

“The Penfields’ donation was a group effort in which almost every member of the family gave, ranging from 19 cents to \$50,000. John J. Bowser of Delaware relates a touching story about his son Danny:

You may be curious about the enclosed [donation]. My seven year old son was on his way to the local candy store when he heard of the Lake George Shoreline Protection Project. He felt the future of the lake was more important than the three atomic fireballs that were previously utmost in his mind.

Danny’s altruism was shared by his two young cousins, Bethy and Jonathan Mertz who each gave six dollars, two dollars a year in three yearly installments.”

The Penfield family’s donation set the bar high for future fundraising campaigns, showing the value of every contribution, no matter how small. It also showed the power of family and of a shared love for the lake. Nearly twenty years later LGLC continues to conserve the last remaining undeveloped land and shoreline on Lake George, protecting important wildlife habitat and natural resources needed to keep the lake clean. We have a lot to do but we can’t do it without you. This holiday season please think of how your family can show its support and pride in helping to preserve today’s lake for the enjoyment of tomorrow’s generation.

A cash gift totaling \$100,000, which can be spread out over 5 years with \$20,000 each year, is needed to enter Apperson Society membership. A donor can also use stock transfer, life insurance or retirement policies to support the Lake George Land Conservancy land preservation efforts.

### WHY - APPERSON SOCIETY HEROES

*Virginia Rowan Smith*

Our family’s involvement with Lake George began in the early 1900’s when Margaret Boyd Rowan accompanied her father, a YMCA Secretary, to Silver Bay. She returned to the Lake during college and later with four children to camp. In 1937 Margaret purchased land and built a summer cottage on Van Buren Bay, where for the past 74 years her children, her grandchildren, great-grandchildren, and even her great, great-grandchildren all have grown to love this magical lake.

In 1990 her son, Henry Rowan with his late wife, Betty, my mother, presented a matching gift opportunity that resulted in the preservation and forever wild designation of a 168-acre property with nearly a mile of shoreline, across from Silver Bay. This in turn led to further, adjacent shoreline protection totaling over 1,000 acres and 3 miles of shoreline. How proud it makes me to look across the lake at that unspoiled land and know that our family has helped to assure that Lake George continues to be a timeless place.

As their daughter, I have always been encouraged to “make a difference,” and can think of no better way than by giving back to this special place. The Lake George Land Conservancy has provided me with the tools to make a difference at Lake George, and I encourage everyone who loves Lake George to respond to their call. Helping them to protect and preserve these lands gives each of us a means of giving back, a way of “making a difference” in a world where it’s often not so easy to do.

In the long term, land easements and gifts of land are priceless, but today, as New York State calls for a moratorium on buying land, I believe the best way to ensure that the Land Conservancy can continue to bring us the tools to help preserve and save our lake, is to make a significant tax-deductible gift in the form of cash, a stock transfer or the like.

There are many with homes on the Lake who can honor John Apperson's legacy by becoming members of the Apperson Society. I have to believe this desire to give back is in the hearts of everyone on Lake George.

## CENTER FOR CONSERVATION – OUR HOME!

*John and Amy Macionis*

In the middle of a beautiful summer afternoon, while enjoying the view of the eastern shore from our home just north of Hague, I looked across the lake and wondered aloud, "Who owns 'my view' on the other side of Lake George?" I knew that Flat Rock, to the North, was a state property, accessible only by boat, but what about the most scenic part of the view, the majestic monolith, Anthony's Nose. Asking around, I discovered that the Nose was owned by the Lake George Land Conservancy, our local land trust. At that moment, I realized that their work would protect my view forever—how wonderful—and I pledged to find out more about that organization. I have long marveled at the natural beauty of Lake George, but I had never before been involved with the work of a land trust. Before long, I had met a number of the LGLC directors, and I knew I was hooked. Here is an organization that allows everyone to "make a difference." And what a difference they make! Here was my chance to give back to an organization that had already done much for me and, better yet, do something that would protect the natural beauty and water quality of this special place for all time to come.

I became involved in the LGLC during a time of transition for the organization. A search was underway for a new Executive Director and, at the same time, developing plans for a new office building. Thanks to the generosity of many local families, the Conservancy was able to purchase the old Tavern by the Pond in Bolton Landing for its future home. The decision to purchase this building was complex and resulted from a long and thoughtful conversation. Of critical importance, the building was in an accessible and highly visible part of town. At the same time, the old tavern—a source of late night noise and in a location surrounded by residential and church property—was unpopular to many local residents. In addition, the Conservancy would be able to contribute to the economic importance of Bolton, drawing people to Bolton in order to obtain trail guides and participate in our educational programs.

The location at the gateway to Bolton Landing was perfect for the Conservancy, with Dula Pond directly to the rear serving as a site for children's programs and

enough space for off-road parking for meetings and events. With the knowledge that we wanted to offer meeting space not only to our own board but to other local organizations, we added a conference room while renovating the tavern.

This attractive building has supported land and water conservation in more ways than we might have imagined. After the move, our first major acquisition was 1,436 acres, known as the Berry Pond Tract, primarily in the village of Lake George. The purchase of this large piece of land, which drains directed into the lake and was slated for development, required more collateral than just our good deeds. Without this building, we would have had nothing to offer since undeveloped land seldom fulfills collateral requirements. In addition, we have been able to rent an office from our building to a local businessman, which helps us pay our monthly utility expenses.

The bottom line: for the Lake George Land Conservancy to do its job, people have to know who we are and they need to know where we live. The importance of the new building has always been to make a stronger connection between our local land trust and the people who live and work in the Lake George basin. Amy and I, along with our children McLean and Whitney, were pleased to take the lead in an effort involving dozens of families that helped our local land conservancy gain the advantages of efficiency and visibility at a critical time.

## A FAMILY'S IMPACT

*Prepared by LGLC on behalf of the Penfield Family*

In August of 1990, when LGLC was still a newly formed partner of the Adirondack Nature Conservancy (ANC) and Adirondack Land Trust (ALT), Lake George witnessed a monumental campaign to protect an 1100-acre, three mile stretch of undeveloped lake front on its northeastern shore. The Lake George Shoreline Protection Project, as it was called, was launched with the purchase of nearly a mile of lake shore; in order to be deemed successful, ANC/ALT needed to raise a total of \$3.3 million over the next several years.

The following years saw many acts of generosity and support but one family in particular, the Penfield family, demonstrated an amazing family bond and devotion to the lake they so cherished. In all, 31 Penfield households showed their support, collectively giving over \$176,000 to the project. As reported in the ANC/ALT Spring 1992 newsletter, *The Flicker*: