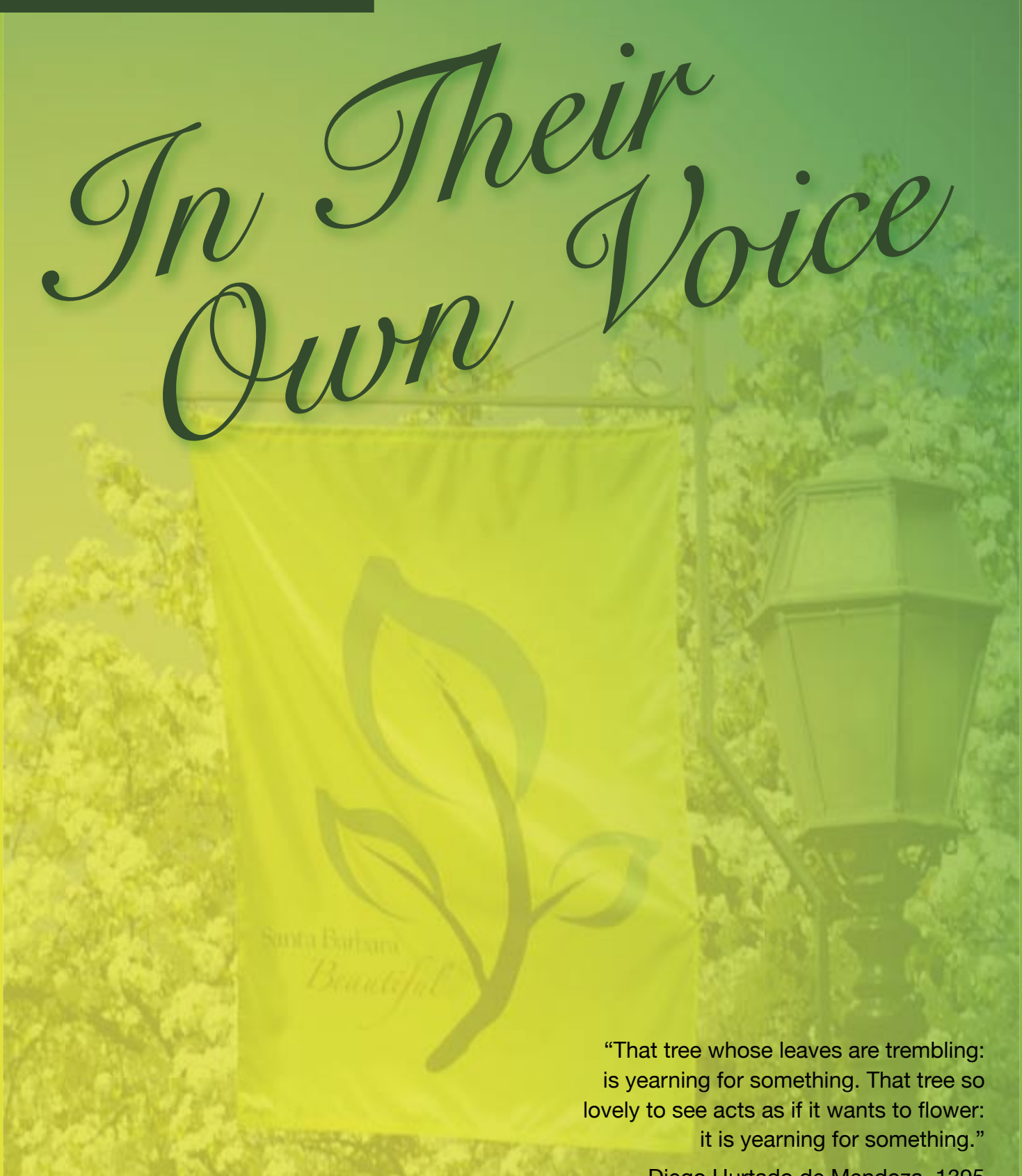


An Oral History – Volume I
1965 – 2008


In Their Own Voice



"That tree whose leaves are trembling:
is yearning for something. That tree so
lovely to see acts as if it wants to flower:
it is yearning for something."

— Diego Hurtado de Mendoza, 1395

The Legacy of Seventeen Past Presidents – Santa Barbara Beautiful



“Waiting for a Message”

by Rochelle Mass

“Trees help you see slices of sky between branches,
point to things you could never reach.
Trees help you watch the growing happen,
watch blossoms burst then dry,
see shade twist to the pace of a sun,
birds tear at unwilling seeds.
Trees take the eye to where it is,
where it was,
then over to distant hills,
faraway to other places and times,
long ago.
A tree is a lens,
a viewfinder, a window.
I wait below
for a message
of what is yet to come.”

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Writer of the “History of Santa Barbara Beautiful” (1981)

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Maintained the tradition of the SBB History Project (1978 – 2004)

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Redesigned the 2020 Past Presidents’ Oral History “Volume I” Digital File

Santa Barbara Beautiful Past Presidents

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Foreword

Dear Friends:

Welcome to the Santa Barbara Beautiful Past Presidents' Oral History Project – Volume I (1965 – 2008) presented on the occasion of celebrating the 55th Anniversary of our organization.

We hope you will enjoy immersing yourselves in the personal stories of our past presidents with chapters that span the first 40+ years of SBB history *In Their Own Words*.

We look forward to issuing Volume II (2009 – Present) in the near future.

Stay tuned!

— Santa Barbara Beautiful
Board of Directors
August 2020



A Note on the Santa Barbara Beautiful Past Presidents Oral History Project Volume I

On the occasion of the fortieth anniversary of Santa Barbara Beautiful in 2005, I had the privilege of conducting oral interviews with the past presidents of the organization. Inspired by Jacqueline Dyson, Vice President-Public Relations, I have captured the living legacy of these remarkable people who each contributed distinctively to the leadership of this citizen-run group of active community members whose mission has been beautification of Santa Barbara.

These leaders with their own ideas, style and backgrounds, have helped shape the destiny of one of the most beautiful cities on Earth! Each are “Keepers of the Dream” of what Santa Barbara has become, a city transformed from the horror of natural disaster in the 1925 earthquake into great opportunity born of painful circumstance.

Together taking time and creating a vision, mere citizens discovered they could shape the future. With effort and planning, people have transformed this dry and thirsty climate into the verdant urban forest it is today. The promise that from little steps, with the approach the Spanish call “poco a poco”, inspiration was drawn from many sources to change the future. Ideas like recognizing homeowners who take time to create lovely and imaginative gardens, can inspire neighbors to rethink their own gardens. This is the energy that transforms yards into neighborhoods, and these areas into landscapes of promise that build pride of ownership into a bright future. There is no end of what people might do to create beauty here in nature in the interdependent web in which we live.

What is beauty? And how can we cultivate it? This is the essential task this organization has undertaken, the identification and action to restore and enhance our natural environment. What a

gift for the future!

I am heartened by the opportunity to serve as the writer for the Santa Barbara Beautiful Monthly Awards. The process of selecting homes each month that have outstanding landscaping has led to me meet some extraordinary people who personify creative living and have the foresight and energy to inspire others.

The presidents of Santa Barbara Beautiful have offered their unique imprints over time to shape our community into a world-class destination that attracts people to marvel over the beautiful environment in which we live.

It is intrinsic to the spirit of our great nation to pull people and ideas together to create communities of pride. This is also the thrust of the work of Santa Barbara Beautiful.

May we continue to hold a vision of improvement of our natural environment, despite the occasional interruption of Mother Nature and the encroachment of population issues, which test our interdependence. ♦

— Donnis Galvan
December 2005



Advice from a Tree

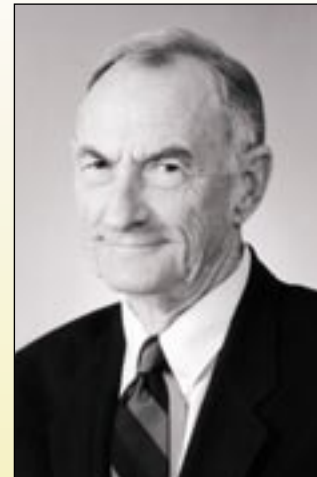
by Ilan Shamir

Dear Friend,
Stand Tall and Proud
Sink your roots deeply into the Earth
Reflect the light of a greater source
Think long term
Go out on a limb
Remember your place among all living beings
Embrace with joy the changing seasons
For each yields its own abundance
The Energy and Birth of Spring
The Growth and Contentment of Summer
The Wisdom to let go of leaves in the Fall
The Rest and Quiet Renewal of Winter
Feel the wind and the sun
And delight in their presence
Look up at the moon that shines down upon you
And the mystery of the stars at night.
Seek nourishment from the good things in life
Simple pleasures
Earth, fresh air, light
Be content with your natural beauty
Drink plenty of water
Let your limbs sway and dance in the breezes
Be flexible
Remember your roots
Enjoy the view!

JOHN PITMAN



SBB President, 1966



Lost

Stand still. The trees ahead and
bushes beside you

Are not lost. Wherever you are is
called Here,

And you must treat it as a
powerful stranger,

Must ask permission to know it
and be known.

The forest breathes. Listen.
It answers,

I have made this place around
you.

If you leave it, you may come back
again, saying Here.

No two trees are the same to
Raven.

No two branches are the same
to Wren.

If what a tree or a bush does is
lost on you,

You are surely lost. Stand still.
The forest knows

Where you are. You must let it
find you.

From the book *Traveling Light: Collected
and New Poems* published by the
University of Illinois Press in 1999

Courtesy of the poet

I am proud to be part of the founding of this organization, which has become a very viable group with many caring and dedicated members that have done a lot of good for Santa Barbara. As a native Santa Barbaran and a self-taught architect, I was always interested in my community. I was asked to serve at the beginning of Santa Barbara Beautiful on an initial board by Pearl Chase in the early days of its formation. This was at a time when there was an advisory landmarks board but nothing else overseeing development. She was extremely concerned about how the city was developing and she was always on the lookout for anything she might miss. She would control the local development by her influence with the *Santa Barbara News-Press* as well as the city leaders and staff with her careful observation and oversight. I recall she always carried postcards in her car and if she saw something amiss, she would jot down what needed attention and mail it off to the appropriate person to make sure it was repaired or attended to. You did not say “no” to Pearl Chase!

Catherine Adams was the actual founder of Santa Barbara Beautiful. It was her energy and vision that launched this group as a citizen’s group. She was chairman of the city parks commission when she approached mayor Don MacGillivray with the concept, and he was very supportive of beautification. As we originally met and were getting organized as a group, there were not many professionals involved. We first met in City Hall Room #15 adjacent to the city council chambers, and then in various ladies’ homes such as those of Elizabeth Ramser and Catherine Adams.

The first president of Santa Barbara Beautiful was R. Peter Krupsczak from GE TEMPO, a brand-new concept organization created by General Electric. TEMPO sought out experts from many fields from all over the nation and gathered in Santa

Barbara to cross-pollinate many viewpoints to study all aspects of what the future might be like. Part of their corporate thinking was to be involved in local community affairs. Peter Krupsczak had a military background and part of his expertise was leading our meetings with seasoned parliamentary procedure. In the middle of our first year which was 1966, he was relocated to Venezuela and I then became president of Santa Barbara Beautiful.

One of the early things we did was set up a process to select the city flower. The Red Hibiscus was decided by the vote of the local community. We also established the Santa Barbara Beautiful logo, which we are still using today, designed forty years ago by artist Peter Wolfe. Among the beautification projects we did in the early years were two I recall, working with students at SB Junior High school to paint and clean up the grounds and sprucing up service stations, which were often historically eyesores. Today gas stations have corporate landscape design as part of their installation.

In 1966 we began to award outstanding local architectural and landscaping projects, honoring their contributions to the beautification of the city. Eventually I worked on chairing the judging of these annual ceremonies, no small task as the first year we had 125 entries. These were initially commercial and industrial projects in order to encourage better development. Bud Bottoms designed the award certificates. The first annual awards ceremony was held at the El Mirasol Hotel, (now the site of Alice Keck Park Memorial Garden) where Valley Knudsen, the President of Los Angeles Beautiful, addressed the gathering.

The ambience and architectural beauty here in Santa Barbara have been carefully improved over the years, with the input of many people. Over my long career, I have

served many organizations and had the opportunity to be involved in leadership, not only as president of this organization but also as president of the local AIA chapter, the SB Architectural Foundation, the County Board of Architectural Review and the Mission Canyon Association, as well as the Director of Trust for Historic Preservation and the Downtown Association. Citizens working together have accomplished a wonderful legacy for the future. The Santa Barbara Mediterranean architectural style that Santa Barbara is so well known for is what I have specialized in and it lends itself to creative designing. Consistency is so important for unifying the look and feel of a city and this is what we have strived for.

I feel honored to have received much recognition for my design work including the city’s Saint Barbara and Pearl Chase awards, and the Lulah Maria Riggs medal from the Santa Barbara Chapter of the AIA. Santa Barbara Beautiful has presented me with twenty-one annual awards over the years, and four President’s awards as well for my architectural projects, one of these for the art museum addition.

Since you asked me, if I were a tree, I would be a California Sycamore. It is a beautiful tree that is native to our canyons and provides wonderful natural beauty. ♦

JAMES “BUD” BOTTOMS



SBB President, 1967



“Trees are sanctuaries. Whoever knows how to speak to them, whoever knows how to listen them, can learn the truth. They do not preach learning and precepts, they preach undeterred by particulars, the ancient law of life.”

— Hermann Hesse,
Wandering

I have always been involved in beautification here in Santa Barbara. In the early years I would document with photography many local features that I considered eyesores such as plastic signs, power lines, telephone poles, and new buildings that did not fit the concept of the eleven square blocks downtown in the historic Pueblo Viejo. I have always felt really connected to this area, which has been enhanced with underground wiring and preserves the historical ambiance.

Dwight Murphy, one of those legends who had saved Santa Barbara beachfront from development, cared a lot for the city. I believe his father designed the Pullman railroad car. Dwight believed that Fiesta ought to feature historical aspects in our annual parade. Since the oldest people here were the Chumash people, they should be honored. He related a very interesting story about a lone woman on San Nicholas Island, and he was looking for an artist to design a float to tell this story for the parade. I accepted the challenge worked on this project about 1952 when I was still at UCSB, and it turned out to be a neat float, leading in the parade, because it represented the oldest time period. The woman on the float wore a cloak made of turkey feathers, to simulate the cormorant feathers actually worn. I knew the local dogcatcher, so we got a whole bunch of feathers and she sewed them together. I had a pet crow named Captain Kidd, so the crow sat on her shoulder. That crow actually flew away during the parade and there were announcements all over town to try and get him back. I built a hut with a fake fire, and we also tied up a couple of scrawny dogs from the pound that were on the float to make the scene look real. These were among my early attempts at local beautification.

Local cowboy artist Ed Borein lived here in a house up on the Mesa named

La Barranca. When this house came up for sale, they were going to demolish it. I thought it would make a great museum for his art, and I tried to save it for this purpose. I remember going to Thomas M. Storke and speaking to him about helping in the effort. I considered enlisting the help of Pearl Chase, to which Storke responded, by saying “Pearl Chase, she is the kiss of death!” I will never forget that remark. Speaking with Pearl about this project is where my involvement with Santa Barbara Beautiful began.

In 1952, I had graduated from UCSB and had been working as an art director for Robert Palme, a local publishing firm, specializing in public relations and sales training for management programs. I worked in design and concept development for them. After this I started my own commercial art business with Fred Metzler and Peter Wolfe, whom I later asked to design the Santa Barbara Beautiful awards. They were the other two commercial artists in town. Peter also designed our three leafed logo that is still used today.

After being self- employed, I worked 16 years as art director for GE TEMPO, General Electric’s think tank here in Santa Barbara. TEMPO is an acronym that stood for Technical Management Planning Operation. They evolved and moved here with a brand new visioning concept to find a place with an ideal environment where thinkers could come and talk about the future. They had chosen this community. Dr. Raymond started this company, and our charge was to take on envisioning the future: what things might be like projecting 20 years ahead. So we studied population, transportation, space, underwater... and everything we could get our hands on. We had experts of every kind, gathering the best brains in the nation, from scientists to mathematicians to many other specialties in an interdisciplinary setting. The staff was

about 200 people in 5 buildings downtown. It was projected that people would want clean energy for the future, not gas or coal. TEMPO later had funding issues and became involved with the military for a financial base, which changed the emphasis.

I joined them in 1959 as the art director, and early on they encouraged local involvement with community groups, so R. Peter Krupsczak, a TEMPO employee, joined the founding board of Santa Barbara Beautiful and became the first president of the organization. I had not joined TEMPO until 4 or 5 years after the operation began. Shortly after Peter Krupsczak presided over Santa Barbara Beautiful, he was reassigned to South America, so he asked me to take over for him. I said yes, since I had been taking photographs of everything that had been disturbing my artist's view of Santa Barbara, whether it was street signs, new plastic signs or whatever new visual element that distinguished itself by appearing out of sync. I had been visiting Carmel to observe how they were laying out their city with low profile signage, which I thought would fit Santa Barbara, and that is what I envisioned doing here. I wanted to protect what was here. So I became involved.

I had hundreds of slides, in fact I still do, which I used for presentations all over the community at places like Lions and Rotary Clubs. Sometimes the owners of some businesses with the offensive signs were actually sitting in the audience! So from this I got a big black eye. I would write these outrageous letters against real estate developers who did not have to put a dime into selling people's land. They were only looking at how they might profit. I became known as "Mr. Environment." I came down hard on things and since I had known Pearl Chase a long time, she became quite a mentor to me. She was encouraging and would back me up on these at times controversial matters. She was quite a lady. She would not hesitate to call me, or others at work, and she would start going over a list of things that needed to be improved in Santa Barbara. She might talk an hour! I used to lay the phone down, and I could

still hear her talking, because you could not get a word in edgewise, nor did she want to hear anything from you! She just wanted to report. So I would set the phone down and every once in awhile concur with her, to let her know I was still there.

If ever there were any problems in Santa Barbara that needed watch-dogging, she'd come to city council and sit in the front row with her Los Angeles lawyer and she would persist, fight for things, sue or whatever it would take to have things seen her way. People had a lot of respect for her. We all learned a lot from her. Her vision that Santa Barbara was a model community, that the environment must come first, over and above business, that we have the perfect weather here, from mountains to sea, the offshore Channel Islands, and many unique features we must protect for the future. She was conscious of the history and protecting the past. Her Plans and Planting Office, a self-appointed oversight agency, was located at 914 Santa Barbara Street, the site of the original SBCC campus, and where the Alhecama Theater is now located. Ultimately, she donated some of her art-related materials to me, and her files and boxes and boxes of the historical documents to UCSB, where the Pearl Chase Library has been established.

Since I had all of these photographs, I decided we should give attention to those people who were doing wonderful things. So I came up with the idea of creating awards for the best homes and buildings in town. I began to shoot examples of little homes on the lower East side of town that were really well kept, homes that had rose gardens or other nice features. Then I would go up town and shoot the new buildings and if they followed the Spanish adobe look and fit in with the plans for the area, I would shoot them as well. I photographed the poorest and wealthiest homes from Montecito to Santa Barbara. This prepared us to give out the first architectural awards in 1966 or 67. We met at the El Paseo restaurant, which is where we came up with the architectural awards and the memorial tree concept. We had a dozen or so regular members of the board.

After my presidency, I ended up

staying on under Max Feldman, another GE TEMPO employee who became Santa Barbara Beautiful president after me. I continued on the board for another 10 years. Under Max or the next president, someone suggested that we focus on planting trees. So around 1968, the city agreed to plant trees if we got someone to donate them. This inspired the formation of the Memorial Tree program. People would donate money for a tree and receive a commemorative memorial plaque. We planted hundreds of trees in this manner.

In January of 1969, Dick Smith, a naturalist and *Santa Barbara News-Press* writer and photographer, had flown over Union Oil's Platform A and he called me about the platform blowing with the huge disaster of an unprecedented oil spill. This became my focus for the immediate future of what needed attention locally: Getting Oil Out of our channel, a movement that became known as GOO, that drew world-wide attention. Those who were deeply dedicated and angry about what had been done to destroy the ocean for months, focused their time and attention with GOO, and the whole ecology movement was born during this time. Half of our environment is the ocean. You stood there and cried to see the waves suddenly black, and they did not even make any noise anymore. They were thick with gooeey oil and just eerily sloshed. Oil was inches thick deposited all along the coastline here. There was no way to clean it up, just straw and kitty litter was spread to soak it up, then this was dumped into the landfill above Santa Barbara. Then when the rains came, it washed all back down to the ocean again. Was that smart? We did not know anything about how this might affect our environment perhaps decades into the future. We have certainly seen the environmental consequences in effect even today. The ocean is still dirty, and the bottom has changed a lot. I still swim out there and cannot see things I used to see. As a diver and spear fisherman I've seen fish, sea urchin, abundant abalone, and lobster disappear.

GOO was an example of what grassroots activism can do to create awareness and change on the planet. In this case, we

worked to remove oil platforms from the channel and that certainly is beautification. Anyone who remembers what the ocean, shoreline and islands looked like before offshore oil platforms can appreciate this concern for beautification.

Meanwhile, after 16 years at TEMPO, life was changing. They began having funding issues and became involved with the military for a financial base. In fact the acronym changed to Technical Military Planned Operations, doing space research and getting defense contracts, which paid well but were a different emphasis. Some of us were not very happy. I just thought I cannot do this and would not work anymore on projects that came across my desk. So I was laid off and in fact I got a divorce that same year. It was the low point of my life. TEMPO gave me one half year's salary and the other half came from unemployment. I had a year to discover what I wanted to do with my life. I found a psychologist, Ed Crowther, and did dream therapy, Jungian psychology. I expressed my grief to him and we would talk about my dreams and see where I was going. It was very exciting! One dream I had was so powerful, that I actually do today what that dream expressed. I am a sculptor today because of it. I had always been close to the ocean, being a diver, and feeding my kids fish, abalone and lobster. And I have always loved the kelp beds. This dream came out of the blue and was about a woman on a dolphin. Now I had never seen a dolphin out there when I swam in the ocean. They were out in the channel, but not close in.

Dr. Crowther said that this image seemed like my highest aspirations. I thought "Yes." The woman was riding on this dolphin swimming clear up in the sky. It made sense to me. Aspiration fit. He then asked me, "Well what are you going to do about it?"

