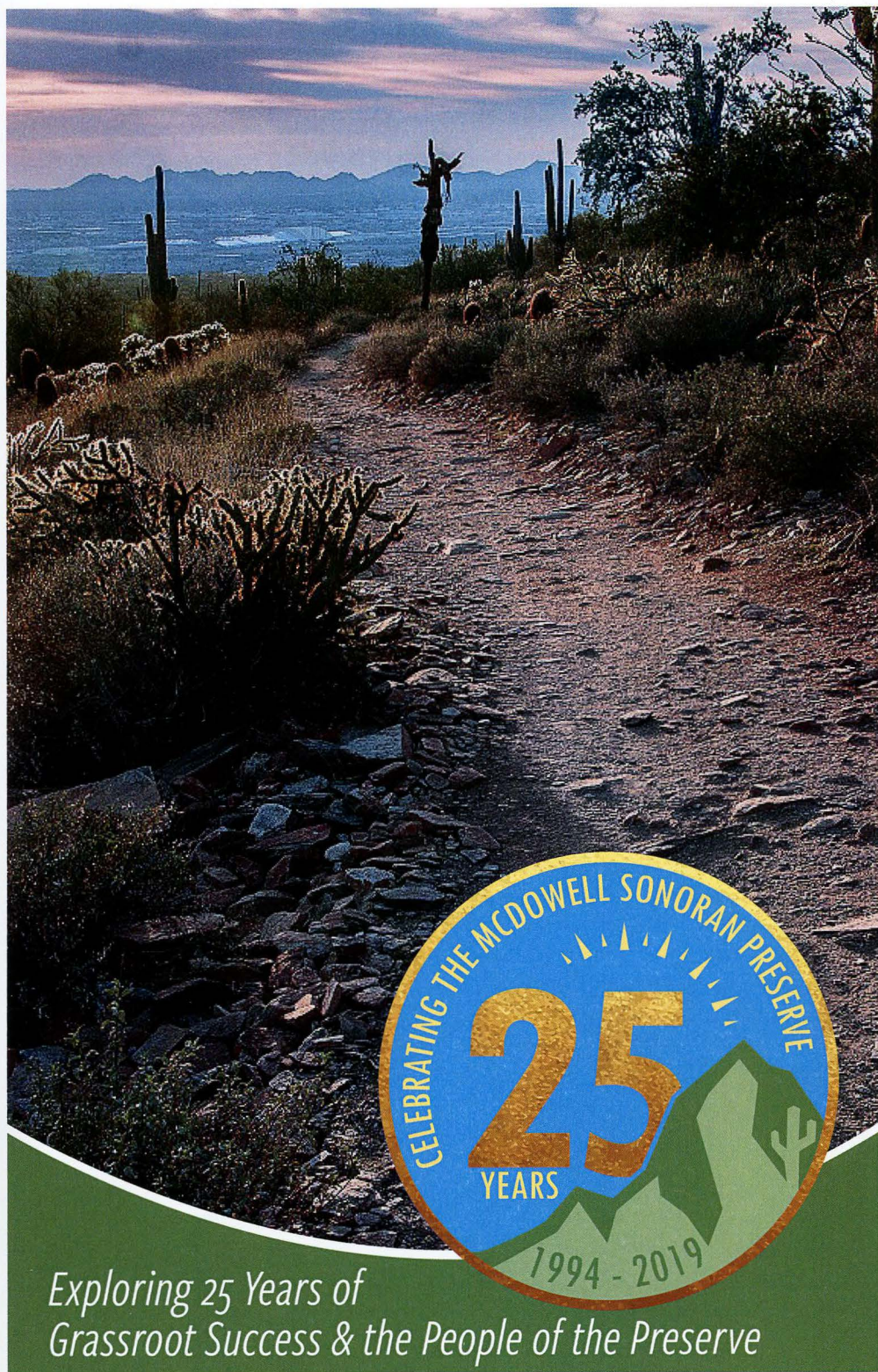


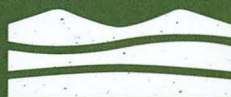
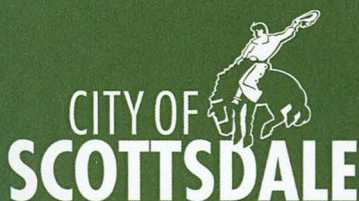


*Exploring 25 Years of
Grassroot Success & the People of the Preserve*

25th Anniversary Celebration

TUESDAY, OCTOBER 1, 2019

To learn more about the preserve visit
ScottsdaleAZ.gov and search "Preserve"



**MCDOWELL
SONORAN
CONSERVANCY**

MCDOWELL SONORAN PRESERVE

Celebrating 25 years of Grassroot Triumphs

For more than five decades, thousands of people have devoted countless hours preserving and protecting Scottsdale's natural environment and signature landmarks --the McDowell Mountains and adjacent Sonoran Desert. Triumphantlly, they celebrated the creation of the McDowell Sonoran Preserve on Oct. 3, 1994. Continuing a grassroots advocacy effort, by the preserve's 25th anniversary in 2019, more than 30,000 acres of rugged mountains and desert have been perpetually preserved as natural open space.

Scottsdale's McDowell Sonoran Preserve provides a magnificent and unspoiled backdrop to residents, visitors and businesses, and is accessible to the public for appropriate recreational and educational use. The preserve is a wildlife habitat, adjoining the Tonto National Forest to the north, and also protects significant archaeological and historical sites. The story of how the preserve came to be is also worthy of preservation -- it truly is "The People's Preserve."

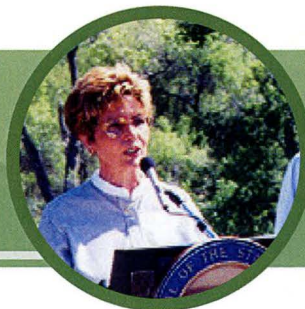
Chartered by environmentalists in 1991, the non-profit McDowell Sonoran Land Trust (MSLT, now known as the McDowell Sonoran Conservancy) spearheaded Scottsdale's preservation effort. Within a few short years, their passionate advocacy morphed into a grass-roots, community-wide movement, encompassing citizen groups; outdoor enthusiasts; local, state and federal officials and agencies; the Scottsdale Area Chamber of Commerce; the tourism industry; real estate developers/land-owners; news media; students; and, most importantly, Scottsdale voters.

Although the Scottsdale City Council established the McDowell Sonoran Preserve on Oct. 3, 1994, its land mass was a mere 2,860 acres -- far short of the envisioned recommended study boundary of 16,460 acres in and around the McDowell Mountains. To reach the goal, voters were asked in May 1995 to increase Scottsdale's sales tax by 2/10s of one percent to fund land purchases. Voters agreed, and in four subsequent votes between 1996 and 2004 voters overwhelmingly passed measures that helped fund, facilitate access and expand the preserve boundary to more than 30,000 acres.

