



# seedlingnews

TREEPEOPLE

FALL 2011

## An Evening Under the Harvest Moon Honors Changemakers in Los Angeles

### TreePeople Highlights Their Vision for a Greener L.A.

On September 24th TreePeople hosted the 24th annual *An Evening Under the Harvest Moon*—a spectacular and much-anticipated gala attended by hundreds of our major donors, corporate friends, the entertainment and environmental communities, and government officials. The evening was dedicated to celebrating the people and partnerships that have helped us transform Los Angeles into a greener city.

The evening began with a one-of-a-kind cocktail hour featuring live music from **L.A. Hootenanny** and a special exhibit, *Growing a Greener City*, which inspired guests to imagine what a greener L.A. could look like. Following, was an inspiring honors program hosted by celebrity couple and TreePeople volunteers **Harry Hamlin and Lisa Rinna**.

TreePeople honored **Southern California Gas Company** with the 2011 **Partner In Community Award**, for more than 20 years of support through campus greening programs and wildfire restoration. The **Community Rising Star Award** was presented to Delia Barrera, a graduate of the Citizen Forester en Español program, for organizing residents to plant much needed trees at schools in the City of Compton.

A special highlight of the evening was dedicating our annual volunteer award, in memoriam, to **Barbara Goldenberg**, in recognition of her life-long dedication to botanical gardens throughout Los Angeles, and her philanthropy for countless environmental causes locally. Our long-time supporter, past Board Member, and volunteer **Marlene Grossman** was the first to receive the **Barbara Goldenberg Volunteer of the Year Award**. Marlene, founder of Pacoima Beautiful, exemplified countless determination and effort to successfully address environmental health problems in the area.

And, as always, one of the biggest highlights of the evening, TreePeople Founder and President, Andy Lipkis gave his annual State of the Forest Address, sharing our vision for Los Angeles in the next ten years. Wrapping up the evening was a special performance from **Sara and Sean Watkins of the GRAMMY® Award-winning band Nickel Creek**.

Thanks to everyone who participated, we were able to raise \$500,000 in support of TreePeople forestry and education programs. A big thank you to all who attended and made the night a huge success.



Andy Lipkis with honorees (top down, l-r) Delia Barrera and family, Marshall and Marlene Grossman and Anne Shen Smith accepting an award on behalf of Southern California Gas Company.



Celebrity co-hosts, Harry Hamlin and Lisa Rinna open the program. A snapshot of the *Growing a Greener City* exhibit.



Guests enjoying their dinner alfresco in Coldwater Canyon Park.



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TreePeople is a

501(c)3 nonprofit organization

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### TreePeople's Mission

TreePeople is a nonprofit organization with a mission to inspire, engage and support people to take personal responsibility for the urban environment, making it safe, healthy, fun and sustainable and to share the process as a model for the world.



Dear Friends,

L.A. must figure out how to adapt to a city with less water.

Over the long term our region will be water-short as well as vulnerable to flooding from heavy storms. We can't afford to throw away water, especially when this precious resource literally falls from the sky. Yet right now, when it rains an inch in the City of Los Angeles, **we send 3.8 billion gallons of water through storm drains into the ocean.**

TreePeople is partnering with the Los Angeles Department of Water and Power (DWP) to make our city's water supply more sustainable. Recent computer modeling by the Council for Watershed Health shows a promising path. If we transformed all of the City of LA with **a network of rainwater-capturing improvements**, during the wettest years there's the potential to meet up to a third of our water needs.

Capturing rainwater can start at home. Rather than allowing the rain that falls on our properties to run off into streets and storm drains, we can plant "rain gardens" that catch rainwater and allow it to sink into the ground as well as install rain barrels and cisterns.

