



Piedmont  
Environmental  
Council

ANNUAL REPORT · 2018



## Dear Friends,

When The Piedmont Environmental Council was created in 1972, the underlying motivation for many of its founders was to help the communities where they lived respond to massive forces of change. They understood the powerful force of the expansion of the federal government into Fairfax, Loudoun and beyond. They predicted that unplanned, sprawling development could transform the Piedmont region. They proposed that civic, business and political leaders in the region could work together to develop long-term land use, transportation and economic development plans to prepare for potential change, adopt proactive strategies for more sustainable outcomes, and make positive investments in those strategies to start driving change.

Today, the Virginia Piedmont stands as one of the greatest conservation success stories in the United States. Piedmont landowners have permanently protected more than 400,000 acres of land, an area more than twice as large as

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Shenandoah National Park. This level of private land conservation, joined with strong rural protections established by Piedmont local governments, has helped sustain and protect the Piedmont's rural economy, natural resources, extraordinary landscapes and historic communities even in the midst of massive changes around us.

In 2018, more than 60 individuals and families in the Piedmont placed their properties under conservation easement, permanently protecting more than 7,700 additional acres. Albemarle joined Fauquier as the second county in Virginia to surpass 100,000 acres of privately conserved land.

Piedmont residents acted on their love of the land and communities in many other ways. Residents and groups along Route 15 in northern Loudoun County joined to protect



BIRDS OF A FEATHER. Photo by Susan Tucker

its scenic and historic character in the face of road expansion plans. In the Charlottesville-Albemarle area, community members helped develop a vision of a greenway trails network that will provide urban residents with the kind of outdoor access to nature that so many people crave. Thousands of residents throughout the region attended meetings, wrote to their elected leaders and made public comments to strengthen local and state policies that support conservation.

PEC's role remains to engage, educate and empower citizens and community leaders to evaluate change, develop proactive strategies and encourage positive investments. Thank you for your commitment to preserving the Piedmont and shaping its future.

*Sincerely,*



**Chris Miller**  
President



**Jean Perin**  
Co-Chair, Board of Directors



**George L. Ohrstrom II**  
Co-Chair, Board of Directors

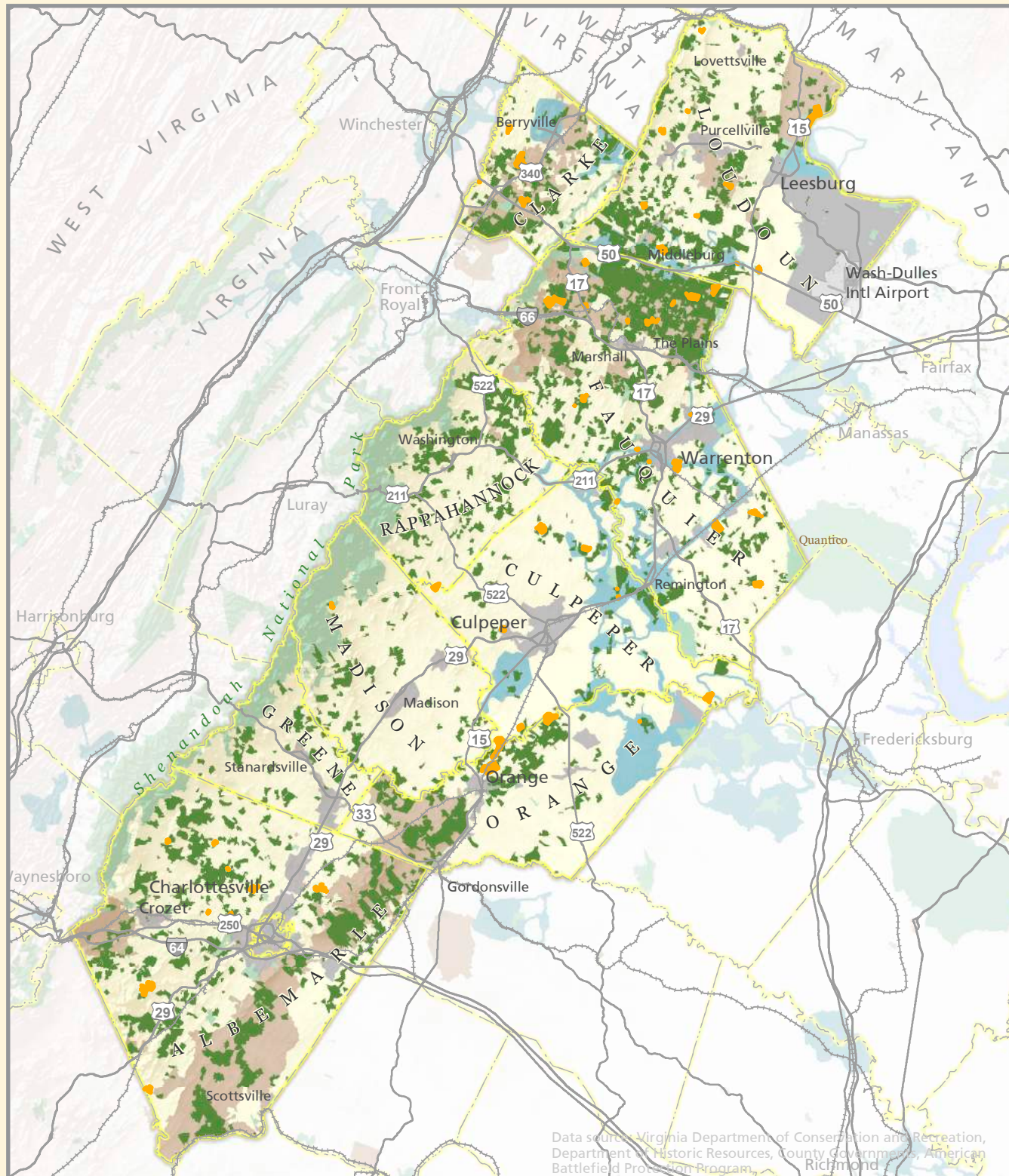


ROUNABOUT MEADOWS.  
Photo by Aimee Custis

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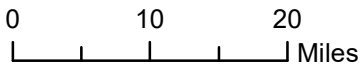




Data source: Virginia Department of Conservation and Recreation, Department of Historic Resources, County Governments, American Battlefield Protection Program, Richmond