Today, the McDowell Sonoran Preserve is Scottsdale's crown jewel. It is a haven for hikers, bikers, equestrians, rock climbers, artists, photographers, students, researchers and others who savor a Sonoran Desert experience. The preserve is also a magnet for volunteers -- preserve stewards, scout projects, corporate team-building, Scottsdale Leadership projects, even 'volun-tourism.' Guided by the Conservancy, citizen scientists conduct research in the preserve that helps us better understand our fragile eco-system. Best of all, the preserve stands as a legacy of this generation and its dedication to environmental protection that all future generations can enjoy.

THE HONORABLE CAROLYN ALLEN

Preserve Pioneer



Carolyn Allen's political savvy and dedication to Scottsdale's environmental and quality of life issues contributed immeasurably to the creation and expansion of Scottsdale's McDowell Sonoran Preserve. She will forever be remembered as the "Godmother of the Arizona Preserve Initiative."

She was appointed to the Scottsdale Planning Commission in 1989, when community activists began to challenge zoning actions that encroached the McDowell Mountains. Carolyn Allen also served on Scottsdale's first Environmentally Sensitive Lands Ordinance task force, spending hundreds of hours crafting a plan for land use and preservation in Scottsdale's northern areas.

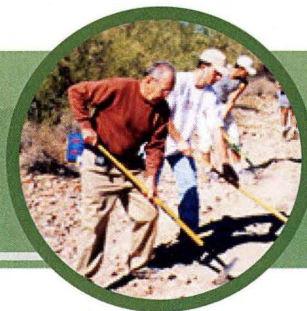
Elected to the Arizona Legislature in 1994 from District 28, which includes Scottsdale, Representative Allen served as House Majority Leader and as a member of the House Environment and Health Committees. She was elected to the Arizona Senate in 2002. In 1996 and 1997 she sponsored the Arizona Preserve Initiative, or API, an act that created a process for conserving state trust land as open space. Under API, trust land could be reclassified and sold or leased through public auction. The API statute defined conservation as protection of the natural assets of state trust land for the long-term benefit of the land, the trust beneficiaries, lessees, the public and the unique resources that each area contains

such as open space, scenic beauty, protected plants, wildlife, archaeology and multiple use values. Passage of API gave Scottsdale additional options for acquiring thousands of acres of state trust land to include within the preserve.

Committed to protecting the environment of Scottsdale and Arizona, Senator Allen was a member of the McDowell Sonoran Land Trust/Conservancy Advisory Board, Desert Foothills Land Trust, McDowell Park Association and statewide Growing Smarter Commission on Land Preservation. Among her numerous awards, several highlighted her role as an environmentalist: Scottsdale Leadership Frank Hodges Award 1997, Scottsdale Preserve Champion 2004, induction into Scottsdale's History Hall of Fame in 2006, and having the amphitheater at the preserve's Brown's Ranch Trailhead named in her memory in 2018 (she died in 2017).

CHET ANDREWS

Preserve Pioneer



Chet Andrews championed Scottsdale's McDowell Sonoran Preserve before it even seemed a possibility. A lifelong outdoor enthusiast, Chet trained as a volunteer at the Desert Botanical Garden. He joined the Phoenix Mountaineers and helped build trails at McDowell Mountain Regional Park. He often hiked with Mountaineer Pete Chasar, who, in 1991, introduced him to the newly-established McDowell Sonoran Land Trust (MSLT, later renamed McDowell Sonoran Conservancy). Chet joined the MSLT board and was elected its second chair in 1992.

Chet and the MSLT shared a dream – preserving as much of the McDowell Mountains and surrounding Sonoran Desert as possible before it was developed. As research, they traveled to other U.S. preserves and brought in speakers from other land trusts. Chet and MSLT board members had a mission -- convincing Scottsdale residents that zoning could not protect the McDowells, and that Scottsdale needed to find a way to buy mountain land in order to create a preserve. Chet worked tirelessly to bring the preserve concept to the people, conducting hikes for residents, officials and the news media.

A leader, mentor and talent scout, Chet invited a diverse group to join the land trust board, including a junior high student. His cool, calm demeanor often held the group together.

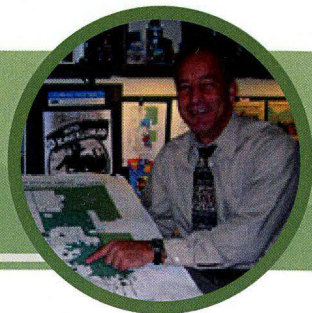
Chet was appointed a charter member of the city's McDowell Sonoran Preserve Commission in January 1994 and helped plan for funding and defining the preserve. In 1995, influenced by Chet and the land trust's communication efforts, Scottsdale voters approved a modest sales tax increase to fund land purchases for the preserve.

As the McDowell Sonoran Preserve expanded, Chet and MSLT planned how the group could help the city of Scottsdale provide public access to and maintain the land. He created and led the preserve volunteer trail-building crew. In 1998, Chet and MSLT Executive Director Carla created the preserve steward program and built a partnership with Scottsdale Community College that continues. Chet served as head steward for many years. Now hundreds of volunteer McDowell Sonoran Conservancy Stewards educate the public and maintain this protected natural treasure every day, year round.

Chet was named Arizona's National Trails Day 1997 Volunteer of the Year and was inducted into Scottsdale's History Hall of Fame in 2011. The Chet Andrews Amphitheater at the preserve's Lost Dog Wash trailhead was named in his memory in 2011, and the Andrews-Kinsey Trail was named to honor Chet and Fountain Hills preservationist Roy Kinsey in 2014.

BOB CAFARELLA

Preserve Pioneer



Bob Cafarella was a newly-hired executive in Scottsdale's Planning Department when the "Save Our McDowells" grassroots effort began to gather steam in 1993. At the time of his retirement as the city's founding preserve director in 2009, the McDowell Sonoran Preserve had been created, almost all private land within the 34,000 acre area desired for preservation was purchased through voter-approved funding mechanisms and a strategy for staged acquisition of the remaining state trust land was put in place. All this could not have been possible without Cafarella's ever-present enthusiasm and optimism, negotiating skills, collaborative spirit and dedication to Scottsdale's natural environment.

Under his leadership as preserve director, and in partnership with city officials and an army of community activists and volunteers, Bob Cafarella assembled trailhead and trail system plans for the envisioned preserve and helped communicate its parameters to residents and businesses. After voters approved a modest increase to Scottsdale's sales tax in 1995 to fund land purchases for the preserve, Cafarella became the city's chief negotiator with individual landowners, developers and the state land department regarding land acquisitions. Strategies that he and McDowell Sonoran Preserve Commission members developed for prioritizing land acquisitions maximized the use of tax-generated funds and

gave the public the earliest possible access to their preserve.

