



The Conservation Campaign

2006 Annual Report

Conservation in America is not keeping pace with population growth and the accelerating impact of sprawl on the quality of life in our communities. Each year, America loses more than two million acres of farmland, forests, and open space. Pristine landscapes are converted to shopping malls, subdivisions and highways. In the process, more than 100,000 acres of wetlands are destroyed, degrading water quality and contributing to flooding.

Americans everywhere are looking for ways to take charge of growth, while still respecting the rights of landowners. Increasingly, they are finding the solution in legislation that dedicates new public funds to the protection of land and water resources – and they are voting to make this legislation happen. The Conservation Campaign was formed in 2000 to support this national movement in order to preserve the quality of life for future generations.



Cover Photo: Copes Lookout is part of the Mohonk Preserve, located in New Paltz, NY. The preserve protects the Shawangunk Mountains, an area that has been attracting nature lovers and artists alike for over one hundred years. With help from the Conservation Campaign, Hudson Valley voters in New Paltz, Gardiner, and Marletown approved bond measures that raised a combined \$4,500,000 in conservation funds.

PHOTOGRAPHER: G. STEVE JORDAN

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About the Conservation CampaignSM

The Conservation Campaign is the only national organization devoted exclusively to promoting political action to win public funding for a wide range of conservation strategies - from new parks and playgrounds, to the preservation of working forests and farmlands, to protection of wilderness and natural areas. We are increasingly recognized as the best single resource for the legal and financial architecture, the political savvy, and the tools to call upon to win public funds for protecting land and water resources through legislative and ballot measures.

The Conservation Campaign was established in 2000 by the Trust for Public Land – a national land conservation organization – to serve as its partner in lobbying and ballot measure campaigns. Since that time, the Conservation Campaign has grown to serve conservation advocates of all sizes and types, from local land trusts to state farm bureaus to national wildlife organizations. A 501(c)(4) nonprofit organization, the Conservation Campaign is nonpartisan and works cooperatively with elected officials, farmers, ranchers, the business community, civic organizations, developers, realtors and conservation groups.

The Conservation Campaign has a unique, highly efficient structure. Our core staff synchronize the work of our partners and local leaders via our ballot measure campaign committees and joint lobbying programs. With this highly leveraged business model, we are able to make maximum use of harder-to-raise, non-tax-deductible lobbying dollars.

In fact, every dollar contributed to the Conservation Campaign generates more than \$1,000 in new public funds for land con-

servation. There's no better way to invest in saving America's heritage of land and water. The Conservation Campaign receives broad support in the form of gifts from individuals, corporations, community foundations and nonprofit partners.

Since its start, the Conservation Campaign has helped to win approval of over \$23 billion in funds for conservation and related purposes in all parts of America.

2006: A Year of Local Leadership for Conservation Funding

Our success would not be possible without the involvement of local conservationists and nonprofits who lead local ballot measure campaigns. The Conservation Campaign's job is to make sure these leaders can focus on winning the campaign, rather than worry about the confusing array of laws and regulations that govern lobbying and campaign activities.

In 2006, the Conservation Campaign supported 35 ballot measure campaigns. Of these, 28 passed with voter approval as high as 78%. These measures generated a record total of more than \$7 billion in new public funds nationwide.

In this report, we share the stories of a handful of the 35 campaigns that the Conservation Campaign supported in 2006. In every instance, our success was really the success of the partners, coalitions and local leaders who combined forces and worked collectively through the Conservation Campaign. Our 2006 annual report is dedicated to the local action that made our success possible.



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Honolulu County voters approved a property tax in November 2006, that will generate \$100,000,000 to protect watersheds, wild coastlines, agricultural areas, native forests and create affordable housing. This funding can further facilitate local efforts to restore lo'i (terraces) and 'auwai (canals) and reintroduce taro, like in this area on remote northern end of the island of Moloka'i.

Washington County, Minnesota

In 2000, voters in Washington County, Minnesota, narrowly defeated a bond measure to finance the conservation of open space. Hollis Stauber, a local volunteer, had been instrumental in getting the measure on the ballot. She and many other residents had campaigned hard on its behalf, and she was disappointed.

Within a few years, however, it became increasingly apparent that Washington County was missing opportunities to conserve land, said Cordelia Pierson, Twin Cities program manager at the Trust for Public Land. In 2002, TPL had helped Dakota County, just to the south, approve the sale of \$20 million in bonds to protect farmland and open space. So in 2004, Susan Schmidt, TPL's Minnesota State Director, and Pierson began discussions with Washington County's commissioners and citizens about giving a bond measure another try. The commissioners began by asking TPL to lead a feasibility study and citizen discussions.



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Schneider Lake is one of many lakes in Washington County, where voters, concerned about growth and the impacts on their water quality, approved a \$20,000,000 bond to protect the watershed.

"At first I was discouraged, and thought we'd never do this," said Stauber. "A property tax was required, and the tax climate had changed." Also, she said, a public opinion survey conducted by TPL with non-profit partners predicted a small margin of support, requiring a well-run campaign for victory. "TPL convinced us that the second time was the charm," she said. "That gave me a lot of hope."