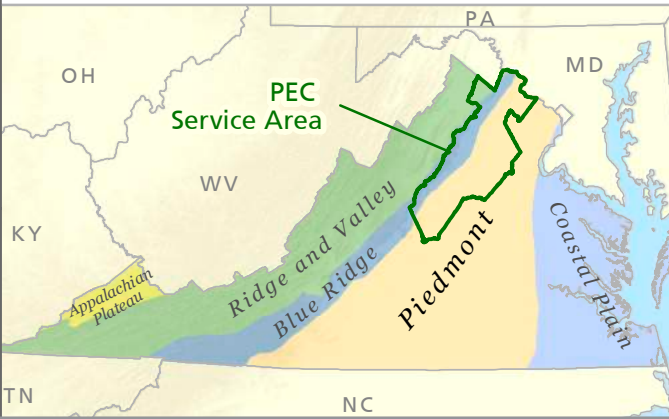
# Conserving Land

-  Easements Recorded in 2018
-  Conservation Easements
-  Publicly Owned Lands
-  Civil War Battlefields
-  Historic Districts
-  Areas Designated for Development



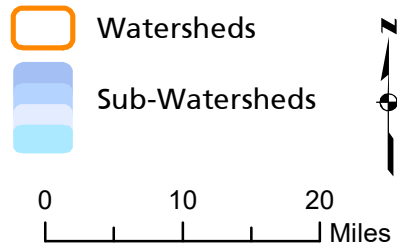
PEC's 9-county service area has more than 408,000 acres of Virginia's privately conserved land, protecting natural, cultural, historic and scenic resources including 193,936 acres of prime farm soils, 29,848 acres of historic battlefields and 108,540 acres along Scenic Byways.

## Physiographic Regions of Virginia

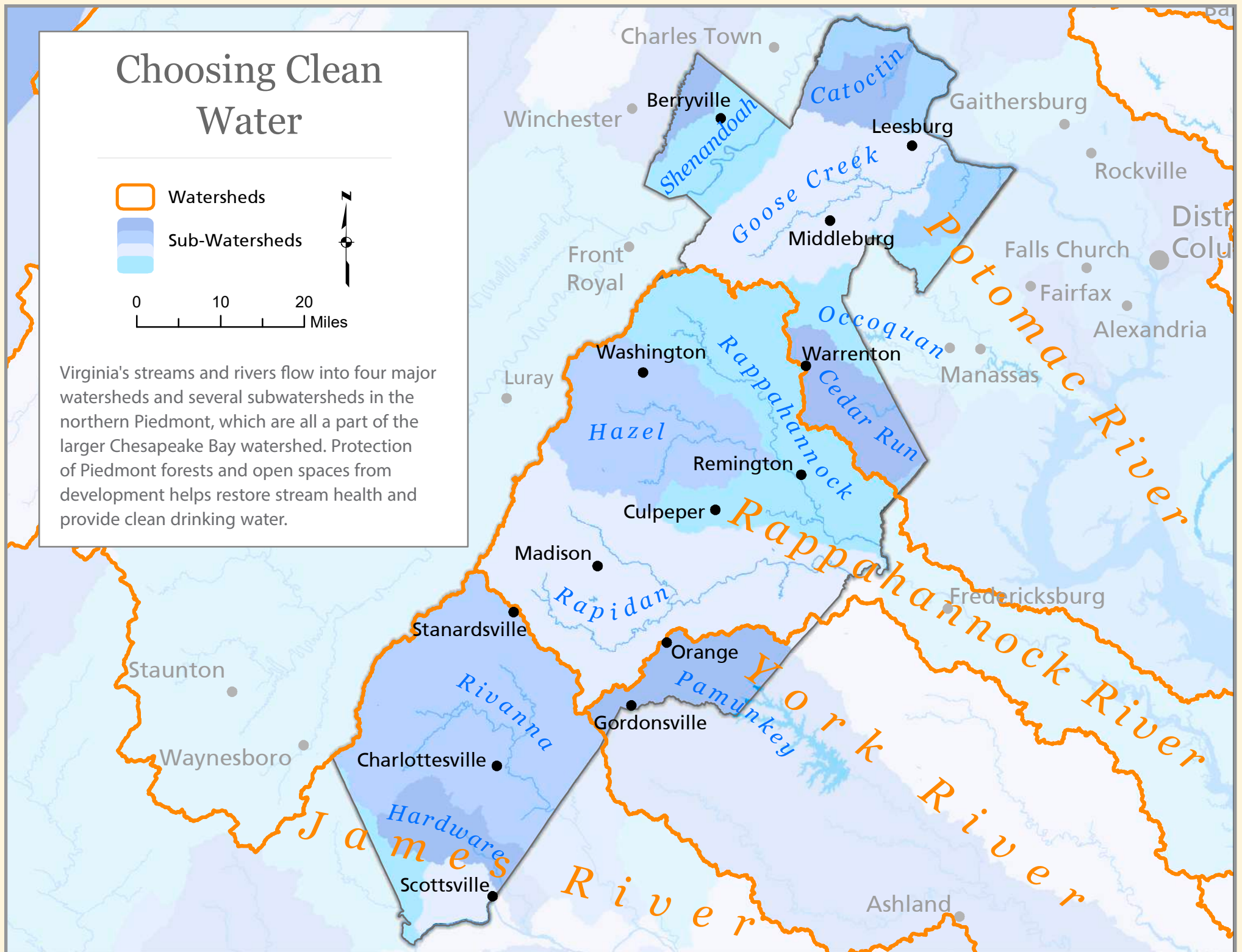




# Choosing Clean Water



Virginia's streams and rivers flow into four major watersheds and several subwatersheds in the northern Piedmont, which are all a part of the larger Chesapeake Bay watershed. Protection of Piedmont forests and open spaces from development helps restore stream health and provide clean drinking water.







# land conservation

VOLUNTARY ACTION • OUTSTANDING SUCCESS • SAVING PLACES PEOPLE LOVE



PIEDMONT MEMORIAL OVERLOOK MEADOW IN BLOOM.  
*Photo by Marco Sánchez*



## Protecting farmland for future generations

Nestled at the bottom of Clark Mountain and along the Rapidan River in Orange County, Glenmary Farm sits on some of the best agricultural soils in Virginia. The Nixon family purchased the property in 1980, and the farm has since become an award-winning cattle, turkey and grain operation.

This past summer, the Nixons chose to permanently protect 382 acres of their land through a conservation easement with PEC, Culpeper Soil and Water Conservation District (SWCD) and USDA's Natural Resources

Conservation Service (NRCS).

In a unique approach to private lands protection, PEC partnered with NRCS and the Culpeper SWCD to help the Nixon family leverage funding from the federal Agricultural Conservation Easement Program, the state Virginia Land Conservation Foundation program and philanthropic giving from the community. The easement will help ensure that the land remains a productive and diverse farm operation, and that its natural resources are protected and restored.

The property includes over a mile of

land that borders the Rapidan River, a tributary to the Rappahannock River. Widely recognized as good stewards of the land, the Nixons have implemented best management practices such as installing riparian buffers and efficiently managing agricultural inputs. Using the latest GPS technology, they tailor applications of herbicides and fertilizers to minimize over-application and run-off, which is also cost-effective for their operation.