As the size of preserve increased, Cafarella also led the efforts to manage and maintain it. He and the McDowell Sonoran Land Trust/Conservancy developed agreements in which hundreds of trained volunteers would augment city staff to build trails and conduct public programs in the preserve. After a public vote in 2004 provided funds for trailheads, Cafarella, his staff and the Preserve Commission began a construction program that resulted in award-winning, environmentally-sensitive structures and increased appropriate public access to the preserve. Culminating years of negotiations and court action, Bob Cafarella was honored to be among the speakers at the dedication of the Gateway to Scottsdale's McDowell Sonoran Preserve in May 2009.

In retirement, Cafarella serves as an active McDowell Sonoran Conservancy Steward, and continues to be an articulate advocate for the preserve and environmental issues throughout the Southwest.

MAYOR SAM CAMPANA

Preserve Pioneer



Throughout her decades in Scottsdale, Kathryn 'Sam' Campana has championed Scottsdale's environmental issues as a volunteer, non-profit executive and elected official. As Scottsdale's Mayor, she led the city into the 21st century, facing head-on important urban issues like balancing growth with historic and land preservation as well as redevelopment and economic vitality.

Sam Campana served on the Scottsdale City Council from 1986 to 1994, when Scottsdale and its residents began discussing the possibility of creating a preserve. As Scottsdale's Mayor from 1996 to 2000, she provided visionary leadership which secured the first McDowell Sonoran Preserve land acquisitions funded by the 1995 voter-approved sales tax and the 1996 voter-approved bonding capability. She and her City Council advocated expansion of the preserve boundary to include more than 19,000 acres of Sonoran Desert north of the McDowell range, which voters approved in 1998. Mayor Campana worked with state officials on the Arizona Preserve Initiative, with the Town of Fountain Hills and with developers like DMB to further expand the preserve through key land acquisitions. During these significant public policy actions, she was also honored to officiate at the ribbon-cuttings for the first public access trails into the McDowell Sonoran Preserve.

After her tenure as Mayor, Sam Campana served as founding Executive Director of the Arizona Office of the National Audubon Society. From 2014 to 2018, she served as Executive Director of the non-profit Desert Discovery Center Scottsdale, working with the city of Scottsdale, ASU and other partners to study and plan for an education and research center focused on Scottsdale's McDowell Sonoran Preserve.

Citing her environmental advocacy, Scottsdale Leadership awarded her the 2005 Drinkwater Award for community leadership; she was inducted into the Scottsdale History Hall of Fame in 2006 and was honored as Woman of Year by Valley Leadership in 2010.

CARLA

Preserve Pioneer



Carla* was the driving force and articulate political strategist for the first 15 years of the preserve movement, resulting in the creation and expansion of Scottsdale's McDowell Sonoran Preserve.

Since 1965, Carla has lived in southern Scottsdale, but spent her youth exploring and enjoying the McDowell Mountains and Sonoran Desert. As a Coronado High School student in the 1970s, she helped found the Ecology Club.

Carla joined the McDowell Sonoran Land Trust (MSLT, now the McDowell Sonoran Conservancy) board in 1992, and conducted an enthusiastic, exhaustive schedule of public awareness events to ensure Scottsdale residents, businesses and officials understood the urgent need to save the community's treasured landmark – the McDowell Mountains – from imminent development. With MSLT board member Chet Andrews, she co-founded the group's public hiking program and with Cindy Jaskie, started its student education program at Scottsdale area schools.

When the city of Scottsdale formed the McDowell Sonoran Preserve Commission in 1994, she became a charter member and continued to serve on the commission through 2011. She helped direct the 1995 "Save Our McDowells" campaign in which voters approved a sales tax increase to fund land purchases for the preserve. She helped direct four additional ballot initiatives that expanded and enhanced the preserve, all overwhelmingly

approved. In 1997 the City Council appointed her chair of the Desert Preservation Task Force; and voters adopted the group's recommendations to add 19,000 acres of Sonoran Desert to the preserve.

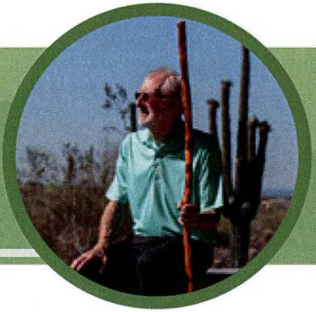
In 1998, Carla became Executive Director of the McDowell Sonoran Land Trust (Conservancy) and expanded its education and public access programs to advance its preserve advocacy mission. She and Chet Andrews founded the preserve steward program in 1998; 20 years later, more than a thousand stewards had been trained and were active in a variety of preserve access, maintenance and education programs. Carla helped build a statewide effort to advance conservation of Arizona State Trust Land. In 2001 she orchestrated a record-shattering turnout of 1,500 people for Scottsdale's Arizona Preserve Initiative hearing that resulted in 80 percent of Scottsdale's land applications being reclassified as suitable for conservation.

For her monumental achievements, Carla has been recognized with Scottsdale Leadership's Frank Hodges Award, was inducted into Scottsdale's History Hall of Fame and had the street leading into the Gateway to the preserve trailhead named in her honor. Carla is proud to call the McDowell Sonoran Preserve her legacy.

**her full legal name*

DR. ARTHUR W. DECABOOTER

Preserve Pioneer



Dr. Art DeCaboooter gave Scottsdale's fledgling preservation movement of the 1990s legitimacy and leadership as he opened doors and gained support from segments of the community to which the so-called 'cactus huggers' did not have access. Scottsdale's McDowell Sonoran Preserve stands in perpetual tribute to his years of dedicated service.

During Dr. DeCaboooter's record 15 years as founding chair of the city's McDowell Sonoran Preserve Commission, he facilitated the 1994 discussions that led to creation of the preserve, its original recommended study boundary and how land purchases could be funded. He chaired the citizens' group in 1995 that encouraged voters to approve a modest sales tax increase to fund land purchases for the newly-created McDowell Sonoran Preserve. Throughout his Preserve Commission tenure, and after the five public votes regarding the preserve that he championed, the preserve grew from zero acres to more than 20,000. During his tenure as Preserve Commission chair, Scottsdale adopted a preserve ordinance to govern use and management, expanded the preserve's boundary to include the 19,000-acre northern area, and began to construct trailheads and trails for appropriate public access.

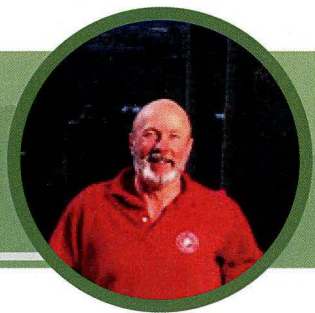
Art DeCaboooter has continuously served Scottsdale in dozens of civic leadership positions

since arriving here in 1978 as President of Scottsdale Community College. From its very beginning, the movement to "Save the McDowells" benefitted from his role as catalyst, as he brought divergent passions and perspectives into collaborative, productive discussions. During the 1990s, Dr. DeCaboooter was the key voice in helping Scottsdale's business and development communities recognize the value and role of the city's natural landscape in the city's economic viability and attractiveness as a business location. He was instrumental in ensuring that education would be a major function of the McDowell Sonoran Preserve. He helped launch the McDowell Sonoran Conservancy Steward program in 1998 and the Center for Native and Urban Wildlife at Scottsdale Community College in 2000.

