



agriculture



heritage



nature

Youth Help Plant the Final Seeds of Support for Madrona Farm

by Erika Verlinden
Development Officer

Seven students, each carrying a chair and their lunch, eagerly pile into a small meeting room, already occupied by two teachers, a parent, and a TLC staff member. The TLC staff member is there in response to the students' invitation to join in a brainstorming session to come up with ideas to help save Madrona Farm.

In a mere 45 minutes, these children came up with a long list of fundraising ideas and ways to get the other children at their school involved. They left the meeting charged with energy and ready to put their ideas into action through the school's Environmental and Service Clubs.

Children can be inspiring and powerful agents of change, and this example goes to show how TLC's mandate resonates with all ages. With their future at stake, children want to have a hand in protecting their farmland, heritage, and natural areas. TLC's campaign to save Madrona Farm has created the opportunity

to empower children and help them realize they CAN make a difference.

When these students were asked why saving Madrona Farm was vital to Victoria's landscape, one particular answer stood out. Ten-year-old Jamison, who first encouraged his school to get on board with TLC to protect Madrona Farm, cited the recent earthquake in Haiti: "What if that happened here?" says Jamison. With Vancouver Island growers producing about only 10% of the food we consume, that means the other 90% has to be shipped. In the event of a large scale natural disaster, that 90% could be drastically reduced. Jamison's comment acknowledges the fact that we need to take a proactive approach to food security. With this concern in mind he asked his mom about getting his school, St. Michael's University Junior, involved in the campaign to save Madrona Farm.

The story of community action heroes for Madrona Farm doesn't end there. For his 11th birthday, Nicholas, from the Cowichan Valley, hosted a 'Laurier' party – instead of

receiving gifts from his friends, he asked them to bring a \$5 bill to donate to TLC. At the end of the day he had five 'Lauriers', \$25 in hand. That means TLC is now \$25 further in its efforts to protect special places like Madrona Farm for Nicholas, for his friends, and for everyone.

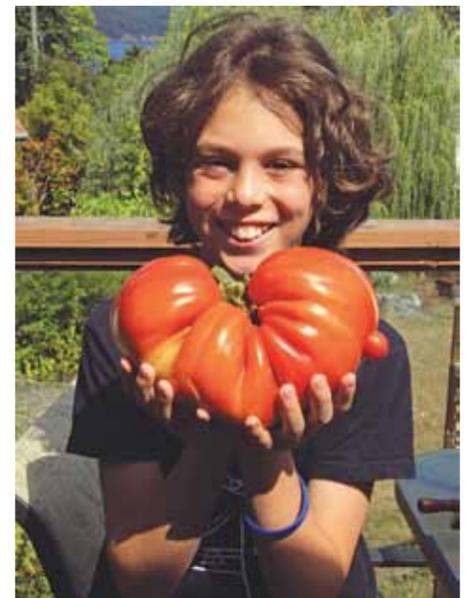
"I like local food. It tastes better than store bought," says Nicholas. Now there's a reason for supporting local farmers and conservation efforts! ■

As of press time for this LANDmark, TLC only has \$250,000 left to raise towards the purchase of Madrona Farm in the Blenkinsop Valley, Saanich. The new deadline is March 15, 2010. Call us today at 1-877-485-2422 to help secure healthy, local veggies for our children!

Eleven year-old Nicholas holds up the 4lb 2oz tomato grown in his mother's garden. He clearly sees, and tastes the difference between locally grown produce and imported goods.
Photo Teresa Young



The campaign to save Madrona Farm is inspiring people of all ages. The students from St. Michael's University Junior School Environmental and Service Clubs have lots of ideas on how to help. Photo Erika Verlinden



We know there are a million reasons to become a TLC Member and care about B.C.'s special places. Now we want to know YOUR reason. From early March to August 15, 2010, TLC will be accepting submissions to our Million Reasons Contest.

We want to know why you think

TLC's Million Reasons Contest – What's Your Reason?

it's important to conserve B.C.'s heritage, agricultural, and natural sites. Tell us your reason for becoming a TLC Member while at your "special place" in the province. Photo and video submissions will be accepted.

