



2003 For the Love of Art & Chocolate a Huge Success!

"What should we name the event this year?" The planning committee pondered the possible names for this year's fundraiser over lunch a few months ago. What moniker could best describe an evening that would include mountains of gourmet chocolate, live entertainment and a new twist - a silent auction of nature-inspired art? The perfect title for this popular fundraiser would highlight what has successfully brought so many friends to this event in the past and emphasize our efforts to pique the interest of new supporters. Simplicity spoke loudest that day, and the event planning was off and running with its new title, "For the Love of

Art and Chocolate". Over the next few months, leading right up to and throughout the event, the leadership of the volunteer committee and the event supporters caused a ripple of enthusiasm that made it one of the most successful ClearWater fundraisers in recent years.



Loon With Chick woodcarving by Bob Carline

January 24, at the Penn Stater Hotel and Conference Center for delicious indulgence, jazzy entertainment, artistic pleasure and information on how to support the local environment.

On one side of the room, a colorful display told the ClearWater story, and was never without an interested person or two learning more about who we are and what we do. Up front, the energy was upbeat, as the local band Jazza-Ma-Phone performed their unique blend of jazz. While the band rested, Salsa dancing lessons kept up the energy on that side of the room. Across from the entertainment, a display of nature-inspired art, all donated and auctioned to benefit ClearWater Conservancy, drew the attention of onlookers and bidders throughout the evening. The bidding was competitive at times, as folks kept their eyes on the art they aimed to take home with them at the end of the night. Stretched between the art and the band, the famous mountain of gourmet chocolate desserts, candies, and ice cream, all donated by local eateries and chocolate companies, was once again a huge hit. As if four sides of indulgences were not enough, a stroll through the middle of the room offered live magic, fine conversation, and of course, chocolate treats on every available surface.

"For the Love of Art and Chocolate", a simple name to a fantastic event! The planning of the event exemplified the best of what happens when a group of caring and creative volunteers get together to support what they believe in. The event planning committee, Kelleann Foster, Shana Tritsch, Barbara Fisher, Darlene Weener, Buzz Evers and Bob Carline passed on their unbridled enthusiasm to donors, artists, restaurants, bakeries, friends and family, which

(Continued on page 6)

For the Love of Art & Chocolate was so successful because of the generosity and support of our many partners, donors and volunteers.

Corporate sponsors:

USFilter
The Catanese Group
Hayes Large Architects
Ishler's Plumbing, Heating, & Electrical
Kissinger, Bigatel, & Brower Realtors
Matson & Associates
VICGroup
Gannett Fleming
Hoag's Catering

Chocolate donations:

All-American Alehouse Bar & Grill, Allen Street Grill, Asher Chocolates, Atherton Hotel, Autoport Restaurant, Bellefonte Bakery, Blommer Chocolate, Cafe 210, Cakes for All Occasions, Dante's, Faccia Luna, Gardner's Candy Company, The Gingerbread Man, Hershey's, Hoag's Catering, The Hummingbird Room, Heather Holland Luse, Mad Mex, Penn State University Creamery, The Penn Stater, Principessa, The Tavern, Toftrees Golf Resort, Victorian Manor, Wilbur Chocolate Company

Art donations:

Linda Theil, Sylvia Apple, Amanda Maser, Ray Noll III, Jennifer Kane, Bob Carline, Harold Altman, Marie Wenner, Holly Fritchman, Natalia Pilato, Robert Butler, Marjorie Seward, Grace Pilato, Ken Hull, Darlene Weener, Dennis Zwigart, & Douglas Albert Art Gallery

Service donations:

The Frame Factory, Douglas Albert Art Gallery, O.W. Houts, Uncle Eli's

Door Prize Donations:

Art Alliance, Spat's Cafe and Speakeasy, Cakes for All Occasions/Kim L. Morrison, Kelleann Foster

Ticket Sales:

Kitchen Kaboodle, Tait Farms, Tadpole Crossing, ClearWater Board and Committee members

Thank You to the Art Alliance for the gallery space and to Buzz Evers for helping to expertly display the art.