His local and statewide awards are numerous, and most cite his dedication to the environment, education and community collaboration. In 2018 the Scottsdale City Council voted unanimously to name the educational amphitheater at the Pima/Dynamite trailhead in his honor.

MAYOR HERB DRINKWATER

Preserve Pioneer



Without Herb Drinkwater's long-term commitment to Scottsdale's open space and environment and his enthusiastic support of a grassroots initiative, the concept for Scottsdale's McDowell Sonoran Preserve might never have moved from dream to reality.

Herb Drinkwater began his tenure of civic leadership as a Scottsdale Jaycee in the 1960s, promoting everything that was special about Scottsdale, "The West's Most Western Town." Serving on the City Council from 1970 to 1978, he was part of many decisions that impacted Scottsdale's future, from land annexations to tourism initiatives, to the city's first attempts to avoid development on McDowell Mountains through the Hillside Ordinance.

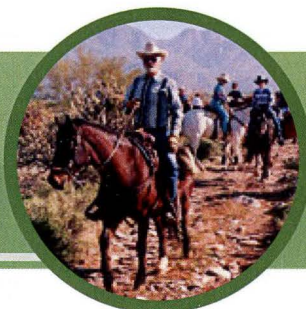
Drinkwater served as Mayor of Scottsdale from 1980 to 1996. He led the celebrations as Scottsdale became nationally recognized as a "Most Livable City" in 1993. He was, however, chagrined when the 1977 Hillside Ordinance was deemed an unconstitutional way of saving the McDowells through zoning, since much of the land was privately owned. He appointed the Environmentally Sensitive Lands Ordinance task force to suggest alternatives. Mayor Drinkwater also paid careful attention to the so-called "cactus huggers" who began showing up at City Council meetings in 1990-91, urging the city to

come up with long-term, legal plans to curtail development of Scottsdale's signature landmark. He and his Council appointed the McDowell Mountain Task Force in 1993, adopted its recommendations and appointed the charter members of the McDowell Sonoran Preserve Commission in January 1994. While the commission worked on options for land purchases and recommended preserve boundaries, Mayor Drinkwater and the City Council officially established Scottsdale's McDowell Sonoran Preserve on Oct. 3, 1994. Seven months later, Scottsdale voters approved a local sales tax increase to acquire land for the preserve. By the time he left office in April 1996, plans were in motion to begin purchasing land for the preserve using funds generated by the sales tax.

Sadly, Herb Drinkwater died in December 1997 and did not see the McDowell Sonoran Preserve grow to more than 30,000 acres by its 25th anniversary in 2019. A prominent feature in the preserve, however, was named after the man who was so instrumental in championing the vision for the preserve – Drinkwater Peak.

BILL ENSIGN

Preserve Pioneer



As a career parks administrator, lifelong equestrian and avid outdoorsman, Bill Ensign had the ideal blend of knowledge, experience and connections to share with the individuals and groups of Scottsdale's preservation movement in the early 1990s. His insight was particularly valuable as the boundaries and access points for the envisioned McDowell Sonoran Preserve were discussed.

Bill Ensign was hired as Scottsdale's parks foreman in 1967, when the city had only three small parks, but had plans to increase its open space and recreational opportunities. As parks superintendent in the early 1970s, he helped the city acquire land deep within the McDowell Mountains for use as a park. That land remained inaccessible for years until it became one of the first parcels included in the newly-created McDowell Sonoran Preserve on Oct. 3, 1994.

Ensign retired from the Scottsdale Parks Department in 1993 and turned his volunteer attention to the McDowell Sonoran Land Trust, which was raising awareness about the threat to Scottsdale's signature landmark, the McDowell Mountains, by ever-encroaching master planned developments. In 1994, he was a charter member of Scottsdale's McDowell Sonoran Preserve Commission. As a member of the commission's preservation strategy subcommittee, Ensign used his knowledge of the landscape of the McDowells and his long-time

association with groups who entered the McDowells for hiking, biking and horseback riding to collaborate on a plan for defining and creating the preserve.

He served as the 1995 board chair of the McDowell Sonoran Land Trust - the year the group was leading the effort to convince Scottsdale voters to modestly increase the city's sales tax to fund land purchases for the preserve. Ensign coined a catchy campaign slogan, "I've Got My 10," urging residents to contact 10 friends and colleagues and get them to vote. He led numerous trail rides into the future preserve to get hundreds of residents, the news media and other opinion leaders more aware of what was worth preserving in the McDowells. Recognized as a seasoned administrator and environmentalist, Gov. Fife Symington appointed Ensign to the Arizona Preserve Initiative (API) task force, gaining Scottsdale a seat at the table for important legislation that would positively impact the size and scope of the McDowell Sonoran Preserve.

VIRGINIA KORTE

Preserve Pioneer



Combining her business, biologist and ‘big picture’ perspectives, Virginia Korte has provided continuous leadership to the evolution of Scottsdale’s McDowell Sonoran Preserve since its conceptual beginnings. Her ability to build consensus among divergent views, with emphasis on negotiating with civility and lifelong commitment to Arizona’s environment have been invaluable as Scottsdale’s preserve movement has matured.

She became a member of the McDowell Sonoran Land Trust board in 1991 as it began to raise awareness for the need to preserve the McDowell Mountains from development. Then co-owner of a major Scottsdale car dealership (and sales tax generator), she was asked by Mayor Drinkwater to chair the McDowell Mountain Task Force in 1993, the city’s first official body to study preserving Scottsdale’s iconic landmark. Her task force, representing a range of business and environmental interests, recommended creation of a preserve as well as a city commission to define and plan it. Korte was a charter appointee to the McDowell Sonoran Preserve Commission, serving nine years. When the commission recommended, and the City Council approved, a ballot measure for Scottsdale voters to consider raising the sales tax to fund land purchases for the preserve, Korte became a leader of the “Save Our McDowells” campaign. During the election campaign, and four others that further enhanced

the size and scope of the preserve, she became a key spokesperson at debates, public forums and in the media. All five ballot measures passed, reflecting residents’ strong support.

After the preserve was established and land acquisitions began, Virginia Korte continued to champion its expansion as well as the education and research opportunities it offered. She was the founding director of the Center for Native and Urban Wildlife (CNUW) at Scottsdale Community College where she taught biology. CNUW’s first project was revegetation of the Brown’s Ranch area of the preserve.