Stauber attributes her love of nature to growing up in the Blue Ridge Mountains of Virginia, where she often hiked the Appalachian Trail with her parents. She was trained as an artist, but after 20 years of working for arts organizations, she changed careers. "I decided that the environment needed me more," she said.

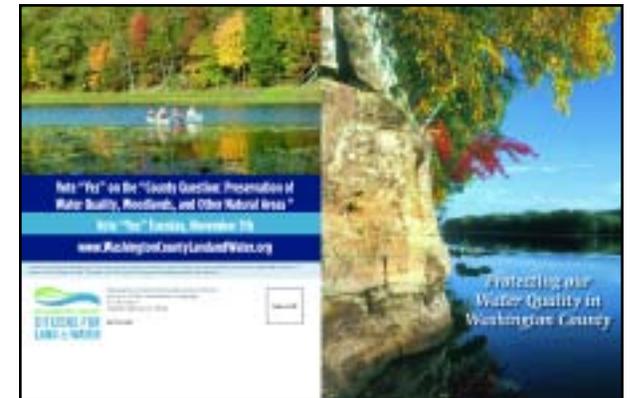
Her husband's career has taken the couple to many different parts of the country. When he returned to head a foundation in St. Paul in 1996, they bought a farm in Washington County. "Wherever I go, I appreciate open space and natural areas, but Washington County is especially blessed," Stauber said, describing how the St. Croix River and the Mississippi run along two sides of the county and join at its southern end. "It's just this wonderful, rich place for land and water to meet. As a result, it's an unusually high-quality environment for animals, and also people. So I just want to make sure it stays that way."

The TPL survey made it clear that voters were most concerned about protecting drinking water sources as well as preserving the beauty of the bluff-lined rivers and the county's many lakes and streams. This information helped shape the ballot language as well as the campaign materials.

Once the Washington County commissioners voted to place the question on the November 2006 ballot, the Conservation Campaign provided its expertise. It sponsored a local campaign committee,

Washington County Citizens for Land & Water, and worked with the committee to raise \$133,000 to run the election campaign. The Conservation Campaign put together a direct mail and phone call effort focused on educating undecided or swing voters. Even though the measure would increase property taxes—about \$26 yearly for the average homeowner—it won with 61 percent of the vote.

"If it weren't for the citizens who organized the exploratory committee and brought it forward, we wouldn't have had a referendum," said Jane Harper, the principal planner of Washington County, who was the county's liaison with the campaign and who will be implementing the program. "If it weren't for the Conservation Campaign, I'm not sure it would have passed."



The Conservation Campaign provided expertise and connections for the direct mail component of the Washington County campaign.

Cobb County, Georgia

When Paul Paulson moved to Cobb County, Georgia, nearly 30 years ago, farms and woods covered its rolling hills and valleys. Kennesaw Battlefield National Park preserved a piece of the area's Civil War history as well as a ribbon of the natural landscape. "The whole county was a park," he recalled. "It was beautiful."

But the county lies squarely in the path of Atlanta's spreading growth. Subdivisions and strip malls are rapidly taking over farms and natural areas. The county now has a population of 700,000 and is 85 percent built out.

Paulson, a native of New Jersey, first saw Cobb County when he served at the Naval Air Station in Atlanta. He and his wife live on 27 acres where they once grew Christmas trees. Now 62, Paulson is mostly retired from the tree stump-removal business he operated with his wife. He first got involved in land preservation in 1998, when he and his neighbors joined together to buy an adjacent property to prevent it from becoming a 44-house subdivision.

For five years, he worked hard to protect open space, but then got discouraged. However in 2006, when the County Commission rejected a zoning change that would have allowed a historic farm to become a massive mixed use project, he took heart and decided to step back in. Was there a way to get county funding to purchase and protect that farm as well as other remnants of the county's rural past?

Paulson met with Sam Olens, the new, forward-thinking chairman of the Cobb County Board of Commissioners. Olens had the idea that the county could roll over an existing \$40 million bond, and put the money toward land preservation — without increasing taxes. "The ability to save green space or even to have green space throughout the county was in jeopardy," Olens said. "We couldn't wait five more years."

Paulson called together people from past open space battles to form the Cobb Parks Coalition. They wrote letters to the edi-



Kennesaw Battlefield National Park lies in Cobb County, GA, where the rich history and agricultural heritage is making way for expansive residential development. While the National Park is permanently protected, it does not provide nearly enough parkland for the growing population.

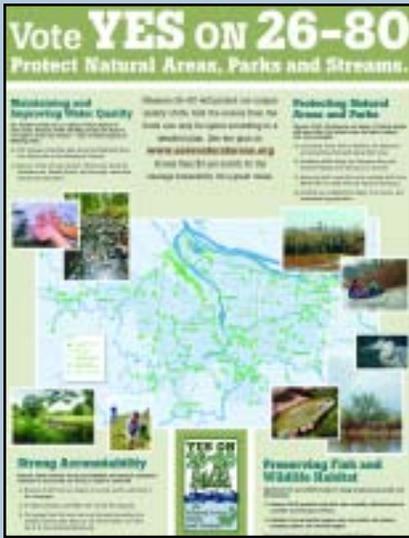
tor, attracted media coverage, and started an online petition drive. Then the Conservation Campaign got involved, volunteering to conduct a poll that would assess the level of voter support and guide the wording on the ballot.