I hadn't sculpted since college. I had been an artist in two dimensions, but I dared to think, well, I'd try it, So I started sculpting, working on a dolphin and it took me about a year. I finally finished it and my mentor and friend Michael Dolas, a commercial artist, periodically came by to monitor the development of this work-

in-progress in clay. He encouraged me and ultimately gave me some money to have it cast in bronze. I took it up to a Berkeley foundry and learned some of the casting process while I was up there. Driving back with it to show my sons, I stopped in San Luis Obispo and was eating a peanut butter sandwich, sitting in my beat up VW bug on a side street, when a remarkable thing occurred. A woman came walking by and she said, "What is that?" I replied it was a bronze statue. She asked if she could see it. She thought that it was beautiful. She wondered if it was something I made, and if it was for sale. I thought well I will tell her a big price and she will keep walking. Instead, she opened her purse, brought out her checkbook and wrote out a check for \$3000!

So I thought "You know, you follow your dreams!"

I called up the foundry and asked them to cast another one.

Suddenly I was in business!

I came back to SBCC and took some classes in sculpture and bronze casting. I made a little wax dolphin. I made two more and the teacher said, "why don't you enter that contest the city has for making a design for that fountain down at the foot of State Street?" I said, "Come on, I am going to school and just learning."

He encouraged me by saying that he had also entered the competition. There were about 50 entries. So I took my entry down about the last hour before they closed. The city chose the winner, which was an abstract design from San Luis Obispo that was published in a picture in the *Santa Barbara News-Press*. However the public at large reacted negatively to the chosen design, so the committee backed off. There was so much clamor over this that the city said the only thing left to do was to put all 23 designs up at the library for a month and let the citizens come and look at all of the designs and vote for the one they like best!

They chose the dolphins, which gave me a job. I had to learn how to create a large version from the 8-inch sample. I worked with two teachers Todd Andrews and Joanne Duby to learn how to create and make molds for the life-sized bronzes. I

went down to Los Angeles to the aquarium and the trainer motioned to a dolphin to jump out of the water to a plastic sheet, so I could measure it for accurate scale. I was completely focused on this project. I knew I was where I was supposed to be. The wonderful thing about this was that the site of this fountain was at the entrance to Stearns Wharf, where the oil companies had a lease from Castagnola. They ran their oil business off the end of the wharf. The wharf had evolved to be not so much for the public anymore, it was predominately for the oil companies. This fountain was to be constructed right where a few years prior, I had held up a sign, which said Get Oil Out of the wharf, the site of the historic "GOO" movement.

The fountain was not completed until 1984. When I got the commission, Admiral Tom Long was the head of the Men's Garden Club and he had dedicated himself to planting the area at the end of the wharf where the fountain would eventually be placed. He was with the committee in charge of helping select the fountain for the site. Because of him, I heard the Chumash story of the Rainbow Bridge. This fit in with everything I was thinking about. After the citizens had selected the Dolphin Fountain, the City Council was still against it. They finally acquiesced. They said a base for the fountain would have to be submitted for design approval. I gave them about half a dozen designs but they turned them all down. So finally they gave the contract to Gil Garcia, who eventually was elected to the City Council.

Travis Hudson, anthropologist at the Museum of Natural History, had shown me a special stone that looks like a little flying saucer that is formed from an iron concretion, something the Chumash called a tuchizt stone. These stones mysteriously come from the Channel Islands and were associated with inherent powers. I contacted Gil and showed him this ideal shape and explained the significance, which suggested the three levels of Chumash culture, the lower, middle the upper worlds. The ring around the middle represents the world we live in, and the hole drilled in the center is to keep all three aspects in balance.

I asked Gil not to tell the City Council but suggested this shape might help him design the base. The fountain foundation design that is down there now is just that, the dome on the top, the hole in the middle and the dome shape underneath, based on this Native American symbol. The City Council never did learn the origin of this.

The Chumash had a story from a cave painting that showed four dolphins swimming in a circle around a dot. Travis Hudson says he thinks this dot represents Polaris, the North Star, based on a Chumash story with four dolphins representing the four directions. The dolphins point due North. They call the dolphins al’ul’quoy, that means to go around to protect Peace. Travis made the image of these celestial creatures swimming around Polaris in bronze. If you go down there today, you can see this cast in the base there, pointing due North.

The money to fund the construction for the base of this fountain did not exist. It was expected to be \$80 or \$90K. There was a wealthy woman named Emily De Ware who lived in Montecito at the beach who had a nurse that provided care for her. She asked the nurse one day, ‘if you could see two things completed in your lifetime, what would they be?’ The nurse responded that she would like to see the Statue of Liberty completed. So she was told, ‘OK we will send them some money.’ Her second wish was to complete the fountain at the wharf, since she said they saw dolphins at their beach every day. So she donated \$80K and the construction began!

During the groundbreaking in 1984, the Chumash came and did their dolphin dance at the foot of the wharf. They brought their sticks and whistles simulating dolphin noises and they danced in a circle around the fountain for nearly two hours. My best friend Mike Moropoulos was offshore in his boat and later said that a pod of bottle nosed dolphins arrived and were swimming in the harbor entrance. They had never been seen here before, and they showed up during the ceremony! They have stayed here ever since. The SB News-Press wrote it up as well as the Museum of Natural History. It bolstered my belief in the power

of dolphins!

So I have gone from environmentalist to artist, and now combined the two, respecting all the animals, especially the marine mammals. I have also made something beautiful that will last forever. Some of the animals may become endangered like condors and become extinct. This is nature’s way. But since these creatures have now been sculpted in bronze, they will last forever. So I felt good about that whole philosophy. Now I cast bronze dolphin sculptures that are placed all over the world, and my son Joseph promotes the work in his art galleries. You can see several of these dolphins today at La Arcada Court downtown there near the main gallery. The dolphins have also become associated with several of our sister cities where I have worked on installations including Puerto Vallarta, Mexico; Toba, Japan; and the latest one in Dingle, Ireland.

I think that Santa Barbara Beautiful ought to consider broadening its scope and look at the larger picture to see how we can protect our environment. This includes protecting the ocean, a natural delicate system, which should be prized. We should also protect the natural oaks and sycamores and even the creek beds from encroachment. In heavy rain, creeks expand, and in droughts they dry up. They need protected space to be allowed to do this, rather than be controlled with concrete. The creeks are living arteries that provide natural corridors for deer, coyote and possum to move about and forage. Wild animals need these spaces to move in and out of the city, since they were here long before we were. Creeks also provide ideal habitat for native sycamores. Creeks are delicate and can be difficult to incorporate into city planning. The area where Mission Creek joins the ocean at the foot of State Street is an unattended long-term eyesore. We had plans at one time to cover that area with wooden observation decks so we could utilize and beautify that area.

Protection also means looking at traffic and how that resultant pollution affects the air and plants. We live here because of the environment, so that should be the number one priority of Santa Barbara Beautiful, to

protect God given nature all around us and not compete with or try and suppress it. Encouraging programs that would reward workers who walk, take the bus or ride bicycles with some kind of financial or time off incentives can directly help our air quality. Companies that offer this kind of benefit where people are not polluting the air or the streets deserve an award from Santa Barbara Beautiful. Related to this could be programs to have volunteers visit city schools and provide education about the beauty of our natural environment and how kids can participate to help. Santa Barbara could become a model city for the world. We have all the necessary assets: Mountains, sea, creeks, ideal growing conditions and weather etc. Similar to a National Forest, Santa Barbara could become a National City, with grants from the government to build superior rapid transit, solar systems for buildings, and an Ecology Center Think Tank, where new innovations could be tested, even including population density studies. Experimentation to eliminate pesticides, unsightly wiring, offering priority parking and privileges for electric or other alternative vehicles could also be explored. There are numerous ways we could approach this concept.

However we might help the community strive for its highest ideals to preserve the environment and restore it to what it once was, will create the best long-term benefit for us all to hand to future generations. This gift is priceless to enhance the human spirit and psyche. Santa Barbara Beautiful can paint and uphold this vision.

If I were born as a tree, I would choose to be a live oak, because they are native to the Santa Barbara area. Oaks provide shade, acorns, and food for the native Chumash, as well as food and habitat for birds and other animals. ♦



“The beauty of the trees,
the softness of the air,
the fragrance of the grass,
speaks to me.
The summit of the
mountain,
the thunder of the sky,
speaks to me.
The faintness of the stars,
the trail of the sun,
the strength of fire,
and the life that never goes
away,
they speak to me.
And my heart soars.”

— Chief Dan George

GRANT CASTLEBERG



SBB President, 1971

Interest in the Santa Barbara community and familiarity with some of the founding members such as Bud Bottoms got me involved with Santa Barbara Beautiful. I was a young landscape architect who went to work for Richard Taylor after I graduated from school in 1960. He was involved with Santa Barbara Beautiful from the beginning, so I went with him to the lunch meetings. In 1971 I became president. I recall this because my wife was nine months pregnant with our child. We had the first lunch meetings at the restaurant at La Arcada Court around the fountain, and then at El Patio Motel restaurant at the corner of Cabrillo and Bath Streets. A number of the participants were philanthropic ladies from Montecito, women who had time and a desire to help the community. I believe that when I was president, active as a landscape architect, I was one of the few professionals on the board. Today there are many.

Initially we followed guidelines of Los Angeles Beautiful. Valley Knudsen from LA Beautiful spoke at one of our meetings here. I had met her when I was in the school of architecture at USC. In my years we were in the initial formation stages and not yet doing specific projects.

Pearl Chase was a friend of Santa Barbara Beautiful as I recall. She was one to be involved. She was responsible for the Spanish style in Santa Barbara with her Plans and Planting Office. She was great lady and we have much to be thankful for her stewardship of this city.

In 1977, several years after I was on the board, I had the honor of being selected for a dream project here, the design of the Alice Keck Park Memorial Garden. The direction was minimal, so I had Carte Blanche in the design. I enjoyed the interaction with Elizabeth de Forest, liaison from the SB Botanic Garden, who was responsible for overseeing the project by the trustees of the estate. At that time it was hard to find

a lot of the plants we wanted so we would send away for bulbs. I remember that we ordered some bulbs from England that had to be planted soon after they had arrived, but the park was not ready, so we planted them temporarily in some old wooden drawers she had at her house. She was very “hands-on”. Today the city is responsible for the long-term maintenance of this project. I am happy to say that I have won several SBB awards for the park, including the President’s award. My wife, Ann-Marie, is writing a beautiful book about Alice Keck Park Memorial Gardens.

Design professionals often complain about getting through the ABR, BAR, and HLC for approval, but they are to our benefit. They help keep Santa Barbara beautiful with their restrictions and I am in favor of this. I recently got a call from Fresno inquiring about our architectural board of review, as they do not have one.

The awards ceremonies that have been developed over the years have contributed to the depth of all the good works of Santa Barbara Beautiful. The publicity is good for promoting the organization. The community at large becomes aware of the importance of improving properties and also learns about the street trees programs. We can still use a lot more street trees. I love to see the palms as street trees. New species such as the African tulip trees now on State Street, are striking with clusters of bright red, orange or yellow flowers. It is also wonderful to have trees that will grow large. The visual effect of wider streets creates a better effect with larger trees. There are a lot of wonderful trees that could be tried in Santa Barbara.

My favorite tree is the sycamore. Each tree is unique and does not grow up straight. Sycamore structure is sculptural and the seasonal changes offer a dynamic visual variety. Our neighbors have an enormous tree that we can see from our house. Yes, I would be a sycamore. ♦

LUBA CARLETON



SBB President, 1975



“That each day I may walk unceasingly on the banks of my water, that my soul may repose on the branches of the trees which I planted, that I may refresh myself under the shadow of my sycamore.”

— Egyptian tomb inscription, circa 1400 BCE

Sycamore trees were held to be sacred in ancient Egypt and are the first trees represented in ancient art.

I moved up to Santa Barbara from Los Angeles in 1967 and I had been always active in charity work. So I looked to do community work here in my new city and joined the Historical Society and Santa Barbara Symphony, and I participated in Hospice and a lot of other things. I cannot remember why I joined Santa Barbara Beautiful, as I really did not know anyone there. I knew that there was a Los Angeles Beautiful, and maybe there was a connection, but I do not recall. At the time, Pearl Chase was still alive and this organization was “her favorite baby”. She used to come to the meetings every month and she would sit up there and watch over this creation of hers. An interesting lady...

I became president as I recall basically out of default, as in no one else was willing to do it.

I was a smoker at the time, and I was having a cigarette when she called me over and whispered in my ear ”Oh my dear, gentlemen do not like young ladies who smoke!”

She was very Victorian...

However it was due to her that Santa Barbara and Montecito look as beautiful as they do. When she came over on a boat from the East into Stearns Wharf, she looked around and said it was a barren desert. She claimed that she would see to it that this city will be beautiful! So many of the trees and the lush landscaping here, which we think of as indigenous, is actually not, but often looks native due to her planning, vision and tenacity.

As a matter of fact, there was another story I recall about her. When they were going to put the freeway in, that is modernize US 101 and remove the stop lights, she just was livid. She went down there and stood in the middle of the road and said, ‘You’ll have to run over me with the bulldozer to take down that tree.’ That was her style. She alone had them circumvent the road-side

trees on US 101 !

One year, when we were about to advertise and send out some flyers for an event, perhaps our annual ceremony, she suddenly became very indignant and said, ‘You’re not going to put any signs up on trees and put holes in the trees, are you?’ We said oh, no, never... just on telephone poles. She was really very protective, and due to her, the environment in Santa Barbara has remained beautiful.

We used to hold our monthly meetings at the El Patio Restaurant at Cabrillo and Castillo Streets at the beach. We had our installation of officers and dinner at the Montecito Country Club, which at that time had become a bit seedy. David Gress, Walter Barrows and others brought lots of plants and placed them in the room to make it look gorgeous. That’s the power of nature to transform and create beauty.

In terms of accomplishments, we began a program to install plaques to honor the past presidents of our organization along Chapala Street, where we planted king palm trees.

Along Haley Street, we also planted 100 palms to beautify the street. We raised the money from our proceeds at the annual Orchid Show, in which we were active. We made an effort to elicit a commitment from each of the merchants and owners to water and care for the trees. Also East of Milpas Street, there was an area that had gotten rather run down, and I recall a monthly award given to an eighty year old woman who had a garden thriving with bountiful roses. The recognition of her garden inspired others in the neighborhood to upgrade their gardens. This is the essence of why we make these monthly awards. Rosamond Colome served for many years as the person who selected these monthly award winners and wrote the article for the newspaper.

We did not have a lot of funding. Michael Towbes, the developer, was new in

town and he was on the board at the time. Barbara Landis and her mother were also on the board.

I recall that we had some events at our home in Montecito that were the first of their kind. We also started home and garden tours with lectures that really were a new concept. At the time, I had a large estate called Ravenscroft on Cold Springs Road between the Armour estate and the Ganna Walska property. It was a remarkable three story home with a ballroom, elevator and lavish appointments. It was the 1970s and it was unusual for the time, but I offered our home for a fundraiser. In those days, people did not really invite the public into the big estates at all. We held a fundraiser with socializing, dancing in the ballroom and dinner. During the evening, an unbelievable thing happened. It became midnight, one o'clock and then two o'clock in the morning. There was lots of camaraderie, not a lot of drinking, but people were really enjoying themselves. It was a most magical night. People were settling into their niche and enjoying talking, and it seemed they just did not want to leave. Finally at two thirty a.m., I said "I don't know what you people are going to do, but I am going upstairs to bed!" It was quite a party.

In considering the natural environment, I love the indigenous oaks. However if I could choose to be a tree, my choice would be an acacia because of the beautiful flowers, which bloom purple or yellow. I like the formality and the scent of this tree. ♦



The tree which moves
some to tears of joy is in
the eyes of others only a
green thing that stands
in the way. Some see
Nature all ridicule and
deformity, and some
scarce see Nature at all.
But to the eyes of the man
of imagination, Nature is
Imagination itself.

— William Blake, 1799,
The Letters

WALTER BARROWS



SBB President, 1977

In the old days, many of us on the board worked together professionally in the nurseryman's association and the landscape contractor's association. We were socially interacting as well. It was like a tight-knit family. I was representing my company, Griffin and Morgan, which later became Griffin Tree and Landscape, where I stayed for 23 years before starting my own business in 1975. I served Santa Barbara Beautiful as vice president and then president in 1977.

Dick Riffero selected the home-of-the-month and wrote the Monthly Award article for the News-Press. He walked around town 8 or 10 miles a day and did this column for many years. We also had our annual awards and it was always fun to attend. I entered some of my own work and won a couple of these awards as I recall. We had a real nice bash at the Biltmore Hotel in the Loggia Room. It was a semi-formal affair. There was a beautiful picture of my wife and I taken there. There were also people who were the architect, landscaper and owners of the award winning properties. It was great fun to hand out the awards and get the publicity. I remember acting as chaplain for several of these meetings until Mary Lou Jacobsen took that over with my blessing.

The membership began to grow during the former president Bobbi Landis's time. Her husband was a veterinarian on Cliff Dr. They lived up on the Riviera and her mother, Mrs. Decker, also an active board member, lived in Hope Ranch. George Kallusky and I were good friends. He was interested in trees and worked for Santa Barbara Bank and Trust and I believe founded Our Gang there. These board members brought more factions of people together and the New-Press was very generous in publicizing our events. There would be a picture and nice article about the award winners.

We consistently never had enough money, but we always managed to get by. I have some files from that time that include the particulars. I was very active as well in the Santa Barbara Horticultural Society. Santa Barbara Beautiful was really tied to other groups, including the International Shade Tree group. Dan Condon was instrumental in getting Santa Barbara designated as a Tree City USA. Dan and I both served on the tree advisory board for Carpinteria. He stayed on until he retired from the City Parks Department. Dave Gress, who followed him, was also an arborist, tree consultant and on the City Street Tree Advisory Committee.

There was always a certain amount of civic pride among the people who served on the board. We were not all professional horticulturalists. The list of Santa Barbara Beautiful presidents has had people who were active in the outdoors, preservation and horticulture and we have offered a continuity of caring back to the era of Dr. Franceschi. He was responsible for planting Anapamu Street with the Italian stone pines. There are those who have wanted to take them out over the years, as well as remove the Ficus trees on Milpas Street and upper State Street. Mike Pahos, who served on the board, was responsible for selecting the Ficus trees to put in the small planting holes on Milpas Street when it was widened. I suggested at the time that it was not a good choice and the city has been paying dearly for these trees ever since, with fixing the sidewalks and doing a lot of excessive pruning. The goal is to put the right tree in the right place with the right care so that it can then take care of itself and provide the shade and all the other good attributes that trees are capable of providing.

You can appreciate that viewpoint as you drove onto my ranch here in Carpinteria, where I maintain a botanical

garden of my own making. I have all the trees that are near and dear to my wife and me. She wanted the pepper tree that is out the dining room window, and I wanted the Albizia, with its beautiful pink flowers at the top. We have 5 or 6 varieties of coral trees around the ranch. It all goes back to working with Santa Barbara Beautiful and the people who were in it. Henry Bauernschmidt was the county landscape architect, in fact he retired from that position. He was very active on the board, and he carved the wooden sign at the entrance to the ranch here. He was also instrumental in Santa Barbara Beautiful with pouring a lot of concrete and putting in brass plaques and developing the memorial tree program. Bruce Van Dyke was very active as president and as a board member who participated in the meetings.

Looking back on my own history, my father was a park superintendent in Whittier, and prior to that, before the Second World War, he was the first park superintendent for the city of Seal Beach. He took every vacant lot in the city and planted it with wildflowers. He involved Cub Scouts, Boy Scouts and women's clubs to provide labor for some projects and he eventually developed a couple of parks on the side of the pier at Seal Beach. We always had plants in the house as well as the yard. My mother and father both encouraged me. My father worked in the public sector and I saw that devotion as I grew up. I recall in high school the occasional calls at 2 AM or 3 AM when someone would drive into a tree, or some other hazard would occur, and I made a commitment that I would go into the private sector and not the public sector. So this work is in my blood.

One of the important functions of Santa Barbara Beautiful was public education as well as educating the numerous tree companies in business over the years. This involved making sure that they were professional and were knowledgeably doing the right thing with tree care. I did a tree inventory for the city and had it put on the computer. I did this with Mike Pahos. It was something that Catherine Adams and Pearl Chase were very interested in.

We got a shopping cart with the permission of Jordano's Market and put plywood on top and had some special graph paper made up and we started up Santa Barbara Street from the ocean to Los Olivos Street as I recall. We turned it all into Mike Pahos with the recorded information including water meters, fire hydrants, gas meters and then the tree data including the type and condition of the tree, its height and spread as well as what would be needed in the next five years in the way of pruning so that they could set up a care schedule. Orval Bond and Findlay MacKenzie were the park superintendents in those early days. Orval later became president of Santa Barbara Beautiful. Their time was mostly spent putting out fires so to speak. In contrast, in the first two years of Dan Condon's tenure in the city, more trees were pruned and planted than had been done at any other time that I can remember. We were proud of Dan for that. It is a testament to the power of information as well as to his personal work ethic. Dan helped me with another tree inventory, as we tried to do the same thing in Carpinteria. Unfortunately it has not been kept updated on the computer.

One of the biggest problems we had at the time was replacing the Ficus trees on Milpas Street. We got people to donate New Zealand Christmas trees. But we had problems with kids on their bicycles willfully destroying the trees, particularly across from the Colonel Sanders (KFC fast-food outlet) off East Cota Street. Two or three blocks there were vandalized repeatedly. The disrespect of this property was a constant battle to keep those trees replaced. To get people to respect landscaping is not always easy. My other observation after all these years is that when we went through the terrible drought, and I had just re-landscaped a home on upper Santa Barbara street with \$12,000 or \$14,000 worth of plants and sod, all of a sudden we had a water moratorium. They said to heck with it and paid the fine a few times. There was a water cop to monitor water usage and a guy observing infringements. I began to see the landscaping deteriorate after all of

the many years of effort to take this dry desert area and make it into an urban forest. I thought to myself, after all this effort, people are going to not restore this lush foliage that we had made so much progress on, and much to my surprise, when water became available, people put their lawns back in. There had been a lot of xeriscaping but returning to more lush traditional landscaping has also been a trend.

Another project we had was with Mike Bodger, from the Bodger flower growers up in Lompoc. It was with his tutelage we planted all the Podocarpus on upper Milpas Street, which have really gracefully made a showing now, a number of years later. I am not sure exactly when this was but at this general time.

I recall the Day family, two brothers, one a nurseryman on the Westside on San Andres Street, near where the old Safeway store was. His brother worked for the Campbell Brothers who had a nursery on Milpas Street where Trader Joe's is now located. That whole block consisted of Griffin Tree and Landscape, a Chevron station and the Campbell nursery. That was before they built the freeway bridge over Milpas Street. I remember watching them setting the beams for it. The section of freeway between the railroad tracks and the Municipal Tennis courts was then a pond with the most beautiful water lilies you have ever seen!