"We want our kids to be able to farm and provide for future generations. And that's kind of the whole goal of this,"



GLENMARY FARM OWNERS, TOM AND KIM NIXON, WITH THEIR DAUGHTER ELIZABETH AND SON ROBERT.  
Photo courtesy of the Nixons

said Tom Nixon, who owns and operates Glenmary Farm with his wife Kim. "Both of our children have developed a strong passion for working on our farm and for today's agricultural industry."

### 2018 Highlights

- ▶ **Albemarle County surpassed 100,000 acres** of permanently protected private land, becoming only the second county in Virginia to reach this milestone.
- ▶ PEC initiated a nationwide effort to **protect the incentives that have supported land conservation** in Virginia and other states, in response to a proposed IRS regulation that would weaken state land preservation tax credits.

PEC'S REX LINVILLE JOINED WITH OTHER LAND TRUST LEADERS TO TESTIFY BEFORE THE IRS. Photo courtesy of Lori Faeth, Land Trust Alliance.



- ▶ PEC assisted the City of Charlottesville in securing a USDA Community Forestry Grant to acquire land for the **expansion of a public park near Ragged Mountain Reservoir**. PEC worked with a private property owner adjacent to the Ragged Mountain Natural Area to negotiate a "bargain sale" of the land to the City, identified a funding source, and supported the City's successful application for grant funding to acquire the property. The City's plans for the property include a new public entrance and expansion of the entire area as a Community Forest for recreation and education.
- ▶ PEC assisted **Loudoun County to create a Conservation Easement Assistance Program**, a program designed to accelerate the pace of land conservation in the county. The program provides landowners financial assistance with the professional and stewardship expenses typically incurred by landowners when donating a conservation easement.
- ▶ PEC accepted **three conservation easements in 2018**, permanently conserving 645 acres in Clarke, Culpeper, and Orange counties.

### 7,739 Acres Protected in 2018

County	Acres protected in 2018 by Conservation Easements	Total Acres protected by Conservation Easements
Albemarle	1,055	100,629
Clarke	832	26,079
Culpeper	796	19,713
Fauquier	2,197	107,070
Greene	0	10,448
Loudoun	1,313	58,862
Madison	27	15,914
Orange	1,419	32,844
Rappahannock	100	32,844
<b>PEC Region</b>	<b>7,739</b>	<b>408,939</b>



# habitat restoration

WILDLIFE CORRIDORS · BIODIVERSITY · POLLINATORS · NATIVE PLANTS



PEC'S CELIA VUOCOLO CAPTURES TROUT STREAM  
DATA AT WATERFALL BRANCH IN HUNTLY, VA.  
*Photo by Marco Sánchez*



## What's that pollinator?

PEC helps Piedmont landowners realize their love of their land in many ways, including through planting native grasses, plants and trees that help restore a healthy ecosystem. At our own office grounds in downtown Warrenton, we are restoring native habitat and showing citizens their benefits for pollinators such as birds, bees and butterflies.

In Spring 2018, the Larson Native Plant Garden officially opened on PEC's Warrenton office grounds. Named in honor of Doug Larson, former PEC Vice President of Development and the visionary for the project, the garden includes 118 species of native

perennials, woodies and grasses, in addition to swales that let nature do the work of filtering and managing rainwater.

Immediately, the garden became a focus for engaging, educating and empowering residents. This past summer, PEC hosted a citizen science project focused on pollination ecology. Wildlife habitat specialist Celia Vuocolo recruited and trained 18 volunteers to collect data on bee species identification and flower visitation, and demonstrate how native plants support pollinators.

Aside from learning what kinds of pollinators we are supporting, PEC wanted to invite folks to spend time in the

garden and experience the benefits of native plants while studying insects. We were also hoping to learn which plants certain types of pollinators forage on, so we can recommend them to homeowners.

Our "citizen scientists" identified more than 1,600 insects during the four-month survey, and identified specific plants that particularly attracted pollinators. We are using the data to develop plant lists showing the preferred flowers of certain types of pollinators, such as bumble bees, honey bees and butterflies. The lists will be available to the Master Naturalists to use for educational purposes.



DOUG LARSON AND HIS GRANDDAUGHTER ENJOY THE LARSON NATIVE PLANT GARDEN. Photo by Lauren Lorow

## 2018 Highlights

- In October, **more than 90 people from 33 Homeowners Associations** attended the forum, "Practical Steps for Healthier Landscapes," organized by PEC along with Loudoun Wildlife Conservancy, the Northern Virginia Partnership for Invasive Species Management (NoVA PRISM), and the Virginia Department of Game and Inland Fisheries' Habitat Partners® Program. The forum included a panel of representatives from five different HOAs who discussed projects they have completed or are currently working on in their communities. Presentations provided practical steps toward more sustainable practices including use of native plants, avoiding and removing exotic invasives and increasing tree canopy.



AFTER ATTENDING OUR HOA EVENT, MEMBERS OF THE RIVER CREEK CONFLUENCE PARK COMMITTEE PURSUED MORE SUSTAINABLE LANDSCAPING PRACTICES. Photo by Paula Combs

- In Rappahannock County, PEC has engaged with community partners to promote **conservation projects for the local Recreation Center and Park** in Washington. The Rappahannock County Recreational Facilities Authority, RappFLOW, Rappahannock Landscaping, Boy Scout Troop #36, Virginia Department of Forestry, Virginia Department of Game and Inland Fisheries, Rappahannock League for Environmental Protection, Old Rag Master Naturalists, and Virginia Working Landscapes, along with PEC celebrated on October 27 the first "Community Conservation Day," which promoted new opportunities for native plant landscaping, forest management and wildlife habitat.
- PEC and partners completed design plans for two projects that will **reconnect more than 8 miles of Eastern brook trout habitat**. PEC is partnering with Shenandoah National Park and Trout Unlimited to remove and replace culverts at Whiteoak Canyon with a bridge, and is collaborating with private landowners to remove a brook trout barrier on Bolton Branch. Both projects are scheduled for construction in 2019.





# clean water

SAFE DRINKING SOURCES • GOOD HEALTH • PLACES TO SWIM AND FISH



GOOSE CREEK



## Headwater Stream Initiative

Restoring the ribbons of forests that once lined our rivers and streams is one of the most important ways to improve water quality and restore the Chesapeake Bay. PEC and Friends of the Rappahannock (FOR) are collaborating with landowners to do just that. Through the Headwater Stream Initiative, we provide landowners with free technical assistance, volunteers and trees to restore riparian buffers along Rappahannock headwater streams.