Virginia Korte was elected to the Scottsdale City Council in 2012, where she became the leading voice for balancing smart growth and economic vitality with the community’s commitment to its natural environment. For her environmental and community leadership, Virginia Korte has been recognized by Scottsdale Leadership with the 1995 Frank Hodges Award, with a Preserve Champion Award in 2003 and was inducted into the Scottsdale History Hall of Fame in 2006.

CHRISTINE KOVACH

Preserve Pioneer



Christine Kovach's roles as advocate, organizer, business executive, civic leader and philanthropist have significantly contributed to the creation and expansion of Scottsdale's McDowell Sonoran Preserve. Her collaborative skills were essential in bringing the tourism and business community into the early days of Scottsdale's preserve movement, and her family's generosity has given people of all abilities access to their preserve.

Christine joined the McDowell Sonoran Land Trust board in 1993, and by 1994 was elected chair of the all-volunteer advocacy group. During her two tenures as board chair, she helped the organization, now known as the McDowell Sonoran Conservancy, mature into one with a business plan, paid staff and specific responsibilities with the city of Scottsdale for operating and conducting programs in the preserve. Christine's involvement has gone far beyond organization and planning – she completed preserve steward training, helped create marketing materials and founded a program that funds bus transportation to the preserve for those lacking direct access.

Christine was appointed a charter member of the city's McDowell Sonoran Preserve Commission in 1994, serving nine years. She was a key member the 1995 "Save Our McDowells" campaign committee and was active in the four subsequent preserve-supporting campaigns. Her contacts in

and knowledge of the local business community were invaluable in bringing all sides of the preserve issue to the table. She chaired the first Mountain Ball in Spring 1995, which was attended by hundreds of supporters, including retired U.S. Senator Barry Goldwater. This event was one of many grassroots efforts that created awareness for the successful May 1995 vote to increase Scottsdale's sales tax to fund land purchases for the preserve.

Dedicated to educating others about the Preserve and its environment, Christine and her family funded ADA-accessible interpretive trails at the preserve's Gateway and Lost Dog Wash trailheads. Many school children enjoy the stories and experiences these trails provide. She was inducted into Scottsdale's History Hall of Fame for her preservation efforts and from 2016 to 2018, chaired the non-profit effort advocating for the long-envisioned preserve education and research museum.

MAYOR MARY MANROSS

Preserve Pioneer



As a city commissioner, non-profit board member and elected official, Mary Manross has been a consummate champion of Scottsdale's McDowell Sonoran Preserve.

Beginning her service on Scottsdale's Parks and Recreation and Planning commissions in the 1970s, Mary Manross realized the critical importance of open space to a community's quality of life. Elected to the Scottsdale City Council in 1992, she became a leading voice for preserving the McDowell Mountains, which were threatened by development. She worked diligently with the McDowell Sonoran Land Trust, Scottsdale residents, the tourism industry, the Scottsdale Chamber of Commerce, developers, and the media to create community awareness for the urgent need to create and fund a preserve. She was proud to cast her vote at the Oct. 3, 1994 Scottsdale City Council meeting to create the McDowell Sonoran Preserve. Then in February 1995, the council put a funding mechanism for preserve land purchases on the ballot. It received overwhelming community support. Councilwoman Manross also advanced the idea of expanding the preserve beyond the McDowell Mountains to include more than 19,000 acres of Sonoran Desert in the northern area of Scottsdale, an idea also strongly approved by voters in 1998.

As Scottsdale Mayor from June 2000 to January 2009, Mary Manross provided strong leadership for many preserve milestones and statewide preservation initiatives. She was a strong, vocal advocate for land reform throughout Arizona, which greatly benefitted the expansion of the preserve and for scrupulous, methodical use of sales tax dollars to fund its land purchases. In 2004, Mayor Manross and the City Council asked voters to support an initiative to create public access improvements within the preserve. Voters approved this initiative also. Within a few years, Mayor Manross officially cut the ribbons to open new, environmentally-sensitive trailhead facilities.

Through the years, no matter how daunting the challenge, Mary Manross has been at the forefront to ensure that the McDowell Sonoran Preserve is preserved and protected from development to be enjoyed in perpetuity. Her vision and tenacity have been recognized through several awards; such as the 2003 Frank Lloyd Wright Foundation Preserve Champion, 2011 Arizona Culture Keepers for Environmental and Historic Preservation, 2012 Induction into the Scottsdale History Hall of Fame and the 2015 Scottsdale Leadership Drinkwater Award.

Today, she serves on the Board of Directors of the McDowell Sonoran Conservancy.

JANE RAU

Preserve Pioneer



Jane Rau is a community activist, educator, preserve steward and leader, affectionately known for her work to establish and maintain Scottsdale's McDowell Sonoran Preserve.

Arriving in Arizona from Ohio in 1967, Jane fell in love with the Sonoran Desert. Concerned that continued population growth threatened the natural character of Scottsdale, she worked with unwavering determination to influence public officials, the private sector and community opinion toward protecting the McDowell Mountains. She proudly accepted her nickname as "the burr under Scottsdale's saddle" for her tenacity in raising awareness for the need to preserve the McDowells and surrounding desert from rampant development.

In 1991 she became a co-founder of the McDowell Sonoran Land Trust (later renamed the McDowell Sonoran Conservancy), bringing vision and energy to initiate a community dialogue that resulted in the creation of the preserve. After she and others convinced the City Council that saving the McDowells was an immediate priority, she was appointed to the McDowell Mountain Task Force in 1993 and was an active campaigner during the 1995 "Save Our McDowells" ballot initiative in which Scottsdale voters approved a slight sales tax increase to fund land purchases for the newly-established McDowell Sonoran

Preserve. She served on the Desert Preservation Task Force that led to the expansion of the preserve to include the northern desert area, and six years on the city's McDowell Sonoran Preserve Commission.

Jane is a lifetime board member of the McDowell Sonoran Conservancy, and a master preserve steward, helping to maintain trails and restore damaged areas. She has given countless talks, manned information booths, conducted hikes and met with young students to educate them about her beloved "desert critters." Jane has been honored as the Land Trust Alliance's National Conservation Volunteer of the Year, won the Hon Kachina Volunteer Award, and has been inducted into the Scottsdale History Hall of Fame. In 2014 the city of Scottsdale named the Jane Rau Trail at the Brown's Ranch Trailhead in her honor.

Thanks to her vision, dedication and heartfelt pleas for preservation, Scottsdale's mountains and desert are protected for future generations to appreciate and enjoy as she has for so many years.

MAYORS

Preserve Proponents



Current Mayor W.J. "Jim" Lane

Throughout its 68 years of incorporation, Scottsdale has benefitted from the vision, dedication and courageous leadership of 11 mayors. As Scottsdale evolved from a rural farming/ranching community to a world-renowned business location, tourism destination and hometown to generations of residents, balancing growth with environmental preservation has been a top tier issue for mayors and their city councils.