Today of course the freeway has reshaped that area. I don't think that the King palm was the best choice on the freeway redesign for the center divide on the freeway. It is too tender a tree that CalTrans selected and with the traffic generating extra wind, it's hard on the tree. They are growing but not thriving. They planted many Washingtonia palms and they replaced a good many Canary Island palms. Instead of moving these fifty and sixty foot trees, which could have been done, they just destroyed them and replaced them with a lot of smaller ones. Several Canary Island palms have recently been planted on the La Cumbre Street bridge to soften the severity of the design and they look good there.

Years ago, Bob Sinn of KTMS radio station was looking for a garden program

and I became "Dr. Dirt" and recorded a radio program in the days of reel to reel tapes. I would pre-record many shows and I would go through magazines or articles and select timely information about the garden and what was ideal for that season or weather. I would talk about when it was time to reseed the lawn or prune trees. You can rest assured we talked about trees and landscaping. Occasionally for perhaps a holiday, they would put me on live and people would call in for several hours. It was amazing that we would get 50 or 60 calls of general interest gardening. Later I would travel all over the world and I would call at five minutes to four o'clock in the afternoon and give my report from wherever I was. I was on that station for 18 years. The station was sold many times over the years. I still have all those old tapes.

So many people locally had an influence in coordinating education with landscaping. This fills an important need. When Gordon Warmal was the director at the Boys and Girls club across from Santa Barbara high school, we had several gardening projects working with vegetables and flowers. After he retired, this program seems to have disappeared. There were several advisors. I was one, helping them gather seeds and tools. The ROP program I believe is still active at Santa Barbara high with their Green Academy. Dudley Summerfield was the agricultural instructor at Santa Barbara High school and I got to know him in the 1960s. He was instrumental in getting trees planted around the campus, even though they had a gardening department. One of his young students, who I used to coach, a Mr. Nurenberg, was a product of this program and he just retired after serving as the landscaper for CalTrans for 42 years. A good many others have gone into the horticultural profession from the program there. Doug Richardson, who replaced Jerry Sortomme, is now the chair of the horticultural department at SBCC. He had planted the exotic bananas beachside, next to the community of La Conchita.

I get about 17 horticultural trade journals of various kinds, from fruit trees to farming to cotton and grapes

and nurseryman's associations. In the back sections I have noticed many help wanted ads looking for employees in agri-horticultural fields. There is a real need there, both in California and all over the nation. This is something that the horticulture department with the help of Santa Barbara Beautiful could perhaps partner to provide: training for people to be good tree trimmers, not just on the campus, but in the city as well. When there are that many jobs, where they want trees climbers or pest control advisors or superintendents for maintenance companies and tree maintenance workers and other types of landscape design and management, there is opportunity to grow people into productive careers. There is a tremendous program now to legally bring in undocumented workers to be employed in the landscape maintenance business. I do not know what the recruiting issues are, but we can develop jobs and people here and not resort to crossing borders.

If I were to be a tree, I would be a stone pine because of its beauty and pest-free attributes. However serving as an expert legal witness in horticultural matters, I could also respond that I would choose to be either a hall tree or a shoe tree because neither have leaves, branches or roots to cause trouble! Having consulted in legal matters, I have seen many ways in which trees can cause harm to people and this way I would avoid all that sort of trouble. As my wife and I travel around the world, people ask us why we would leave Santa Barbara, as it is known to be a garden spot around the world. I think that Santa Barbara in one hundred years is really going to be rewarded with the vision and care of the Santa Barbara Beautiful organization. Keep up the good work! ♦



A society grows great when
old men plant trees
whose shade they know
they shall never sit in.

— Greek Proverb

H. GEORGE KALLUSKY



SBB President, 1978 & 1979

I joined the board in 1973 when David W. Spainhour, chairman of the board of directors of Santa Barbara Bank and Trust, came to me and asked if I would be interested in community involvement, which was a value encouraged by the bank. He said he had to step down from the board of Santa Barbara Beautiful because of obligations to the Red Cross and United Way. Beautification appealed to me so I joined the board in 1973 and worked with president Barbara Landis. Her mother, who attended every meeting, was also very active on the board. Her presidency was followed by Luba Carleton, who has remained a good friend of mine. Luba was a practicing psychiatrist at UCLA, and she is still an active table tennis champ who can hardly be beaten. She was president in 1975. Ken Taylor, who had a day lily ranch in Goleta that he sold, followed her. He was very actively involved in political circles. Walter Barrows from Carpinteria, then followed as president in 1977, and that brings us to me.

The change between the organization in the mid 1970s and 1979 was incredible. We were a pauper organization. I recall being in meetings at the La Arcada in Josie’s El Cielito restaurant, which is now the Acapulco restaurant, where we would have to ask if anyone could loan us \$7.50 so we could pay postage! We would have to borrow money from each other just to keep the organization afloat.

When I became president, I saw that we needed to focus on a major goal. We were doing essay contests in local schools for Arbor Day and other small-scale projects. In order to get this board working, I decided that we needed the impetus of a major project. An idea came to me when I looked at what was happening to cities in the Midwest, like Omaha, Nebraska or Minneapolis-Saint Paul. All through the Midwest, the Dutch elm disease was killing many trees.

In Minneapolis for example, 100% of their street tree budget was devoted to removing dead Dutch elm diseased trees. That disease had spread through the entire Midwest.

We were all so proud of Santa Barbara. It occurred to me that we could set a goal to become one of the first cities in the nation to complete its street tree program. I got some flack from a long-time board member who said, ‘I am here to tell you that there is no way in the world that we can raise the money in this organization to plant all of the street trees!’

I almost said, “I regretfully accept your resignation...now is there anyone else who thinks we cannot do this?”

However, where to start? I did not know how many empty tree wells we had in the city. Dear Harry Bauernschmidt and Dick Riffero, maps in hand, walked the entire Santa Barbara area. Where there was a street tree, they put an X and where there was an empty tree well, a zero was marked. After all that work, we counted up the zeros to discover we needed 5500 trees to make Santa Barbara one of the first cities to reach its goal of 100% fulfillment of the urban forest population. I then made a vital mistake. I multiplied 5500 by what it cost in 1978 for a five-gallon tree and a little effort to put that tree in the ground. Some trees needed root barriers. The total figure we came up with was \$105,000 as I recall. I had at least twenty inches of records related to Santa Barbara Beautiful that were lost when the main administrative office for Santa Barbara Bank & Trust was burned to the ground in the late 1990’s. All that fabulous material on our early history went up in smoke. Fortunately, Rozella Jewett created a history book for us, which she completed in 1979.

Regarding tree sizes for planting, I am also a devotee of a five-gallon tree for planting versus the fifteen-gallon size. This is primarily because they are less expensive

so we can buy more trees. At the end of three years, the five-gallon tree will be as large or larger than a fifteen-gallon tree. People do not realize the money one can save with a little patience.

So I told the board that we had a job to do to raise that \$105,000. They began buying into the idea. And I began to challenge the board by asking what we might do to raise \$1000.

We would exchange ideas and then... what can we do to raise \$5000? When all was said and done, and we finally pulled the plug on this project, we had actually raised \$130,000!

If there is one thing I can lay claim to, it was getting this great organization off of its duff and instigating something that could really beautify Santa Barbara. When we had the drought in 1989 to 1991, we lost a lot of trees to the severity of this dryness. We also lost trees to disease and to accidents. I remember people plowing into street trees with their cars. We lost trees even to vandalism. I remember at a church here in Mission Canyon, where we had planted eight queen palms. The parishioners gathered on a Saturday morning, digging holes and helped to plant those trees. Three years later, when I was driving to work, I was dumbfounded to see someone had taken a saw and sawed off every one of those trees about waist high! So there is the ugly result of vandalism.

I believe that Santa Barbara Beautiful has planted over 6500 trees. So we have exceeded our goal, since we had to also replace trees over the years. I firmly believe we accomplished our objective. We had a lot of assistance such as from homeowner organizations. They would begin coming to us, because we had good publicity with the *Santa Barbara News-Press*. Whenever we had a tree planting, we would get a photographer there and often times the associations would bring cookies and soft drinks for us. We would plant a minimum of 20 trees every Saturday from 9 until 11:30 in the morning, so the city began to take notice of what Santa Barbara Beautiful was doing and what we were accomplishing.

Mary Lou Jacobsen, who succeeded me as president, was employed by Santa Barbara Savings. They really supported the

street tree-planting program, to the extent that they had their corporate public relations team design our promotional logo. This logo was a large oak tree with the motto “Put Down Roots in Santa Barbara.” This was the center of the promotional campaign to raise money for our street tree program. They were so generous and supportive. I credit a lot of the success of our fundraising campaign to the good folks at SB Savings.

When I became president, I received a telephone call from the secretary of Madame Ganna Walska, the owner of Lotusland. With my name of Kallusky, she assumed I was Polish. Actually I am of German descent but I never told her that I was not Polish. She asked me to come out to Lotusland on a Wednesday at four o’clock, to be a guest, not of hers, but of Lotusland. I remember I had a plant that I wanted to give to her. Oh no, she said you cannot give it to me, but if you would like to present it as a gift it to Lotusland, it would gladly be accepted! Speaking of Madame Ganna Walska, here is a tidbit most people do not know. By four o’clock each afternoon, all workers had to be off this estate property, because that is when she would swim in her pool sans a bathing suit! Not the day we met, however...

At our meeting, I will never forget that afternoon. She wore a pink, floppy, large brimmed hat and a pink pantsuit. She walked with the assistance of two canes and the help of her foreman. When we were touring the estate, she got a bit disoriented en route to the blue garden. In her later years she had become a bit forgetful, but she was determined. She never did occupy the big estate house. She maintained herself in a small wing and she did not care about the prestige of housing. For her, everything that was of value was the Lotusland garden, with its creative planting. She told me that they had not had an invitation for the public to visit Lotusland in the prior ten years. ‘Do you think that what I have shown you today would be of interest to the public to see, because I would like to offer Lotusland to Santa Barbara Beautiful as a fundraiser for your street tree program.’

I think that it was known by very few people that she was interested in the street trees of Santa Barbara. On East Beach,

she donated \$10,000 when the city did not have the money to trim the skirts on the Washingtonia palms. She loved nature and beauty, and here is an example of her supporting it. I replied that Santa Barbara Beautiful would consider it a privilege if we could invite the townspeople to come and see beautiful Lotusland the way you have designed it today. Every subsequent correspondence I had after that was with her secretary. I never met with her again. Only once, when we had the second tour of Lotusland, did I see her peering out of the window as the tour passed.

In her mind, I imagine that she thought we would sell tickets and bring a bus load of people who would be taken through Lotusland and then get back in the bus and leave. Being in the marketing and public relations business, I realized that this had to be a major fundraiser for us, we had to raise money to plant those trees! She did not know it, but I arranged for two school buses, we printed tickets and we were ready for the big day. People parked their cars at the Mt. Carmel Catholic Church parking lot, where we would load them onto the bus and bring them to Lotusland to begin the tour. While that was happening, we would load up the other bus. So we had a serpentine-like system touring through Lotusland, and it did not stop until four o’clock in the afternoon! We totaled our receipts at the end and though I cannot remember the penny, I know it was between \$10,000 and \$12,000. That gave us some ammunition. We no longer had to borrow money from each other to keep the organization’s doors open.

The next year we did a tour of the botanical garden. The following year I got another call from Lotusland. Since I knew what we had done the first time, I knew that we could do twice as good given another opportunity. I got in contact with the West Coast editor of Sunset Magazine and with their photographer. We toured around Lotusland and got shots of the more dramatic parts of the garden. When Sunset published the story, the last paragraph mentioned that tours were rarely available to the public, but if you were interested, there will be a special opportunity come spring, contact Santa Barbara Beautiful. We might just as

well have found a pot of gold, because the money just started rolling in!

Jack Kent Cook, a man who owned athletic teams in Los Angeles, sent us a request for 13 tickets for people he brought up here just to see Lotusland. We had Dick Riffero and others meet the tour buses and give a 45-minute tour and we had hundreds of people participate. It took a lot of work and a lot of planning, but we raised over \$27,500 this time.

So we accomplished my purpose so we could get the fundraising moving. Once we got the momentum started, I thought other presidents would carry on, and that is exactly what has happened.

We spent all of the money we got on the street tree planting program.

Jim Hodges, who worked with me and was to have been president after I gave up the gavel in 1979, married a wealthy woman from Beverly Hills and later became ill. He contracted cancer and suddenly died. He ended up bequeathing \$70,000 to Santa Barbara Beautiful. His wife remarried, and still owns San Marcos Growers.

I think that tree planting comes to me naturally. I was born in Wadena, Minnesota, a little town of 3000 people. My German grandfather was highly successful and he bought one half of a city block across the street from a large two-story home that he built. He turned over that land to the city and gave them the title. He also planted elm trees on this vacant land. My father and his two brothers every night would have to carry four pails of water over to the elm trees to nurture them until they were large enough to be self sufficient. So my tree planting goes way back to my grandfather and I still love to plant trees. I am living in the desert now. We are having a home built for us at this moment at Indian Wells. I am a member of the Living Desert museum there, and I volunteer my time to go down to their nursery and assist them in pricing and working with plants, so the love of Nature is in my blood.

When I first came to Santa Barbara, I was interested in the history and someone told me that it was an entrenched city of old money, and I was not to think I could be making any waves... new people just did

not do that! However, things like that do not deter me, and I got involved in many projects and organizations. In addition to Santa Barbara Beautiful, I exhibited at the Santa Barbara Horse and Flower Show with Bruce Van Dyke when he was chairman, and I was inducted into the Hall of Fame. I became involved with the Boy’s Club and many other organizations.

In working for United California Bank when I came to California, I became intrigued with the idea of the Spanish bells marking the El Camino Real. Father Serra traveled up our state, erecting bells to mark the route from mission to mission, each one day’s march apart. I contacted the powers that be to request permission to have one of these historic bells installed outside the front door of the bank. Somehow Pearl Chase found out about this and came into the bank, demanding to know why I wanted to put this bell in front of a bank that was not even on the royal highway. How dare I try and install a bell there! Afterwards, she toned down. I would see her at Fiestas. The last time I saw her, she was in a wheelchair, but she had on her Fiesta attire. She loved Fiesta!

There had been conversation around town that Pearl Chase had been the founder of Santa Barbara Beautiful, but in fact this is not the case. It was Catherine Adams who was really the founder. Pearl was certainly interested in beautification, and did attend the meetings, but Catherine Adams was the true founder of Santa Barbara Beautiful.

Catherine lived in a mobile home park out near Turnpike Road. She was married to a plumber and they lived downtown prior to his death. She was one of the most loyal people to attend our meetings, and Santa Barbara Beautiful meant a great deal to her. She was a good friend of Ozzie da Ros, a man who had workers for years tending Lotusland year round. In fact, he was the executor of her estate after her death. I recall going to the funeral chapel on the occasion of her death. Santa Barbara Beautiful had sent an orchid to be placed on her dress. I recall some words she shared with me about a year before. She was a great collector of orchids. We had been talking and she said, “George, I am going to dispose of a lot of these things I have around here. I want you

to have this orchid.” I said that I would love to have it, that I would put it under an oak tree at my house in Mission Canyon.

She did not know the specific name of it. It was a cattleya variety with a long spike of orchids blooms. She said, “George, I do not want this to wither and die.”

As I looked at her in her casket, the orchid that we had given her was beginning to wither and die, and I thought of the metaphor and her words, which reminded me dearly of her. When I moved to the desert, I took that orchid and divided it into four different containers and gave it to local people who I know would protect it and I always said, “Don’t let it wither and die.” Such is the cycle of nature.

As time goes on, my advice for the board is to keep planting trees! There will be projects that come up for consideration for Santa Barbara Beautiful to devote funds to. Do not get involved in individual projects that are not directly related to the beautification of the city. Anything that relates to public property seems worthy of consideration for funding by the Ways and Means Committee.

I like the idea of planting trees in schoolyards on Arbor Day. That gives children the idea of thinking about trees more deeply. Let them enjoy the shade of trees on a hot sunny playground and make the connection to the longevity and impact of nature, and the part they had in planting it. We can do a lot with youth and that should be encouraged.

You can never stop encouraging people to care for the trees that we have. When we would do block plantings we finally got to the point where we would say to the homeowner: We will buy and plant a tree in front of your home if you do three things: Water and care for the tree, keep it well weeded, and call the city if your see the tree under duress. We got to the point of realizing that we were not going to plant a tree in front of every house. We would plant a tree only if the owner wants it and would be willing to appreciate it by caring for the investment. We were quick to share that the value of their home in their neighborhood is greatly increased by street trees.

If I were to be a tree, I would choose

to be the one you see looking outside your living room window, a beautiful oak tree. They are great trees.

My advice to Santa Barbara Beautiful is to keep people informed and get all the free publicity you can. If there is a tree planting, get the local television station and the News-Press there. Make repeated requests for publicity. Get them tired of having a request from us to witness a tree planting! Regular articles for the paper are good of course, and any public relations we can get is effective. On Arbor Day we should prepare articles about the value of street trees. Often people do not realize the value of the trees. What is the value of the urban forest to Santa Barbara? How many millions of dollars is it worth? That is an eye-opening subject for a lot of people. They do not realize the value of the trees that this organization has helped to plant.

I take pride in this organization for its accomplishments over the years. Don't waste our assets, invest wisely, and keep planting trees! ♦



“Let the trees be consulted before you take any action every time you breathe in thank a tree let tree roots crack parking lots at the world bank headquarters let loggers be druids specially trained and rewarded to sacrifice trees at auspicious times let carpenters be master artisans let lumber be treasured like gold let chainsaws be played like saxophones let soldiers on maneuvers plant trees give police and criminals a shovel and a thousand seedlings let businessmen carry pocketfuls of acorns let newlyweds honeymoon in the woods walk don't drive stop reading newspapers stop writing poetry squat under a tree and tell stories.”

— John Wright

MARY LOU JACOBSEN-SCHMIDT



SBB President, 1980

I moved to Santa Barbara in 1977 from Claremont, California. Known as “the city of trees”, Claremont kindled in me from a young age the appreciation of trees and their need for care. I have always felt we should treasure our environment and plant trees. I served on the Claremont Architectural Committee and City Tree Committee so the first year I arrived here I joined the Santa Barbara Beautiful Board of Directors. I spent many memorable times with Catherine Adams and Sophie Schnitter absorbing the history of our organization and appreciating their goals to preserve our environment and plant trees. We met at the El Cielito restaurant and I remember our budget was so small that we would raise our hands at board meetings to volunteer to pay for stationery, postage and operating supplies.

When the president George Kallusky focused us on a goal to launch the organization to a new level, Dick Riffero and Henry Bauernschmidt walked the streets of Santa Barbara and inventoried to determine there were some 5500 empty tree wells. The board was mobilized into action with this need and I decided to present a plan to Santa Barbara Savings and Loan where I served as Vice President /Main Office Branch Manager. I knew that they had resources to assist us in making this a reality, and I also knew that David Tilton, our Chairman of the Board, encouraged the bank to be a good corporate citizen. Angela Bassage, marketing director, helped me to formulate a plan that was presented to the Santa Barbara Beautiful board.

The approval of this plan set in motion a joint effort that was one of the most ambitious projects of its kind anywhere in the nation. Our Slogan was “Let's Put Down Roots in Santa Barbara”. I recruited Dick Riffero, Henry Bauernschmidt, Bill & Louise Sheehan, and Cedric and Elsie Boeseke as new board members. Santa

Barbara Savings gave a \$10,000 donation for press and radio exposure created by the Larson Bateman Agency with Bill Sheehan as our representative. They also donated \$2500 seed money directly to the planting program to get us started. A six page print insert was printed for the newspaper and radio spots were produced.

As chairman of both the steering and major donor committees, I worked to have a tile plaque designed to award major donors with a Moreton Bay Fig award for the \$5000+ support level. Cedric Boeseke and Elsie chaired the membership drive. We met weekly, working together closely to obtain the necessary resources for a program of this size. Dorothy Brubeck was hired as a part time office manager to take care of calls, correspondence, membership and funds received. The four branches of Santa Barbara Savings and Loan were set up to receive donations and promote membership also. This began a coordinated plan to vitalize Santa Barbara Beautiful and raise \$105,000 and plant those trees!

With the word out, Cedric and Elsie Boeseke added the task of planning a Lotusland Tour which 800 people attended, and we raised over \$10,000. Also our memory tree program was born as a part of “Let's Put Down Roots”. We created a brochure explaining the program where individuals or groups could purchase a tree in someone's honor. We also created a great little song but I was unable to locate the tape. Rozella Jewett was our publicity chairman and also worked with Atlantic Richfield and their Adopt-A-Block program for tree plantings. It was a major undertaking, however we did reach our monetary goal in 1980.

Some of the major accomplishments during the year of my presidency in 1980 include President's Row. We recognized the valuable contributions made to the community presidents of the city's service clubs and organizations, including Santa

Barbara Beautiful, by voting to designate both sides of Chapala Street from Anapamu to the freeway as President’s Row. At that time we had planted three blocks with king palms. The first tree, at the corner of Chapala and Anapamu streets was specified to be in honor of Catherine Adams, co-founder of the organization. Name plaques were placed at the base of each palm tree naming all of the presidents of Santa Barbara Beautiful. This project was planned and completed that year by Henry Bauernschmidt and Dick Riffero.

By April of 1980, the original goal of \$105,000 for the Tree Fund was surpassed and 1,700 street trees had been planted. Starting with the funds Santa Barbara Savings & Loan committed, in less than one year, over 50% of the goal had been reached with about \$60,000 in total contributions. The fund was boosted significantly with the Lotusland Estate Tour, with proceeds of \$10,000. The last \$45,000 was the most formidable task. To reach our goal, major contributions (\$500 and above) were targeted from local large business concerns. This resulted in large donations from Mission Federal Savings, Santa Barbara Bank & Trust, Sambo’s Restaurant, and Raytheon Corporation. We had generous and ambitious support from Atlantic Richfield with the “Adopt-A-Block” program in which a total of over ten blocks were planted and a \$5000 grant for tree planting was contributed. Despite all of our efforts, the final goal seemed distant. Then, as if in answer to a prayer, one of our original members of our Steering Committee, and Major Donor Committee members pledged an anonymous contribution of \$50,000, which put our fund-raising efforts over the top.

Marking the birthday of Luther Burbank, we planted 20 magnolia trees on Bath Street from Canon Perdido to Carrillo Streets, honoring past presidents of the Men’s Garden Club. I presented Mr. H. Hampton Bell, then current president of this club, with a certificate for each deceased president hand inscribed with calligraphy by Joy Goodfield.