In order to give voters of this fiscally conservative county the confidence that the money will be spent wisely, the bond measure established a citizens' advisory committee to recommend properties to purchase.



At the close of the campaign, the Conservation Campaign produced a flier and paid \$30,000 for a direct mail campaign to a third of Cobb County voters. "The Conservation Campaign was invaluable," said Olens. "They were very engaged from day one and provided a lot of expertise in showing the coalition how to get the referendum passed."

On Election Day, an overwhelming 72 percent of the voters gave the campaign a sweeping victory. "It was an exercise in pure democracy," said Paulson. "It was the most wonderful experience in my life in many ways. People came together from all areas: the Chamber of Commerce and the Sierra Club were in the same meeting, and that's unusual."



Voters wanted to know what areas would be protected if the bond was approved, so the campaign staff and partners worked with the Metro Council to develop a map outlining potential projects.

Portland Metro, Oregon

The Portland, Oregon metropolitan area enjoys beautiful natural areas, clean water, and pristine fish and wildlife habitat. Hiking trails, scenic views, and farmland are within easy reach. All this is due to the state's strict land-use laws as well as the efforts of the regionwide elected government, Metro Council, to keep sprawl in check. But several years ago, the voters upended the state's land use planning system by passing Measure 37, which requires the state either to pay landowners when regulations reduce a property's value, or to waive the regulations.

"Our choice as a region is whether we guide growth so that it contributes to our region's economy and livability, or whether we sit back ... and allow that growth to crush what makes our communities special," said Metro Council President David Bragdon in a 2006 speech. Bragdon, who grew up in Portland and likes to hike and volunteer in regional parks, has been a driving force in making the preservation of natural areas a priority for the council.

Metro Council had acquired 8,000 acres of natural areas with funding from a 1995 bond measure, but that program was coming to an end. So Bragdon, a railroad fan, organized a group of local elected officials, city managers, and planners to travel by train to the Minneapolis area

to learn how its different jurisdictions worked together to raise funding for parks. The trip served as an incubator of ideas for a new open space bond proposal.

Bragdon then convened a special task force to craft the measure, bringing developers and business leaders on board to gain their perspective and support. Public opinion research by the Trust for Public Land showed that voters responded to two things in particular: protecting water quality and wildlife habitat; and continuing, in a positive way, to manage and plan for growth. As a result, Measure 26-80, a \$227 million bond proposal, targeted the acquisition of the region's most significant fish and wildlife habitat, both inside and outside the urban growth boundaries.

The campaign to pass the measure counted on hundreds of donors and activists. The Conservation Campaign brought in a campaign team, worked out a strategy for television, radio, and print advertisements with a national media expert, and mobilized grassroots voter outreach. The Audubon Society of Portland, the Urban Greenspaces Institute, the Citywide Parks Team and other local groups — about 200 in all — got out the message to their members.

For such an extensive campaign, a large war chest was needed. The Conservation Campaign made the first contribution, setting a critical benchmark of \$50,000. The campaign raised \$860,000 in cash, with additional in-kind donations raising the total support to more than \$1 million.

That election year was particularly challenging because voters in many towns were also being asked to approve tax increases for other essential services. "It was a combination of a great, well-run land protection program and a well-thought-out, disciplined, targeted campaign that allowed us to go back into a very difficult climate and get broad-based support," said Patricia McCaig, who led the 1995 open space bond effort and served as consultant and volunteer in this campaign. "Many people thought that if people had to choose how to spend their money, they would choose schools and libraries over open space. But they chose all three." The open space bond passed by 59 percent.



Outdoor recreation and natural areas are central to the character of the Portland metropolitan region. Enjoyment of and access to places like Whitaker Ponds (pictured here) will remain thanks to the passage of a \$227 million bond for land and water protection.

Ravalli County, Montana

Dan Huls is the fourth generation of his family to live in the Bitterroot Valley, in Ravalli County, Montana, where he operates a 600-acre dairy farm with his three brothers. “This is one of the most beautiful places in the world,” he said. Just one highway leads into the secluded valley, which is surrounded on three sides by mountains and forests.

The valley’s stunning scenery, easy access to wilderness, and relatively mild climate, as well as its friendly rural community, have drawn many families as well as retirees, making it the fastest growing county in the state. But the resulting development pressures are threatening the quality of life that makes the valley so attractive.

Huls chairs the Ravalli County Right to Farm and Ranch Board, which advises the county commissioners. Several years ago, the board commissioned a year-long study on the impact of agriculture in the valley. One of the things it found was a significant loss of agricultural land, primarily to development.

“This is a critical time where if we lose a lot more farms and ranches, there won’t be enough to sustain the secondary businesses that support them,” said Grant Kier, executive director of the Bitterroot Land Trust. The trust works with local property owners to limit development permanently on their land while continuing current agricultural practices. Kier has found that many landowners would like to conserve their property but are unable to do so without some financial compensation.

Together, the trust and the farm board began researching how other high-growth areas had protected agriculture and open space. They focused particularly on Gallatin County in southwest Montana, which had passed a \$10 million bond measure for land conservation. Each dollar provided by the county for conservation easements ended up bringing in another \$3 from federal and state sources.