Mayor Bill Schrader (1962-64) led the petition drive to annex much of the McDowell Mountains into the city, ensuring they remained a signature Scottsdale asset. Mayor Bill Jenkins (1974-1980) and his City Council enacted the Hillside Ordinance, a first, though unsuccessful, attempt to protect the McDowell Mountains from development and a catalyst for future efforts.

Mayor Herb Drinkwater (1980-1996), acutely attuned to the grassroots movement to save the McDowells from encroaching development circa 1990, appointed the first citizen task force to recommend how to legally and equitably protect the privately- and state-owned McDowell Mountains. He proudly chaired the historic City Council meeting at WestWorld on Oct. 3, 1994, that established the McDowell Sonoran Preserve.

Mayor Kathryn "Sam" Campana (1996-2000), long a champion of environmental issues, worked with state officials on the Arizona Preserve Initiative (API). She dedicated the first acres purchased with voter-approved preserve sales tax funds.

Mayor Campana also supported three preserve-related ballot initiatives, which voters approved in 1996, 1998 and 1999 that enhanced funding and expanded the boundaries of the preserve.

Mayor Mary Manross (2000-2009), as a member of City Council, advocated for the expansion of the preserve to include the historic Brown's Ranch and surrounding Sonoran Desert land. She was a strong voice for statewide land reform and the API, which significantly benefitted the McDowell Sonoran Preserve. Through her leadership, Scottsdale voters overwhelmingly passed a slight sales tax increase to fund additional land purchases and trailheads/access points for the preserve.

Mayor Jim Lane (2009-present) used his financial expertise and knowledge of statewide resources to leverage Scottsdale's preserve-tax-generated funds with \$86 million in grant funds available through Arizona's Growing Smarter Initiative. This enabled Scottsdale to purchase huge swaths of state land within the McDowell Sonoran Preserve's 34,000-acre boundary cost effectively and earlier than anticipated. Throughout his tenure, he has advocated for public access, and has officiated at the opening of preserve trailheads and trails.

GRASSROOTS EFFORTS

by many ensured Preserve's success



Greg Woodall

The citizen-driven, grassroots preservation movement defined Scottsdale in the 1990s. From passionate environmentalists to student groups, homeowners' associations, news media, tourism industry, chamber of commerce, equestrians, hikers, mountain bikers, civic groups, city officials, and neighboring communities, all came together to "Save the McDowells."

With such a wide range of support, it is difficult to single out every person and group who got involved in the effort to establish Scottsdale's McDowell Sonoran Preserve. Several, however, stand out for their significant supporting roles. For example, the Greater Pinnacle Peak Homeowners Association, particularly Nancy and Ralph Knight, Cynthia Lukas and Les Conklin, was an early financial and philosophical backer in the early years of the preserve movement. So was archaeologist Greg Woodall, who had grown up hiking in the McDowells with his sister Carla. He identified the recommended study boundary of a potential McDowell Sonoran Preserve and helped in initial planning for it.

Cindy Jaskie worked with Carla and the McDowell Sonoran Land Trust to bring environmental education to Scottsdale classrooms. Cindy's daughter Kristen, as a junior high student, sold donuts at school to raise money for the preserve effort. The McDowell Sonoran Land Trust invited Kirsten to join its board of directors and she became a spokesperson and organizer of youth supporting the creation of the preserve. Students at Saguaro High School, Aztec Elementary and other schools embraced the preserve concept, conducted community service projects around the

preserve and urged their parents to vote for the five ballot initiatives regarding the preserve.

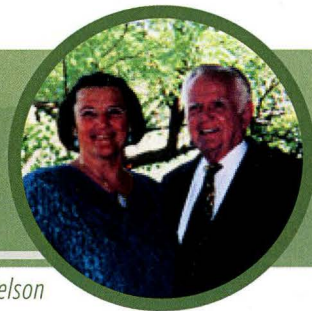
The Town of Fountain Hills was an early partner in Scottsdale's effort to preserve the McDowells. Working with Scottsdale, Fountain Hills created its own portion of the McDowell Sonoran Preserve. For his long-term environmentalism, town resident Roy Kinsey was co-honored with the naming of the preserve's [Chet] Andrews-Kinsey Trail.

News media covered the pros and cons, fits and starts of Scottsdale's preservation efforts throughout the 1990s. Numerous columnists, after hiking in the McDowells, penned support for creating and funding the preserve. Hundreds of column inches were devoted to letters to the editor regarding the merits (or demerits) of creating a preserve.

Wendy Springborn was a consummate campaigner for the 1995 "Save Our McDowells." Mountaineer and first Land Trust chair Pete Chasar was a vocal advocate for the preserve. City Manager Dick Bowers ensured the City Council and staff had the information and resources they needed during the preserve planning process. Zoning attorneys Lou Jekel and Lynn Lagarde provided valuable input as charter members of the McDowell Sonoran Preserve Commission. Architect Vern Swaback facilitated the 1991 Scottsdale Visioning Process and served as vice-chair of the preserve-expanding Desert Preservation Task Force. The list and legacies of preserve pioneers goes on....

LANDOWNERS

Preserve Proponents



Florence and Jerry Nelson

Scottsdale has benefitted from many public-private partnerships throughout its history, particularly those with large landowners and developers of master-planned communities. Working together, the city of Scottsdale, environmental activists and landowners have preserved some of Scottsdale's most significant natural and historic treasures and enhanced the livability of the community.

Florence and Jerry Nelson were among the first to develop planned communities in the greater Pinnacle Peak area. Jerry served on the city's Environmentally-Sensitive Lands task force and voluntarily set aside natural open space and preserved mountain peaks like Pinnacle Peak and Troon Mountain within his developments. Florence dedicated her life to educating Valley students about the Sonoran Desert environment. During the first decade of Scottsdale's preserve movement, they generously opened their home for preserve-focused events, and Jerry pledged a portion of the profits from Troon North Golf Course to support the McDowell Sonoran Land Trust for many years.

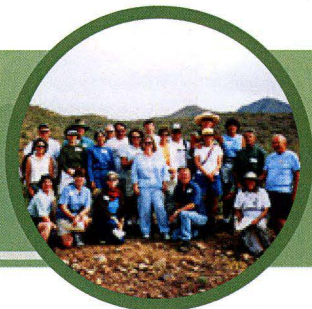
As the "Save Our McDowells" movement was gaining traction in 1993, Scottsdale-based DMB partnered with the Marley-Corrigan Family to develop the 8,300 acres of the former DC Ranch. Then-Scottsdale Mayor Herb Drinkwater approached the DMB partners with a bold proposition: if the city and its residents could find a way to buy a large chunk of the land so it could

be included within the proposed boundary of the envisioned McDowell Sonoran Preserve, would DMB hold off on developing it? On a handshake they agreed to consider it, even though selling to the city of Scottsdale for preservation some of the most desirable home sites would significantly alter their development plans. Meanwhile, Scottsdale voters approved a modest raise to the city sales tax to fund land purchases for the preserve. With funds now available to buy land from DMB, the city of Scottsdale announced the purchase of 2,675 acres of DC Ranch at a February 1998 celebration. DMB went a step further by donating more than 1,900 acres to the McDowell Sonoran Preserve, and rezoned some of its community to create 672 additional acres as natural open space.

