available if purchased by December 31, 2017

WELCOME NEW FACES ON OUR BOARD OF DIRECTORS



BONNIE ATMORE

BOARD MEMBER

Bonnie is a third-generation resident of Ventura County. She and her husband Richard run a small 300-head cow-calf operation. They also farm 91-acres of Avocados on the ranch. RA Cattle Company has been grazing on the Ventura hillsides since 1979.

Bonnie has over 19 years of experience in bringing business, the nonprofit sector, and the broader community together to create and implement sustainable, strategic organizational projects that raise the quality of life—socially, environmentally, and economically—for all. Bonnie was recognized as Oxnard's 2013 California Chamber Woman of the Year; the Pacific Coast Business Times has recognized Bonnie as one of the Top 50 Women in Business every year for the last 11 years and last year the San Fernando Valley Business Journal chose her as CEO of the Year.

In 2014, she with her husband Rich founded the Rancho Ventura Conservation Trust. Bonnie is committed to keeping ranching and farming thriving while protecting the abundant wildlife, and providing a cherished community asset for generations to come.



ANDY MILLS

BOARD MEMBER

Recently retired as the Rangeland Trust's Stewardship Director, Andy along with his wife Candy live in northeast Santa Barbara County where they raise goats and livestock guardian dogs. Andy currently serves as the Community Affairs Coordinator for the Hollister Ranch, a role in which he is responsible for Hollister Ranch public and governmental relations and helping guide local policies that protect its 14,500-acre cattle operation. He is past president and state director of the Santa Barbara County Cattlemen's Association. He serves on the County Agricultural Advisory Committee representing the Cattlemen's Association and is its Vice Chair. Additionally, he serves on the Board of Directors of the Phillips Library of California History. Andy holds a B.A. in Art and English from the University of California, Santa Barbara with post-graduate work in Business Administration.

WELCOME NEW STAFF MEMBERS



MEET JEREMIAH LEIBOWITZ

As California Rangeland Trust's (CRT) new transaction director, Jeremiah brings strong legal, transaction, management, and leadership tools to help further implement CRT's mission. Jeremiah comes to CRT from deep in the heart of Texas where he is a licensed attorney. He served as the land transaction director for the Texas Agricultural Land Trust, one of CRT's PORT partner organizations, and also as the director of the Gulf Coast Cooperative Ecosystem Studies Unit for Texas A&M University's Natural Resources Institute. Jeremiah has a strong passion for the land, its people, and the role private land conservation plays in addressing many of the economic, social, and environmental issues facing California, our nation, and the world. "I am thrilled to serve CRT, its mission, and community, and I look forward to working with all of you to continue to preserve what matters for future generations of Californians."



MEET SHANNON FOUCAULT

Shannon Foucault brings 12 years of experience to her role as the Rangeland Trust's Director of Development—from securing corporate partnerships and foundation grants, to creating exciting opportunities for individuals to engage with the causes they care about most. Shannon is a graduate of Yale College with an MBA from the University of Phoenix, and became a Certified Fund Raising Executive in 2015. Protecting the natural spaces of California, and the traditions and stories of its people and wildlife, are very close to her heart, and were central to her enthusiastic decision to join CRT.



MEET ALYSSA ROLÉN

Alyssa Rolén joined the California Rangeland Trust in April 2017 as the Legacy Council and Special Events Coordinator. Alyssa's responsibilities include serving as the staff liaison (or as we affectionately say, the "Wrangler") to the Legacy Council, and planning and executing the Rangeland Trust's special events. Prior to joining the Rangeland Trust, Alyssa worked for the 4-H Youth Development Program at their State Office. During her time with 4-H, Alyssa oversaw a multitude of volunteer councils and committees, spearheaded new educational programming pertaining to agriculture and livestock, and managed several statewide 4-H events. Alyssa is excited to put her skills and talents to work for the California Rangeland Trust.

THANK YOU DONORS!

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WE ARE GEARING UP FOR OUR 20TH ANNIVERSARY

HERE'S HOW YOU CAN HELP!

At 20 years, we're just getting started! Help us kick off 2018 on the right hoof, and start saving more rangeland with your gift today.

You love the land—the way it feels, the way it smells. There is a part of you that feels renewed every time you see a cow with her calf on a hillside, hear a hawk cry out in the sky or frogs sing at night, and enjoy nature's wonders from astride a horse. Our cities will grow as more people make California their home, and they will need space to build new communities for their families to thrive. They will also need broad, open landscapes to refresh. They won't know how much they need it, until it's gone. And once the land is developed, it can never go back.

For more than 200 years, we've trusted ranchers to feed our families, steward our landscapes, and preserve a healthy environment for humans and animals. Over the last 20 years, you've trusted the California Rangeland Trust to conserve these valuable working lands for a rapidly growing state. And now we need your help!

Please make a gift today to the California Rangeland Trust. Put your passion to work for the future of California's working landscapes.

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