On August 28, 1980 I had the pleasure of planning a surprise dinner in honor of

Catherine Adams on the occasion of the 15th anniversary of Santa Barbara Beautiful. It was held creekside at the Café Del Sol in Montecito, in the former location on San Ysidro Road.

We sang “Happy Birthday” on the celebration of her 85th birthday. She in turn surprised us with a \$100 donation.

One of my goals as president was to retain a strong actively involved Board of Directors to continue our programs into the future. Unfortunately, James Hodges, our president-elect, and such a strong force on our Tree and Steering Committee, passed away suddenly. He was generous with financial contributions and sharing his leadership skills, and he was a motivator of the highest order. Orval Bond agreed to step in as President and carry on our ambitious programs. Dorothy Brubeck agreed to continue as office manager. She had the office paperwork so organized and greeted all inquiries with such warmth and appreciation. She never missed sending a Thank You for all contributions, monetary and otherwise. With very little outlay of actual funds, I wanted to insure the continuance of this show of appreciation, professionalism and efficiency. I was able to recruit Ron McGurer as a new board member and future president.

The Annual Awards Banquet in 1980 attended by 130 people, was at the Montecito Country Club, which was transformed into a garden setting through the efforts of Dave Gress (San Marcos Growers) and Joy Goodfield (Santa Barbara Savings). Mayor Shiffman attended and praised the efforts of Santa Barbara Beautiful. Our new city arborist Dan Condon, who had recently replaced Dave Gress, spoke. David has remained as a valuable board member. I am so very proud and honored to have served as President for this most worthy organization and a board member for twenty-five years.

If I were a tree I would select the Jacaranda, they are so lovely, and it is our official city tree! ♦

DAN CONDON



SBB President, 1984 & 1985



Keep a green tree in your heart and perhaps a singing bird will come.

— Chinese proverb

I was hired as the City Arborist in March of 1980 and David Gress brought me to my first Santa Barbara Beautiful meeting. It was clear that this was a natural group I needed to work with in order to get trees purchased and planted throughout the city. I served on the board from 1980 until 2003, becoming the president in 1983 for two years. I had come from Michigan with a degree in forestry and worked for two years with a private tree service in Carpinteria, and I applied for the job with the city after David (Gress) had left to go into the wholesale nursery business.

Once I began working with the city, I was amazed by the wide variety of over 450 species of trees scattered over Santa Barbara in over 50 park sites, and along numerous city street parkways. There were 22-23,000 street trees and now it’s some 25,000 including lots of replacements in 25 years. Santa Barbara Beautiful has played a huge part as a helping partner with the city in planting trees.

I met my wife Lu Ann, when she was on the interview committee for the city arborist position. She had been working in human resources for the city and had conducted that particular interview. We began dating four months later and were married a year later. Both my wife and later our daughters have been involved in tree plantings in Santa Barbara and Carpinteria, where the kids went to school. In fact, I spent 16 years as chairman of Carpinteria’s tree advisory board.

Mary Lou Jacobsen was president when I joined, and Orval Bond followed her.

Orval was a very nice man, and important in the city’s history, as well as the city Parks Department. He and his wife June, as well as board member Rozella Jewett, and my mentor and adopted papa, Mr. Bruce Van Dyke, were all very nice and welcomed me into my city parks career. Our first big accomplishment was to launch Santa

Barbara into the Tree City USA program, administered by the National Arbor Day Foundation. We first submitted the required application documentation in 1980 and received our first of twenty-five public Tree City USA recognitions in April 1981 in De La Guerra Plaza. On that day we planted a lovely purple orchid tree, on the De La Guerra Street side of City Hall, in honor of Santa Barbara Beautiful founder and former Santa Barbara City Parks commissioner, Catherine Adams.

Orval Bond had been El Presidente of Old Spanish Days, and for decades he also served as the chairman of the summer horse and flower show at the Earl Warren show grounds. He had come to Santa Barbara to help clean up after the big earthquake of 1925, and he decided to stay awhile, and it turned out to be 75 years! Working under Findlay MacKenzie for over thirty years, Orval eventually became the Superintendent of City Parks after MacKenzie passed away. Like MacKenzie, Orval Bond was a pillar of this fine community.

I had been elected vice president to follow Ron McGurer, who served in 1982 and 83. Unfortunately he passed away at a fairly young age. He was very committed to Santa Barbara Beautiful and helped to initiate the commemorative tree program.

I was so actively involved with everything that Santa Barbara Beautiful did, not just the tree planting, but also the beautification projects, the monthly and annual awards, that it seemed to be my turn to serve as president. It was the first thing that I got involved with where I had such a leadership role.

The first year of my leadership was my fourth on the board, and I had the example of some good leaders and in fact several still were on the board including Orval Bond, George Kallusky and Walter Barrows, who was president in 1976 and whom I had worked for prior to becoming city arborist.

That was one of the challenges. Walter had gotten a little miffed and resigned my second year as president. It was over some minor things, and I was sorry to see him resign. My biggest challenge was to learn how to run the meetings and prioritize what was important. The experience helped a lot. Ten years later I became president of the western chapter of the International Society of Arboriculture with 3000 members in four states. That was a much bigger leadership responsibility, and Santa Barbara Beautiful helped prepare me for that important pursuit.

There were about 25 members on the SBB board then and typically 6 or 7 members were actively engaged in projects. Among the many challenges of leadership is motivating people to active involvement, to keep programs vital and growing. Dick Riffero was chairman of the Monthly Awards committee. Actually, he WAS the Monthly Awards committee for about 20 years. George Kallusky was master of ceremonies for our banquets, which were held at the Montecito Country Club, and then later at the Miramar Hotel for 4 or 5 years. He actively supported and monitored the tree-planting program and got us into Lotusland for a second, very successful community garden tour in 1981.

There was a broad cross section of board members, as there still is today. Finding an editor for the newsletter was a challenge. Shelly Dayton was the editor awhile, though finding someone willing to make a long-term commitment was not easy. Several retired ladies were active, for example Dorothy Brubeck, who served as volunteer secretary. She had been a teacher and she brought in Patsy Brock, also a retired teacher, who served as secretary after Dorothy. They served both as treasurer and editor as well. These were important jobs. Most of our new members joined when friends invited them to. Later Rosemary Reed became treasurer and served for a couple of years. She also became president, and her husband Ted was also on the board, and often came out to help with Saturday tree planting projects along with Dick Riffero, Henry Bauernschmidt, and George Kallusky.

Since I was the city arborist for twenty-two and a half years, I had a unique

opportunity to play a vital role in Santa Barbara Beautiful. Every project that we did I was directly involved with planning, organizing and implementing. One of the biggest bonuses I have had with my job with the city was seeing the trees that we planted grow over many years. There is hardly a street in the city where Santa Barbara Beautiful planted trees that are not still growing today.

It is coming up to thirty years now that Dave Gress and I have been stewards of this urban forest and more than 10,000 street trees have been planted in those years. To see them growing and maturing as they were intended to do when we planted them as little saplings and seeing the beautification projects come to full bloom and become established, is quite satisfying.

A project like the State Street median from Mission Street to Constance Avenue, where Santa Barbara Beautiful was involved in buying lots of plants and supplying volunteer labor. There are twelve medians there, with two pindo or jelly palms planted on each one. They were all surrounded by grass before, which grew poorly and required mowing and edging, a dangerous venture for workers in the center of the street. Now flowering shrubs and ground covers have replaced the grass, and it is just beautiful. Another project was the Shoreline Drive median planting from Harbor Way to La Marina. We put in palm trees and large round concrete planters with geraniums. Part of that has been recently reworked in 2004 with the street narrowing, re-landscaping, and adding pedestrian and bike lanes.

These are all city park department maintained properties with a collaboration between the two organizations. In the city's Parks and Recreation Guide that is published in the *Santa Barbara News-Press* as an insert, there is a listing inside the front cover of all of the partnership organizations that are affiliated with the city and extend the city's ability to provide services to the public. This includes tree planting and beautification, as well as tree care and many other worthwhile projects.

The biggest single project Santa Barbara Beautiful has been involved with is the street tree planting. We have had some

major storms over the years. In 1983, 1995 and 1998 with the El Niño storms there were quite a number of trees lost. In one case, over 300 street trees lost in one evening! And also we had some real strong windstorms, one that knocked down a couple of hundred street trees. After the big clean up effort, there was a huge need to replace trees. Each time the city committed some resources, but in every case, Santa Barbara Beautiful stepped forward and contributed trees. Two specific times that I recall, Santa Barbara Beautiful contributed \$15,000 each time, toward a federal grant to buy trees. In the fall of 1983, we planted 1200 trees through a small business association federal grant. I applied for these grants, and we had a similar one in 1992, where we planted 1100 trees. These were administered through the State Department of Forestry. Combined, we planted 2300 trees in those two years, the largest endeavors in tree planting. Normally the city will plant 250-500 street trees in a given year.

Dick Riffero followed me as president, and he and I were good buddies through all the years that I worked for the city. He was an avid walker around the city and being a lifelong horticulturalist, he would notice everything. Every time I saw him, he would have a whole list of things that needed to be done that he had seen from the walking perspective. I never tried to discourage him. I would thank him and respond that we would get to each when we could and sooner or later we got to attend to all of the things he pointed out.

One of the biggest challenges Santa Barbara Beautiful faces is how to spend the money we have raised and where best to use it. At least now we have a stable funding source. Another area of challenge is growing our membership.

There is keen competition among the many non-profits here, but we should have at least a couple of thousand members, I believe. There is plenty of potential to partner with the general public to appreciate and support all the natural beauty here. We should work on the area of retaining members as well. I think that people want to see something tangible for their money. When people donate to organizations, they

hope that their money actually effectively goes to research for curing cancer or heart disease for example. You see a tangible outcome with Santa Barbara Beautiful. People can actually see the results all over the community. On occasion, we do put up signs to showcase "Another SBB Beautification Project". Perhaps we might do more signage to show the public and promote the good work we do. There are such clear results from Santa Barbara Beautiful projects that people can feel good about.

We have had considerably good consistent leadership recently.

We have had a goal over the years to plant all of the vacant tree planting locations. That has not yet happened. We are gradually getting closer and closer. The last time I knew, when I left the arborist job two years ago and had my hands on the data base, we had about 28,000 possible tree planting sites in the city. There was then a good fifteen to eighteen percent tree vacancy rate, or about 4,000 tree sites for potential planting. We are gaining on that. Santa Barbara Beautiful and the city parks staff have planted nearly 1000 trees since I left, and have of course lost some, perhaps two or three hundred. It will be a long time before we plant every possible site. Some people don't want trees in front of their home. We want to plant the trees where they are wanted, and people are willing to water them. You don't want to force the public to have a tree or it will suddenly disappear one way or another. This approach has been our policy for 25 years now.

So with the good leadership history and a stable funding source, Santa Barbara Beautiful should be able to branch out to even broader kinds of projects. The last two years Santa Barbara Beautiful has managed to plant a thousand trees because we were able to also fund a temporary worker dedicated to directly plant these trees. This includes the year I retired from the city, and the following year. Santa Barbara Beautiful contributed \$10,000 each year toward hiring this temporary city employee. That directly resulted in more trees being planted. There has always been more money for trees than the resources to actually plant them. It's one thing to buy a bunch of trees and another to

get them all planted and keep them watered. The city does have a water truck, which goes around attending to the newer trees. To plant 300 or 400 trees and water them all is a big job. We hope that the homeowner gets out and waters them, but you cannot rely on it. These trees need to be watered for at least the first two or three years. The city has to provide that service, to ensure that the investment is maintained. Some homeowners do participate, but consistency is important. Water is crucial for plants in this area.

My fondest memories over the years are the projects we have worked on. I also have great memories of our work in the schools on the Arbor Day observances, particularly Adams Elementary School and Peabody Charter School. These two have been active in the last several years. We seem to have planted every possible place you can imagine at Peabody. What happens is usually one teacher, maybe two, is particularly interested in this aspect of education. They involve the kids in tree awareness, planting and appreciation, and are willing to spend the extra time and energy to organize activities. At Adams school, the spearhead has been Jodi Miles for the last five years; and prior to her Mrs. Mitchell, who retired, taught third or fourth graders. They did a fantastic job. At Adams they involved the entire school with National Arbor Day and Tree City USA ceremonies and observances. The Forestry Service presented us with our new Tree City USA flag for re-certification, and the kids would sing songs and plant trees. We worked at Adams School over 5 years and they have continued to plant trees. Shirley Kuntze at Peabody School was great for about four years, and then she retired. Then the parent teachers group took over for a few years, and then I think we planted every space around the perimeter with trees. We are still actively planting at Adams and Cleveland elementary schools.

Many of our members have come from the projects we have done involving the community, or personal contact by board members asking others to join in. The more people involved, the more diversity of interests that you gather and actively engage, and the stronger our impact in this

community will be.

There are many ways to make a lasting impact. Incidentally, some creativity and risk taking can enhance this pursuit. I have made up some a cappella songs about Santa Barbara and Tree City USA that I sing on the tree tours. These songs are familiar tunes with parodied lyrics that I wrote. For example, "Oh, What a Beautiful Morning" from the musical "Oklahoma." I adapted this to recognize the Milpas Street improvement project on the east side of Santa Barbara. Then there is "Song Sung Blue" about Jacarandas, "Coastal Roads" using the melody of John Denver's "Country Roads" and the Everly Brothers' "All I have to Do is Dream" of Santa Barbara, of course! I enjoy singing and watching people's faces as they think about all that we have here in another dimension.

If I were a tree, I would be a Sycamore. The native sycamore is such a strong and endearing tree species. It can live for hundreds of years under ideal growing conditions. It's growth and graceful branching is so variable and interesting, changing each season. The sycamore or el aliso, as it was known by the Spaniards, provides crucial habitat to acorn woodpeckers, hawks, owls and many other wildlife species. A strong, deep root system helps to control stream bank erosion and enable flood control efforts to be more effective. All this and the sycamore is so aesthetically beautiful. That is why in my next life, I will return as a sycamore, or maybe a coastal redwood. If I were a redwood tree, I would be growing up in their native habitat, in Northern California. ♦

RICHARD "DICK" RIFFERO



SBB President, 1986 & 1987



Think Like a Tree

by Karen I. Shragg

Soak up the sun
Affirm life's magic
Be graceful in the wind
Stand tall after a storm
Feel refreshed after it rains
Grow strong without notice
Be prepared for each season
Provide shelter to strangers
Hang tough through a cold spell
Emerge renewed at the first signs of spring
Stay deeply rooted while reaching for the sky
Be still long enough to hear your own leaves rustling.

I was born March 17, 1913 in Renton, Washington, and my family moved to Santa Barbara when I was a child. I have lived here ever since. I retired in 1977 following 25 years of service as superintendent of parks and grounds for Santa Barbara County. I devoted a lifetime to community service and received 22 awards and plaques for this service.

Dancing and horticulture are my passions. They have kept me active and healthy and enriched my life. I have been a Santa Barbara Horticultural Society member for fifty years, and I am thankful that I could devote my professional life to the care and beauty of the outdoors.

My horticultural career started as a youngster, learning from my father and grandfather, and several professionals. My father worked as a foreman for many years on the Gavit Estate in the 1920s, supervising a large staff of gardeners. This later became the Ganna Walska Estate, now known as Lotusland. I used to help pull weeds from the massive lawn there. My father later went on to work for the Doulton family, who owned the Miramar Hotel.

I attended Santa Barbara High school and was in the class of 1933, in the middle of the Great Depression. All through my school years I did gardening, cut lawns for neighbors and worked for a nursery. That was great for learning and identifying plants. My father, being a horticulturalist, also gave me training. I got a job as a trainee at the Stevens Estate. As a trainee, I was paid a quarter a day and worked 6 days a week, with only two holidays a year, Thanksgiving and Christmas. I later served in the military for four and a half years and then worked on the Isham Estate on San Ysidro Road as a caretaker.

After many years of service working as a supervisor on Montecito estates, I was offered the position of Superintendent of Parks and Grounds with the County of Santa

Barbara.

Out of 25 applicants, I was proud to be the one chosen for this position. It was a very challenging and demanding job. I looked forward daily to improving and beautifying the landscaping of the county's south coast, especially the Santa Barbara Court House, which was my jewel. I was named "Mr. Courthouse." I recall Pearl Chase would come around the Courthouse, and suggest what plants should be where. She was a strong-willed person. Since it was my job to maintain the landscape, not design it, I would just listen. She had a grand home on upper Anacapa Street, with a mixture of many plants and garden features.

After 25 years of supervising, I retired from my job with the county in 1977, and devoted my knowledge, expertise and time to civic achievements as a volunteer. I have been since recognized with twenty-two awards and plaques, among them, one for twenty-five years of dedicated service to Santa Barbara County as superintendent of Parks & Grounds and also deputy sheriff (1952-1979).

I became a board member of Santa Barbara Beautiful in 1977, where I am still very active today at 93 years old. I became board president in 1986 and served through 1987. I have helped to plant city street trees and participated in many planting and beautification projects over the years.

I have been a walker for many years for posture and health, and I am still walking today. In the process of walking through many neighborhoods, I saw all manner of unsightly signs tacked up to poles and trees, marring the natural beauty. I provided a community service by removing these "snipe" signs. People would forget and leave these signs up long after events and not realize the impact they have on the environment. I would deposit these signs in the next trash container I encountered on my route.

Besides walking 8-10 miles a day, my philosophy is that what you eat is what you are. So I am careful about what I eat, and after nearly 80 disciplined years, I enjoy my good health... and I still love dancing! I began at fifteen years old. Dancing keeps you young, in great shape and having fun. I am still dancing and chasing women!

Walking was an ideal way to see homes and be in a position to evaluate gardens. One of my longest acts of service for Santa Barbara Beautiful was as writer for the monthly awards. Catherine Adams initiated this monthly awards program in 1967 and wrote the column herself for several years. Later I was selected the monthly awards chair and wrote the article for the paper each month featuring a different residence I selected. I was recognized by Santa Barbara Beautiful with their first Lifetime Achievement Award in 1999. I served as the News-Press Monthly Award correspondent from 1979–1999 and wrote articles featuring a total of 200 homes in that time. This was a daunting task. Walter Barrows had written the column before me for a few months, but said that the project was too demanding, and stopped. I kept going. I was determined to put in twenty years. When I retired, I asked the board to help out, but there was a period of many months when there was no one writing, and we did not have any winners selected. Then David Petry took over for a short while, and soon after Donnis Galvan assumed the position in 2002.

I had not been a writer, but I became one by doing it. When the board asked me to become the writer, they suggested I should have a back up correspondent, so that there would be continuity, in case I had to miss. So Cynthia Heyer offered to be an assistant. However, she never did any writing. She traveled a lot and was not around for periods of time. She was very generous to Santa Barbara Beautiful in other ways. She enjoyed entertaining and had many affairs at her home on the Mesa, overlooking the city. On my first world cruise, she hosted an affair for Santa Barbara Beautiful, inviting people to her lovely home and I narrated slides of my travel experience.

For the monthly awards, I wrote the guidelines for the selection process and met

many wonderful people over the years in this pursuit of outstanding home gardens. The interview process is quite involved. First there is the selection of a worthy home. I had to go knock on doors and meet people to interview them. Some people would refuse, because they would not want the public to know them or where they lived. Most winners felt honored to be recognized for their efforts. They would welcome you with open arms. After the interview, the next step was the writing process. I write the old-fashioned way. I don't type or use the computer. I wrote all these articles out long hand. It was legible, and I am very proud of my spelling. However, that format was not acceptable. Marilyn McMahon, the representative at the *Santa Barbara News-Press*, explained these articles would have to be typed. It did not matter that my writing was clear. She is a very patient woman, so I had to find someone to type for me. Often I would give the column to Dan Condon and he would have it typed.

Years ago, board member Norma Gallagher wrote personalized certificates with special calligraphy to present to the winners, and we would invite the recipients to lunch at our board meetings. These winners are all documented in scrapbooks I have put together, chronicling twenty years worth of awards.

Another of the legacies of my tenure with Santa Barbara Beautiful was a project honoring all of the past board presidents in a walk of fame planted in King palm trees along Chapala Street. Henry Bauernschmidt created a cement block upon which a plaque was placed featuring the name of each of the past president of Santa Barbara Beautiful. These king palm trees are located from West Anapamu Street down to West De La Guerra, and the one honoring me is planted at 1025 Chapala Street.

For several years, I contacted private estate owners in Santa Barbara and Montecito to allow Santa Barbara Beautiful to have garden tours of their properties for fundraisers. That was the way we raised money to buy city street trees and provide landscaping to improve different areas. I conducted tours, with other board members, of many properties including of course

Ganna Walska's Lotusland. She never allowed the public at large to come into the garden, just organizations and certain clubs. She was always the tour guide herself. I was there on one occasion and touring with our group when I was telling members of the board some horticultural information as an aside. She stopped, turned around and looked at me, and said "Young man, come up here." "I was about 55 or 60 years old. I could not believe her incredible magnetism. She was unlike anyone I have ever met. She reminded me of a cobra. When she looked at you, you could not deviate from her stare. That is how she got her men, I suppose. After all, she was married six times and had many lovers. She was a unique woman unlike any I have ever known.

In an effort to fundraise, I had to approach these estate owners "cold". I did not know these people. I had to contact them and sell them on Santa Barbara Beautiful, because many of these wealthy estate owners did not want the public to go through their gardens. Santa Barbara Beautiful of course is a wonderful cause and I was very proud to be able to meet this challenge. There were never again public tours of most of these estates. Places such as the Klinger Estate, on Llano Drive in Hope Ranch; Val Verde on Sycamore Canyon Road; Casa Del Herrero on East Valley Road; the Bacon Estate, East Valley Road, now Oprah Winfrey's Estate; the Steven Estate, which became the Morton Estate and is now the Scott Estate (owned by the brother of the movie actor, Randolph Scott) on East Valley Road; and the Abercrombie Estate also on East Valley Road.

The Santa Barbara Beautiful board for several years had monthly meetings at the Acapulco Restaurant in La Arcada Court, which was noisy and had limited food choices. I found a new location, the Presidio Cafe, where we continued to meet until it closed. This became the favorite location of our group. It was in the same block as the main post office on Anacapa Street.

My friend Molly Barbey, a fellow ballroom dancer who taught with Arthur Murray Company in New York, got involved in Santa Barbara Beautiful through my suggestion. She was a great benefactor. She

is the one who paid for the Santa Barbara Beautiful promotional flags out on the breakwater every year. She also financed the development of the Santa Barbara Beautiful website, which her son designed. Molly helped with many of our functions, such as our annual awards dinners. She was a great helper in many ways. That was her nature. She always wanted to help. She contributed to the Girls Club in Carpinteria and many other organizations, before her sudden death, several years ago.