From the Arizona State Land Department (which controlled thousands of acres Scottsdale wished to include in the preserve), to Newhall and the Herberger family (which donated some of the initial acreage when the preserve was established in 1994), to individuals who had bought land on which to build their retirement home, countless landowners negotiated in good faith, and were fairly compensated, so that their holdings could be purchased and included in the McDowell Sonoran Preserve.

MCDOWELL SONORAN CONSERVANCY

formerly McDowell Sonoran Land Trust



Passionate ‘cactus huggers,’ hikers and concerned citizens found each other in 1990, formed the McDowell Sonoran Land Trust (now known as the McDowell Sonoran Conservancy), and took the lead in what became a grassroots groundswell to “Save the McDowells.” Three decades later, as thousands of residents and visitors enjoy the views and accessibility of Scottsdale’s McDowell Sonoran Preserve, most take what these visionary volunteers accomplished for granted. Their tenacity, communication skills and respect for Scottsdale’s environmental treasures created the preserve, a beloved legacy for this and all future generations.

As Scottsdale’s residential and commercial growth galloped north and east in the 1980’s, the landmark, but untouched, McDowell Mountains were zoned and prime for development. A handful of individuals sounded the alarm, gathered at Mustang Library in November 1990 and formed the McDowell Sonoran Land Trust (MSLT) in January 1991. During this go-go period of rapid development in Scottsdale, preservation was not top-of-mind among officials, the business community or residents at large. The MSLT board crafted an effective message and presented it to all who would listen – save the McDowells or suffer the environmental and scenic consequences forever.

While the MSLT was advocating a community-wide effort to preserve the McDowells, they were also attempting to raise funds to buy privately-owned land for a preserve. Recognizing they could never raise enough in time to stave off

development, they urged the city of Scottsdale to find a way to buy the land. By 1993, the city had formed a McDowell Mountain Task Force and several MSLT members were appointed to serve on it and the subsequent McDowell Sonoran Preserve Commission, working to define and plan the preserve, established on Oct. 3, 1994. MSLT became advocate and information source during the successful May 1995 ballot initiative that slightly raised Scottsdale’s sales tax to fund land purchases for the McDowell Sonoran Preserve.

As land purchases expanded the preserve, MSLT expanded its mission to include trail building, education and research. MSLT created a McDowell Sonoran Preserve Steward Program in 1998; hundreds of volunteer McDowell Sonoran Conservancy Stewards now perform a myriad of tasks to maintain and educate the public about the preserve. The Conservancy’s citizen-scientist program continues the organization’s original grassroots efforts by involving residents and students in hands-on studies of Sonoran Desert ecology. Still ‘cactus huggers’ at heart, the McDowell Sonoran Conservancy has helped changed the mindset of Scottsdale from one of rampant growth to preservation and eco-friendly development.

SCOTTSDALE TOURISM INDUSTRY

Preserve Proponents



Darren Smith

Scottsdale's environmental treasures – its climate and breathtaking landscape – have drawn tourists from around the globe for decades. Some call the McDowell Mountains and Sonoran Desert Scottsdale's "ocean," places of year-round beauty, recreation and inspiration. By nature, Scottsdale's tourism and hospitality industry leaders and workers are environmentalists, seeking to protect and preserve the views and outdoor activities that they and their guests enjoy.

During Scottsdale's rise as a renowned tourism destination in the 1950s through 1980s, visitors went on hikes, horseback rides, cookouts and jeep rides into or around the remote, pristine McDowell Mountains north of developed Scottsdale. By the late 1980s, development was encroaching the McDowells and tourism officials began to fret that Scottsdale's environmental calling card was about to be spoiled. Residents and businesses participating in the 1991-92 Scottsdale Visioning process had identified maintaining Scottsdale as a resort destination and protecting the Sonoran Desert environment as two of four priorities going forward. With Visioning and a grassroots preservation effort as impetus, tourism leaders such as Bill Eider-Orley of the Hyatt Regency at Gainey Ranch, Tom Silverman and his family who owned the Embassy Suites/Chaparral Suites, Darren Smith who was General Manager of the Sunburst Resort and Scottsdale Convention & Visitors Bureau Director Rachel Sacco mobilized their peers. They joined forces with environmental activists to push the

city of Scottsdale for a plan to preserve the McDowells and surrounding desert areas.

Scottsdale resorts hosted public meetings, tourism officials wrote op-ed pieces for the local media, and industry leaders began serving on the committees, task forces and commissions that were planning a McDowell Sonoran Preserve. During the Spring 1995 campaign in which Scottsdale voters were asked if they wanted to slightly increase the sales tax to fund land purchases for a McDowell Sonoran Preserve, the tourism industry promoted a key campaign talking point. Using years of statistics, they showed voters that visitors paid about half of all sales taxes collected by the city, thus reducing the potential impact a sales tax increase would have on residents. Voters approved the sales tax increase, and, during the next 25 years, more than 30,000 acres were purchased and preserved in perpetuity for the McDowell Sonoran Preserve.

Thanks to the continuous presence in tourism advertising and word-of-mouth endorsements from visitors, the McDowell Sonoran Preserve has become a must-see, must-experience for tourists of all ages and abilities. Even those who don't visit the preserve enjoy its magnificence as Scottsdale's iconic landmark. A new generation of Scottsdale tourism officials continues to foster eco-tourism, building on the precedent set by their role models who helped establish the McDowell Sonoran Preserve.

CITIZEN TASK FORCES AND ELECTED OFFICIALS

Preserve Proponents

Dedicated to Scottsdale's Elected Officials:

Past, present and future generations of Scottsdale residents and visitors gratefully acknowledge the vision, dedication and courage of Scottsdale's elected officials in creating Scottsdale's McDowell Sonoran Preserve on October 3, 1994.

Their continued leadership in expanding, completing and governing the Preserve stands as testament to their loyalty to the citizens of Scottsdale, who have consistently voted to support preservation of more than 30,000 acres of Sonoran Desert in perpetuity.