In 2018 we restored more than 16 acres of riparian buffers on 12 properties. One of our 2018 partners, brothers Paul and Joe Goodall, worked

with PEC and FOR to plant 3,765 trees on their property in Madison County, including along 4,500 linear feet of stream. This ambitious stream-side planting complemented the brothers' work with the Culpeper Soil and Water Conservation District to install fencing along the streams and a mechanical watering system for cattle.

These headwater stream plantings are one of the many ways we partner with landowners, farmers, forestry and agriculture agencies and watershed groups to improve water quality. For example, Piedmont landowners now routinely commit to reforest stream-side lands in executing conservation easements.



BROTHERS PAUL GOODALL (FAR LEFT) AND JOE GOODALL (FAR RIGHT), ALONG WITH BRYAN HOFMANN FROM FRIENDS OF THE RAPPAHANNOCK, CHECK ON NATIVE TREES THAT WERE PLANTED AS PART OF THE HEADWATER STREAM INITIATIVE.  
Photo by Paula Combs

### 2018 Highlights

- ▶ **More than 31 miles of streams** were protected by conservation easements in 2018, bringing the total of stream-miles protected by easements to 1,688. In addition, 173 acres of wetlands were protected, bringing the total to 10,012 acres.
- ▶ PEC supported **Clarke County's update to the Water Resources Plan**, which will help conserve surface and groundwater, as well as keep it cleaner and safer. The plan includes stronger septic protections, additional monitoring and data collection and a well water testing program.



- ▶ PEC collaborated with Friends of the Rappahannock and John Marshall Soil and Water Conservation District to hold the 5th Annual "From the Rappahannock, For the Rappahannock" on Earth Day, April 22, at the Marriott Ranch. This celebration of protecting clean water brought together 95 volunteers, who planted **320 trees along 2,300 linear feet of stream** and along 3 acres of Fiery Run, near its confluence with the Rappahannock River.
- ▶ PEC built broad support among Piedmont and northern Virginia leaders for **fully funding agriculture best management practices (BMPs)** that improve water quality. In October, for example, PEC organized a tour of farm properties for state legislators that showcased the benefits of agriculture BMPs.

VOLUNTEERS PLANT TREES AT MARRIOTT RANCH.  
Photo by Marco Sánchez





# better communities

CITIZEN INVOLVEMENT • GREAT PLACES TO LIVE • MANAGING TRAFFIC AND TAXES

HIP-HOP BIKE RIDE GROUP IN CHARLOTTESVILLE.  
*Photo by Peter Krebs*



## A more **bikeable and walkable** Charlottesville and Albemarle region

**G**reenways are safe and durable routes where people can walk, bike and run in nature-rich settings. PEC is collaborating with the Thomas Jefferson Planning District Commission (TJPDC) to link communities in the Charlottesville/Albemarle urban core with greenways and other infrastructure for walking and bicycling, both for transportation and recreation.

Among other benefits, greenways provide urban residents with the outdoor access to nature that so many people crave. Making better urban areas encourages development in designated growth areas. And that helps reduce the pressure to develop in the rural countryside.

Thanks to a grant from the Charlottesville Area

Community Foundation, PEC conducted intensive community engagement to gather data and input for TJPDC's Jefferson Area Bike and Pedestrian Plan and to mobilize and coordinate public support for its implementation. Hosting and attending more than 300 meetings and gatherings collectively, we met with a diverse group of residents in community centers, parks, businesses, classrooms, art spaces, restaurants and even on the sidewalks!

At the same time, PEC helped advance new trail projects. For example, we are working with local Homeowners Associations to move forward a long-stalled trail connecting neighborhoods to the future Biscuit Run Park, nearby jobs and shopping, and eventually to the heart of Charlottesville. Many other projects are in the works.



WOMEN WALKING ON THE JOHN WARNER PARKWAY IN CHARLOTTESVILLE.  
Photo by Marco Sánchez

We have also led an advocacy campaign that is on track to yield millions of dollars in new local funding for Albemarle bike and pedestrian infrastructure. Support for greenway trails is now coming not just from “the usual suspects” such as bike and pedestrian advocates, but also from healthcare professionals, members of fitness groups, neighborhood leaders, sustainability advocates, and many others. The broad-based public support is a solid foundation for our continuing efforts to make the vision of a world-class greenway trail network a reality.

### 2018 Highlights

- ▶ PEC serves as the fiscal sponsor for the **Coalition for Smarter Growth**, one of the nation's preeminent smart growth organizations. In 2018, CSG, as a leader in business and non-profit coalitions, secured regional dedicated funding for Metro. CSG led advocacy for improved bus service and transit-oriented development, and created a movement for accessory dwelling units in D.C. as part of a broader push for housing.
- ▶ Twelve college students and recent graduates participated in our **seven-week Summer Fellowship**, an immersion course in the conservation and environmental issues that inform PEC's work. Students participated in seminars led by PEC staff and completed joint practicum projects that built their knowledge and professional skills.
- ▶ PEC is leading a campaign for stronger **conservation and growth management policies in Loudoun's Comprehensive Plan**. PEC organized a wide range of outreach and advocacy activities to strengthen protections of the central Transition Area, invest in conservation programs and focus more growth near transit.

PEC'S DAN HOLMES TABLING ON THE LOUDOUN COMPREHENSIVE PLAN DURING ELECTION DAY.  
Photo by Chris Miller.



- ▶ PEC is supporting collaborative efforts of Fauquier County, Friends of the Rappahannock, John Marshall Soil and Water Conservation District, Virginia Department of Game and Inland Fisheries, and other partners to **expand public access to the Rappahannock River** for recreation. The County accepted a donation of 196 acres of land along the river near Orlean and accessible off Leeds Manor Road. It is planned to open in April 2019 and will include walking trails and the first official canoe launch site in Fauquier County. Several other canoe launch sites are being pursued by the coalition, including river access in Remington.
- ▶ PEC supported efforts to **improve Gordonsville and create a park-and-trail network**. We led fundraising efforts to expand the Gordonsville park to an entire town block, better connecting historically segregated neighborhoods.



A woman with long brown hair, wearing a grey sweater, tan pants, a brown beanie, and sunglasses, stands with her hands on her hips next to a wooden fence. A green banner is attached to the fence. The background shows a field with trees under a clear sky.

# Community Farm at Roundabout Meadows



Piedmont  
Environmental  
Council

Find out more  
at [pecva.org](http://pecva.org)

## strong rural economies

THRIVING FARMS • LOCAL FOOD • INNOVATION • HEALTHY, WORKING LAND

PEC'S COMMUNITY FARM MANAGER DANA MELBY.  
Photo by Marco Sánchez



## Expanding the market for **Piedmont farmers**

Since 2006, PEC's *Buy Fresh Buy Local* chapters have provided free marketing opportunities for local farmers through our annual guides and have connected multitudes of families to the fresh, local products grown and raised in the Piedmont. In 2018, PEC staff conducted interviews and focus groups with our *Buy Fresh Buy Local* partners and released local food producer and community surveys to identify barriers within the Piedmont's local food system. These surveys help inform how PEC's programming can tackle those barriers and create

opportunities to strengthen local agriculture around the region.