DONATED BY THE RAVALLI REPUBLIC ©REBECCA STUMPF

Significant loss of agricultural land, primarily to development, spurred the formation of the Ravalli County Right to Farm and Ranch Board, the leaders of the successful effort to pass a \$10 million bond for land conservation.

Still, asking the voters of deeply conservative Ravalli County to raise their taxes to protect open space seemed like a long shot. Huls and Kier discussed the possibility with Tim Raphael, a vice-president of the Conservation Campaign. A subsequent public opinion poll found enough support to persuade the county commissioners to put on the ballot a \$10 million bond issue to protect working farms and ranches as well as wildlife habitat and water quality.

“Out here in the West, the idea of private property rights is tremendously strong, in my opinion, as it should be,” said Huls. “But one of the essential rights that a property owner has — what we said in the campaign — is to choose to put a conservation easement on their property in perpetuity.”

To pass the bond issue, the farm board and the trust formed a campaign committee in partnership with the Conservation

Campaign. “We don’t have a tremendous amount of resources — financial or human — to take on something of this scale. Nor do we have the expertise to know all the nuances of how a campaign can and should be run,” said Kier. “It was a perfect match for us to have the experience and support of the Conservation Campaign while we provided a strong sense of what our community was looking for and how they would respond well to our message and vision for conserving the valley.”

Huls did something new for him — he put together a Power-Point presentation and took it on the road to 70 different venues around the county. He said, “It was not a terribly hard sell. Everyone can see the changes here.” Now, surrounding counties are looking to Ravalli as a model for their own land conservation efforts.

Hudson Valley, New York

The towns of New Paltz, Gardiner, and Marbletown, New York, are located along the western side of the Shawangunk Ridge, whose spectacular cliffs rise above a bucolic valley of fields, orchards and wooded streams. To protect this shared resource, the three small towns, which have a combined population of just 25,000, coordinated their efforts and put bond measures on the ballot at the same time. With the hard work of local volunteers and the support of the Conservation Campaign, all three measures passed, showing that even the smallest towns can use municipal bonds for open space preservation.

The Shawangunks—pronounced shong-gums and known locally as the Gunks—have a unique geology that supports many rare plant and animal communities. They also serve as a recharge area for the aquifer and the pristine streams that supply the local drinking water. Easy to reach from New York City, the region is a popular destination for outdoor recreation. But proximity to the city has led to rapid population growth, encroaching development, and rising property values.

In the spring of 2006, Cara Lee, who directs The Nature Conservancy's Shawangunk Ridge Program (and who is also a New Paltz resident), arranged for the Trust for Public Land to meet with the supervisors of seven towns along the ridge to discuss local options for funding land conservation. New Paltz, Gardiner, and Marbletown were experiencing the greatest development pressure and had already begun open space planning. Their supervisors decided that the voters were ready for an open space bond measure.

Nikki Koenig Nielson served as treasurer of the New Paltz committee to pass the bond measure. A native of Gardiner, she grew up at the base of the Gunks, hiking, climbing, and running in the mountains. After seven years on the West Coast, in Boston, and other parts of the country, she moved back. She now lives in New Paltz with her husband and two-year-old daughter.



The beauty of the Mohonk Preserve and surrounding areas in New Paltz, Gardiner and Marbletown draw increasing visitors and residential development. The voter approved funds in these towns will help maintain this scenic area for generations to come.

Nielson and her husband ran an organic market farm for several years, so she knows first hand the difficulty of making a living at farming where the cost of land is so high. "To help people be able to be working farmers is really important," she said. "It's getting harder and harder to keep farms. These are very hard-working people who provide an extremely important service to the community," supporting the economy and providing fresh, local food.

The Conservation Campaign sponsored the campaign committees in all three towns, helping with legal and accounting details and producing an informational mailer. Nielson, Lee and the other volunteers on the New Paltz committee generated letters to the editor; met with candidates for office as well as farmers, landowners and others they saw as potential oppo-

nents or allies; and produced and distributed leaflets. Nielson, who has a full-time job as a community development consultant, worked 15 to 25 hours a week on the campaign from August to November. Without the assistance of the Conservation Campaign, she said, "I wouldn't have been able to do it."

The measures passed in all three towns, for a total of \$4.5 million. The vote was extremely close in Gardiner and Marbletown. In New Paltz, where residents had been working on open space planning the longest, the measure passed by an overwhelming 600 votes. "Going into this," said Nielson, "we had absolutely no idea we were going to come out so far ahead."