After my retirement, I supervised the landscaping of the State Street Plaza for 18 years from 1977–1995. I was awarded an Outstanding Citizen Award from the Downtown Organization for these efforts. They recognized me for "unselfish labor toward beautification of Santa Barbara through landscaping." The award went on to state "He has been a driving force for enhancing the State Street Plaza and for his abilities to teach and inspire others, out of a lifetime of experience." This was the largest plaque I have ever received. Among the things I did for this project was to instruct the workers. They were hired as laborers at minimum wage, so I taught them about soil types and fertilizer, and how to prepare the earth. I showed them in detail how to plant and improved their job skills, slowly recreating the downtown corridor from Victoria Street to the freeway. I am very proud of this project.

Among the many other awards I have been given for horticultural work include: recognition for restoration and plant identification in Franceschi Park, awards for my work as SB Park Commissioner, projects with Santa Barbara Horticultural Society, SB Zoo landscaping, City Rose Garden for the annual pruning of the roses, SB City Street Tree Advisory Committee, and Santa Barbara Parks Department recognition. I have also been bestowed awards for recognition by Santa Barbara Beautiful itself, for enhancing Santa Barbara's beauty for city street tree plantings and beautifying blighted areas in 1980, 1981, 1989, 1990, 1993, 1995, 1997 & 1998. These awards were for dedicated service to beautification by Santa Barbara Beautiful, which I was honored to receive 8 times in over 20 years!

I finished my horticultural career as a docent for sixteen years at Madame Ganna Walska's Lotusland, recently rated the second most popular private garden in the nation. I have volunteered pruning the orange trees over the years there and just retired as a docent last year at nearly 93 years old. I honed my memory in memorizing thousands of types of plants, both the genus and species, and the common names. It was a huge amount to remember and I enjoyed those years immensely.

One of my fondest memories was the party given in honor of my 90th birthday at the Montecito Country Club. It was a black-tie affair with ballroom dancing of course, and at the first intermission, Dan Condon spoke of my twenty- two civic achievements. Steve Timbrook, Director of Lotusland also spoke about my work there and it was a wonderful affair. All the ladies danced with me and many spoke of anticipating my 100th birthday party gala.

I am still walking now some 4-5 miles a day, often around Vista Del Monte, where I live. People have suggested my habit of circumnavigating the campus here is boring, but I am often busy redesigning the landscaping in my mind as I walk.

If I were a tree, I would select several species, depending on the specific climate where I was planted. I certainly favor palms. I'd choose the Lady Palm for the grace of this tree. I would also choose Maytenus boaria for its graceful quality. The Bauhinia is another of my favorites along with the Magnolia x soulangeana, both with lovely purple blooms.

In 1999, I was awarded the Santa Barbara Beautiful first ever (Heritage Oak) Lifetime Achievement award, and they posted a plaque on a bench between a pair of Albizia trees in Hidden Valley Park in my honor. ♦



“It is not so much for its beauty that the forest makes a claim upon men’s hearts, as for that subtle something, that quality of air that emanates from old trees, that so wonderfully changes and renews a weary spirit.”

— Robert Louis Stevenson

HOWARD HUDSON



SBB President, 1990 & 1991

I first became involved with Santa Barbara Beautiful through Mary Lou (Jacobsen) Schmidt. She invited my wife Lynn and I to the annual banquet as a thank you for some accounting work I had done for the organization over the years. I also knew board member Cedric Boeseke very well and between the two of them, they got me to the Miramar Hotel for the annual banquet. There were many people present honoring Dick Riffero, who was the president then. I recall Dick asking the board members to stand up for recognition. He then asked me to stand up, and that was when I knew that I was now targeted to become a new board member! I had done some work for Santa Barbara Beautiful before on some accounting issues during Dick Riffero’s term.

Cedric Boeseke was one of my business clients. So this was not an unknown group to me. I will add that Cedric was a wonderful fellow. He always had a way of getting people involved without them knowing they had been drafted. He had an irrepressible upbeat attitude no matter what was going on, whenever you talked to him. His enthusiasm was infectious. He got people involved with many things such as the breakwater flag project. Santa Barbara Beautiful still has a flag up there I believe, and Molly Barbey sponsored the funds for its creation.

For a fresh outlook on life, I like to look at organizations that are involved in the community and that are slightly off center from where I am professionally, so that I get another perspective on life. This broadens my horizons. Santa Barbara Beautiful was new to me and different and I have enjoyed it. I continue to enjoy it as I am still on the board for twenty years now.

I have served on the board since 1983 or 84. Later Rosemary Reed, who had been the treasurer for several years, asked me if I would be her vice president when she assumed presidential responsibilities. She

was very active as a “hands on” president. She really knew the organization well and was helpful in guiding it with her great knowledge of horticulture and trees. That put me in line to become president.

When I became president, Rosalind Amorteguy was the vice president and we had the permanent office on State Street, John Woodward’s office space in La Arcada. Patsy Brock served as the administrator. Patsy and I were in constant contact, at least twice a week. Our board meetings were at the Presidio Café. The primary goal I had was to expand the scope of the organization from a tree-planting group to the mission of beautification in a larger sense. Of course we did plant many trees and promoted the memorial tree program.

One different area of focus we had was to clean up the Southern Pacific railroad corridor. This was done in an effort to create a pleasant approach for railway visitors, so the first impression of our community would not be the graffiti-laced fences and trash that existed along that right-of way. We did not get very far because the railroad bureaucracy was a real stumbling block. They were difficult to work with. We also did some clean up and beautification work down at the Milpas Street freeway on ramp.

I recall Warren Wentink, a veteran member of the Men’s Garden Club, working for a long time as treasurer for our organization. For years Santa Barbara Beautiful was primarily a street tree planting organization. This reflected the restricted funds dedicated to that purpose at the time. In addition to his fiscal responsibilities, Warren’s special area of concern was eradicating “snipe signs,” the advertising signs attached to trees or utility poles. He felt these were a real blight to the community. He would tolerate these kinds of signs up for the weekend of a yard sale, for example, and then he would promptly remove them. This is something many people do not think

about, but this signage truly detracts from the impression people have of an area. For Warren, snipe signs were an obsession and he, along with Dick Riffero, dedicated a lot of personal time and energy to removing them. There is always work to be done on these and many other issues.

Another person I recall from the older days was Elizabeth Humphreys. She had been a board member for years and she was another retired schoolteacher. She never wanted to be an officer. Her traditional role was to be involved with street tree plantings, and that was her passion. Every time we had a tree planting, she baked cookies for all the workers. “The cookie lady” we called her. Another lady I recall is Rozella Jewett, who had been very active as historian before I was involved. By the time I became president, she was in a nursing home and I visited her there from time to time. She always wanted to stay involved and knowledgeable about what was going on. Her mind was always active.

Drought conditions were a reality during my tenure. So we added a special award to our annual ceremony for drought tolerant landscaping, to encourage beauty and excellence addressing this issue. This also focused public attention on the importance of this emerging issue while responding to the inherently dry years.

Immediately after my presidency, I was proud of the fact that the American Institute of Architects recognized us. The Santa Barbara chapter of the AIA had suggested that we submit an application for our accomplishments in the category of public service awards, which we responded to. The judges awarded Santa Barbara Beautiful as one of three organizations who were recipients of a community service award in California. This award was not presented for any specific project, but for our organization’s continued service and leadership in beautifying the community of Santa Barbara. That recognition was a real highlight.

For the future, we may find value in creating a brain trust relationship with the other beautification organizations in this community. The thrust of this idea is to explore areas of mutual interest with Goleta

Valley Beautiful, Carpinteria Beautiful, and the Montecito Protective Association. Together we could understand each other’s goals and share approaches and form a coalition. Who knows where we could go with an opportunity to create such a synergy.

If I were a tree I would choose to be an oak tree. The oak starts small as an acorn and grows to have lasting impact on its environment. ♦



“The creation of a thousand forests is in one acorn.”

— Ralph Waldo Emerson

ROSALIND GIES AMORTEGUY



SBB President, 1992 & 1993

After leaving Santa Barbara for graduate school in Boston, I attended the Barnes horticultural training program in Philadelphia for 3 years. This was an excellent program at the Barnes arboretum, which surrounds the Barnes Art Museum there. With the encouragement of the director, Dr. Fogg, I attended the landscape architecture program at the University of Pennsylvania. I began with the Design of the Environment year and then spent 3 more years there. After I returned to Santa Barbara, I finished with one of their projects, with the help of Lotusland, where I did research. This was a study on biomes, relating elevation, soil types and water to vegetation for a course called Plants and Designs.

Patsy Brock, a local teacher and a friend of my sister Annabelle Rea, was a secretary at Santa Barbara Beautiful and she wanted me to get involved, so she asked me to join.

She worked part time 2 days a week in an office on State Street. Our board meetings were at the outdoor restaurant on Anacapa Street, the Presidio Café, which no longer operates as a restaurant, but was in the same block as the post office.

As an organization we were involved in education and tree awareness as well as many projects. I recall completing a project planting the medians on State Street between Constance Avenue and Mission Streets, with the help of Billy Goodnick, the city landscape architect.

Relationships are the most important aspect of any group. The members of the board have worked to build relationships between people, various communities and the aesthetics of nature around us. Our group was responsive to many issues in the community. For example responding to a request from a group of homeowners in San Roque, we designed an area there and planted many trees. They were so grateful, that one of those involved, Firth Wilkinson,

joined the board. She and her husband also threw a big party for us. So Santa Barbara Beautiful was a way to flexibly respond to the concerns of neighbors.

The La Entrada project, the entrance to the city, was honored in 1992 with the annual President’s award. This area was a joint project with the city and many people worked together to design lower State Street after the renovation of the US 101 Freeway. A safe and well lit passageway for pedestrians was created under the freeway featuring enlarged walkways, tile workbenches, and two artistic mosaics at the entrance to the train station. All of the latest changes on State Street, varying the sidewalk sizes and adding landscaping, followed the style of this project.

We also organized a marathon, which we called a Fun Run with the new Nordstrom department store in Paseo Nuevo. We staffed it and did a tremendous amount of work to promote this event and in return, Nordstrom’s donated \$5000 to our cause. This was a joint project with Origins cosmetics company and Nordstrom, who really wanted to support their new community, after their new store opened here in Santa Barbara.

This was right after the drought years. People were very conscious of conserving water and planting with the use of drip systems, as well as using drought tolerant vegetation. Santa Barbara Beautiful contributed to this awareness by promoting water conserving landscaping. It was a time when a green lawn was a kind of red flag. A gentleman in Montecito became infamous by persisting in watering his green lawn, despite popular pressure to do otherwise. The drought situation made people rethink the use of public and private space.

An anti graffiti group called “Looking Good Santa Barbara”, under the direction of Linda Clough, happened to start when I was president. Looking Good reported to us, as well as operating as a separate city entity.

People became very aware of “snipe” signs, those unsightly signs left posted on trees and poles and not removed. Looking Good Santa Barbara played a big role in getting rid of these signs as well as in cleaning up graffiti.

I recall board member Warren Wentink handing each of us on the board a packet of stamped postcards, which we were instructed to keep in our car or take with us on walks. The idea was if we saw a beautiful or unsightly property, write the appropriate comments on the postcard, and then address it and mail to the property address. It was an effective and simple method for us to be directly involved in instigating local feedback and change.

Personal contact is the best way to involve more people and grow this organization. The dedicated people at Santa Barbara Beautiful who have gotten out, walked the streets and become involved in creating changes, have set a powerful example as well as had direct impact on the future of our city. This organization has been a model for citizen involvement and commitment to the continuing beautification of this community.

If I were a tree, it would like to be a Chorisia, a silk floss tree. My mother planted one where we now live and it has grown to be quite enormous. Trees are significant and have lasting value. Every time that I see that tree, I think of my mother planting it.

Whatever tree one chooses to be, the idea of planting a tree with a commemorative plaque creates a place to go to think about honoring someone you have loved. My husband and I had a tree planted upon our marriage, and our whole family has a series of trees planted on East Cota Street near the junior high school; one in my father’s memory, one in my mother’s, and each of the three girls has her namesake tree. So it’s nice to have a clustering effect, and a plaque that says who is being honored. Santa Barbara Beautiful has a real opportunity to honor loved ones and events with the street tree program. This act has a unique and lasting effect to beautify our community. ♦



“And this, our life, exempt from public haunt, finds tongues in trees, books in the running brooks, sermons in stones, and good in everything.”

— William Shakespeare

DAVID GRESS



SBB President, 1994, 1995 & 1996

In January 1975 I joined Santa Barbara Beautiful as City Arborist after moving from Ft. Collins Colorado. Santa Barbara Beautiful was already active in planting trees and instrumental in getting money donated to get trees pruned and planted.

My predecessor in the position as Arborist was Mike Pahos, Park Superintendent/Arborist. He was also very involved with Santa Barbara Beautiful during his time with the City. I was the first full-time City Arborist in Santa Barbara when I joined the board in 1975. David Shiffman was the Mayor at the time and was very supportive of Santa Barbara Beautiful. I became involved with Goleta Beautiful and served 6 years as President in the 1980’s. This was before Goleta was a city. The county did not devote funding for street trees and was cutting down trees. We planted the medians and hired our own hourly workers to weed the medians. It was a real grass roots effort initially. Now Goleta Valley Beautiful is on stronger footing since they are now a city with more resources.

When I started on the board in 1975 there were 6 or 7 regular attendees to board meetings. I served as treasurer for Santa Barbara Beautiful from 1977-1979. The treasury vacillated between zero and \$2000. The largest changes I have seen are the size of the board and the size of our bank account.

Pearl Chase was still attending our board meetings at least until 1976. She would regularly attend the meetings at that time and would make forceful suggestions when she felt it was necessary. Her nurse would bring her in a wheelchair. She was still very alert and would make astute comments and give historical insights. It was fun to have her there as one who had been involved in many of the city’s physical changes. Catherine Adams, who had actually brought the initial concept for the organization from Pasadena

Beautiful, where she had lived and been involved, was also one who was very active with our group. Over the years there were a number of people active in gardening and landscape design, who had come from the Pasadena area, where a consciousness and an aesthetic had evolved. They brought a lot of ideas to Santa Barbara. Catherine also served on the park commission for quite a number of years as well during the 1960s and early 1970s.

In 1977 the board had a meeting at Luba Carleton’s home, Ravenscroft, with a special objective of creating specific goals and the direction for future projects for the organization. Dave Conway, the Parks Director, gave a presentation challenging the board to undertake the goal of planting the 5500 empty tree wells in the city. That is when the board voted on embracing this project. From this we determined we would plant 5- and 15-gallon trees and calculated the costs which gave us the \$105k fundraising goal. That was when the board went out to get the community involved.

Santa Barbara Savings offered seed money and their management expertise to our board to help us with the fund raising drive in the 1970’s. They also offered the services of their local public relations firm, Larsen, Bateman, McAllister. Bill Sheehan of the firm and his wife Louise became active with us on the board. They developed a print and radio PR campaign called Putting Down Roots. The goal was to plant the 5500 empty tree wells. We had determined that Santa Barbara was losing more trees than they were planting, between the demise of disease and natural causes. One of my first job objectives as arborist was to do a computerized tree inventory and I put this together with the Street Tree Master Plan. We did a walking inventory of trees on every street in every neighborhood. I did the initial walk through, and when we got down to starting the program in downtown Santa

Barbara, Board Members Dick Riffero and Henry Bauernschmidt volunteered to create the graphic of the business district downtown. They pinpointed all the trees and the empty spaces from the Master Plan maps. The parks department funded the tree inventory. I performed the tree inventory for all street trees within the city limits, with the help part of the time of a student intern. He copied the parcel maps and documented the information. I would determine the species, the health status, age and size of the tree while he captured the information. This process took about a year.

An offshoot of this was the memorial tree plaque program, started as an effort to raise money for the 5500 tree wells. This began in the late 1970s and it has stayed fairly constant as a fundraiser. Trophy companies produce the plaques. We had volunteers initially to place them, and now the parks department staff installs them. Someone who wishes to make a donation can locate where they want to place a plaque. Originally one program encompassed both street trees and park trees. So you could dedicate a very large tree that was located in a park for the same amount of money that people were donating for new trees. Now the program is just for street trees. You can find a location where there is no tree and select your own or find an existing tree without a plaque. Eventually the parks department took over the park trees. The program was very successful, and became more formalized during the 1980's.

During the late 1970's fund raising campaign we would give a membership for every \$5.00 we received for a tree donation. This was successful in building the membership up to the largest we have ever had, some 400 or 500 as I recall. If someone donated \$25 for a tree, five \$5.00 memberships would be given. Today membership is one our biggest challenges. Fortunately, we are not dependent on members to fund our treasury. However, from a public awareness aspect, and to support our goals, membership is key.

Two very active members during our fund raising period were George Kallusky and Mary Lou Jacobsen. Mary Lou was a manager at Santa Barbara Savings and had a leadership role in the committee. George

Kallusky was a manager at Santa Barbara Bank & Trust and served as Santa Barbara Beautiful's board President during this major drive. Another very active member who chaired that fundraising committee was Cedric Boeseke. He was a real dynamo whose family had lived here for several generations so he knew a lot of people. He took a personal interest and his dedication in working with the Downtown Organization drew the involvement of more business people and resources. He was a motivator and instrumental in getting many new people to join and stay on the board. So this was a time of great expansion. We transformed a small group of concerned citizens into a group of community leaders that was well known and liked locally. This was in 1977 or 1978 and we now had expertise, leadership and fund raising skills that were previously lacking. Cedric was like the glue to pull things altogether and helped us accomplish our goal of raising \$105k for planting those 5500 trees. Working with Cedric Boeseke was one of my fondest memories, because he was such a warm individual. He got so many people excited and interested in working with the board. He was a motivator for everyone and we accomplished a great deal during that time period.

We raised the \$105k and accomplished our fundraising goal in 1979. This was in done in large part with the luck of a \$50k anonymous donor. And we had several Lotusland tours, one of which contributed over \$20k. When I became president in 1993, there was an average balance of \$100k in the bank

We started some tree tours of Alice Keck Park Memorial Garden and Alameda Park about this time. We have used these tours as a means of educating people about trees, landscaping, and gardening in Santa Barbara. These annual tours were popular for quite a number of years.

The time period 1992-96 was a period of economic recession, both here and in California in general. It was a tough time for construction, design professionals, and landscapers, who had a very difficult time making a living. People forget how easily things change, but there was a time when there was a motto in the design profession:

“Survive until 95.” Many people did have to change professions and went out of business. It was one of the few times when real estate actually lost value, significant value throughout California, and here in Santa Barbara.

The mission of Santa Barbara Beautiful has stayed pretty focused over the years, concentrating on tree planting and street trees when I started, and that remains today. At times we have undertaken beautification projects outside of that, but those dual areas and the annual Santa Barbara Beautiful awards have been consistent. The awards program was established before I came on board.

Something else that Santa Barbara Beautiful has done is to encourage the celebration of Arbor Day. We started out celebrating with plantings around town in streets and parks and it has evolved to programs in schools. We now have programs in 4 or 5 elementary schools. With Jacqueline Dyson being the coordinator, we have gotten the fifth grade students involved in poster contests sponsored by the National Arbor Day Foundation and the local winners' posters are sent to the state competition. A lot of the schools get the whole student body involved in the Arbor Day Celebration and the mayor and local legislators attend as well. This is another one of our highlight activities. The students really get involved and take notice.

I have served on the board since 1975. I left my position as City Arborist and started San Marcos Growers nursery at the end of 1979. My hands were very full with a new business and young family. I finally became president in 1993. There were people on the board such as Warren Wentink, president of the Men's Garden Club, who were very capable and had served as treasurer and vice president several times of Santa Barbara Beautiful. But he never became president. He became very interested in the snipe sign issue and he would collect a stack of these signs that had been posted and left up, and deliver them to the city, He would bring stacks of these into the board meetings to get the board interested in snipe sign removal and solicit the city to take action. He probably single handedly prevented

events at Earl Warren Show grounds from plastering signs all over the city. He should be recognized for this because he devoted a lot of time to it. He personally went to the 19th Agricultural District and advocated for this to be written into the event contracts, to prevent signs from being put up all around town. The city was getting inundated and then after events the signs would stay up indefinitely. He accomplished quite a bit. Dick Riffero would walk 5 –7 miles around town daily and collect these signs as well. We miss this focus because even garage sale signs have gotten a lot worse without them out there. We have taken down some signs with 3 inch nails or screws into the bark of trees which can affect the health of trees.

About this time, we received a sizable trust from a donor that increased our treasury significantly. This came as a surprise to receive a gift from an individual we were not familiar with. Sometimes you never know what touches an individual. This is the power of good works!

Since you asked about Henry Bauernschmidt, the county landscape architect, he worked frequently with Dick Riffero, and had spoken out about burying the wires from utility poles on Milpas Street. That may have influenced the city to complete this project. I cannot recall how much Santa Barbara Beautiful was involved in this. Certainly submerging overhead wires adds to the beauty of any city. When Henry and Dick both retired, they became the dynamic duo that personally supervised the downtown landscaping on State Street, a project lasting many years, from 1978 through the mid 1980s. They would consult on what plants to add or replant and supervise the crews that were working on the project and maintaining the plantings.

Santa Barbara very early on had some active horticulturalists, such as Dr Franceschi, Dr. Doremus, the first park superintendent, and Peter Rydell, who was very active in planting trees and was employed by the parks department as a horticulturalist. Findlay MacKenzie, who was superintendent, planted many trees in the San Roque area. We always felt we had the most diverse urban forest of any city, in no small part due to these historical figures

creating the horticultural Mecca here.

Some of the street trees are getting to be 100 years old. The organized plantings such as along East Anapamu Street planted in 1907, and on the westside at San Andres, Chino and other streets were planted in the early 1900s. We are fortunate to still have a lot of those trees with us, though some are slowly decaying. Very few of the California bay laurels are left on De la Vina Street for example. So early on there was a lot of interest and people were active in tree planting. The City Parks Department planted many street trees as areas of town developed. Then later the WPA and the Civilian Conversation Corps planted trees like the Jacarandas on Carrillo Street. Over the years interest and planting of trees has continued periodically, lean in years when the city has not devoted funding. The mix of trees has changed somewhat, but since the active tree planting with Santa Barbara Beautiful began in the late 1970s, you see a lot more variety of trees, as well as younger specimens. This has also stimulated public interest and involvement.

Now times are very good regarding public interest in street trees and beautification. When property values are up and money is available, it plays into the whole idea of building, home remodeling, and beautification. At least privately there is a lot of money out there. The government sector is still suffering from a lag of revenue shortfalls, however that should improve over the next several years.