More than a third of our partners responded that the guide provides significant promotion for their products. Many also cited one of the consistent challenges as advertising products and expanding their product buyer base.

Our surveys gleaned information on how consumers use the annual *Buy Fresh Buy Local* guide and their local food purchasing habits. Most consumers received their guide in the mail (57%) and are using it to find area

farmers markets and restaurants and retailers that use local products. When asked what would encourage them to purchase more local food, it came down to convenience and information.

PEC has taken this information to develop events and programming to fill in these marketing gaps. We have hosted local food buyer and seller mixers and food showcases that allow local producers to connect with a range of buyers—from small café owners to public school food service directors and national grocery chain produce buyers.



FARMERS MARKET STAND. Photo by Marco Sánchez

Our refreshed *BuyLocalVirginia.org* website will provide a much needed online presence for our chapter partners. Combined with our collaboration with MarketMaker, a national online market connection platform, PEC is opening doors for market access.

### 2018 Highlights

- ▶ PEC laid the groundwork for launching our **Community Farm at Roundabout Meadows** in Loudoun County. PEC completed infrastructure improvements including well electrification, deer fencing, acquisition of tractor and implements, and a new public entrance. In October, farm manager Dana Melby was hired. Scheduled to launch this spring, the Community Farm will engage local volunteers to grow fresh produce for Loudoun Hunger Relief, and provide training programs for beginning farmers.
- ▶ PEC published and mailed the 13th annual **Buy Fresh Buy Local** guides to more than 290,000 Piedmont households, connecting residents with local farms and food businesses selling locally grown farm products.

- ▶ PEC led a 4-week **Exploring the Small Farm Dream** course that helped 7 aspiring farmers hone their visions, assess their resources, make them think about their skills and connect with local organizations and individuals who can continue to guide them through their farm development process.



- ▶ In September, PEC organized a **Farm-to-Table showcase event** to foster more business connections between local farm producers and food retailers interested in purchasing more local food. More than 50 individuals attended, including 27 farmers and 25 food retail representatives. The event stimulated significant networking that will likely inspire new partnerships to expand local food availability in grocery stores and restaurants.
- ▶ PEC hosted **two farmland leasing events**. The first was presented by a local attorney and focused on understanding farmland lease language and important aspects to consider. The second was a farmer-landowner storytelling and networking session. A panel of landowners and farmers with farmland leasing experience provided attendees guidance on how leasing has worked for them, answered questions, and allowed them to share their experiences and develop their network.

EXPLORING SMALL FARM DREAM PARTICIPANTS WITH INSTRUCTOR ELLEN POLISHUK. Photo by Jess Palmer



An aerial photograph of the Waterloo Bridge, a historic wooden truss bridge, spanning the Rappahannock River. The bridge is surrounded by dense forest with trees in various stages of autumn, showing vibrant yellows, oranges, and some bare white branches. The river flows beneath the bridge, with some rapids visible. A semi-transparent purple banner is overlaid at the bottom of the image, containing the title and descriptive text.

# history and beauty

.....  
SENSE OF PLACE • SCENIC VIEWS • BATTLEFIELDS • HISTORIC DISTRICTS

THE HISTORIC WATERLOO BRIDGE OVER THE RAPPAHANNOCK RIVER.  
*Photo by Tom Wheeler, Altitude Adjustment LLC*



## A better way for Route 15

The Journey Through Hallowed Ground National Heritage Area stretches from Route 15 in Gettysburg in Pennsylvania, through Maryland and down to Monticello in Virginia. The 12-mile-long section of Route 15 from Leesburg to the Potomac River is one of the most beautiful and well-preserved areas in this historic corridor. It includes the crossroads village of Lucketts, and historic properties such as Morven Park, Temple Hall, and Rockland.

When the Virginia Department of Transportation and Loudoun County proposed widening a stretch of Route 15 north of Leesburg to 4 lanes, we swung into action. Undoubtedly,

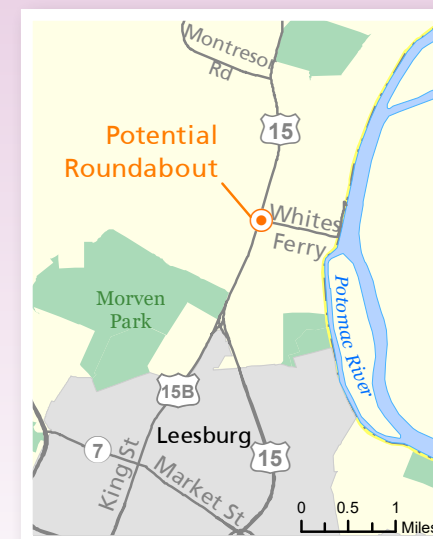
improvements are needed to address concerns about safety and traffic congestion on Route 15. But PEC and our community partners knew that alternative solutions existed that would improve safety and reduce congestion more cost-effectively, while preserving the area's history and beauty.

We had been down this road before. A generation ago, VDOT had proposed addressing congestion and safety concerns on Route 50 by widening it to a 4-lane divided road. A coalition of local groups supported by PEC developed an alternative plan for calming traffic and preserving the route's historic character. Ultimately, our plan was fully implemented. The results: greatly

improved safety, reduced congestion, and the preservation and enhancement of historic main streets in Aldie, Middleburg, and Upperville.

PEC collaborated with community groups to promote similar context-sensitive solutions on Route 15. We commissioned a report demonstrating that traffic calming measures such as roundabouts would move motor vehicles more efficiently and safely, and with lower costs. We helped organize citizen participation at community meetings and public hearings to advocate for these alternative measures.

Our proposed solutions are gaining support, and officials who decide



A ROUNDABOUT AT WHITE'S FERRY ROAD COULD HELP IMPROVE TRAFFIC FLOW. Map created by PEC

on transportation funding are taking a closer look at other options for Route 15.