There will also be a special prize category, The Million Reasons Challenge, for individuals who document themselves and their reasons at as many different TLC properties and events as possible. Event opportunities for the Million Reasons Challenge can be found in the Summer Planning Guide insert, found in this edition of the LANDmark.

Prizes will be awarded in many categories, including best photo and best video. There will also be a special prize category for Earth Day submissions. Get out to an Earth Day event near you this April and document your participation by sending us a photo or video with your reason. There will be lots of events around the province, including TLC's own events at Mayfair Shopping Centre in Victoria and University of British Columbia's Robson Square Campus in Vancouver.

After the close of the contest, there will be an opportunity to view submissions online. For further

information and submission guidelines, see conservancy.bc.ca. What's your reason? ■



TLC Needs Your Help Spreading the Word

Do you find yourself encouraging friends and family - and sometimes strangers - to become TLC members? If you live in the Vancouver Island or Lower Mainland area, consider becoming a TLC Outreach Officer/Canvasser. Contact John McCurdy in Victoria, jmccurdy@conservancy.bc.ca or Shahriar Pedram in Vancouver, spedram@conservancy.bc.ca for more information.



Greg Rowland
Associate Broker

2481 Beacon Avenue
Sidney BC Canada V8L 1X9
phone: (250) 656-0911
fax: (250) 656-2435
email: greg@gregrowland.ca
www.gregrowland.ca



TLC MEMBERS: 25% of my commission goes to TLC!

Executive Director's Message

"I give because I have an opportunity to make a difference." Those are the words I heard recently from a donor who was talking about why he supports TLC. To me, those simple yet powerful words describe exactly why TLC exists - because there are people, just like you, who want to make a difference. TLC strives to facilitate, support, and empower those people through partnerships, which are key to saving B.C.'s special places.

Without our many dedicated partners who believe in change and want conservation, projects like Madrona Farm, West Creek Wetlands, and Skaha Bluffs would have never happened. The people who are moved into action during our campaigns, like 10-year-old Jamison at St. Michael's University Junior (see page 1), are truly inspiring. To think these individuals are spreading a culture of conservation throughout their communities is amazing.

Most recently, we have been actively working to help bring

together a significant partnership to purchase key parcels of the Western Forest Products lands on southern Vancouver Island. Our own planning and that of our partners have identified the critical properties which must be purchased. These include the lands adjacent to the Sooke Potholes Regional Park, lands that provide access to and protection for Sandcut Beach, and the waterfront areas of Jordan River. You, our members and supporters, community groups, and neighbours have asked us to take action. Working in partnership with the Capital Regional District Parks; the time is right and we are definitely up to the challenge. We will also bring other levels of government and other interested parties to join us in protecting these special places.

All the volunteers and staff that run our programs and events at sites like: Abkhazi Garden, Hardy Mountain Doukhobor Village, Craigflower National Historic Site, Ross Bay Villa, Keating Farm, Sooke Potholes Campground, and Eagles Estate Heritage Garden (see your summer

planning guide insert for more info) are vital to our success. TLC staff and volunteers develop new partnerships everyday, and for that I'm grateful.

Since the launch of our "Million Reasons Campaign" in 2009, I have loved hearing what TLC Members have to say about why they think it's important to conserve B.C.'s heritage, agricultural, and natural sites. I'm looking forward to hearing more through our current photo and video contest (see page 1).

With the ongoing support of all our partners, TLC will continue to make a huge difference as it empowers individuals and groups to take positive action to protect the places that matter to them. The future depends on us to protect special places forever and to connect communities to those places. Through grassroots efforts and the continued involvement of our members, volunteers, and donors, we will ensure the long-term stewardship of B.C.'s special places. Thank you! ■



Update – Changes on the Board of Directors

There have been a few changes on the Board in recent months:

Magnus Bein and Elspeth McVeigh have resigned their positions as Directors, and Gary Holman has been appointed to fill one of the vacancies. The other vacancy has not yet been addressed. As Elspeth was also our Treasurer, Cheryl Bryce has been elected as our new Treasurer.