THE CONSERVATION CAMPAIGN'S 2006 BALLOT MEASURES

State	Jurisdiction Name	Date	Finance Mechanism	Total Funds at Stake	Pass?	Status	% Yes	% No	Total Funds Approved
2006									
AK	Anchorage	04-04-2006	Bond	\$3,950,000	Fail		49%	51%	
CA	California	11-07-2006	Bond	\$5,388,000,000	Pass	✓	54%	46%	\$5,388,000,000
CA	Sonoma County Agricultural Preservation and Open Space District	11-07-2006	Sales tax	\$340,000,000	Pass	✓	76%	24%	\$340,000,000
CO	Clear Creek County	11-07-2006	Property tax	\$5,000,000	Fail		46%	54%	
CO	Gilpin County	11-07-2006	Property tax	\$5,969,200	Fail		34%	66%	
CO	Pitkin County	11-07-2006	Property tax	\$21,000,000	Pass	✓	72%	28%	\$21,000,000
FL	Martin County	11-07-2006	Sales tax	\$60,000,000	Pass	✓	55%	45%	\$60,000,000
FL	Seminole County	11-07-2006	Property tax	\$70,000,000	Fail		49%	51%	
GA	Cobb County	11-07-2006	Bond	\$40,000,000	Pass	✓	72%	28%	\$40,000,000
HI	Hawaii County	11-07-2006	Property tax	\$52,434,820	Pass	✓	63%	37%	\$52,434,820
HI	Honolulu County	11-07-2006	Property tax	\$100,000,000	Pass	✓	58%	42%	\$100,000,000
MA	Brookline	11-07-2006	Property tax	\$75,046,160	Fail		43%	57%	
MA	Hubbardston	11-07-2006	Property tax	\$814,560	Pass	✓	53%	47%	\$814,560
MA	Monson	11-07-2006	Property tax	\$2,502,060	Pass	✓	54%	46%	\$2,502,060
MA	Natick	03-28-2006	Property tax	\$9,144,480	Fail		39%	61%	
MA	Pembroke	11-07-2006	Property tax	\$3,728,220	Pass	✓	57%	43%	\$3,728,220
MA	Pittsfield	11-07-2006	Property tax	\$4,895,740	Fail		42%	58%	
MA	Quincy	11-07-2006	Property tax	\$21,772,560	Pass	✓	57%	43%	\$21,772,560
MN	Washington County	11-07-2006	Bond	\$20,000,000	Pass	✓	61%	39%	\$20,000,000
MT	Missoula County	11-07-2006	Bond	\$10,000,000	Pass	✓	71%	29%	\$10,000,000
MT	Ravalli County	11-07-2006	Bond	\$10,000,000	Pass	✓	58%	42%	\$10,000,000
NC	New Hanover County	05-02-2006	Bond	\$35,500,000	Pass	✓	67%	33%	\$35,500,000
NJ	Monmouth County	11-07-2006	Property tax	\$320,000,000	Pass	✓	65%	35%	\$320,000,000
NY	Gardiner	11-07-2006	Bond	\$1,500,000	Pass	✓	50%	50%	\$1,500,000
NY	Marbletown	11-07-2006	Bond	\$2,000,000	Pass	✓	50%	50%	\$2,000,000
NY	Nassau County	11-07-2006	Bond	\$100,000,000	Pass	✓	78%	22%	\$100,000,000
NY	New Paltz	11-07-2006	Bond	\$2,000,000	Pass	✓	63%	37%	\$2,000,000
NY	Southeast	11-07-2006	Bond	\$5,000,000	Pass	✓	50%	50%	\$5,000,000
OH	Summit County Metroparks	11-07-2006	Property tax	\$78,880,000	Pass	✓	56%	44%	\$78,880,000
Ore	Eugene	11-07-2006	Bond	\$27,490,000	Pass	✓	59%	41%	\$27,490,000
Ore	Metro-Portland	11-07-2006	Bond	\$227,400,000	Pass	✓	59%	41%	\$227,400,000
TX	Austin	11-07-2006	Bond	\$84,700,000	Pass	✓	73%	27%	\$84,700,000
TX	Austin	11-07-2006	Bond	\$145,000,000	Pass	✓	69%	31%	\$145,000,000
UT	Salt Lake County	11-07-2006	Bond	\$48,000,000	Pass	✓	71%	29%	\$48,000,000
WA	Issaquah	11-07-2006	Bond	\$6,250,000	Pass	✓	74%	26%	\$6,250,000
TOTAL				\$7,327,977,800		28			\$7,153,972,220

Partnering with the Conservation Campaign

The Conservation Campaign serves conservation advocates of all sizes and types, from local land trusts to national wildlife organizations. Our partners can bank on the Conservation Campaign's track record of success, our ability to make the most efficient use of their funds, and our patient expertise in dealing with the complex array of laws and regulations that govern lobbying and campaign activities.

In 2006, the Conservation Campaign supported 35 ballot measure campaigns and a wide range of funding legislation that was adopted by state and local legislatures. In every instance, our success relied upon effective partners and coalitions that combined forces and worked collectively through the Conservation Campaign. Here are our local, state, and national partners of 2006.

1,000 Friends of Minnesota
1,000 Friends of Oregon
Appalachian Mountain Club
Arizona Audubon Council
Audubon Society of Portland
Bicycle Transportation Alliance
Bitter Root Land Trust
Butte Conservancy
Center for Biological Diversity
Citizens' Housing and Planning Association
Coalition of Pinnacle Peak, Inc.
Cobb Parks Coalition
Colorado Conservation Trust
Columbia Land Trust
Community Preservation Coalition
Conservation Council of Hawaii
The Conservation Fund
Fans of Fanno Creek
Fernhill Wetlands Council, Inc.
Five Valleys Land Trust
Friends of Columbia Gorge
Friends of Forest Park
Friends of Monmouth County Parks
Friends of Mount Elizabeth
Friends of Powell Butte Nature Park
Friends of Rod Park
Johnson Creek Watershed Council
L.L. Bean
Maine Audubon Society
Maine Coast Heritage Trust
Maine League of Conservation Voters
Massachusetts Affordable Housing Alliance
Massachusetts Audubon Society
McDowell Sonoran Conservancy