TreePeople is working with DWP and Generation Water, a green jobs training program, to assist residents in installing rain gardens in more than 300 homes. Besides being beautiful, the **rain gardens will improve water quality, increase local water supply, and reduce flooding risk.**

This partnership advances TreePeople's mission of transforming L.A. into a safe, viable environment. Since 1998, in demonstrations around the city, we've shown that planting trees and retrofitting landscapes can be the fastest, most effective way to make our city water-secure. We've seen people all over the city choose to make these changes to their land when they understand how to make it work.

People can improve their environment quickly and effectively with inspiration, guidance and support. That's the essence of TreePeople's work.

  
Andy Lipkis  
TreePeople Founder and President



A home on Elmer Avenue in Sun Valley features a rain barrel, permeable paving and native landscaping.

## A Citizen Forester Steps up in Compton



Planting trees is not completely new for Compton urbanite Delia Barrera. Her arborist father reforested areas in Mexico where illegal logging was prevalent. The more trees planted, the more food discounts received. Here in Los Angeles with TreePeople, Delia has continued planting trees by organizing five different campus greening projects as part of TreePeople's **Citizen Forester en Español program**, to organize volunteer tree plantings and tree care events in her community.

Living in South L.A. without a car means that Delia and several of her five children often walk along bright, hot streets. This, she says, is one of the reasons she'd like to see more trees in her area. "When we plant trees we are helping our planet", says Delia.

With five school plantings under her belt, Delia is putting together a green team to plant at her youngest son's school. It is this spirit and determination that had Delia honored at this year's *An Evening Under the Harvest Moon* celebration.

**For more information on the Citizen Forester en Español program and sponsorship opportunities, visit [www.treepeople.org](http://www.treepeople.org) or call (818) 623-4862.**





# Holiday Tree Dedications

Give the gift of green and help plant trees!

TreePeople's much-loved Holiday Tree Dedications have arrived and make great green gifts for anyone on your shopping list.

Dedicate a tree or a grove of trees for your special friend, family member, colleague, client, teacher, or loved one. TreePeople will send a festive holiday card with a warm message notifying the recipient that a tree has been dedicated in their name because of you. Tree Dedications are meaningful gifts that bring nature back to life in Los Angeles! Special discounts are available for large orders.



Visit [www.treepeople.org/tree-dedications](http://www.treepeople.org/tree-dedications) or call (818) 753-8733 to place your order today!

## EXCLUSIVE MEMBERSHIP INVITATION



Fall Coffee Chat with TreePeople's Founder & President, Andy Lipkis

Saturday, October 22, 2011  
10 a.m. - Noon  
Coldwater Canyon Park



In appreciation of your membership support, we are offering a complimentary exclusive briefing with Andy Lipkis. Find out more about what TreePeople is doing to help green Los Angeles and how you can help make a difference!

Space is limited so make your reservation today. RSVP to Sara Laubacker at (818) 753-4631 or [slaubacker@treepeople.org](mailto:slaubacker@treepeople.org). **The reservation deadline is October 19, 2011.**



Not a member yet? Sign up online at [www.treepeople.org/membership](http://www.treepeople.org/membership) now!

## Pacoima Beautiful Transforms Community Greening

One of TreePeople's regions of focus, the **Northeast San Fernando Valley, is becoming a greener place every day, thanks to hard work from groups like Pacoima Beautiful.** Pacoima Beautiful brings residents together to improve the health and environmental justice of the region.

Their programs raise awareness about healthy living issues, teach residents on how to assess neighborhood needs, work with youth on leadership development, and work to transform the region into a safer and more livable place through urban redevelopment.

TreePeople has been lucky to work together with Pacoima Beautiful for the past decade on **street and school tree plantings, fruit tree distributions, native gardens, and neighborhood greening workshops.**

Ties with TreePeople and Pacoima Beautiful are very deep. Pacoima Beautiful founder, Marlene Grossman, was a longtime TreePeople board member. For her service to the communities of Los Angeles, Marlene was honored at September's *An Evening Under the Harvest Moon* celebration.