## 2018 Highlights

- ▶ PEC completed a study of the **Battles of Jack's Shop and James City**, two Civil War engagements which occurred in fall 1863 in Madison County, funded by a grant from the National Park Service's American Battlefield Protection Program. The study refined the boundaries of the battles, and allowed the community to develop a better understanding of how they unfolded on the landscape, and their significance within the context of the war.
- ▶ In June, the Commonwealth Transportation Board approved state funding for the **rehabilitation of Waterloo Bridge**, capping a 5-year campaign led by PEC to preserve this historic metal-truss bridge over the Rappahannock. Nearby landowners Russell and Joan Hitt donated \$1,000,000 for the preservation of the bridge.
- ▶ More than **401 acres of Civil War battlefields** were protected by conservation easements last year, for a total of 29,848 acres.
- ▶ More than **2,347 acres within National Register-listed historic districts** were protected by conservation easements last year, for a total of 128,985 acres.
- ▶ PEC's Historic Preservation Manager, Kristie Kendall, wrote and published ***These Hills Were Home***, a trail guide and historic narrative about the history of the Blue Ridge Mountains in northwestern Greene and Madison Counties. PEC was instrumental in the publication of the book, and PEC maps are featured throughout.
- ▶ PEC held its **7th annual Mountain Heritage Day** at historic Mount Fair Farm in western Albemarle County. The property's owners, John and Dudley Macfarlane, generously opened up their property so that the community could take a trip back in time to learn about the mountain culture of Virginia's Blue Ridge.

7TH ANNUAL MOUNTAIN HERITAGE DAY  
Photo by Sean Tubbs





BLUEBELLS. Photo by Cynthia Benitz

# The Piedmont Foundation

Established to hold and manage special funds in support of PEC, the Piedmont Foundation ensures PEC's capacity to respond to key opportunities and challenges as they arise and to fulfill our core mission over the long term. A separate 501(c)(3) charitable organization governed by an eight-member Board, the Foundation accepts gifts of cash, securities, property and appreciated assets. The Foundation also offers opportunities for tax advantaged planned gifts including trusts, bequests and life income plans.

Currently, the Piedmont Foundation manages funds in the following categories:

- ▶ Conservation Stewardship Fund
- ▶ Easement Defense Fund
- ▶ Ever Green Fund
- ▶ General Endowment Fund
- ▶ Ovoka Memorial Fund
- ▶ Land Conservation Fund

Within this fund, the following Regional Land Conservation Funds have been established:

<i>Albemarle County Land Conservation Fund</i>	<i>Krebsner Fund for Rappahannock County Conservation</i>
<i>Bull Run Mountains Conservation Fund</i>	<i>Madison County Land Conservation Fund</i>
<i>Clarke County Land Conservation Fund</i>	<i>Orange County Conservation Fund</i>
<i>Culpeper County Land Conservation Fund</i>	<i>James M. Rowley Goose Creek Conservation Fund</i>
<i>Greene County Land Conservation Fund</i>	<i>Julian Scheer Fauquier Land Conservation Fund</i>

## Piedmont Foundation Board of Directors

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**Diana Prince**

\* Ex-Officio

## Contributors to the Piedmont Foundation

### Protector of the Piedmont

\$100,000 +

Jacqueline B. Mars

### Guardian of the Piedmont

\$50,000 - \$99,999

George L. Ohrstrom, Jr. Foundation

### Defender of the Piedmont

\$25,000 - \$49,999

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### Champions of the Piedmont

\$10,000 - \$24,999

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\$5,000 - \$9,999

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\$1,000 - \$4,999

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Mary Lynn and Nick Kotz

Mr. Samuel A. Mitchell

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\$500 - \$999

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\$100 - \$499

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Mr. Robert Greenlee

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Mr. and Mrs. David Mailler

Ms. Raquel Rochlin

Harry and Susan Russell

Ms. Beverly Stickles

Mrs. Sherry Twining and Mr. Tom Walmer



# Contributions

**With much gratitude,** PEC presents the names of individuals, families, foundations, businesses and organizations that supported The Piedmont Environmental Council during 2018. Although we do not have the space to honor everyone, we are extremely grateful for the generosity of each of our members. We offer sincere thanks for your ongoing commitment to promoting and protecting the Piedmont region.

## Protectors of the Piedmont

\$100,000 +

Agua Fund, Inc.

Anonymous

William M. Backer Foundation

The August Heid Trust, Bank of America, N.A., Trustee

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Prince Charitable Trusts

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PEC RECEIVED THE DUGDALE AWARD IN CHARLOTTESVILLE FOR MERITORIOUS ACHIEVEMENT IN CONSERVATION FROM THE GARDEN CLUB OF VIRGINIA. Photo by Michael Stevens







CHARLOTTESVILLE POLICE OFFICER RUTH HILL, PEC'S COMMUNITY OUTREACH COORDINATOR PETER KREBS AND CHARLOTTESVILLE POLICE OFFICER ERIC THOMAS AT CHARLOTTESVILLE WALK 2 SCHOOL DAY. Photo by Sean Tubbs

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PEC'S JULIE BOLTHOUSE AND OLD BUST HEAD CO-OWNER JULIE BROADDUS AT OUR SOLARIZE INFO SESSION.  
Photo by Tiffany Parker







PEC'S DIRECTOR OF STATE POLICY, DAN HOLMES AND PRESIDENT, CHRIS MILLER ALONGSIDE OUR 2018 ANNUAL MEETING KEYNOTE SPEAKER CHUCK MAROHN, THE FOUNDER AND PRESIDENT OF STRONG TOWNS. *Photo by Paula Combs.*

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PEC STAFF AND OTHER VOLUNTEERS WORK ON A VEGETABLE GARDEN ON HAITI STREET IN WARRENTON AS PART OF PATH'S "LET'S VOLUNTEER DAY." Photo by Robin Cross





# The Bill Backer Legacy Society

**N**amed for the avid conservationist and former Piedmont Foundation President Bill Backer, Bill rallied concerned citizens to participate in early efforts to plan for future growth and conservation in Virginia.

If we want strong, resilient communities for generations to come—then it's essential and urgent for us to

invest in conservation. We invite you to make a commitment to preserve the Piedmont by leaving a gift in your will and becoming a member of the Bill Backer Legacy Society. Help ensure the Piedmont

remains a beautiful and productive place to live, work and visit for generations to come.

If you have already included PEC in your estate plans, please let us know so we can include you in the Legacy Society. For more information please contact: Doug Larson, at (540) 347-2334 or [dlarson@pecva.org](mailto:dlarson@pecva.org).



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				Alice & Curtis West	Mr. John F. Zugschwert

BALLOONS IN THE BLUE RIDGE. Photo by Tristan Shields





# Remembering two leaders of the Piedmont

## Bruce Smart

Stephen Bruce Smart, Jr. was a man of many passions, which he pursued to the lasting benefit to the Virginia Piedmont. A long-time business executive and leading government official, Bruce was also a life-long outdoorsman and conservationist. Bruce served on the Board of Directors of PEC from 2011 to 2018. He also served in leading positions with several other national and international environmental organizations.

Bruce and his wife, Edith, moved to Upperville in 1987, where he owned and managed Trappe Hill Farm, a 530-acre horse and cattle farm. He and Edith bred and raced a number of quality thoroughbred horses and were frequently in the winner's circle at many venues.

Bruce was a civic leader, serving on Loudoun's Zoning Ordinance Working Group and as a member of the Virginia Governor's Commission



on Climate Change. He helped found the Middleburg Forum, a lecture series that began in 1994 and brought in prominent guest speakers on a range of local, national and international topics. He was also a prolific writer, authoring a 1992 book that pointed the way for companies to adapt to climate change, as well as a trilogy about the Virginia Hunt Country. He also contributed regular columns to local publications, usually on environmental, conservation and preservation issues.

## Malcolm Baldwin

Malcolm Baldwin was a leading voice for conservation in the Piedmont and an influential local leader in Loudoun County.

A nationally recognized conservation proponent and policy expert, Malcolm convened the first national conference on environmental law, and co-wrote and edited *Law and the Environment*, a book that helped guide the then-emerging field of environmental law. He served as senior environmental law and policy specialist at the White House Council on Environmental Quality during the Carter Administration, and was Chair of the Board of Defenders of Wildlife in the 1980s.

Upon retiring in 2002, Malcolm dedicated the rest of his life to growing wine grapes and raising sheep at WeatherLea Farm in Lovettsville,

and to preserving rural land and businesses in Loudoun. He served on the Board of Directors of PEC from 2006 to 2011. He also served on the Loudoun County Rural Economic Development Council and on the Boards of Directors of the Land Trust of Virginia and Save Rural Loudoun.





## PEC Staff

### Land Use

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Julie Bolthouse, FAUQUIER COUNTY  
Chris Hawk, CULPEPER & ORANGE COUNTIES  
Dan Holmes, DIRECTOR OF STATE POLICY  
Evan McCarthy, LOUDOUN COUNTY  
Sean Tubbs, ALBEMARLE & GREENE COUNTIES

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Nancy Terseck, DIRECTOR OF FINANCE AND ADMINISTRATION

### Executive

Chris Miller, PRESIDENT  
John McCarthy, SENIOR ADVISOR & DIRECTOR OF STRATEGIC PARTNERSHIPS  
Diana Norris, IN-HOUSE COUNSEL  
Dawn Wilmot, EXECUTIVE ASSISTANT



FRONT (L-R): Cindy Donaldson; Nancy Terseck; Robin Cross; Gem Bingol; Diana Gebhart; Nan Moring; Julie Bolthouse; Tiffany Parker; Marco Sanchez; Paula Combs

REAR (L-R): Chris Miller; Danielle Castellano; Peter Hujik; Kristie Kendall; Evan McCarthy; Douglas Stewart; Karissa Epley; Dan Holmes; Sean Tubbs; Margaret Murray; Rex Linville; Watsun Randolph; Dawn Wilmot; Dana Melby; Celia Vuocolo; John McCarthy; Mike Kane; Claire Catlett; Bri West.

NOT PICTURED: Chris Hawk, Peter Krebs; Tracy Lind; Diana Norris; Jessica Palmer

## PEC Board of Directors

*This list includes Board members who served at any time between January 2018 and January 2019.*

### Officers

George Ohrstrom, II, CO-CHAIR  
Jean Perin, CO-CHAIR  
Mark Ohrstrom, VICE CHAIR  
John H. "Jack" Snyder, VICE CHAIR  
Alton Keel, SECRETARY  
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Loring Woodruff

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Tania Cubitt  
Seth Heald\*  
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Alton Keel\*  
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### Loudoun County

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Eleanor Porter Morison  
Bruce Smart  
David Williams

### Madison County

William von Raab\*

### Orange County

James Collins  
John H. "Jack" Snyder\*

### Rappahannock County

David Aldrich\*  
Leslie Cockburn\*  
Helen DuBois

*\* Denotes 2018 Executive Committee member*



# 2018 Financial Report

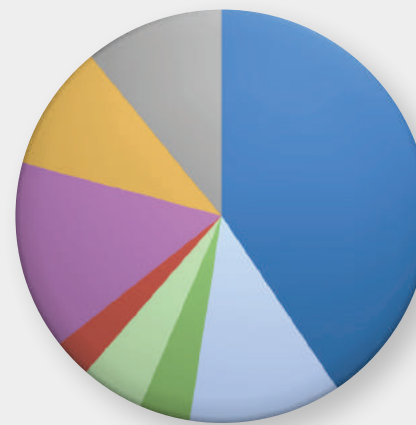
## Sources of Organizational Support



Donations and Grants	\$ 5,755,721	96.1%
Special Events, Net	325,371	5.4%
Investments, Other	(89,809)	-1.5%
Total	\$ 5,991,283	100%

The above figures do not include the activities of partner organizations for whom we acted as fiscal sponsor in 2018, including the Coalition for Smarter Growth and the Shenandoah Valley Network. Copies of our audited financial statements and IRS forms 990, which include our partner organizations, are available upon request. Copies of our most recent statements may also be found at PEC's website at [www.pecva.org/donate](http://www.pecva.org/donate). For more information, please contact PEC's accounting office at (540) 347-2334.