McHenry County Conservation Foundation
Minnesota Environmental Partnership
Minnesota Land Trust
Minnesota League of Conservation Voters Education Fund
Monmouth Conservation Foundation
National Trust for Historic Preservation
Natural Resources Council of Maine
North Shore Land Alliance
Oahu Resources Conservation and Development Council
Open Space Institute
Oregon League of Conservation Voters
Oregon Sierra Club
Oregon Trout, Inc.
Oregonians for Affordable Housing
Parks and Trails Council of Minnesota
Preservation Massachusetts
Rocky Mountain Elk Foundation
Sierra Club – Oahu Group
Sonoran Institute
St. Croix River Association
St. Croix Valley League of Women Voters
Teller Wildlife Refuge
The Nature Conservancy
Three Rivers Land Conservancy
The Trust for Public Land
Tucker Crossing Ranch
Urban Greenspaces Institute
Valley Partnership
Wallkill Valley Land Trust
Wilderness Land Trust
Willamette Riverkeeper

Benefits of Partnering With the Conservation Campaign

Conservation leaders across the country are working in partnership with the Conservation Campaign. We have the staff, the expertise, and the experience to make their land conservation funding goals a reality. The Conservation Campaign offers the following:

Broad mission. We support measures to protect every type of open space, including city parks, community water supplies, agricultural land and wildlife areas.

Cost savings. We offer substantial savings on direct mail campaigns.

Early money. We often provide the seed funding for campaigns to open the office doors and stimulate the local fundraising effort.

Legal expertise. We have a full-time attorney who is a leading expert in campaign finance and lobbying matters.

Experience with tax filings. We understand the tax laws and take care of IRS filings for our campaigns.

Liability insurance. All campaign officers are covered by our corporate liability policy.

Fast action. Through our national network of political consultants and vendors, we ensure fast, low-cost service.

Website hosting. The internet is a great way to publicize campaigns, but many efforts do not have the budget or the know-how to create a website. The Campaign Wizard on www.ConservationCampaign.org is our new website hosting service that is easy-to-use and free of charge.

Announcing our redesigned website, the premier resource for conservation campaigns!



- ◆ **Sign up for e-Newsletters**
Receive calls to action and news of campaigns that meet your interests
- ◆ **Donate Today**
Contribute to a campaign in a place you care about
- ◆ **Find a Campaign**
Locate current campaigns on our interactive map
- ◆ **Start a Campaign**
Set up your own campaign website using our new campaign wizard's customizable templates. Add your logo, text, photos, events and videos to get people involved in your campaign

www.ConservationCampaign.org

FINANCIAL SUPPORT

\$10,000 or more

Anonymous
Arizona Land Advisors LLC
Aspen Alder LLC
Audubon Society of Portland
Berkleigh Holdings LLC
David Bonderman
Bragdon for Metro President
Paul Brainerd
Fred W. Bruning
Kimo Campbell
Jim Click, Jr.
Diamond Ventures, Inc.
Don Morissette Homes, Inc.
Douglas and Jane Ferguson
First American Title Insurance of Oregon
Forest Capital Partners LLC
Friends of Forest Park
Ned Hayes
Eric Lemelson
Macerich Management Company
Greg Margolis
McHenry County Conservation Foundation
Minnesota League of Conservation Voters
Education Fund
National Bank of Arizona
North Shore Land Alliance
Edmund C. Olson
Oregon League of Conservation Voters
Michael and Elena Patterson
Portland General Electric
Ruth McCormick Tankersley Revocable Trust
Sierra Pacific Industries
Signal Hill Petroleum, Inc.
Sonoran Institute
Sunbelt Holdings Operating, LP
Suncor Development Co.
Charles Swindells
The Nature Conservancy
The Trust for Public Land
Three Rivers Land Conservancy
Valley Partnership
Tom Walsh
Walsh Construction Company
Williams & Dame Development

\$1,000 - \$9,999

Anonymous
1,000 Friends of Minnesota
1,000 Friends of Oregon
Am Fed Emp Local 3580 PAC
Stan Amy
Joseph Angel II
Ankrom Moisan Architects
Arizona Audubon Council
AWIN Management
Gordon Bailey
Bailey Nurseries
John B. Baird
John W. Baird
Bicycle Transportation Alliance
Thomas Blackburn and K. Bell
Tracy Blakeslee
Born Human
Timothy Boyle
Peter Bray
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Randy Ching
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City Van Rental Service
Coalition of Pinnacle Peak, Inc.
Debi Coleman
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Columbia Environmental LLC
Columbia Sportswear
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Catherine L. Cooke
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James Desmond
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Friends of Monmouth County Parks
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Friends of Rod Park
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Vestar Arizona XXXIII, LLC
Vestar CA XXII, LLC
Vestar CTC Phase 1, LLC
Vestar DRM-OPCO, LLC
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\$250 - \$999

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Anthony Clark
Columbia Land Trust
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Dan Cooper
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Courtney Ann Coyle
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Susan D. Dursin
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Page Knudsen Cowles, Chair, St. Paul, Minnesota, is a former investment professional and was a founder and partner in Ruminator Books Press, an independent trade book publisher. Currently, she serves on the boards of the Trust for Public Land; Conservation Minnesota (formerly the Minnesota League of Conservation Voters); St. Paul Academy and Summit School, a K-12 independent school; Unity Avenue Foundation, a family foundation; and Lawrence Creek, LLC, a private investment company.

Lester Abberger, Tallahassee, Florida, is an investment banker and lobbyist. He is chairman of 1000 Friends of Florida and chairman of the City of Tallahassee's Urban Design Commission. He also serves on the boards of M+S Banks, Fugelberg-Koch Architects, the Museums of Florida History, the Florida Humanities Council, Blue Heron Water Systems, and numerous other civic, charitable, and business organizations.

Maria Baier, Phoenix, Arizona, is a consultant on sustainable development. She recently ended her tenure as executive director of the Valley Partnership, a group of business leaders in the Phoenix area concerned with guiding sound economic growth in the region. Formerly, she directed Conservation Finance in Arizona for the Trust for Public Land, and she has also served as the top environmental policy advisor to two Republican governors of Arizona.

Ernest Cook, Brookline, Massachusetts, is president of the Conservation Campaign and senior vice president of The Trust for Public Land. He oversees TPL's national programs, including its Conservation Finance program, which he helped to found. He serves on the boards of the Commonwealth Conservancy and the Green Burial Council.

Adam Eichberg, Denver, Colorado, is the executive director of the Western Conservation Foundation, a nonprofit serving the diverse needs of the West. Prior to this endeavor, he served as the associate national director of the Trust for Public Land's Conservation Finance Program and as a vice-president of the Conservation Campaign, which he helped to found.

Rosemary Fei, San Francisco, California, is a principal at the law firm Silk, Adler & Colvin. Her firm represents nonprofit organizations exclusively, and her practice focuses on political advocacy issues and nonprofit corporate governance. Currently she serves on the board of the Center for Lobbying in the Public Interest. She also serves on the Public Policy Steering Committee of Northern California Grant makers.

Douglas P. Ferguson, Mill Valley, California, is an attorney concentrating in business, entertainment and real estate law. He serves on boards of directors for the Trust for Public Land and Lucasfilm Ltd, and is an advisor to a number of other nonprofit organizations in the areas of the environment and the performing arts.

Reese Fullerton, Santa Fe, New Mexico, serves as Deputy Cabinet Secretary for the Energy, Minerals and Natural Resources Department of New Mexico. Previously he served as Executive Director to the Governor's Office of Workforce Training and Development, facilitator of "the Southwest Strategy" and for public policy planning and disputes in environmental areas, Assistant Attorney General of New Mexico and manager of Senator Jeff Bingaman's first U.S. Senate Campaign.

Jennie E. Gerard, Oakland, California, is chief of staff to Oakland Councilmember Patricia Kernighan, a board member and former chair of the Rails-to-Trails Conservancy, and a former member of the senior executive staff of the Trust for Public Land. She was co-leader of the campaign for the successful City of Oakland's Trust for Clean Water & Safe Parks in 2002, a \$198.5 million bond measure to renovate and build waterfront parks.

William B. Johnston, Arlington, Virginia, is the president of the Jane Goodall Institute, and a member of its board of directors. Prior to joining the Institute, he was executive director of the Conservation Campaign. He also served as managing director and executive vice-president of the public relations firm Burson-Marsteller, leading the firm's environmental and knowledge management groups.

James Mann, Chicago, Illinois, is the Executive Director of the Illinois Clean Energy Community Foundation. He is a lawyer with over 40 years experience in public policy and community development in the public, non-profit and private sectors. He has also held leadership positions in major Chicago-area civic organizations.

Caroline Niemczyk, Irvington, New York, serves as chair of the Irvington Land Use Committee and vice-chair to both the Open Space Institute and the Westchester Land Trust. Caroline is actively involved with the NY League of Conservation Voters, the Town of Bedford Citizens Coalition to Preserve Open Space, and the Town of Bedford Conservation Board, the Federated Conservations of Westchester and The Trust for Public Land's National Leadership Council.

Lisa Ott, Oyster Bay, New York, is president of the North Shore Land Alliance. Lisa led two successful ballot measure campaigns in 2004 and 2006 that created \$150 million for land protection in Nassau County, NY. She previously served as president to the North Country Garden Club and is currently Zone III chairman for Scholarship for the Garden Club of America.

Van Parish, Washington, DC, Founder and Principal of the Parish Group, Van Parish has over twenty-nine years of experience in electoral campaigns and public affairs. He served as staff and advisor to policymakers at every level of government, from city council to Congress. Van is one of the field's foremost experts in the design and implementation of voter contact programs. He has advised political parties, community-based organizations and labor unions and has developed transition strategies for newly elected officials and administrations.

Will Rogers, Kensington, California, is President of The Trust for Public Land and former director of its western region. He was previously a project manager of infill urban development projects for a commercial real estate company based in Chicago.

Mike Rosser, Aurora, Colorado, serves on the Arapahoe County Open Space and Trails Advisory Board. As chairman of the Conservation Campaign's campaign committee, *Arapahoe Neighbors for Open Space, Water Quality, and Parks*, he led the successful campaign for a new sales tax for open space in Arapahoe County, Colorado, in 2003. He also serves on the Colorado Advisory Board of the Trust for Public Land.