Calendar

February 6, 7:30 – 9 am
ClearWater Conservancy
Board of Directors Meeting

February 18, 7 – 9 am
Spring Creek Watershed
Community Coordinating
Committee

February 19, noon – 2 pm
Watershed Plan Project
Management Team

February 20, 4:30 – 6 pm
ClearWater Outreach Commit-
tee

February 21, 7:30 – 9 am
Executive Committee

February 27, 7:30 – 9 am
Stewardship and Resources
Committee

March 6, 7:30 – 9 am
ClearWater Conservancy
Board of Directors Meeting

March 18, 7 – 9 am
Spring Creek Watershed
Community Coordinating
Committee

March 19, noon – 2 pm
Watershed Plan Project Manage-
ment Team

March 20, 4:30 – 6 pm
ClearWater Outreach Committee

March 21, 7:30 – 9 am
Executive Committee

March 21-22
PA Land Trust Association Annual
Meeting, Bethlehem
Call 237-0400 for more information

March 25, 5:30 – 8 pm
Spring Creek Watershed Commis-
sion, Willowbank Building,
Bellefonte

March 27, 7:30 – 9 am
Stewardship and Resources Com-
mittee

April 25
Arbor Day

May 3, 8 am – 1 pm
Watershed Cleanup Day
contact Jason at 237-0400



ClearWater Conservancy

BOARD OF DIRECTORS

Brian McCullough, President
Ed Dunkelberger, First Vice President
Christopher Finton, Second Vice President
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Watershed Coordinator: Katie Ombalski
Outreach Coordinator: Jason Bell
Land Protection Coordinator: Lynn Fosbender
Watershed Planner: Matt Genchur
Water Monitoring Technician: Mary Walsh

ClearWater News is published bimonthly by ClearWater Conservancy. The mission of ClearWater is to promote responsible stewardship of the natural and historical resources of central Pennsylvania by:

- Serving as a land trust
- Maintaining our high quality of life through the implementation of watershed-based planning and the support of watershed-based organizations
- Maintaining a leadership role in the Spring Creek Watershed
- Creating partnerships with government, private enterprise, educational entities, and community-based organizations
- Providing to all community members educational resources and opportunities that promote a positive conservation ethic
- Ensuring sufficient resources to carry out the conservation mission

ClearWater Conservancy

2555 North Atherton Street, State College, PA 16803
(814) 237-0400 www.clearwaterconservancy.org
contactus@clearwaterconservancy.org

The ClearWater Conservancy is a nonprofit organization, chartered in 1980, and supported by its membership. All contributions to ClearWater are tax-deductible to the extent allowable by law. Thank you for your support!

Wish list

- Carpet and installation for the ClearWater conference room and back offices
- Conference room chairs
- Photo frames (8x10 and 5x7)
- 6.5-gallon Rubbermaid boxes
- Office necessities (paper towels, toilet paper, coffee for meetings, garbage bags, etc.)
- Office supplies (tablets, file folders, office paper, outdated letterhead to recycle, etc.)
- Newsletter article submissions
- A set of Peterson's Field Guides
- Environmental education and

reference material for our library collection

- Dehumidifier for office basement
- Upholstered, rolling chairs in good conditions for our interns
- Color TV, 19" or larger
- VCR
- Toaster oven
- Miscellaneous tools (hammer, flat and Phillips head screwdrivers, measuring tape, shovel, pruners, rake, trowel, etc.)
- Bookshelves
- A variety of trade show type display boards

A MESSAGE FROM YOUR PRESIDENT **Brian McCullough**

When Walt Ebaugh asked me if I would be willing to stand as a candidate for the Presidency of ClearWater, I thought of the long line of past ClearWater presidents: Jim McClure, Barbara Fisher, Alice Beatty, Doug Wion, George Beatty, John Ziegler, George Hildenbrandt, Don Hamer, Bob Carline, Tony Gerace, Caren Glotfelty, Walt Ebaugh... an impressive list indeed.



Each of these individuals brought his or her own special talents to ClearWater - gifts of vision, enthusiasm, leadership, organizational expertise, business acumen. Each of these special gifts seemed to be exactly what ClearWater needed at the time.