The future of Santa Barbara Beautiful is brighter than ever! With a large treasury to work with, we are only limited by our imaginations and our ambitions. I think that we could actually do a lot more than we are doing. We've done some outreach in the community with offers to fund grants for projects. We have started to fund beautification projects other than just street trees. We have done some creek restoration work, community beautification, and hopefully this will expand. We involve youth in these grass roots community based projects. We get families with kids pulling the weeds and planting plants with refreshments provided. There is an opportunity to do more with neighborhood projects as well. We

recently funded a grant to restore a blighted crime ridden area at Cacique Street Bridge involving a community association, the Police Department and the Creeks Division of the Parks and Recreation Department.

This is a great direction for the organization. Over the last few years we have developed a great board. I think that the whole board owes Jacqueline Dyson a great deal for what she does to pull the board together, making sure that everything is on the right track and keeping us informed. She has a strong personal commitment and has given a lot to the board to make a grand difference in our effectiveness.

It warms your heart that the public reacted was such concern over the proposed removal of Ficus trees on upper State Street recently, as well as their general concern and love of trees in this community. The emotion connected with trees speaks volumes. It seems as if people relate not in an intellectual way but are moved emotionally on certain tree issues.

I have often said that community is really a reflection of the people that live in it. As long as people are interested in the appearance of their community and the trees, that is what they are going to be involved in. What you see today in Santa Barbara is a reflection of people's feelings toward their community,

Responding as a good arborist regarding what sort of tree I would choose to be, the western chapter of International Society of Arboriculture magazine identified two types of men, oak men and eucalyptus men. The oak men are the more refined, studious and self-controlled of the arborists. The “euc” (eucalyptus) men are considered to be the more wild “fly by the seat of your pants” high risk taking men, who enjoy living life “on the edge.” So I always considered myself an oak man with strong ‘euc’ tendencies. ♦



“We have nothing to fear and a great deal to learn from trees, that vigorous and pacific tribe which without stint produces strengthening essences for us, soothing balms, and in whose gracious company we spend so many cool, silent and intimate hours.”

— Marcel Proust,
Pleasures and Regrets, 1896

BRUCE VAN DYKE



SBB President, 1997 & 1998

Trees are my life. I came to this area in 1948 after graduating from UCLA in sub tropical horticulture. I started in 1939 as a physics major, but it did not take me long to realize I was not cut out to work in the world of physics. When I was in the service, during WWII, I had a lot of time for thinking, and I realized that horticulture better suited me. The climate we have here in Santa Barbara is Mediterranean, meaning that in cool seasons we have rain, and in warm seasons there is drought. This is also called sub tropical. I grew up in Fallbrook, about fifteen miles inland from the ocean, where the climate is similar.

I came here to teach at the new Santa Barbara City College in the commercial agriculture department. My placement was part of a Veteran’s program, where I worked for five years. It was an on-the-farm training program, with mainly citrus and avocado tree crops. We taught veterans. Peter Rydell was also teaching at SBCC in ornamental horticulture at that time.

There was a great need for people then with grafting expertise. I learned to graft because of a fascination with camellias. I started propagating them after taking a class at UCLA. I went from wholesale nursery to wholesale nursery watching how they grafted camellias. That is how I learned the principals of grafting. There was a local farm advisor who recommended that I graft someone’s avocado tree. This turned out successfully, so then I was ”off to the races” grafting for people’s farm and family needs with my own business. During this time my wife and I bought property and built a house, so I became firmly attached to this area.

When I first started my own business, I worked with avocado trees locally. We planted orchards of seedling trees, which could be grafted to any desired variety. They did not really know the favored variety for this climate, and I watched this evolve

to be Hass. This was quite a change from the picture postcard green Fuerte avocado, with a small neck. Hass had some initial market resistance, with an oval shape and dark color at maturity, but is had marvelous lasting qualities, since the fruit will hang on the tree for a long time. It makes it an ideal tree for home use, since you can pick fruit from mid-spring though the new year. Hass is known for a much longer bearing season, delicious taste, and is flexible in terms of the harvest. We found that you can leave the fruit on the tree until it is needed.

The headquarters for the Santa Barbara City College job I had was at the Alhecama Theater complex, where Pearl Chase’s Plans & Planting office was based. This organization was devoted to landscaping property visible to the public eye. The city had property on the north side of Cabrillo Boulevard along the beach. So her office would oversee any plantings such as where Fess Parker’s hotel now is located. Anything that appeared non-conforming would be brought into line by her oversight.

Since my office was near hers, she almost immediately got me involved conducting garden tours. She had a stable of maybe sixty garden properties spread out from Montecito to Santa Barbara and through Hope Ranch. Every Friday afternoon, from mid March to October, we’d form a cortège and we would visit three, four or five gardens. Through this I got to know the gardens and the gardeners and the owners of these properties. It certainly increased my knowledge of plants in this area, as well as gave me an “in” to perform various horticultural services for these estates. So when I went into business for myself, I had a pretty good background with the grafting and I was soon overwhelmed with work. It was a job that is solitary in nature, so I did not have a crew of workers, but I certainly enjoyed it and was at least responsible for my own mistakes, not other people’s

mistakes!

Pearl Chase was a dominating woman whose sole interest in life was beautification of Santa Barbara. One of her pet peeves was poor signage. She just hated unsightly signs, revolving signs or billboards. She was very successful in her crusade against offensive signs. Notice we have no billboards here today, a legacy of her vision. She would meet at the first garden of the weekly tours and give a long lecture about beautification, long before Santa Barbara Beautiful was established. Pearl Chase was not the founder of Santa Barbara Beautiful, but she was involved in it from the beginning.

At the end of one of Pearl Chase's garden tours, in the late 1950s, I was contacted by Madame Ganna Walska to come and see her. She wanted me to do some horticultural advising and soon I was there one day a week for the next twenty- five years! At that time she would have me consult on an area, and she then would come in and view it. She would save up all her planting for my oversight and we would have a crew of up to seven people installing plants. I did not do major work that required cranes and professionals, but the basic plantings. We moved a lot of trees around. She might like a plant position turned a few degrees. So we would dig things up and move them. It was sort of taxing at times, but she was a very nice lady with a surprisingly good vocabulary. She spoke a half a dozen languages, and sometimes she would mess up her verb tenses, but she was well spoken and her knowledge of horticulture was excellent. At one point she donated \$10,000 to prune the palm trees along East beach. They wanted to present her an award for this generosity, and she asked me to accept it on her behalf.

Over the years, I had the opportunity to be involved with many of the large estates in Montecito. I did these garden tours for some fifteen years under Pearl Chase's auspices.

Through these I met many large estate owners including Mrs. Steadman of Casa del Herrero. I remember her asking me to move a full-grown yew tree to Mrs. Dupont's estate. We had to box it up and deliver the gift to Amy Dupont, who lived at the estate, which was later owned by Burl Ives, and is located at East Valley Road and Buena Vista

Street.

I joined Santa Barbara Beautiful when Dick Riffero was President. Catherine Adams was the real force and founder of Santa Barbara Beautiful. She was very dedicated and really knew her plants well and was devoted to building this organization. I had become the manager of the Santa Barbara Orchid Show in 1974 and served for 20 years in that capacity.

When I was president, we were very active in planting trees. There is a place I believe was called Condon Junction near the railroad tracks at the on-ramp near Haley Street going south onto US 101. This is also one of the first visions you get of Santa Barbara by rail. There were homeless people living in the area, which was overrun with weeds. Santa Barbara Beautiful was instrumental in cleaning that up. And later replanting and maintaining the area, though the work was difficult in this vicinity.

We also planted a lot of trees along the railroad tracks just east of Mission Street. In fact we planted trees in front of Norman King's house and that is what got him involved. As you know, he later became president after me. We had plantings over on the Mesa, on the eastside and other locations scattered around. We made an effort to plant wherever it was needed. Of course we had to be cautious not to plant many trees where they would not be maintained. People seem to have short memories when they would just love to have a tree planted. Sometimes the intentions are good but not the follow through, so a lot of places it is up to the city to water them for the first three years to get them established. Then the trees are left on their own. It certainly makes a difference with owner care. Santa Barbara Beautiful makes an effort to educate people. We would leave flyers and ask them if they wanted a tree planted and explain the care. This was an effort mounted for parkway trees, which is really a function of the city. Since municipal efforts are spread so thin, we attempted to garner cooperation from the homeowner, to inform them a tree was coming and encourage its care. The olive tree in particular is one that the resident either likes or vehemently dislikes. On Olive Street in particular, there are residents

who are not comfortable with this tree. It is harder and harder for an olive tree to reach adolescence. It is a very stunning tree, but a poor street tree. Especially when the olives get squashed on the sidewalk and the pulp gets carried into the house. The fruit stains the sidewalk. They now have developed a type of non-bearing olive tree.

The city not only owns the parkway, it has jurisdiction over it. There is also a little known residential 10'-35' setback that the city has jurisdiction over as well. This protects neighborhoods with signature trees that a property owner might be unable or unwilling to maintain. I have been on the advisory group to the park commissioners for city street trees. We are continually trying to add value and integrity to the urban forest.

Regarding street trees, over the years we have experimented with various species. On some minor streets, such as Aliso, Voluntario or Carpinteria Streets on the lower Eastside, we have planted floss silk trees or the newer African tulip trees and other exotic species. Thanks to Santa Barbara Beautiful, the funds for these tropical trees are allotted and there is more latitude for sampling exotic trees to test their adaptability to our city.

Having the arborist be a curious horticulturist also has an impact. Over the years we have planted such a beautiful variety of species. This is the ideal climate and place for someone in my profession. There is such an opportunity to try different tree species. In my years, I have also had a lot of experience with grafting. As I mentioned, I have worked grafting many citrus and other fruit trees. I have these "children" spread all over town. I just love it!

Santa Barbara Beautiful also takes a hand in the intelligence regarding the placement of certain trees. The Tipuana tipu that we put on the island at West Carrillo and San Andreas Streets, will grow into a huge specimen, which requires ample space. They do not belong in more cramped quarters, where you will sometimes find them. How plants are spaced can make a significant difference.

Education is so important. I taught a gardening class at SB Adult Education for 42 years. I meet ladies on the street who

tell me they were in my class and then their children and maybe their grandchildren have attended. I am impressed by young people and their knowledge and enthusiasm about horticulture. I just think that the world is in better hands looking at these bright youth. The interest in trees has increased as we have gotten more populated, and in the process, the planting of trees has become more important.

My dad gave me an old typewriter in 1940. I used this for a column I wrote on horticulture for the *Santa Barbara News-Press*. I was invited to do this by an editor named Mr. Eliot, whose wife was in my adult education class. This was not a very user-friendly machine, mainly because I was not much of a typist. I would use carbon paper, and in fact I was so inexperienced I did not even now that there was such a thing as White Out! I remember getting into jams with my sentences and then trying to get out gracefully without having to re-do the whole sentence, mainly because I could not erase very well. Some of those articles were a mess! My last eight years of columns, I had a word processor, making the whole ordeal much easier. I wrote the column for 33 years until 1997. I kept the public informed about everything of horticultural interest. I would write about trees, and horticultural events like the orchid show, plant sales at the SB Horticulture Society, the cactus and succulent society etc. During these years I fell in love with Alice Keck Park Memorial Garden, a community treasure created in the 1970s. This public garden is such a delight because of the great variety of trees, all so accessible. I was a trustee of the Botanic Garden and we oversaw the development of this new downtown park. We would tour the property and advise on the progress of the plantings and design.

It's remarkable how people who have not had a long history in Santa Barbara have come here and thrown themselves into the organization and helping. We are enriched by a diversity of people working together. We even have a second generation associating themselves, such as Jacqueline Dyson, whose mother Helen Dyson was on the board for many years.

In terms of the future of Santa Barbara

Beautiful, growing membership is a key challenge and opportunity. In addition to planting trees and dedicating markers to honor and remember people, we could herald more of what we do and give members something really tangible for their money. We also need a really good newsletter. We should represent more than just tree planting. Beautification does not sound too dramatic when it takes the form of picking up rubbish but clean up is necessary or we do not have the basis to create beauty.

It is harder and harder to grub out a living in Santa Barbara. The wives are not home to work in the garden. Not that people are greedy, they are just trying to work hard in order to stay in Santa Barbara. I cannot blame them. I feel very fortunate to have come to this area as early as I did and been fortunate enough to have a home here.

Santa Barbara Beautiful benefits from projects that most anyone can be involved with. The goal is to get people eager to be associated with trees. If we can get people involved in any way and working together, we can do amazing things. I recall a lady who has since passed away, and her main contribution was to make cookies for the tree planters. She would distribute literature before planting the trees, and then bake cookies and when we had a tree planting she would come around to feed the planters. She had a lovely garden at home and valued our mission of beautification. Baking cookies was her way of being supportive of our efforts and making others feel good for their labor. People feel good when they do their part, when they can participate in the synergy that we have built in this organization.

If I could be a tree, I would want to be the perfect tree that would have different flowers throughout the year, grafted from all the species I love. The blooming trees so appeal to me. I am really fickle and so I would be a combination of many trees. Beginning with the Cassia, golden medallion tree, which is so gorgeous now. When that fades the floss silk trees come in, Chorisia speciosa and then the yellow floss silk tree. These have a nice yellow center and then the flower turns brown, which later becomes a mahogany color. When these fade the Dombeya caucina, with electric

pink clusters of flowers that carpet the ground in indescribable pink. When those fade, the scurfy pea with blue and white flowers, prickly needle-like leaves and a Kool-Aid scent. Such a remarkable series of plants grow here, so it is hard to pick out any one tree. There are also the majestic trees, the redwood and the Moreton Bay fig. Every tree has its specialty so it's lovely to be fickle and to be able to appreciate anything that you are looking at. I would have to violate a lot of horticultural rules to graft all these and create my favorite tree, but it would really be something to see. If it would grow anywhere, it would be here in Santa Barbara! Santa Barbara is a lovely spot and we are happy to give back with an organization like this in gratitude for the opportunity to live here. ♦



Pruning

by Johanna Herrick

I prune my lime tree
under the luminous moon
of early evening. The citrus
smell of broken leaves
is pungent and wonderful.
I know the cutting will make
the tree stronger, more beautiful.
It trusts me and responds to the pain,
for already, even the order of shaping
has produced a different mood for us;
the discarded sprigs on the ground
ring the tree like a variegated lime lei,
my offering to this faithful tree,
my promise that things will change
between us.
As I pause in the process—breathe,
observe, feel---
I encounter the tree, ceasing
to be an “it” and transforming into
Buber’s “Thou.”
In this new, reciprocal relationship,
we move toward holiness, the tree
and I,
as I whisper, “You, tree.”

NORMAN KING



SBB President, 1999 & 2000

In 1996, I was a resident on the Westside of Santa Barbara. Interested in making safety improvements to my neighborhood and revitalization of the street and open space, I contacted the Westside Community Organization. It was then that I was pointed toward Santa Barbara Beautiful and, specifically, the city arborist, Dan Condon. After a call to Dan and a timely response, I was able to meet with him and, through his help, formulate a plan for improving a three block area on West Valerio Street. Dan was also a board member of Santa Barbara Beautiful and he suggested that I attend a board meeting where I could personally present my proposal. The board graciously listened to my presentation and voted to put the organization’s full support behind it.

Though appreciative of their funding, I was most taken by the personal commitment of the board members themselves once the project began. For instance, on the initial day of our neighborhood clean-up and tree planting, the first volunteer on the scene with gloves in hand was Bruce Van Dyke, the president of Santa Barbara Beautiful. Bruce, along with Dan, a working crew, and several other board members, showed up to ensure the project’s success. Through the process of carrying out this project, I learned how responsive a neighborhood can be if one acts as a catalyst to initiate change.

On the day that we had the first tree planting, we had over 30 people turn out, including kids as young as 7 years old, as well as teens and older people, and we put on a BBQ to celebrate. As a neighborhood working together, within three months we had planted over 50 trees and shrubs, converted eyesores to open space, created parkways on curb-less streets by arranging partition stones and strategically planted trees. We also landscaped and mulched two blocks along a railroad frontage, and petitioned for and received new street lighting, bolstering

communication between neighbors that improved neighborhood security.

This Valerio Street project is ten years old now and has been kept up by the neighborhood ever since. Not long ago, someone drove by attempting to dump off an old mattress. Kids playing nearby took issue with this and reacted by writing down the license number of the person to tell their parents to contact the authorities! That is the power of this process to instill pride of ownership.

By the end of the project, I was so impressed with Santa Barbara Beautiful’s ability to inspire these changes in our neighborhood, that I decided to become an active supporter of the organization and soon after joined the board. As a third-generation Santa Barbaran, I felt this was an ideal way to give back to a community that has so enriched my life.

The turn of the century would prove to be a challenging time for the organization due to dwindling membership and lack of funding. In 1998 we had to let go of our only paid employee, Patsy Brock, due to financial constraints. This was a heartbreaking decision, after many years of her faithful service as administrator/secretary and beloved public liaison and mentor. Without her skills, the function and future of the organization would be completely defined by volunteerism.

I had not known that Dan Condon put forward my name to an organization called ReLeaf California for a competition and I was selected to become a “Tree Hero” for my work as the catalyst for the Valerio Street project in 1997. But this title paled in comparison to what I considered the heroism of those people who rallied to support the organization in its time of need. One of these people was Jacqueline Dyson, who volunteered her strong organizational skills and public relations talents to fill a crucial gap after Patsy’s departure. Jacqueline’s

considerable contribution of time, energy, enthusiasm, and new ideas helped to turn Santa Barbara Beautiful around at a critical time and continues to be a significant benefit to the organization.

Another person who went far beyond the required parameters of his position was Warren Wentink, a long time member of the board. Warren had been an active advocate for cleaning up graffiti and enforcing ordinances on street signs and had just taken over the position of treasurer. Due to a flood in the building where our more recent records were stored, the last two years' financial records were destroyed. Warren came to the aid of the organization by rebuilding accurate records step by step from piecing together hundreds of bits of information and double and triple checking every entry. He had to recover records like a detective, visiting banks and piecing together details for well over a year. We did our own audit eventually. No telling what this might have cost. He did it completely in his spare time as a labor of love.

In 1999 I was elected president of Santa Barbara Beautiful. During my tenure as president, our goal for the organization was to foster a greater sense of interest and ownership within the community and to provide accessible means for residents to take an active role in the stewardship of the ongoing beautification of their community. To accomplish this goal, we realized that greater public awareness was pivotal. This led us to embark on a number of new public awareness projects that involved young and old participants, including the following:

We knew we needed a website, but it was not one of Santa Barbara's new high-tech residents who came to our aid, but Molly Barbey, one of the organization's longest standing members and part of the "old school" who enthusiastically adopted this project as benefactor and employed her son, Tom Barbey, as project webmaster who worked with Jacqueline Dyson to develop the site's content and layout.

We instigated elementary school educational programs to promote awareness and stewardship of the urban forest by our next generation. These projects included the National Arbor Day poster contest for fifth



graders, tree planting and landscape projects at local schools, and creative instructional projects developed by the teachers themselves that involved board members, parents, and even State Assembly members and our U.S. Representative.

New member Mark Whitehurst, publisher of CASA Magazine, began including Santa Barbara Beautiful activities and full-color spreads of annual award winning projects, and the new tree tours. Maria McCall, a multi-talented board member who coordinated activities for the Carrillo Recreation Center, developed the idea of spring and fall tree tours as a vehicle for appreciation of our city and a promotional tool for Santa Barbara Beautiful. These tours were particularly popular, primarily due to Dan Condon's informative and entertaining commentary.

In 2000, we planted the 8,000th street tree, promoting our joint-venture urban forest revitalization program with the City of Santa Barbara. Another plan, from long-term board member Jeanette Bush Carpenter and Linda Clough of Looking Good Santa Barbara, was to create the Neighborhood Pride program that coordinated neighborhood clean up and landscaping projects for renovation and renewal and to empower citizens to take an active role in their area. One of these projects was Sylvan Park on Alameda Padre Serra. This was a small park that had been overlooked and become rundown since it was built in the 1920s. We were able to

clean it up with help of neighbors and do the planting and put it back on the map again.

We decided to invigorate our annual awards banquet ceremonies by adding live music and introducing multi-media presentations of the winning projects, making them a more enjoyable social affair and a public interest event. This renovation has made the awards ceremony an increasingly popular local event, promoting community pride by acknowledging outstanding projects in the areas of landscape and architectural design that enhance the beauty of the city. We also introduced the Heritage Oak Lifetime Achievement award (Dick Riffero 1999, Bud Bottoms 2000) and the Jacaranda Award for Community Service (Dan Condon 2000).

Visitors and residents alike can easily take the lush beauty and unique environment of Santa Barbara for granted, as if it just happened this way. But we owe this Eden – developed from a relatively barren landscape – to the foresight and vigilant efforts of those visionaries who came before us. As beneficiaries of this beautiful and diverse landscape, we need to realize that this dream can only be sustained through the ongoing efforts of the members of the community itself. When Catherine Adams founded Santa Barbara Beautiful, her goal was to create an organized approach to sustaining this labor of love and empower the city and community to promote the growth of this dream long into the future.

Her vision gave larger purpose to my own initial idea to become involved. This vision sprouted in me and I have been able to contribute to this larger purpose. If I were to somehow evolve into a tree in the landscape, and I could make a choice, I would become an apple tree, and further the Johnny Apple Seed legacy spreading trees and nature's bounty around.

In reviewing my years, the privilege of working with fine people on the board who have such a sense of community and have given so much, has been personally inspiring. It is good to have such an association in your life of people who are so dedicated and focused on serving others. They are like an extended family. As a composer, I actually wrote a song for Santa Barbara Beautiful that might be appropriate for our annual awards ceremonies at some point. I would like to record it for the organization to have a copy. The lyrics are as follows:

Beautiful

Lyrics by Norman King

Plant a tree
This forest started with a dream, sow
the seeds
of this vision and you will see
how the sense of community
can grow in this garden green

Plant a tree
Take away cities dull and gray,
make it green
where colors blossom then breathe
the air that's clean
It begins when you plant a tree

And people will cross the earth, the
sky
To see this dream made real
And they'll call our home beautiful
Keep this beauty growing still

Like the children who'll play
'neath the shade that we've made
bearing visions of their own
with the hope instilled
by our promise fulfilled
in this dream that they'll call home

And we'll call our home beautiful,
Santa Barbara,
Beautiful

MARK WHITEHURST



SBB President, 2001, 2002, & 2003



A Blessing for the Woods

By Michael S. Glaser

“Before I leave, almost without noticing, before I cross the road and head toward what I have intentionally postponed— Let me stop to say a blessing for these woods:
for crows barking and squirrels scampering,
for trees and fungus and multi-colored leaves,
for the way sunlight laces with shadows through each branch and leaf of tree,
for these paths that take me in,
for these paths that lead me out.”