The future for the neighborhoods of the Northeast San Fernando Valley is very bright thanks to organizations like Pacoima Beautiful.



Pacoima Beautiful's, Imelda Padilla, led a group of local youth to transform the courtyard of the Pacoima Community Center, installing a rain garden and planting California natives.

# NEW BOARD MEMBERS

“Welcome!” to the five new members who joined the TreePeople Board of Directors earlier this year.

They all come from such dynamic backgrounds and have a real passion for TreePeople’s work.

## Bob Antonopolis

Bob Antonopolis is Vice President, Counsel for The Walt Disney Company, specializing in environmental law. He serves on the company’s Environmental Council and is one of the principal architects of the company’s groundbreaking Climate Solutions Fund, which is the centerpiece of Disney’s greenhouse gas emissions mitigation program. Bob earned a BS in Chemical Engineering from UCLA, an MS in Chemical Engineering from University of California, Berkeley and a JD from Loyola Law School in Los Angeles. He is a Southern California native and lives in La Canada Flintridge with his wife and two children.

## Laurie Benenson

Laurie Benenson is a writer, editor and journalist. She founded *Movieline Magazine* in 1985, served as its editor-in-chief for six years, and then went on to write about film and television for the *New York Times Sunday Arts and Leisure* section. Long an ardent environmentalist, Laurie is a member of the NRDC Leadership Council, and is also involved with Rainforest Action Network and Conservation International, among others. She and her husband, Bill Benenson, have been strong and committed supporters of Tree People for a number of years. Laurie has written a script about the pioneering environmentalist Rachel Carson, and was Executive Producer

of the documentary film “Dirt! The Movie”. She is currently working on a documentary about how women construct their personas through the use of cosmetics, called “Sacred Vanities.”

## Lucinda Cowell

Lucinda recently retired as President and COO of Concept Art Studios, an entertainment-advertising agency creating ad campaigns for both art films and mainstream films such as *The Matrix* trilogy and, more recently, *Sherlock Holmes*, started in 1980 with her husband, Ron. Concept Art went from a two-man operation in their garage in the Valley, to a 20-person team in Hollywood; and it’s still going strong, under the direction of their son. Lucinda and Concept Art have long supported TreePeople, ever since she and her son Aaron went up to TreePeople for a field trip with Children’s Community School in 1986. Being avid hikers, they all 3 hike the ‘TreePeople loop’ along with the abundant trails in the Santa Monica Mountains. Lucinda and her husband Ron live in Benedict Canyon.

## Seth Kiner

Seth Kiner has more than 25 years of management experience developing innovative customer experience, strategic marketing and communications programs, targeted to diverse markets, for leading international organizations.

In his current position as Director, Customer Experience Management and Marketing, at Southern California Edison, Seth is responsible for leading multiple departments charged with; developing and implementing Southern California Edison’s Customer Strategy, delivering integrated marketing outreach to SCE’s 4.8 million customers, leading evolution of electronic channel strategies, developing new products/ services and managing market research efforts to leverage customer input and managing customer satisfaction.

## Daniel V. Murray

As SVP of Finance and Strategy for Comcast’s Digital Entertainment business unit, Dan is a key participant in determining the business’s strategy and vision. He is responsible for Finance, Strategy, and Business Intelligence for the division. Prior to that, from November 2009 to October 2010, he led Finance, Strategy and Business Development for Comcast Interactive Media where he was instrumental in transforming how Finance and Business Development operated. Murray was CFO of Fandango from November 2006 to November 2009, where he oversaw the sale of Fandango to Comcast and the purchase of Movies.com and helped integrate the acquisition of DailyCandy. Dan holds a MBA from the Kellogg Graduate School of Management, a BS in Finance from Penn State University, and is a CPA.

## Thanks to Our First and Second-Quarter Donors!

For 38 years, TreePeople members have generously provided the foundation for our continuing programs. Membership makes a huge difference and we thank all our donors for their special gifts.

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