As was true with each of his predecessors, Walt's tenure saw ClearWater make great strides in each of its three main mission areas: watershed stewardship, land protection, and environmental outreach and education. We are monitoring the quality and quantity of our watershed's surface and groundwater resources. We have begun development of a Spring Creek Watershed Plan that will integrate land and water resource planning. We completed a Spring Creek Corridor Rivers Conservation Plan, and assisted in updating the county's Natural Heritage Inventory. The Vision 2020 Project developed a set of tools for municipalities to use in planning for the development spurred by Interstate 99. We restored the stream bank and a native meadow along the portion of Spring Creek that runs through the grounds of the PA Military Museum in Boalsburg and created supplemental outreach and education program that teaches about the value of riparian buffer zones.

ClearWater now holds conservation easements on more than 525 acres of land within the Spring Creek Watershed. We

are collaborating with landowners and with county, state, and federal agencies to protect additional sites. We are constantly seeking new opportunities to establish riparian buffers, protect headwater areas and critical groundwater recharge sites. Walt's vision of a "ribbon of green" extending along and protecting our watershed's riparian corridors is an on-going work in progress.

ClearWater continues to evolve into a dynamic, efficiently run organization. Our Executive Director, Jennifer Shuey, has assembled an exceptional staff. Our Board of Directors represents a diverse cross-section of watershed stakeholders with each member possessing one or more areas of expertise critical to ClearWater's continued vitality and success. While much has been accomplished and there is much to be proud of, there is still much to do.

We have had some significant successes in securing PA DEP Growing Greener grants to support a variety of important projects. But, while we are grateful to have been awarded grants to further our mission, we dare not plan our future based upon the continued availability of soft money. I feel that one of my early priorities as President is to help the organization to diversify its funding. Our grants should be supplemented with a wider base of community membership and support. Through more effective marketing and public relations, we need to increase the level of understanding that central Pennsylvania citizens have about the important work that ClearWater accomplishes on their behalf. Then we need to encourage them to join us as members to actively participate in and show their support for the conservation of our valuable natural resources.

As ClearWater members, I am counting on you to help me in this process.

Brian

Newsbriefs

We are pleased to report that an anonymous donor contributed \$10,000 to the ClearWater Conservancy Fund at the Centre County Community Foundation in December. We don't know who you are, but we offer our heartfelt thanks for your generosity! By giving to our endowment, you have given a gift that lasts forever. For more information on how to donate in this way, please call us or visit www.centrecounty.org.

The beginning of the year is always a great time to clean and organize. As you are clearing away your clutter, be sure to look for creative ways to recycle. If any of your unwanted items may be useful to ClearWater (such as old tablets, filing folders, filing cabinets, bookshelves, etc.), please let us know. The less we have to purchase to meet our office needs, the more money will be available directly to our land protection, watershed stewardship, and environmental outreach programs.

ClearWater staff, committees, and volunteers are busily preparing for the fifth round of Pennsylvania Department of Environmental Protection Growing Greener Grants. This year's submissions include the next phase of the Spring Creek Watershed Plan, ClearWater's Environmental Outreach program, and a Riparian Protection and Enhancement program to start dealing with the Spring Creek stream impairments.

Watershed Cleanup Day is scheduled for Saturday, May 3 this year... and that means that planning is right around the corner. To get involved, please contact Jason at 237-0400.



Thank You To Our

BUSINESSES & ORGANIZATIONS

Visionary (\$5,000 & Up)

Borough of State College
Canaan Valley Institute
Cente County Board of Commissioners
Centre County Community Foundation
Danone Waters of North America
Pennsylvania Department of Environmental Protection
Pennsylvania State University
State College Borough Water Authority
University Area Joint Authority

Leader (\$2,500 - \$4,999)

Centre County Community Foundation
Corning Incorporated Foundation
Hamer Foundation, The
Harris Township
Patton Township
Ruetgers Organics Corporation

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Balfurd Cleaners
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Hilton Garden Inn/HAMCO
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Restek Corporation
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Friend (Up to - \$249)

Andropogon Associates
Appalachian Ski & Outdoors
Beech Creek Watershed Association
Centre Daily Times
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Chamber of Business & Industry of Centre County
Complete Landscaping Service
Creative Interiors
Foxdale Village
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Gannett Fleming, Inc.
Grasslyn, Inc.
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Hoffmann Popovich Architects, LLC
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Trinity United Church of Christ, Hublersburg
Tussey Mountain Outfitters
Western Pennsylvania Conservancy
Williamstown Physical Therapy, Inc.
Wiscoy Pet Food Company

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 Ira Whiteman
 Robert Wilberding
 Douglas Wion
 Patricia & Arian Zarkower
 Greg & Renee Ziegler

Thanks also to our life members, whose contributions to the ClearWater Fund at the Centre County Community Foundation continue to pay off each year.

Life Members:

Joe Banks
 George Beatty
 Robert & Jeannette Eberhart
 John & Barbara Fisher
 Bob & Lee Gruver
 Don Hamer
 Ray Noll Jr.
 Bob & Louella Shipman*
 Tom Smythe
 Philip & Virginia Walker
 Donald & Diana Watson
 Paul & Darlene Weener

*deceased

ultimately led to a wonderfully successful event that raised a substantial amount of money to help to further the mission of ClearWater Conservancy. "For the Love of Contagious Volunteerism"... perhaps that is the most fitting name after all.

Our thanks to...

Tracey Dooms who is taking a break from her duties as volunteer newsletter editor. We have appreciated Tracey's professionalism and her patience with the *ClearWater News* and *Springs&Sinks*

Rhonda Miller for continued assistance with donor acknowledgements and Andrea Lego for help with the resource library.

The Pennsylvania Association of Conservation Districts for \$950, the Canaan Valley Institute for \$5,000 and the Western Pennsylvania Watershed Protection Program for nearly \$20,000 of funding towards our Conservation Techniques for Watershed Wise Backyards and Businesses Project.

Tom Smith, Greg Roth, and Carolyn Mahan for an early winter morning monitoring of the Thompson Woods Preserve.

Denny Zwigart for critiquing ClearWater's marketing and outreach materials.

Bob Donaldson for openly sharing his extensive planning expertise.

Dan Crust for leading the Spring Creek Watershed Community Coordinating Committee in 2001 and 2002 and to Jeff Sturniolo for agreeing to take over the reigns of this important group in 2003.

Georgio Cave for offering advice on direct mail membership development.

Deb Goldberg and Brian McCullough for opening their home to the Board of Directors and preparing a fantastic meal for the group to enjoy as they warmly welcomed their newest colleagues at the Board Orientation.

Rebecca Shirer for volunteering over her holiday break from graduate school on the Water Resources Monitoring database.

The many volunteers who helped the day of "For the Love of Art & Chocolate". Your efforts helped to make it a huge success.

Please note...

New membership renewal system will be unveiled this spring

As ClearWater continues to grow, we are constantly striving to use our resources more efficiently. With that as our goal, we have decided to change our membership renewal system in 2003. You will probably notice the change most if you just renewed your ClearWater membership in the last part of 2002, so we wanted to answer a couple of basic questions to help ward off any confusion.

What was the old system?

In the past, your paid ClearWater membership was good for one year and expired on a particular month. As your renewal date approached (and possibly passed), Angie prepared first, second, and third renewal notices to be sent to you. If we hadn't heard from you for around six months, you may have even seen a fourth reminder notice.

The monthly process was important but time-consuming, and we think we can now streamline our procedures.

What is the new system?

With a membership approaching 600, we believe a calendar year membership renewal system will be more efficient. Instead of preparing batches of renewals monthly, the entire membership list will receive a renewal notice at the end of February and reminders in March and May. For those that we haven't heard from, a reminder will be sent once again in October.

Members, as well as other potential member who receive the *Springs&Sinks* newsletter, will also still receive our year-end holiday appeal in November. These special gifts have always been a supplement to our memberships and are an important source of revenue as we wrap up our fiscal year.

What are the benefits of the new system?

First, this system should allow Angie to more efficiently manage our memberships, which includes not only renewals but also contact management, donor acknowledgements, and member recruitment.

Second, we should generate membership income in larger blocks earlier in the year. This gives us more flexibility in budgeting and managing the resources and allows us to better understand our financial picture during the course of a year.