I have always had a long-term interest in community beautification projects and being in the newspaper business and seeing the Santa Barbara Beautiful press releases inspired me. Since this organization offered a forum for my Interests, I joined them in 1997. I was invited to be a board member by Norman King, and I served as first- and second Vice President and then was elected president in 2001.

I was involved in a few planting projects and came to the board meetings, and was active to the same extent that the board was active. At that time our projects were stimulated by city arborist Dan Condon, who would get requests from neighborhoods for trees and plantings. He conveyed this information to the board, and we discussed it and followed through. The board always said yes. We would then go out and canvass the neighbor-hoods and find out what kind of trees they wanted. We did projects such as Santa Cruz Circle, Stanley Drive and other areas.

About two years before I became president, Patsy Brock, a long-term secretary /administrator, had sadly been let go, because there were not sufficient funds to pay her and there was some difficulty being organized with the payroll taxes. As is often true with non-profit organizations, oversight was difficult. Shortly after that I was elected President.

Just prior to this, the Griswold Estate bestowed an unsolicited bequest to us. They donated a small amount of money and then the estate attorney informed us that they were going to pay us a regular amount of money each year, according to the profits that came in from the estate. At the time that this happened, we were unaware that one of the Griswolds was still alive. When the other passed away, the disbursement went from once a year to twice a year. Eventually we learned that the trust contributes to only a handful of causes and we are fortunate to

be one of them. This local couple has gifted us in perpetuity.

Another gift, Jacqueline Dyson’s full-time volunteer involvement, changed the dynamic of Santa Barbara Beautiful. She joined just prior to my coming on board as Vice President. Norman King was President, and she became very dedicated and devoted a good deal of time assisting many activities, including the annual awards banquet. Norman and I were so pleased to have her. This has become her special project. As a volunteer, you could not ask for anything more. Someone who loves the organization and has the interests of the organization at heart is priceless. She threw herself into it and that improved our profile. The public relations had been fairly haphazard. She pulled things together. By the second year of my presidency, she had gotten things quite organized.

She got Dan Condon organized with his tree tours, setting up the calendar, working to recruit people for the tours such as active seniors from the Carrillo Recreation Center. She also networked to get those tours continually growing. In addition, she was organized about regular publicity information being released. She was really responsible for a number of the successes we had in connecting to the community.

It was at that point I suggested we start including automatic memberships whenever people were involved in our activities, be it buying tickets to our tours, a memorial tree, tree dedication, or whenever they sent money our way. So our membership grew, and we were really just tapping into the people who were connecting with us. What did it cost us? Just a stamp, and a post card. I think our membership had dwindled to 20 plus the board, but now it has grown to 120 or 130. We are a Santa Barbara organization, and we are viewed as a good cause, but getting people activated is a difficult thing.

When I became president, we began a

weekly tree column in our *CASA Magazine* publication. Each week we featured a different tree. Bruce Van Dyke helped us with this and we have some 200 tree stories out there. Santa Barbara Beautiful provided a grant of \$10,000 to the SB Botanic Garden to assist in the updated publication of the *Trees of Santa Barbara* book. So tree education has been a priority.

If there was anything special I brought to the table in Santa Barbara Beautiful, it was to change our vision and create more of a business orientation. We were able to turn our money situation around and not only did the money start to grow, we worked out a long-range planning and budget accounting system. The organization had been operating out of its checkbook for 35 years. We had never had a budget. There had been a balance sheet and it was more of a profit and loss situation, than looking at money as a long- range tool, projecting expenses and projects for at least a year into the future. So I suggested that we operate with a plan and a committee responsible for the budget. That was three years ago. That was monumental, because as the money grew, people could see where it was going and making plans for how we were going to spend money meant that more projects were done. In fact, we have not been able to spend the money fast enough! That is the challenge we are working with right now.

I was dedicated to and supported upgrading public relations and also worked to improve how the annual awards were presented. The actual banquet itself had been meeting at the Radisson Hotel for several years. We needed a change of venue and to improve the overall focus of the ceremony. There were some skeptics about spending the money on this, but it has proven a good move. So changing location to the Montecito Country Club was accomplished. We also changed the presentation from slides into a Power Point format. The actual awards also changed, and Jacqueline was very involved in these changes and in finding Leslee Sipress to do professional hand calligraphy to personalize each of them. We improved the quality of paper they were on, so that what we were presenting was high caliber. We also increased the scope of the whole

ceremony by ramping up the promotional efforts, advertising more, and adding judges to cover more categories and an increase in the number of award nominees. We went from some 10 judges to 25. The number of nominations doubled as a result of the advertising and the direct mailings that Jacqueline put together to the various trades, as well as advertising in the *Independent* and the *Santa Barbara News-Press*.

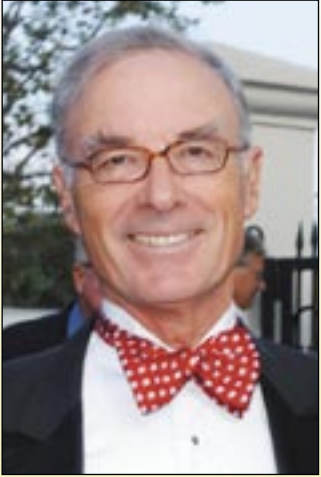
Norman King added special awards for outstanding achievement. The Jacaranda Award for Community Service came the year we went to the city council and asked if the jacaranda tree could be the official tree of Santa Barbara. They countered to have a native tree, the coastal live oak, *Quercus agrifolia*, included. So we rolled with it and made them both the official city trees. It upped our profile with the city. So we created the Heritage Oak Award for Lifetime Achievement and the Jacaranda Award for Community Service, to go with our two official trees. The other thing that I would lay a claim to was adding the annual award for public art. I thought it was very important that the organization move a bit away from foliage to other beautification projects, like public art. It was appropriate that we broaden our thinking. The public art award and the organization's budget were a gift from me, and everything else we accomplished was a group effort. This has always been a quality board. The number of different talents working together is excellent. The key is activating people.

We had a grandiose plan when I first came in as president that we were going to improve upon the urban forest, and make it an official designation, but that kind of disappeared in time. The city has an idea of where and what the city looks like on a map, in terms of what trees have been planted, but there was no plan five, ten, fifteen years into the future as to what to do to sustain that and improve it. That was one of the big problems with the view ordinance, which came in during that period of time. The city council had not talked to a lot of organizations and we asked that they put together an urban forest plan, before they approve a view ordinance. The urban forest concept was too comprehensive for them to

grasp, and for us to do. Selling that idea was a hard sell because of the amount of politics involved.

Fond memories of the organization would be Dan's gift of song. Another is a knocking on a door on Stanley Drive asking them if we could plant a tree, and having them give us a check for \$500 and telling us how wonderful the organization is. The camaraderie of the board and the friendships that have developed are wonderful memories as well.

I believe that beautification is a part of the soul of a community. That is the reason why I support Santa Barbara Beautiful, and it is an honor to serve on the board. I have continued to serve, currently as treasurer. If I could choose to be a tree, it would be a jacaranda tree. It was an interesting coincidence that Dan Condon overtly and covertly planted more jacarandas in the city than anyone knew. I had spent a couple of years teaching in Australia after I got out of college. I signed a contract with the government in Queensland. There is a city called Grafton there, where perhaps 80% of the city is planted in jacaranda trees. They have an annual festival called the Jacaranda Festival with art, boat races, athletic events, bands and music, and the whole town is just purple from these jacaranda blossoms. I went to that festival and it was the first time I had come into contact with these trees, being from Des Moines, Iowa, and it was unbelievable. So when Dan Condon made the suggestion to the city that we adopt the jacaranda as our city tree, I was pleased and thought that would be a nice side light to a wonderful city that has palm trees, especially at the time of year when these trees are wild in bloom! ♦



"We build on foundations,
we did not lay.

We warm ourselves at fires,
we did not light.

We sit in the shade of trees,
we did not plant.

We drink from wells, we did
not dig.

We profit from persons, we
do not know.

We are ever bound in
community."

— Peter Raible

DESMOND O'NEILL



SBB President, 2004, 2005, & 2006

As a long time Parks and Recreation commissioner for the city - about twelve years - I became friendly with Bruce Van Dyke, Jeff Cope and others. I first served on the City Street Tree Advisory Committee as liaison with the city. About the time I became a trustee a SB City College, I became a member of Santa Barbara Beautiful's board of directors, since I had attended various board meetings and I decided to make it official since I was already working on a number of issues that were important to the organization.

Why president? Isn't the standard answer that no one else wanted the job? I believe I was First Vice President under Mark Whitehurst. I would like to get some new board members working with us, since the smaller the board, the more difficult it is to keep it going.

Jacqueline Dyson does a lot of good and she is an absolutely indispensable worker. New board members bring more energy and fresh ideas for what is possible.

Since receiving the gift of the Griswold Trust, the responsibility of deciding where these funds can be most beneficial, is a pure pleasure. Picking the projects and coming to the city with projects and funding beautification projects is great work. More people should get in on that.

Goleta Valley Beautiful is a much more hands-on organization, much more physically active; and, of course, has been around much less time as they are a newer community. GVB have a lot more people mobilized to help with activities and plantings, and there is a lot still to do there. We used to have tree planting parties as they do now. I would like to get more people involved and once again do some projects,

In terms of accomplishments, I am proud to say that we have managed to fund more projects than in previous years. Good civic improvement projects on a

matching funds basis. We try to partner with local organizations and neighborhood associations that can supply manpower and security. I think that is the direction that we should be going. When a neighborhood gets proud of its appearance, then that is a natural counter to the mindless vandalism that is too much a part of our culture. We can be very effective in partnership in this fashion. You can go anywhere in this city to see spray-painted walls or planted trees that someone uprooted thinking it was fun. I abhor this!

Another thing, which Looking Good Santa Barbara has addressed, is cleaning up the city. For a city which ought to have a great deal of pride, where there are so many beautiful features, I cannot understand how people can walk down the street and throw a McDonald's wrapper just anyplace, and yet I see it all the time! Yes, Santa Barbara Beautiful supports Looking Good Santa Barbara.

Homemade signs are another issue that detracts from the beauty of our environment. Both Dick Riffero and I go around and remove signs people nail to trees, telephone poles and whatever else they can affix them to. People do not even have a right to put up these signs and then they are thoughtless about taking them down. The last time I got quoted in the newspaper, I recalled how one Saturday morning I walked home from my office, which is about two miles across the Westside. In the course of that walk, while I did not get every little sign, I took down seventy- two signs, some of which had been up for four months!

People appreciate what Santa Barbara Beautiful does, and we continue to support beautification. Buying trees for the city to plant has been a major part of our activities all along, and we maintain a good working relationship with the city. We also award homeowners for outstanding beautification efforts - monthly as well as annually. We hold an annual awards celebration and

this generates publicity and well-earned recognition for the creative people receiving them in the various categories. This allows us reach out to various segments of the community. We had a very successful annual awards celebration this year. It has built nicely over the years. We also have Arbor Day ceremonies and Tree City USA Proclamations from City Council and we get as much attention as I believe we deserve.

I am looking forward to the Ten Thousand Trees milestone ceremony in Spring 2005, which will be great for publicizing the work of this organization. We have done good things and I am not so modest that I don't see any reason that we shouldn't get credit for it. My vision is that we should just keep doing the good work we are doing. Focusing on continuity and attracting new members will create this.

Most people seem to take trees for granted. This would be a very different place without trees! If you look at photographs of the city from the last half of the nineteenth century, you would appreciate what trees have meant. In the early photographs, you see oaks, sycamores, chaparral brush and little else. The problem is that we, I mean collectively the city and all the people who have worked over a century, have been almost too successful in bringing in a lot of diverse trees and keeping them thriving. To the point where many people take them for granted, assuming they have always been there. They don't even ask where they came from, and expect them to go on forever...

It has nothing to do with Santa Barbara Beautiful, but the controversy that the *Santa Barbara News-Press* has jumped into with the Ficus trees on upper State Street is an example of people taking a situation for granted. Oh my, they are going to cut those Ficus trees down! Well trees have a lifespan, and sooner or later those trees are going to be gone. The Ficus species was a bad choice for a street tree anyway, and most people who have to live with them would just as soon they were gone tomorrow, if not yesterday. Here the News-Press prints columns defending the wonderful trees. All that was happening was an orderly replacement program so that all of them would not die together. I wish the city had not backed down on this. Rubber

sidewalks are just a temporary measure, and a potentially hazardous solution at best. I wrote a long letter with my opinion as a street tree commissioner, which they were apparently not interested in printing.

Unfortunately, historically developers in a lot of newer residential areas in the city would put in whatever grew quickly, such as a Ficus, Pittosporum or pepper trees. They would frequently put them into the same hole as the waterline, which would later show up as root trouble in the pipes. That has changed, but we are still living with the results of some of this. In my capacity as a street tree commissioner, every month we get eight or ten requests for tree removals. This is for street trees as well as for 10-15 foot setbacks onto private property. The average person may not know this, but there are tree surgeons who do know. Enforcement can be spotty. Dick Riffero and I will turn in unauthorized tree removals. A lady named Kathi Ann Brown has several times thrown her body in front of a chainsaw to save a tree! She is invaluable in terms of what she sees and what she reports. We have a listing over the last 2 years of about sixty violations. If we prove they are willful, the people responsible are fined. Most people don't realize that on private property in the setback, they are subject to the city's jurisdiction.

To a lot of people, trees are trouble: Fallen leaves, falling fruit, interference with sewer lines, and more. I am convinced that there are a substantial number of people in the city who would happily take out all the trees, just to save themselves the trouble of caring for them. And of course there are some trees that you would not want as a neighbor, fruiting olives, the Ficus, and others. It is a constant challenge to care for trees.

If there was one important message I could get out to the general public, it is "Value your trees." The urban forest is not just a turn of phrase. It is what makes this area so beautiful. This forest occasionally makes a mess with fallen leaves and fallen fruit, but trees quietly act as "calming" elements to slow down traffic, and they are important sources of both shade and cooling. There are areas of the city that would be ten degrees warmer if it weren't for the trees.

Something I consider an area for our organization to work on is rekindling the idea of trying to hook up with local high schools. They have a mandatory public service requirement for students. I would also like to get some input into the SB City College Green Gardener Program, which educates landscaping and gardening professionals on how to garden with ecological responsibility. We could invite people from that program to our lunch meetings, perhaps support and reward their work and build important relationships.

The guys who grew up around trees and who know many trees by their first names are endlessly fascinating to me. It is a pleasure working with them, not just for their tree judgment and wisdom. They are wonderful people! Dick Riffero has some rough edges on him, but his heart is in the right place. Bruce Van Dyke is a prince of a fellow. You could not ask for a better person. Besides which, he was one of the original SB City College faculty members. Dan Condon was "Mr. Tree" as was Dave Gress. These are generous, knowledgeable people. Other people I have associated with such as Bob Cunningham of Arcadia Studios, and Carol Bornstein and Nancy Johnson of the Botanic Garden. We recently helped the Botanic Garden fund the publication of their updated and revised book *Trees of Santa Barbara*. That has been a good project.

There have been a lot of really good people involved in this organization.

If I were a tree, I would choose to be a fruit tree, something useful. Being a shade tree is fine, and being a rare specimen is also good. However, the idea of being fruit-bearing appeals to me, perhaps a pear tree or some variety of citrus. I love citrus, and the scent of the blossoms is a lovely bonus. ♦



When I Am Among The Trees
By Mary Oliver

When I am among the
trees,
especially the willows and
the honey locust,
equally the beech, the
oaks and the pines,
they give off such hints of
gladness.
I would almost say that
they save me, and daily.
I am so distant from the
hope of myself,
in which I have goodness,
and discernment,
and never hurry through
the world
but walk slowly, and bow
often.
Around me the trees stir in
their leaves
and call out, "Stay awhile."
The light flows from their
branches.
And they call again, "It's
simple," they say,
"and you too have come
into the world to do this, to
go easy, to be filled
with light, and to shine."

COURTNEY SEEPL



SBB President, 2007 & 2008

I spent most of my life in San Francisco, in the Bay Area. I'm a seventh generation Californian on both sides. I have some family roots here, although I didn't grow up here. I did have some grandparents who were brought up in Santa Barbara; one of my uncles was the first Fire Chief in Montecito.

I come from a background a little different from some past presidents of SBB. My university education at UCLA was in Urban Planning. Eventually, I became a property developer.

I decided to semi-retire about ten years ago and was fortunate to live just about anywhere. It made a lot of sense for Alix, my wife, and I to come here – because of my roots here, and because my two children attended UCSB. It's always been one of my favorite places.

We came here with really nothing so to speak, except a love for the town and an appreciation of its beauty. We immediately started to find an opportunity to build a house here. Coming from a builder/developer background we bought a lot that had all the permits and approvals, made some minor design changes, built the house and it ended up winning the 2000 Award for Single Family Residence.

At that point I was really inspired. I found out about Santa Barbara Beautiful. I had been involved in a similar organization in San Francisco, San Francisco Beautiful (SFB.) At the time their major effort was preserving the cable cars, and it required a lot of major funding.

I have always had a major appreciation of the beauty of nature and trees, but also for the people who create the physical beauty of a community and help protect it.

I saw in SBB an opportunity. One of my goals was to continue in the tradition of one particular past president, John Pitman, who was an architect and design professional in the community. I was just as interested

in architecture as in natural beauty. I was interested in recognizing and promoting community beautification and the individuals who create it or participate in it.

One thing that attracted me in particular was the SBB Annual Awards, going on now for some forty years, as a way of honoring people who create the beauty of Santa Barbara.

During my presidency we held the Annual Awards at the Lobero Theater (2007) and last year (2008) at the newly remodeled Granada Theater. Both theaters are two of the most beautiful, note-worthy and historic buildings in the United States. And to have them both in a town the size of Santa Barbara it was an honor for me to be part of these events and to promote them.

Another thing that attracted me to SBB was that out of all the local non-profit "environmental organizations" SBB is one of the oldest. One of its primary goals is planting trees. Trees are important to the environment as pollution fighters to combat global warming and giving us the air we breathe. By the end of my presidency, SBB had planted over 11,000 city street trees. The world has lost far too many trees, but it takes money to replant them.

One accomplishment by the end of my term was an increase in financial reserves. We also increased the number of SBB funded community beautification projects. I was quite proud of the number and variety of funded projects during my term. It felt good being part of the organization.

We expanded our range of funded projects into creek clean-up and public landscape beautification. We expanded and developed the relationship with the City of Santa Barbara to provide funding combined with their manpower on city properties to restore city parks, creeks, and landscapes. We helped fund the restoration of San Roque Creek at Stevens Park and did some work at Sycamore Creek on the eastside.

During my term as president we partnered with the city on the “Summer Parks and Forestry Youth Apprenticeship Program” that sponsored at-risk youth to learn tree planting and the importance of trees in the environment.

We supported a much-needed city project on State Street “Deep Root Tree Watering Program.” Some of the street trees in the State Street corridor were not able to get properly fertilized and didn’t have deep roots to reach water because of the asphalt and hardscape surfaces.

We also developed a strong relationship with the local schools to celebrate Arbor Day by helping the children plant trees on school property.

My immediate past president predecessors established, and I was able to continue, SBB support of Art in Public Places – not only as an annual award category, but also as a focus of project grants. We cooperated with the County Arts Commission on the “Whale Watch Project” at Arroyo Burro Beach. I believe this expansion of our support into public art is very important.

Another accomplishment during my term was the introduction of a new Special Award, the Playa de Santa Barbara Award for Environmental Stewardship, presented at the Annual Awards (2007). The first Playa de SB award was presented to the non-profit organization Heal the Ocean-Hillary Hauser, executive director.

The following year (2008) I was pleased to present the Heritage Oak Award for Lifetime Achievement to William Mahan AIA., an amazing guy.

One of my favorite community funded projects is the recently completed total renovation of the beautiful Granada Theater. It was the winner of the 2008 President’s Award.

I also appreciate the Riviera Business Park restoration project at the old historic UCSB Riviera Campus. The city has done a great job as well as the owner/developer Michael Towbes preserving it as a unique environment. Imagine, even a movie theater right in the middle of a residential community; it’s a special place.

Another special creative and artistic property development is the SBB Annual

Award winning Cota Street Studios designed by local architect Jeff Shelton. We’re so lucky to have individuals like that.

One project we couldn’t bring to fruition was to create a funding vehicle to maintain Alice Keck Park Memorial Garden. Past president Grant Castleberg, who created the original landscape design, and his wife Anne-Marie have tried hard to find a way to increase the level of funding to maintain and renovate the garden. It’s one of the special parks in the city; a special place.

Our organization doesn’t have a lot of members but we’re fortunate to have an active group of board members that understand what SBB is all about. SBB is an all volunteer non-profit, and I’ve enjoyed working with the fellow board members, particularly Jacqueline Dyson, who has been a spark plug for SBB. We’re fortunate to have strong ideas, clear ideas. Volunteers are what’s special about Santa Barbara.

I always solicited ideas from the board, but sometimes I would sit down, usually twice a year, with a couple of city department heads and sometimes with members of the city council and ask them what areas are neglected that we could help with. That’s also where some ideas came from.

If I could be a tree I’d be an Oak tree. I know other SBB presidents have chosen it. The Coast Live Oak is one of our official city street trees. SBB gives the Heritage Oak Award for Lifetime Achievement. It’s such a special tree. The silhouettes of a lot of the oaks in this community are so special. I hope we can preserve them in the urban forest and within the California landscape. SBB is behind that completely. ♦

For The Tree-Lovers

by Barry Spacks

A man fell in love with an Ironwood tree,
hugged her where she (motionlessly)
endured his passion, as if she might say

“Dude, it will never work, we haven’t
anywhere enough in common,

you with your leap-about monkey-mind
and me with a sap-flow like humming.”

In this folktale I’m inventing, a woman
marries a tree, clears up its leaves

waters its roots and glories to see
its great spring-summer burgeoning.

It made, she felt, the best of husbands:
silent except in storms of wind,

rooted firm to be leaned upon,
and never tempted to sneak down an alley

though naked
and willing to burn.

City trees, caring for us
with green and bloom and needlessness,
street after shaded street yielding
a sort of saintedness, as if

they quietly crooned to us in our rush:

“There, there, busy-ones...breathe!”