Gary served some years ago as a member of TLC's Board. He lives on Salt Spring Island, and works as an Economist. He also served as a Director of the Capital Regional District. He will serve in his appointed capacity until the next Board election in September, when he will stand for election by the membership.

Magnus is off to Montreal, where he will be pursuing a Master's Degree. We wish him well and look forward to his return to B.C. We want to thank both Magnus and Elspeth for their tremendous hard work in helping TLC move forward. ■

Meet Lorelle Posten, TLC's New Chief Financial Officer

This January TLC welcomed a new staff member to its team. Because of her experience as a finance professional, senior manager, strategic thinker, and builder of healthy relationships and communities, Lorelle Posten was appointed TLC's new Chief Financial Officer.

"I am honored and excited to be part of TLC, as many of my personal values are represented in its mission around community, sustainability, protecting natural areas, fostering local food sources, and learning from our shared history," says Lorelle.

Lorelle is a Chartered Accountant with experience in business, education, government, and non-profits in Canada, the USA, and the UK. She has a Masters Degree in Non-profit Management from the London School of Economics, and professional interest and experience in strategic planning, organizational development, performance measurement, and capacity building in non-profit organizations. Her extensive board and volunteer experience has provided opportunities for leadership and collaborative action in social services, arts, local government, and community development.

Lorelle's employment portfolio includes work with the International Institute for Child Rights and Development, the Exploratorium, the San Francisco Council on Homelessness, the University of British Columbia, the Auditor General of Canada, and management consulting with non-profits including the Vancouver YMCA and Non-profit Support Centre.

"I know the past year has been challenging and we have much to do for 2010, but I'm proud to say TLC has already gone some distance in addressing important priorities such as paying down debt," says Lorelle. "In this fiscal year, loans and mortgages have been paid down by approximately \$900,000. We will continue to work to consolidate debt, build our revenue base, and provide accurate, timely and useful financial and management information to ensure TLC can operate effectively and meet its goals."

To view TLC's audited financial statements and annual reports, please visit our website at conservancy.bc.ca. TLC's next Annual General Meeting is currently scheduled for September 25, 2010. Details to follow in the Summer LANDmark. ■

Below: TLC staff from across the province gathered at this year's strategic planning session held in February.



Creative Gesture Aligns with TLC's Values

by Jill Walker
Member Care Coordinator

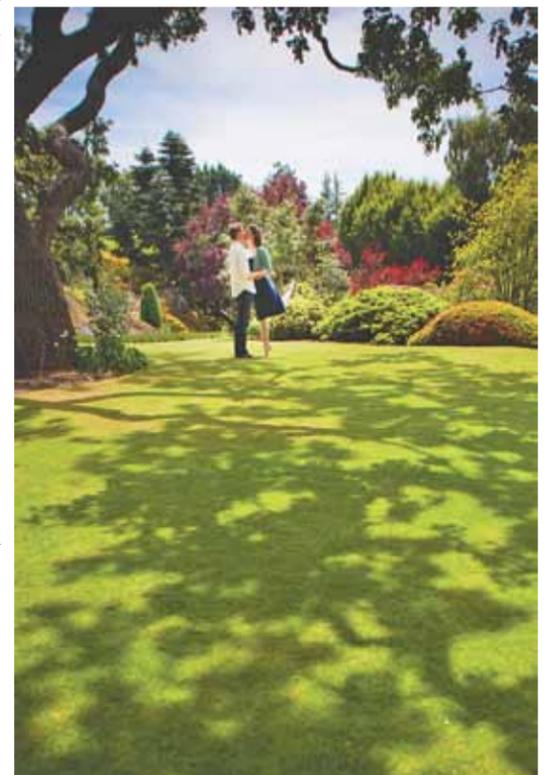
After a wedding celebration is over, typically all that's left besides a happy couple is the clean up, the return of rented tuxedos, and the gift opening ceremony. Not for Anna Russo and Taylor Kennedy. They chose to do something different.