Finally, the more resources we can direct to our projects and away from administration, the better for land conservation, watershed protection, and the environment.

What are the potential drawbacks?

The biggest drawback we see will be in this transitional period. If you just renewed your membership in December 2002, you might be upset to be getting a renewal notice so soon in February. We hope this explanation helps you to understand our reasoning and reassures you that your contributions are important.

If you have any questions or concerns, please contact Jennifer at 237-0400. We will be happy to work with anyone on his or her particular situation. Thanks for your cooperation in this important change.

A NOTE FROM JEN



Hello friends!

February is traditionally the time of the year that we at ClearWater say a great big thank you to all of our many supporters over the past year. Please take a few moments to familiarize yourself with the list of your fellow ClearWater colleagues included in this issue and then be sure to thank them for their generous contributions. Our memberships are important in many ways. Not only do they provide us with the unrestricted financial support to carry out our land protection, watershed stewardship, and environmental outreach projects, they also are the best source of our active volunteers!

Volunteer contributions come in all shapes and sizes. Some volunteers, like our invaluable committee and event chairs, are easy to recognize and thank. Other volunteers work quietly and diligently behind the scenes; I would like to recognize a select few dedicated volunteers who worked very hard this past year to make sure that ClearWater continues to run smoothly.

As a new Board member in 2002, Pat Morse has helped the ClearWater staff and Finance Committee so much with our transition from cash to accrual accounting, choosing and setting up our new financial software, and relating all of the numbers to the Board in ways that are easy to understand. Pat also wants to be involved in what he calls "the fun stuff", so he has taken on the Millbrook Marsh Nature Center Advisory Committee and can't wait to get his hands dirty in the gardens with this spring's conservation techniques demonstration project at the ClearWater office. I am indebted to Pat for his financial expertise and admire his enthusiasm for the conservation cause.

Tom Campitelli offered his extensive database management expertise to the staff as we worked through the process of restructuring ClearWater's contact management database. Maintaining accurate, abundant, and easily accessible data on our members and prospective members is crucial to effectively tracking and acknowledging our support in the community. Tom's assistance is enabling us to increase the professionalism of our service.

Finally, ClearWater intern Samantha Stedford worked with the staff to develop a photo archive system for both ClearWater's digital images and our boxes of historical photographs. Her work is well-thought out, organized, and easy for staff to maintain. Each of the staff has had the opportunity to use this resource on various projects and educational materials, and we are delighted with the system.

Members and volunteers truly are at the heart of a successful nonprofit organization. It doesn't matter how we choose to give; our collective contributions make up the effective whole. Thank you all for sharing your gifts.

May 2003 bless you richly,

Supporting Membership

If you know someone who would like to become a ClearWater member, or if you need to renew your own membership, please fill out the information below, and mail to: ClearWater Conservancy, 2555 North Atherton Street, State College, PA 16803.

Membership Level

- Life Member \$1,500 Friend \$150
 Patron \$350 Supporter \$50
 Sponsor \$250 Contributor \$35

Name _____
 Address _____
 City _____
 State/ZIP _____
 Phone _____
 E-mail _____

Payment

- Check: Make check payable to ClearWater Conservancy
 Visa MasterCard: Complete information below

Credit Card No. _____
 Expiration Date _____
 Name as it appears on card _____
 Signature _____

Business Membership

Membership Level

- Visionary \$5,000 Grand Patron \$750 Friend \$100
 Leader \$2,500 Patron \$500
 Steward \$1,000 Sponsor \$250

Company Name _____
 Address _____
 City _____
 State/ZIP _____
 Phone _____
 E-mail _____
 Contact _____

Payment

- Please bill every: 3 months 6 months
 Check: Make check payable to ClearWater Conservancy
 Visa MasterCard: Complete information below

Credit Card No. _____
 Expiration Date _____
 Name as it appears on card _____
 Signature _____

ClearWater Conservancy
2555 North Atherton Street
State College, PA 16803

(814) 237-0400
www.clearwaterconservancy.org

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ClearWater News

Coming soon...

ClearWater hopes to unveil our new membership brochure to the public in the very near future.

Once they are available, stop by the office to pick up a few to give to friends and colleagues who you think would like to join us in our efforts.

