



250 N. Fowler St.
 P.O. Box 755
 Bishop, CA 93515
 P: (760) 873-4554
 F: (760) 873-9277
www.eslt.org

BOARD OF DIRECTORS

- Bob Gardner
President
- Randy Keller
Secretary
- Byng Hunt
Treasurer
- Tim Bartley
- Jan Hunewill
- Joanne Parsons
- Marie Patrick
- Will Richmond

BOARD MEMBER EMERITUS

- Tony Taylor

STAFF

- Kay Ogden
Executive Director
- Susanna Danner
Land Conservation Program Director
- Marguerite Merritt
Communications Coordinator
- Mini Mantzouranis
Membership Development Coordinator
- Sara Kokkelenberg
Stewardship Coordinator
- Catherine Tao
Education Coordinator and AmeriCorps Member

FOR IMMEDIATE RELEASE: January 26, 2016

CONTACT: Kay Ogden, ESLT Executive Director, at (760) 873-4554 or kay@eslt.org

Profile of a Community Leader: Bridging Education and Conservation
Inyo County Education Professional Joanne Parsons Joins Eastern Sierra Land Trust Board of Directors

Having lived and worked in the Eastern Sierra for over 35 years, Joanne Parsons has a deep affection for her rugged home. So with the arrival of the New Year, Joanne decided to help guarantee a better future for the region by joining the Board of Directors at local non-profit Eastern Sierra Land Trust (ESLT).

"By working with landowners to conserve the natural, historic, and agricultural values of their land, ESLT is able to preserve the Eastern Sierra so that current and future generations can enjoy it as I have," Joanne reflected. "I look forward to using my background in education and community engagement to share ESLT's message through presentations to local civic clubs, organizations, and classrooms."

Joanne Parsons has dedicated her professional career to advancing education in the Eastern Sierra. After obtaining a Master's degree in School Administration from La Verne College, she served as the Principal of Bishop High School, Regional Lead for the State of California Region 10 After School Programs, and Director of the Lone Pine Even Start Program, and was on the Mammoth Lakes Unified School Board for six years.

Joanne's commitment to the Eastern Sierra community runs deep. She is an active member of the Tri-County Fairgrounds Board of Directors, Altrusa of the Eastern Sierra, the Rotary Club of Bishop Sunrise, and Athena Organization, and is also a Lodge Host for Mammoth Mountain Ski Area. Longtime locals may recognize her as the host of the regional television show, Inyo County Update – a role she filled for 17 years.

Though her background is in Education, Joanne has also been an avid outdoorswoman for most of her life. She grew up on a farm in Michigan, where she developed an appreciation for wildlife and came to understand the necessity of open spaces. Her love of the outdoors has taken her paddling down the Colorado River, hiking through Yellowstone National Park, and on countless adventures in the Sierra Nevada.

Joanne first became engaged with Eastern Sierra Land Trust when she decided to join ESLT's Eastside Pollinator Garden Project and create pollinator habitat in her backyard. Since spring 2014, ESLT's Eastside Pollinator Garden Project has been educating the Eastern Sierra community about the important role bees, butterflies, and other pollinators play in maintaining the region's native flora and working landscapes. ESLT helped Joanne certify her garden as pollinator-friendly habitat.

Joining the Eastern Sierra Land Trust Board of Directors gives Joanne the opportunity to help safeguard the unique wildlife and rural heritage of the Eastern



Sierra for future generations. As a member of the American Rock Art Research Association and the Utah Rock Art Association, she appreciates the organization's dedication to protecting the history of the region and looks forward to helping Eastern Sierra Land Trust protect relics of the Eastern Sierra's past – such as the historic Basque arborglyphs that can be found on several of ESLT's protected properties.

Eastern Sierra Land Trust Board President Bob Gardner is delighted to have Joanne join the dynamic team. "Conservation starts with education," Bob commented. "Joanne Parsons brings to ESLT her immeasurable insight and expertise in this field, as well as a sincere commitment to our community. I can't imagine anyone better suited to help guide ESLT through the challenges and triumphs that the future has in store."

Eastern Sierra Land Trust works with willing landowners to protect vital lands in the Eastern Sierra for their scenic, agricultural, natural, recreational, historical, and watershed values. ESLT's goal is to preserve a healthy balance of land uses that can be sustained forever, ensuring both a strong local economy and environment. To learn more about ESLT's ongoing efforts to permanently protect the Eastern Sierra's wild and working lands, please visit www.eslt.org.

###

Sample low-resolution picture shown below; high-resolution versions are attached to email. For additional images, please contact Marguerite Merritt at marguerite@eslt.org.