After having set foot in Abkhazi Garden, they knew they had found it. It was the place to hold their celebration. It was the perfect size for their party; they were able to have it catered by a company of their choice who provided fresh, local food; and their day would also help TLC. The flourishing gardens provided a perfect setting for their August event. But Anna and Taylor wanted to do more.

While shopping around for a place to hold their big day, Anna and Taylor became dismayed with all the consumerism that came along with having a wedding. Choosing instead to align with their values of community service, beautiful outdoor places, and food security but also recognizing that people like to give, they suggested to their guests that the best gift to the couple would be a donation in their honour to TLC, an organization whose work Anna and Taylor value.

No clean up, no tux return, and best of all, no gifts to exchange. It was a feel good, win/win for the newlyweds and for TLC. Thank you to Anna and Taylor and many other couples, for sharing their day with TLC and

showing that there are unique ways to make an incredible difference for B.C.'s special places. ■



Newlywed couples like Anna Russo Kennedy and Taylor Kennedy (above) chose to create a unique opportunity for giving to TLC.

Photo taylorkennedyphotography.com

Can you find a small way to give? How about donating your empties at Bottles for Greenspace, or the Victoria Bottle Depot, donating Canadian Tire money to TLC, signing up for TLC airmiles, offering time as a volunteer, or making a donation in honour of a loved one's birthday. A little goes a long way.

For more information on Abkhazi Garden rentals for your special event, please call 250-598-8096.

What's the Buzz at Fort Shepherd

by Emily Nilsen
Terrestrial Stewardship Advisor

Be it a biological or social phenomenon, humans are drawn to mainstream mammals such as bears, cougars, and wolves. Although these species deserve appreciation, it is the smaller, less-assuming creatures that maintain some of nature's most important processes. TLC recently caught up with entomologist Lynn Westcott and asked her to enlighten us about the research she has been doing on native bees at the Fort Shepherd Conservancy Area.



A mining bee (genus *Andrena*) hard at work. Photo Lynn Westcott

TLC: What drew you to study bees?

Lynn: I fell in love with insects when I took my first entomology course;

they are infinitely fascinating and beautiful animals that are elegantly adapted for their specific role in nature. I am fascinated by the close relationships that native bees have with native plants and the critical role that bees play in plant reproduction. Bees come in various sizes, colours, and lifestyles. I could spend several lifetimes learning about these remarkable creatures and still just scratch the surface.

TLC: Can you tell us about the research you were doing at Fort Shepherd?

Lynn: Thanks to funding from the Fish and Wildlife Compensation Program, we were sampling to provide information about the native bees in the West Kootenays. There has been a lack of information about B.C.'s insect pollinators and bees; if we don't know the genera and species of bees we have in a given area, we can't begin to factor their habitat needs and how to protect or enhance those features into overall habitat management plans.

TLC: How do you collect data?

Lynn: We use sweep nets and bee bowls which involve setting out small bowls filled with soapy water. The bowls are put out at specified



Sweat bees (genus *Agapostemon*) are just one of the many bee species found at Fort Shepherd Conservancy Area. Bees play a key role in healthy ecosystems and your support helps protect their vital habitat. Photo Lynn Westcott

intervals along transects (lines of known length) and left in place for a maximum of 24 hours.

TLC: What are the species of bees found at Fort Shepherd?

Lynn: We have collected several species of bumble bees (genus *Bombus*), mason bees (genus *Osmia*), mining bees (genus *Andrena*), and sweat bees (genus *Agapostemon*). Some 'sweat bee' species will land on skin to lap sweat; just like humans, bees need salt in their diet. We also found bees belonging to the genus *Sphex*; these bees don't collect pollen to provide food for their own larvae, instead they lay their eggs in the nest of other

bees. When the cuckoo larvae hatch, they eat the host bee's pollen stores and young.

TLC: What is the difference between honey bees and native bees?