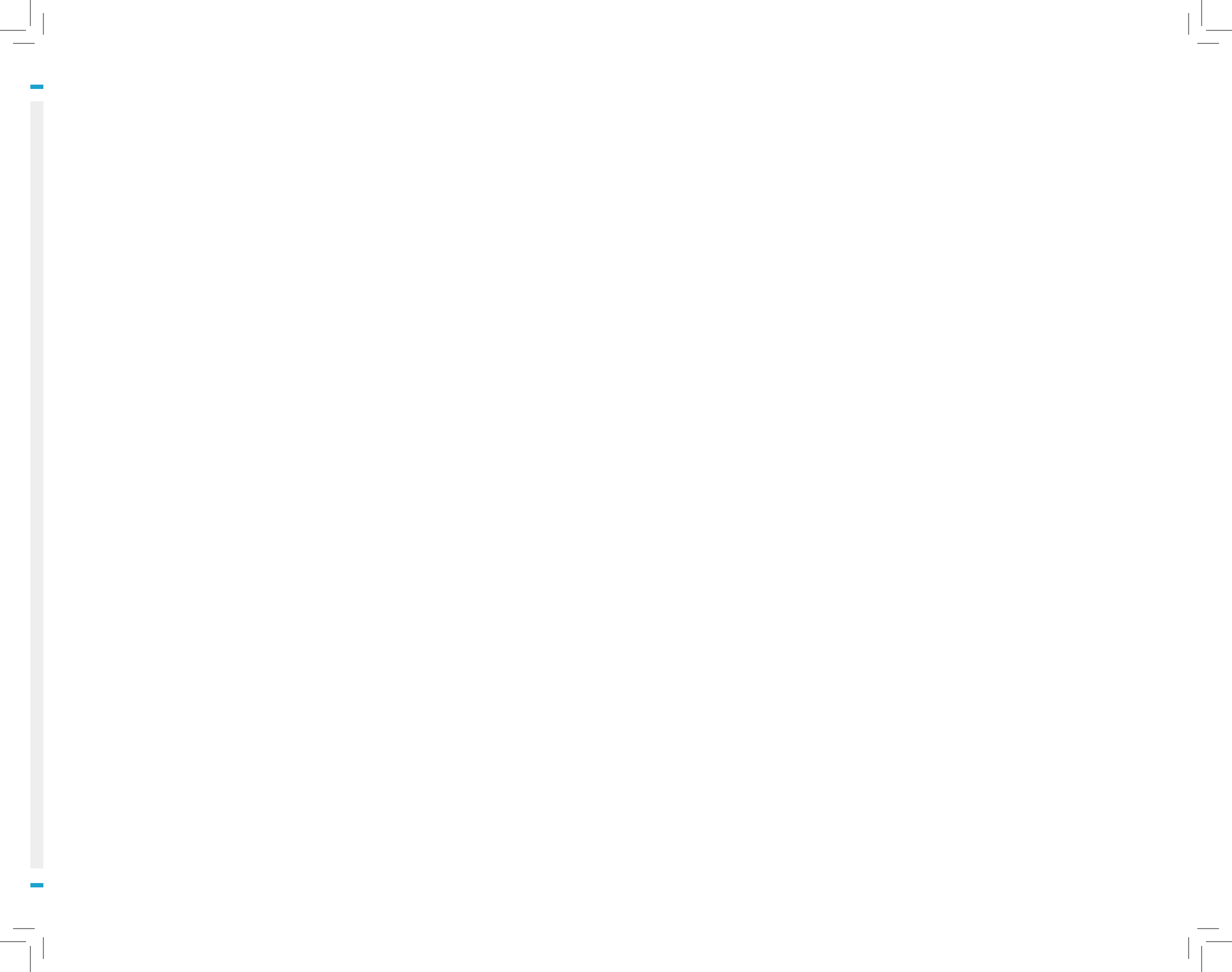
## Program and Operating Expenditures



Conservation, Stewardship and Habitat	\$ 2,146,082	41.1%
County Issues and Planning	636,362	12.2%
Policy*	220,092	4.2%
Farms and Food	241,782	4.6%
Transportation and Growth Management	139,149	2.7%
Outreach and Education	786,731	15%
Development	504,909	9.7%
Administration	551,245	10.6%
Total	\$ 5,226,352	100%

\* Policy reflects regional and state-level work on policy related to energy, air quality, water quality, telecommunications, land conservation and land use.



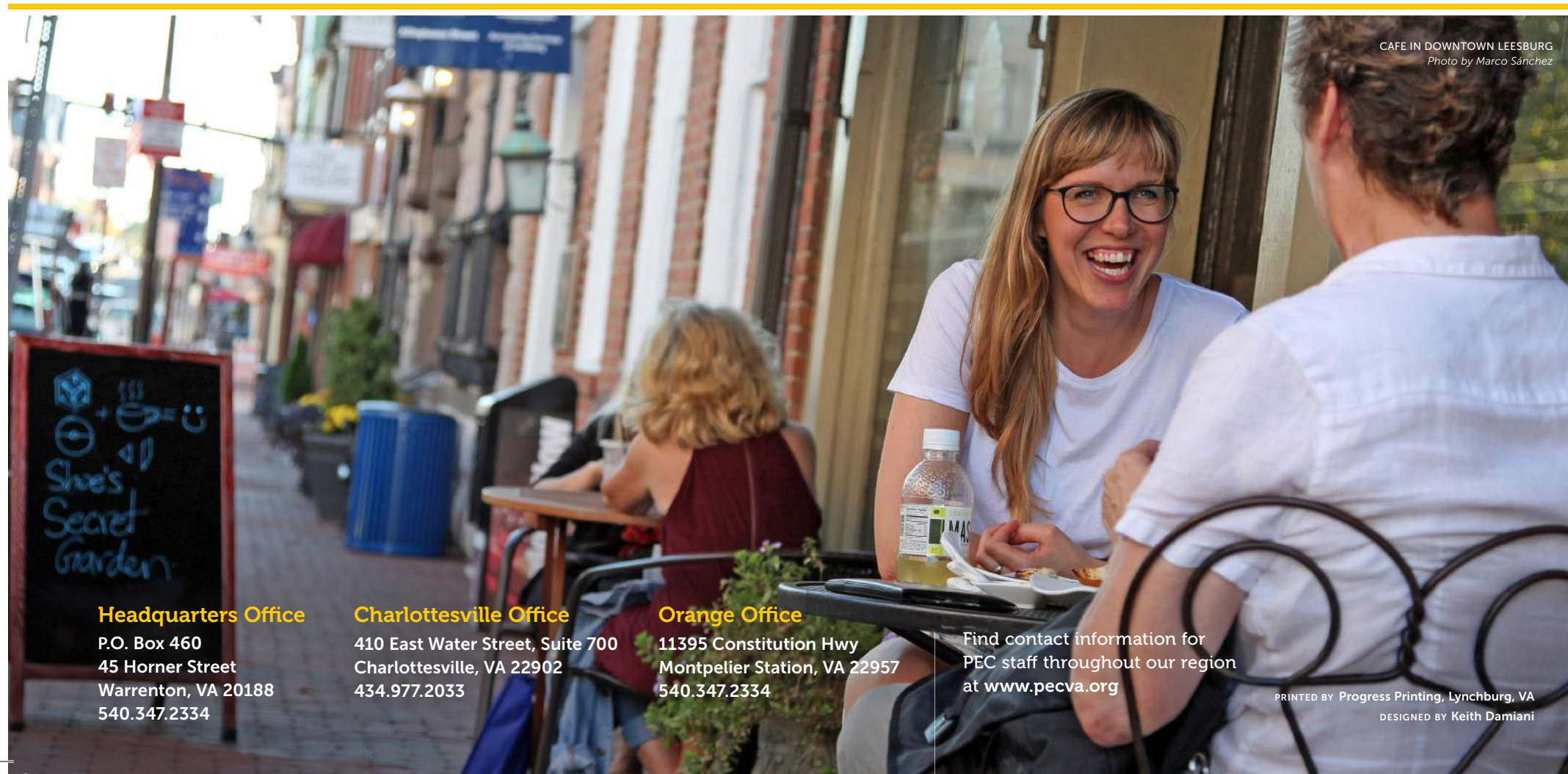






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CAFE IN DOWNTOWN LEESBURG  
Photo by Marco Sánchez

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Find contact information for  
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