Maria Saldana, Chicago, Illinois, is the head of US Investment Banking and managing director for Popular Securities, Inc, a subsidiary of the nation's largest Hispanic financial institution, Banco Popular of North America Inc. She has over 20 years of experience in the municipal bond business. She also serves as president of the Chicago Park District Board of Commissioners. The Park District operates one of the largest park systems in the country with more than 7,300 acres of parkland, 24 miles of lake front property, a major football stadium and nine museums and an aquarium.

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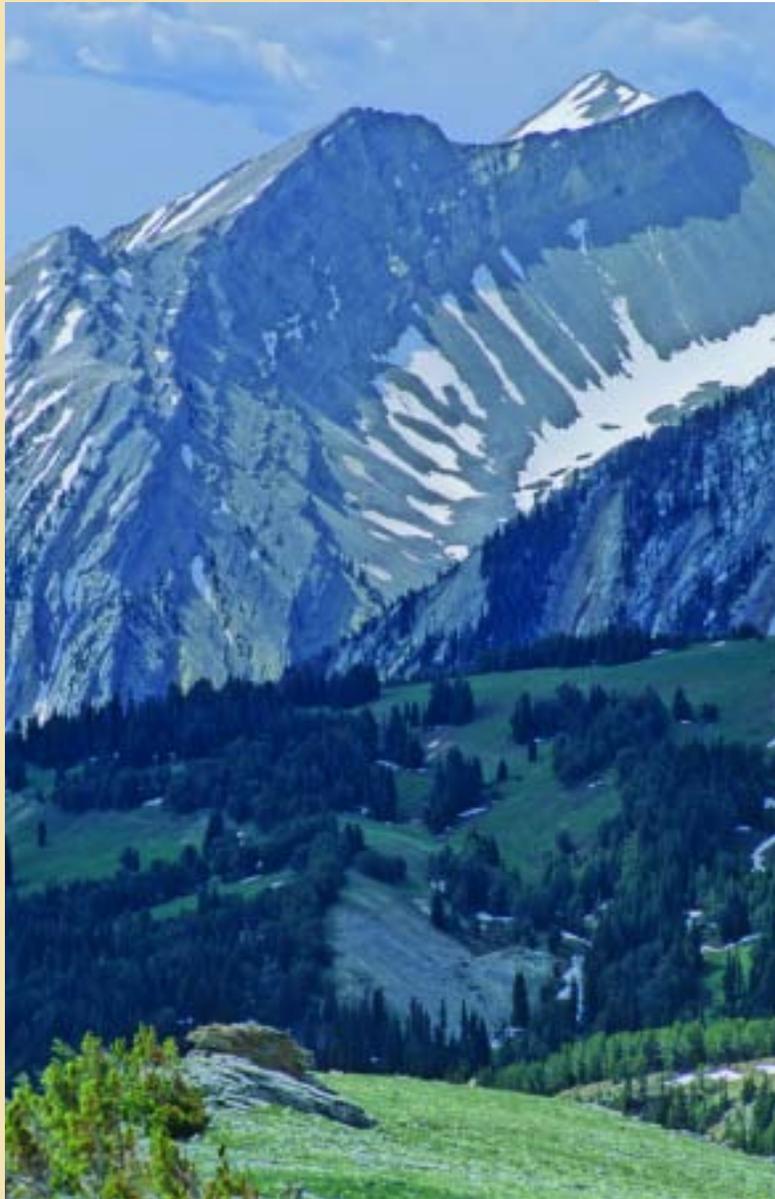
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In 2004, the Conservation Campaign helped pass a \$10 million bond in Gallatin County, Montana (Taylor Fork pictured). Gallatin's success laid the groundwork for similar efforts in Missoula County and Ravalli County in 2006.

Financial Summary FY 2007

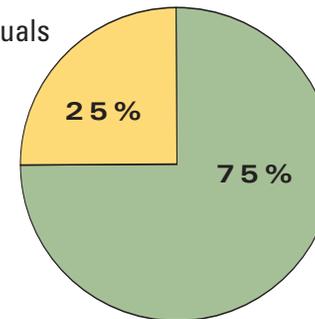
(Ending March 31, 2007)

INCOME

(\$ thousands)

Total \$2,657

From Individuals
\$654



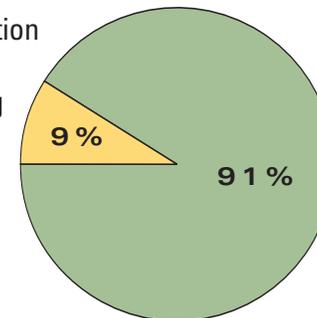
From Organizations
\$2,002

EXPENSES

(\$ thousands)

Total \$2,899

Administration and Fundraising
\$270



Lobbying and Campaigns
\$2,629



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Home to the popular vacation destination, Aspen, Pitkin County, CO voters approved a \$21 million bond to fund the Open Space and Trails program, which has protected some 13,300 acres of the Colorado countryside since 1990.



THE CONSERVATION CAMPAIGN
33 Union Street
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617-367-9092
www.ConservationCampaign.org

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