Lynn: Honey bees were introduced to North America because native bees co-evolved with native plants. We need our native bees in order to have healthy natural ecosystems and plant communities. We need honey bees for our large-scale agricultural industry in North America. If honey bees continue to suffer the significant declines we have witnessed over the past several years, native bees may be our next managed pollinators.

Some native bumble bee species are also suffering from substantial die-offs. This will have important implications on native ecosystems in terms of native plant pollination. We need to think about insect pollinators in all sorts of land management plans ranging from parks and natural areas, golf courses, farms, and urban settings. ■

Help make your neighbourhood more bee-friendly so these incredible creatures can continue their critical work in ecosystem functions and food security. Learn how at the Backyard Bumblebee Workshop at Eagles Estate. See insert for more details.

Offset Your Carbon Footprint with TLC

by Mike Murray
Development Officer

TLC is excited to announce our new carbon footprint calculator at conservancy.bc.ca, providing a simple way to measure your impact on the environment by estimating your annual green house gas emissions. You can choose to measure the emissions associated with your car, flights, home life, and dietary choices. Once you have calculated your personal or family's carbon emissions in tonnes per year, you have the opportunity to offset your carbon footprint by donating to TLC. A carbon offset is a means to compensate for the greenhouse gas pollution we all emit through our daily lives by preventing or reducing the same amount of pollution from occurring elsewhere.

Each dollar you donate through our carbon calculator goes directly towards lowering green house gas emissions. Every acre of forested or undeveloped land that TLC protects acts as a carbon sink, sequestering tonnes of carbon dioxide from being released into the atmosphere. An average tree in the temperate zone, found between the tropics and the polar circles, can remove and store anywhere from 700 to 7,000 pounds of carbon over its lifetime. If you multiply that number over thousands of acres throughout the province the positive impact of protecting B.C.'s natural areas becomes clear.

TLC is committed to providing the most ethical and transparent carbon credits and conservation offsets programs possible. We are in the

process of getting accreditation from the Living Carbon Institute which is independently audited and looked upon as a model for offset certification throughout Canada. As our carbon offset program continues to grow please consult our website for further information and updates. ■



Forests like Creekside Rainforest on Salt Spring Island function as carbon stores, depositing carbon pulled from the atmosphere into the soil's organic layer. Photo Carla Funk

10 Easy Ways You Can Help Fight Climate Change:

1. Work from home at least one day a week.
2. Wash your clothes in cold water and take shorter showers.
3. Compost organic waste at home in your garden, or with a worm composter if you live in an apartment.
4. Walk, cycle, or take transit to work at least one day a week.
5. Turn off and unplug appliances and home electronics when not in use.
6. Buy locally grown fruits and vegetables.
7. Plant a tree.
8. Properly insulate your house.
9. Make sure your car is regularly tuned up and the tires are properly inflated.
10. Introduce a friend to TLC.



game on

Photo Anne-Marie Sorvin

Come celebrate Eco-Night with TLC and the Salmon Kings on March 13, 2010 at Save on Foods Memorial Centre in Victoria.

\$3 from every ticket sold to the hockey game up to March 11, will benefit TLC's work to save special places. Tickets are available through the box office at 250-220-7777 or online at salmonkings.com.



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Looking into the Woods at Wildwood

by Jay Rastogi
Wildwood Site Manager

There is “wood” and there are “woods” and the difference between the two is great. We all use and benefit from both wood and woods, though we often fail to see the true impact of one on the other. Understanding this connection is what ecoforestry is all about and Wildwood is the perfect place to see this ecologically sensitive management style in action.



The forest has much to teach. Wildwood is widely recognized as a model for ecoforestry. It is used as a learning site by ecoforestry students, college and university field studies and everyone interested in “the woods”. Photo Gary Bremner

While this year marks the first significant harvest at Wildwood since 2000, ecoforestry is about much more than the careful selection of trees to cut. It’s about understanding the forest and our place in it. TLC became involved with Wildwood to ensure that Merv Wilkinson’s internationally recognized work in ecoforestry on this site would continue to thrive.