Special thanks to the Mayors and members of the Scottsdale City Council who have served since March 1993, when the Council established the "McDowell Mountain Task Force," through September 2019:

Mayors:

Sam Kathryn Campana	Herbert Drinkwater
W.J. "Jim" Lane	Mary Manross

Councilmembers:

Greg Bielli	Lisa Borowsky
James Burke	Sam Kathryn Campana
Betty Drake	Wayne Ecton
Suzanne Klapp	Virginia Korte
W.J. "Jim" Lane	Robert Littlefield
Kathy Littlefield	Cynthia Lukas
Mary Manross	Ron McCullagh
Linda Milhaven	Marg Nelssen
Tony Nelssen	Ned O'Hearn
David Ortega	Kevin Osterman

Councilmembers (continued):

Robert Pettycrew	Guy Phillips
Robert Pilcher	Donald Prior
Dennis Robbins	Tom Silverman
David Smith	Bill Soderquist
Richard Thomas	Solange Whitehead
George Zrakat	

Dedicated to Scottsdale's Citizen Volunteers

Creating a Preserve of more than 30,000 acres once seemed like an impossible dream, but not to the involved, creative and environmentally-sensitive residents, students and businesses of Scottsdale, Arizona. Since the early 1990's, the grass-roots effort to save the McDowell Mountains and Sonoran Desert lands has united a diverse citizenry, and called to action thousands of volunteers who have made this dream a reality.

Special thanks to the members of:

McDowell Mountain Task Force

Marilyn Armstrong	Joseph Bill
Pete Chasar	Fred Davidson
Virginia Korte, chair	Lynne Lagarde
Pete Neisser	Eldrid Nelson
Jane Rau	Larry Schneider, M.D.
Jack Shay	Carol Shuler
Curt Smith	Susan Wheeler
Greg Woodall	

CITIZEN TASK FORCES AND ELECTED OFFICIALS

Continued

Desert Preservation Task Force

Jim Anthony	John Berry
James Brouhard	Carla, Chair
Ellen Carr	Arlan Colton
Art DeCabooter	Bill Eider-Orley
Keith Holben	Mark McDermott
Richard Merritt	Jane Rau
Carol Shuler	Vern Swaback
Susan Wheeler	Greg Woodall
Joe Yarchin	

McDowell Sonoran Preserve Commission - through September 2019

Robert Alpert	Chet Andrews
William Berkley	Dennis Carr
Carla	Les Conklin
Fred Corbus	Art DeCabooter
Steve Dodd	Con Englehorn
Bill Ensign	Erik Filsinger
Laura Fisher	Bob Frost
Joan Fudala	Melinda Gulick
Mark Hackbarth	B.J. Heggli
James Heitel	Rand Hubbell
Lou Jekel	DeForest Joralmon
Fred Klein	Virginia Korte
Christine Kovach	Laurie LaPat-Polasko
Christine Laraway	Marsha Lipps
Jace McKeighan	Gerald Miller
Mike Milillo	Howard Myers
Marg Nelssen	John Nichols
Tawana Parker	Jane Rau
Arnold Roy	Donald Ruff
Tom Silverman	Darcy Thomas
Cynthia Wenstrom	Susan Wheeler
Linda Whitehead	Solange Whitehead
Don Williams	Greg Woodall

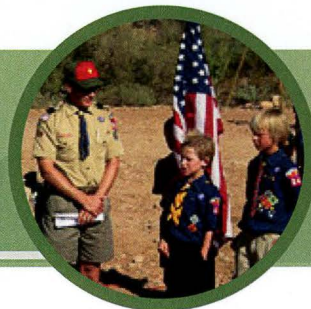
Thank you also to the members of the Parks and Recreation Commission, Environmentally-Sensitive Lands Advisory Committee, Historic Preservation Commission and the Tourism Development Commission.

Dedicated to Arizona:

In honor and gratitude to the citizens and government officials of the State of Arizona in sharing the city of Scottsdale's vision to create and complete Scottsdale's McDowell Sonoran Preserve, thus ensuring the protection of more than 30,000 acres of Sonoran Desert for this generation and all future Arizona residents and visitors that follow. Our thanks to Governors Fife Symington, Jane D. Hull, Janet Napolitano and Jan Brewer, and Scottsdale's state legislators who have served since the preservation effort began in the early 1990's, as well as to the Arizona State Parks, State Land and Game & Fish departments. Portions of the Preserve acquisitions of State Trust Lands have been financed in part by grants from the Land Conservation Fund authorized by the voters of Arizona and administered by the Arizona State Parks Board. Projected through December 2013, eight separate grants have provided approximately \$86 million of the \$250 million land costs for roughly 15,500 acres of State Trust Lands that Scottsdale has acquired for the Preserve. We are sincerely grateful to the voters and taxpayers of Arizona who have assisted Scottsdale in securing these portions of Scottsdale's McDowell Sonoran Preserve.

USER GROUPS

Preserve Proponents



The idea for Scottsdale's McDowell Sonoran Preserve began, in part, with a handful of local mountaineers and rock climbers who did not want to see their favorite peaks and crags marred by development. Tom Matthews, who helped save climbing areas in the region; Pete Chasar, who became the first chair of the McDowell Sonoran Land Trust (Conservancy); Chet Andrews, who established and led the Preserve Volunteer Trail Crew and with Carla co-founded the Preserve Stewards program; and Greg Woodall, who on city preserve task forces identified preserve boundaries and access areas, were joined by Paul Diefenderfer, a prominent local rock climber, and began efforts to save the McDowells. Rock climbers had been accessing the granite crags since the 1940s and became strong advocates of creating a preserve. Climbers Colonel Bill Berkley and Dr. Erik Filsinger served on the city of Scottsdale's McDowell Sonoran Preserve Commission and helped set the preserve's climbing areas and policies. Members of the local rock-climbing community continued to work with the city of Scottsdale and its many preserve-focused volunteers so that other mountaineers and climbers can enjoy the preserve's peaks and crags in perpetuity.

The McDowell Mountains and surrounding Sonoran Desert have been home and haven for humans and horses for nearly two centuries. Equestrians – individuals and groups – were

among the initial volunteer advocates for creation of the McDowell Sonoran Preserve.

The equestrian community has been involved in Scottsdale's preserve movement since its inception. For example, Bill Ensign, a life-long horseman, helped maintain equestrian access and protect what would become the McDowell Sonoran Preserve during his tenures with the city of Scottsdale Parks Department, as a charter member of the Scottsdale's McDowell Sonoran Preserve Commission, as chair of the McDowell Sonoran Land Trust (Conservancy), as General Manager of WestWorld and as the city's representative with the state's Arizona Preserve Initiative task force. The Rio Verde Horsemen's Association, led by Nina Henry and Jean Anderson, as well as the Arizona State Horsemen's Association, led by Dottie Gilbert and Jan Hancock, were also significant advocates for creating a preserve that would be accessible to trailriders.

Mountain bikers, hikers, photographers, artists, scout groups and others who valued recreational or educational forays into the McDowells and Sonoran Desert all became strong and vocal supporters of creating the McDowell Sonoran Preserve. Their efforts paid off when the city of Scottsdale created the Preserve in 1994, and, at the preserve's 25th anniversary, enjoyed the preserve's more than 30,000 acres, its trails and trailheads.