Since establishing Wildwood in 1938, Merv’s forest management practices evolved through inspiration from many different sources. Concern for the well-being of the Pileated Woodpecker played a role in initiating his ecological thinking. Harvesting less than the annual growth rate was a key principle picked up from Scandinavian forest management philosophies and practices. These principles contrasted sharply with the common practices of the day.

In the early 1990’s Merv joined those publicly opposed to the industrial forestry of the time. The knowledge gained through this experience further influenced his stewardship practices, and to this day continues to influence the philosophical approach to the property. Seventy years of ecoforestry have illustrated that the forestry practiced at Wildwood has not decreased the productivity of the forest, nor put ecosystem function at risk.

In 2000, TLC purchased the property and entered into a partnership with the Ecoforestry Institute, an

organization formed in part due to Merv’s accomplishments. The Institute is responsible for the inventory and forest planning. Under its leadership the application of science, inventories, and computer modeling is validating Merv’s groundbreaking work and increasing our understanding of the connections between wood and the woods.

To learn more about ecoforestry, join us at Wildwood for a three day workshop, July 23-25. We will use the forest to discuss topics such as ecology, landscape history, dendrochronology, non-timber products, and inventory techniques. You can also join us for an informative tour of Wildwood every Saturday at 1:30 p.m. from March 1 until October 31. For further information, please call Jay Rastogi at 250-816-1816. ■

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Get the Invasives Out

by Laura Ralph
Head Gardner – Lower Mainland

Deer Lake Park, home to both TLC’s Eagles Estate and Baldwin House, provides a beautiful natural haven for people and wildlife in the city. Unfortunately, invasive plant species run rampant throughout the park. Removing invasive plants can be a daunting task, however TLC is committed to making a difference through the “Get the Invasives Out” campaign in the Lower Mainland.

Battling ivy roots and thorny blackberries is not for the faint of heart, yet the expression “many hands make light work” does come to mind after seeing the progress made by a team of volunteers. When TLC began restoring the City of Burnaby-owned Eagles Estate in 2003, the site was extremely overgrown with invasive species. Now, thanks to the hard work

of our many invaluable volunteers, the site is being restored and replanted with sword ferns, mahonias, and other plants suited to the predominantly woodland site. In addition to our regular volunteers, large employee groups through the United Way Day of Caring have pulled, dug, and cut many invasive plant species including: English ivy, orange hawkweed, yellow flag iris, Himalayan blackberries, Japanese knotweed, morning glory, lamium, and English holly.

Invasive plants wreak havoc on our wild areas and reduce biodiversity by displacing native plants that provide food and habitat for wildlife. With the ongoing support of our members and volunteers, TLC will continue to “Get the Invasives Out” from the sites under our care. ■

If you are interested in being part of the Get the Invasives Out campaign, please give us a call at 604-733-2313.



Volunteers are the lifeblood of TLC. They play a vital role in all aspects of our operations, from our Board of Directors to our office workers, from our tea room staff to our gardeners, from our legal and real-estate advisors to our field crews. A big thank you to our many talented and enthusiastic volunteers - we simply couldn’t do it without you! Photo Laura Ralph

TLC is honoured to be the recipient of donations in memory of:

Doreen E. Catton
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My preferred method of payment is:

Visa MasterCard Cheque. Please make payable to The Land Conservancy.

Card # _____ Expiry Date _____

Name on Card _____ Signature _____

My contact details:

Name: _____ Member # (if known): _____

Address: _____

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Home Phone: (_____) _____

E-mail: _____

Thank you!

Please return completed form to: TLC, 301-1195 Esquimalt Road, Victoria, BC V9A 3N6

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Printing

Nanaimo Daily News on 100% post-consumer recycled paper.

Cover banner photos left to right: Rainer Krumsiek-Big Bear Ranch, keenshots.com, Paula Hesje.



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Derek E. Ashurst

BA, LLB

1620 Cedar Hill X Rd.
Victoria, BC V8P 2P6

tel: (250) 477-4143

fax: (250) 477-4451

derek@salmondashurst.com

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