2005: 10,000 Tree Dedication Poem
by Barry Spacks, Poet Laureate



2005: Mayor Marty Blum; City council member Brian Barnwell, City council member Iya Falcone, City Arborist & SBB past president David Gress, and SBB President Des O'Neill at the 10,000th Tree Planting at City Hall



2005: 10,000 Tree Commemorative Plaque

Barry Spacks, City of Santa Barbara Poet Laureate
on the occasion of the planting of the
10,000th City Street Tree

Santa Barbara Beautiful Past Presidents 1966 – 2018

R. Peter Krupczak
January – June 1966

John Pitman
July – December 1966

James A. “Bud” Bottoms
1967

Max L. Feldman
1968

David Lloyd
1969 & 1970

Grant Castleberg
1971

Dunkley Murray
1972

Elizabeth H. Ramser
January – August 1973

Barbara Landis
1973 & 1974

Luba Carleton
1975

Ken Taylor
1976

Walter Barrows
1977

H. George Kallusky
1978 & 1979

Mary Lou Jacobsen (Schmidt)
1980

Orval Bond
1981

Ronald McGurer
1982 & 1983

Dan Condon
1984 & 1985

Richard Riffero
1986 & 1987

Rosemary Reed
1988 & 1989

Howard Hudson
1990 & 1991

Rosalind Rea Gies (Amorteguy)
1992 & 1993

David Gress
1994, 1995 & 1996

Bruce Van Dyke
1997 & 1998

Norman King
1999 & 2000

Mark Whitehurst
2001, 2002 & 2003

Desmond O’Neill
2004, 2005 & 2006

Courtney Seepie
2007 & 2008

Kerry Methner
2009 & 2010

Ginny Brush
2011

Robert F. Adams
2012

Christie Gallagher
2013

Kate Kurlas
2014

Jeanette Casillas
2015

Ricardo Castellanos
2016

JoAnn Mermis
2017

Jacqueline Dyson
2018

Moments in SBB History 1965 – 2008

Keepsake Moments in Photos & Clippings



1981: Annual Awards Ceremony Tribute to Catherine Adams



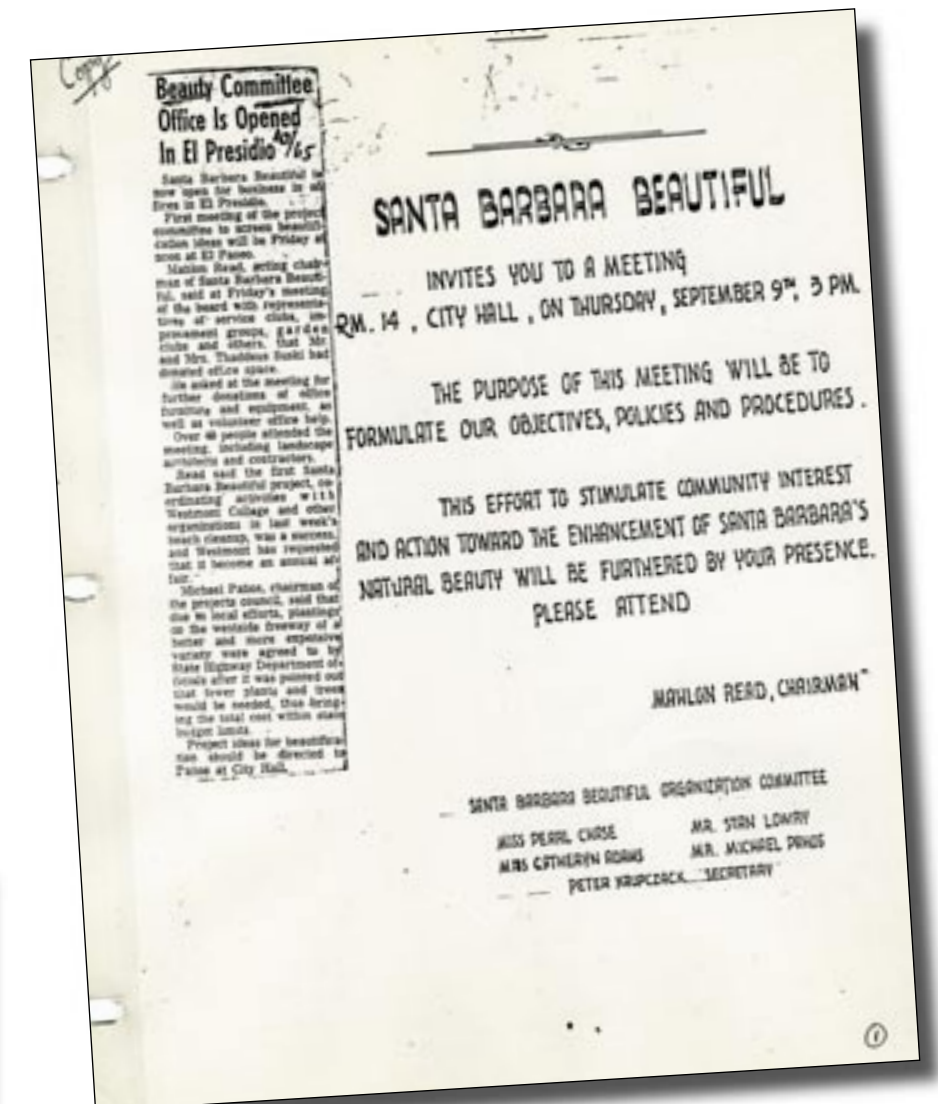
Catherine Adams,
SBB Founding Member



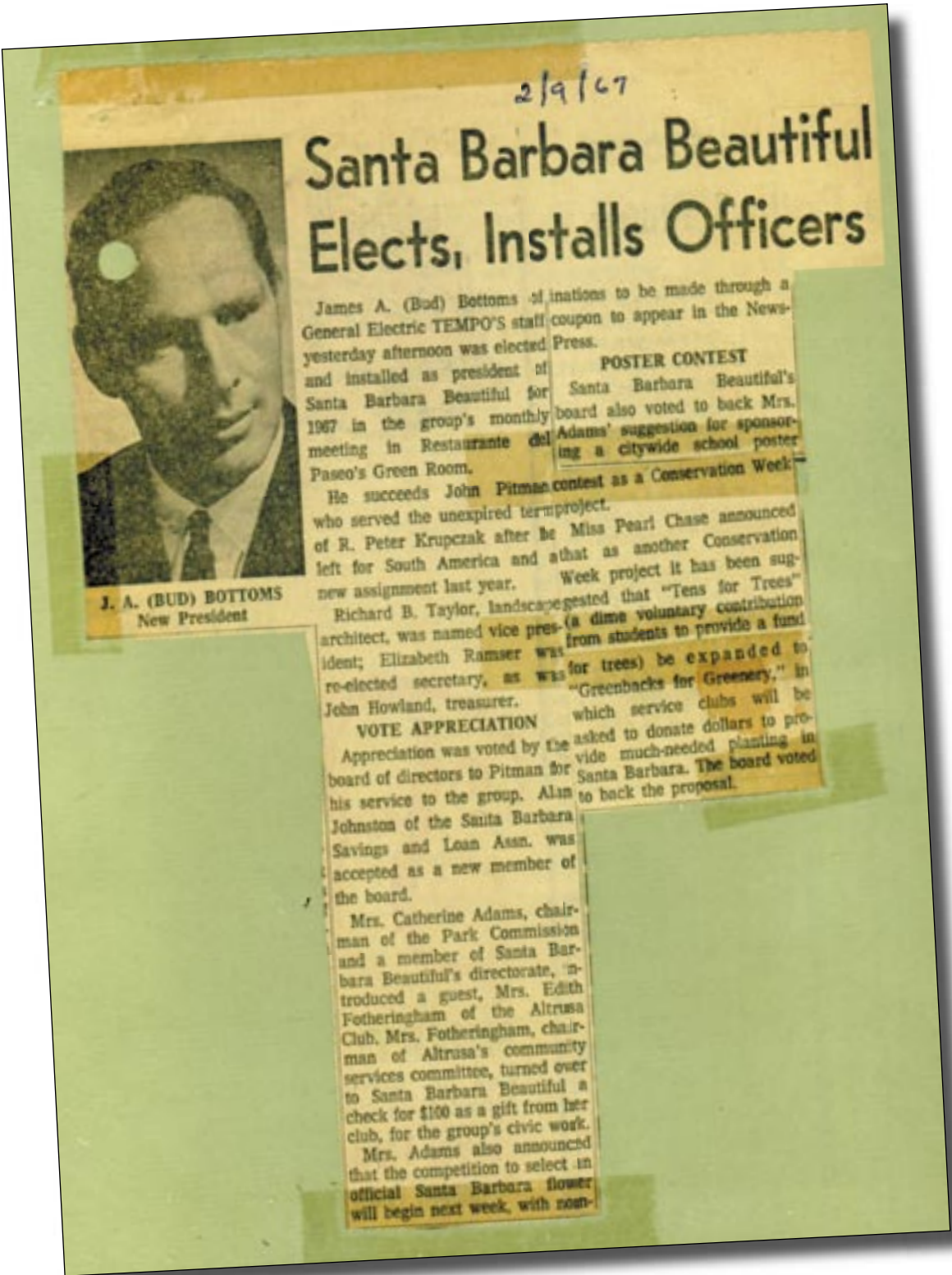
Miss Pearl Chase,
SBB Founding Member



Circa 1950s: Catherine Adams



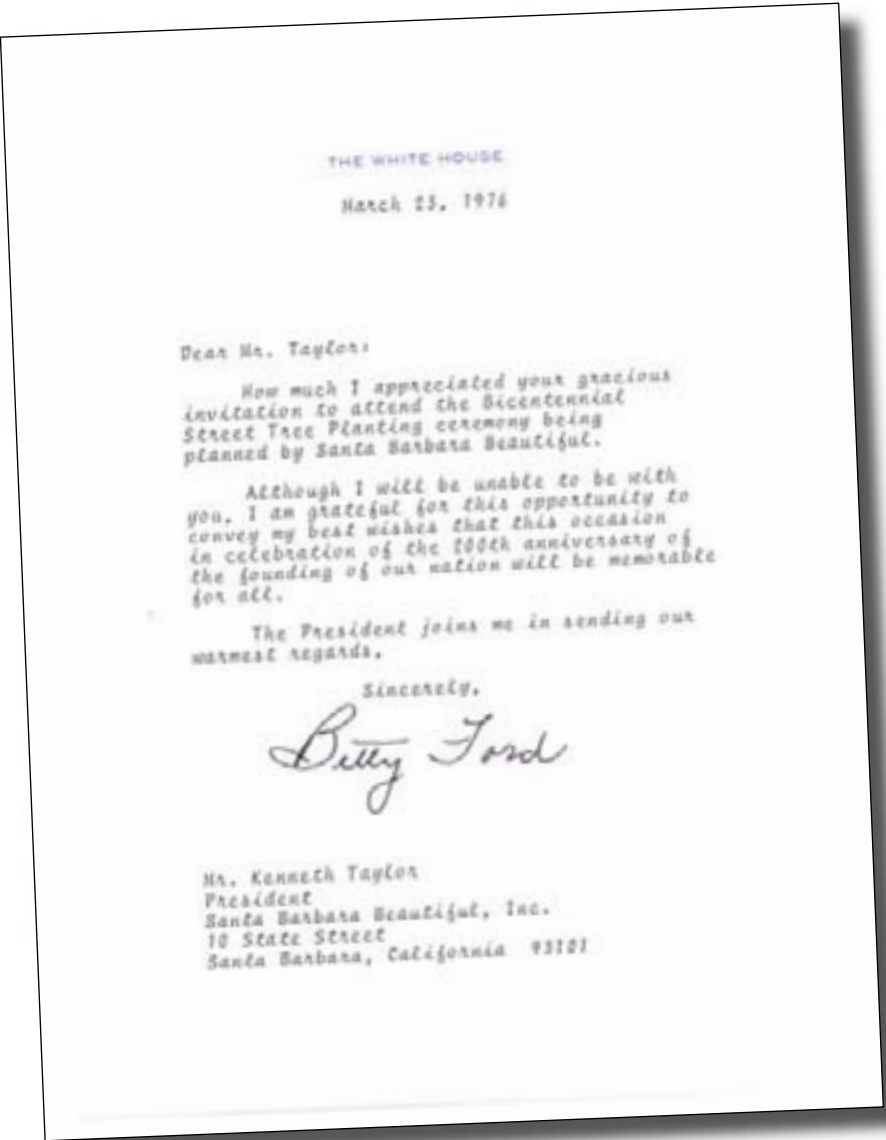
1965: City Hall Founding Meeting



1967: Bud Bottoms Elected President of SBB Board



1970: Tree Planting with Pearl Chase



1976: Betty Ford Letter



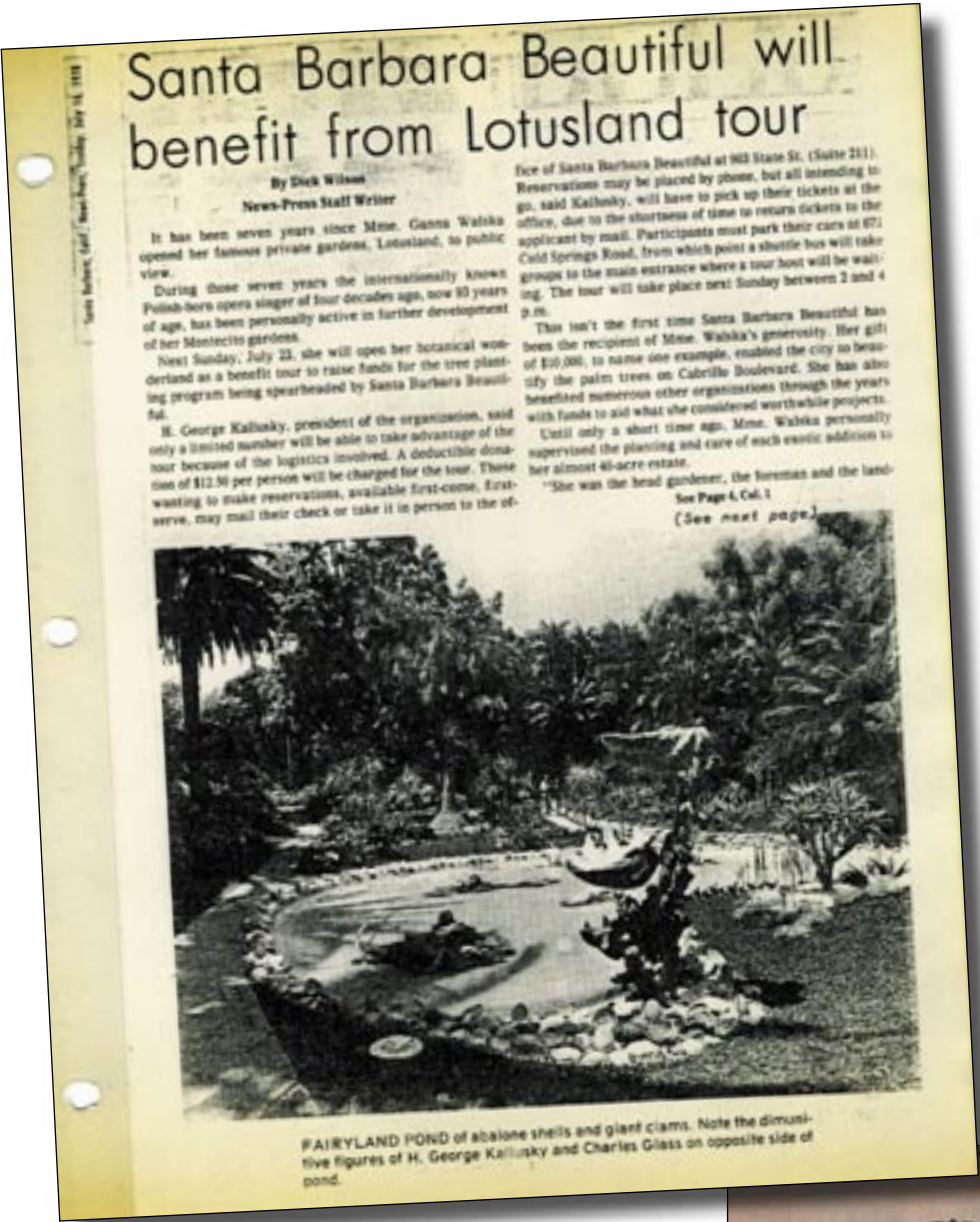
1977: Pearl Chase, Catherine Adams, and Walter Barrows



1977: Tree Planting on Chapala Street



1978: Street Tree Plan Map



1978: Lotusland Tour



1978: Street Tree Fundraiser Campaign Ad

SANTA BARBARA BEAUTIFUL INC.

NEWSLETTER

903 State Street, Santa Barbara, California 93101 805-962-8867

Editor
Sylvia L. Decker
Spring 1979

A spectacularly successful year for SANTA BARBARA BEAUTIFUL all but guarantees that our gargantuan goals for 1979 can be and will be achieved.

PROOF POSITIVE:

MEMBERSHIP: We started 1978 with 428 members. Under the competent chairmanship of CEDRIC BOESEKE that figure increased to an impressive, important and supportive roster of 1,040 paid memberships. And we're confident that LOUISE SHEEHAN, who succeeds him, will cope with the challenge of interesting even more people in our myriad projects.

TREE PLANTING: This program, the very nucleus of our beautification concept, was beginning to put down roots, in both the general and literal sense of the words. But when Santa Barbara Savings gave generous county-wide publicity as well as financial support to the endeavor, we began to burgeon. Through DAVID TILTON, President, \$10,000 was budgeted for press and radio through the Larson Bateman Agency with BILL SHEEHAN in charge. An additional \$2,500 was donated directly to the planting program. Santa Barbara Savings, which had its beginnings in our city, has chosen this constructive way of showing its appreciation to the community in which it has thrived.

DAVE GRESS, chairman of our Tree Planting Committee, reports that nine blocks on Haley Street have been completed and that a total of 320 trees were planted in 1978. This was accomplished in spite of a shortage of available stock due to a drought two years ago that discouraged nurserymen from starting new plantings. In the interim, an intense interest in urban planting has exhausted stocks of certain varieties. However, new shipments will be available this spring, and the trees already in the ground are thriving, with Mother Nature providing ample irrigation.

As for Memory Trees, those of specified varieties or slated for particular sites will be planted as soon as a) the species is available, b) the site can be prepared, c) weather conditions provide optimum growing conditions. Dave reports good partici-



LOTUSLAND RECEIVES PRESIDENT'S AWARD

"LOTUSLAND," the incredibly beautiful Montecito estate of MADAME GANNA WALSKA, known world-wide for its exotic plantings and horticultural rarities, opened its gates for the first time in seven years as a benefit tour for SANTA BARBARA BEAUTIFUL. Our hostess, a retired opera star, personally conducted the first group of the more than 800 people who were admitted.

GEORGE KALLUSKY and BEVERLY JACKSON, at her side, marvelled at this fragile but still sprightly little lady of 95 years who, resting on both canes, paused to ask of the camera addicts among them, "Don't you like nature?" They enthused. Then, as Beverly reported in her column, she said, "Then why do you photograph only me?" The answer is obvious. She is, in her own right, a rarity!

"LOTUSLAND" received the President's Award at last year's Annual Awards Banquet.

MONTHLY AWARDS: With ROZ COLOME in charge of this increasingly important and popular civic involvement, with her flair for describing why a particular recipient rated recognition, small wonder that our community is more and more appreciative of our activities.

Through the sustained (and sustaining!) interest of the Santa Barbara News Press, and columnist DICK WILSON, we have had

SANTA BARBARA BEAUTIFUL LIVING

- Real Estate, Development
- Home and Leisure, Garden

Sunday, October 14, 1979

SANTA BARBARA BEAUTIFUL

\$50,000 donation puts tree drive over top

With a grant of \$50,000 from an anonymous donor, the monies raised by Santa Barbara Beautiful for its Street Tree Fund leaped to more than \$130,000. This is \$25,000 beyond the \$105,000 target set in April of 1978 as needed to purchase and plant Santa Barbara's 5,500 missing street trees and make the city the first in the nation to have its streets fully planted. The announcement was made by George Kallusky, president, at the October meeting of the Santa Barbara Beautiful Board of Directors' meeting at El Cielito Restaurant.

The Master Street Tree Plan was developed by David Gress, former city arborist, and included a complete inventory of every street tree and empty street tree well. It specified the types of trees, either existing or designated, for each location. The Santa Barbara Beautiful plan to raise the funds needed to fill the 5,500 empty tree wells was developed by Cedric Boeske, Street Tree Committee chairman.

The fund-raising drive was first announced on Arbor Day weekend, 1978 when David Tilton, president of Santa Barbara Savings pledged \$10,000 towards a public awareness program and \$2,500 for street trees. Mayor David Schiffman declared May, 1978 as tree planting month and the project got underway.

A tradition of early day Santa Barbara was revived in the form of "memory trees," Kallusky said. The city's Christmas tree on the corner of Carrillo and Chapala Streets was planted years ago by a local doctor in memory of the birth of his son. Several service organizations have taken entire city blocks in memory of past presidents. Trees have been dedicated to baptisms, weddings, and birthdays. Donations have come from as far as New York to remember loved ones of Santa Barbara. Records of memory trees are maintained both at City Hall and the Santa Barbara Beautiful Office.

The tour of Mme. Ganna Walska's famed "Lotusland" brought more than \$10,000 to the fund. Atlantic Richfield has also planted nearly 100 trees under its Adopt-A-Block program in two special plantings arranged by Rozella Jewett of the Major Donor Committee. ARCO also made a \$5,000 grant to the program and a Chamber of Commerce mixer increased the fund by nearly \$1,500.

More than 1,500 individuals and businesses have contributed to the program, according to Mary Lou Jacobsen, chairperson of the Santa Barbara Beautiful Steering Committee. "To date, more than 2,000 trees have been planted," she said, "and the balance are expected to be planted before the end of 1980."

By September of this year, a total of \$74,000 had been received.

H. George Kallusky, President of Santa Barbara Beautiful, related at the October Board of Directors Meeting that he had received a telephone call from a local resident who asked the status of the tree planting program. Kallusky said, "When I told him we were \$31,000 short of our goal, the anonymous donor said, 'Let's just round it off to \$50,000 and you have my pledge for that amount.' " There was jubilation at the meeting, he added.

Santa Barbara will now become the first city in the United States to complete its street tree planting program, Kallusky said. Cities across the nation are losing their street trees. Minneapolis spends 100 percent of its budget to combat Dutch Elm disease; St. Louis has lost 50 percent of its trees in the last 20 years; and Atlanta spends 75 percent of its funds to remove dead or diseased trees. Santa Barbara has reversed this national trend, he emphasized. Tree Planting Chairman David Gress stated that Santa Barbara is now eligible to be declared a "Tree City USA" by the National Arbor Day Foundation.

"Even though we have now gone over our goal," Kallusky said, "we are going to continue needing donations to replace trees destroyed by storms."

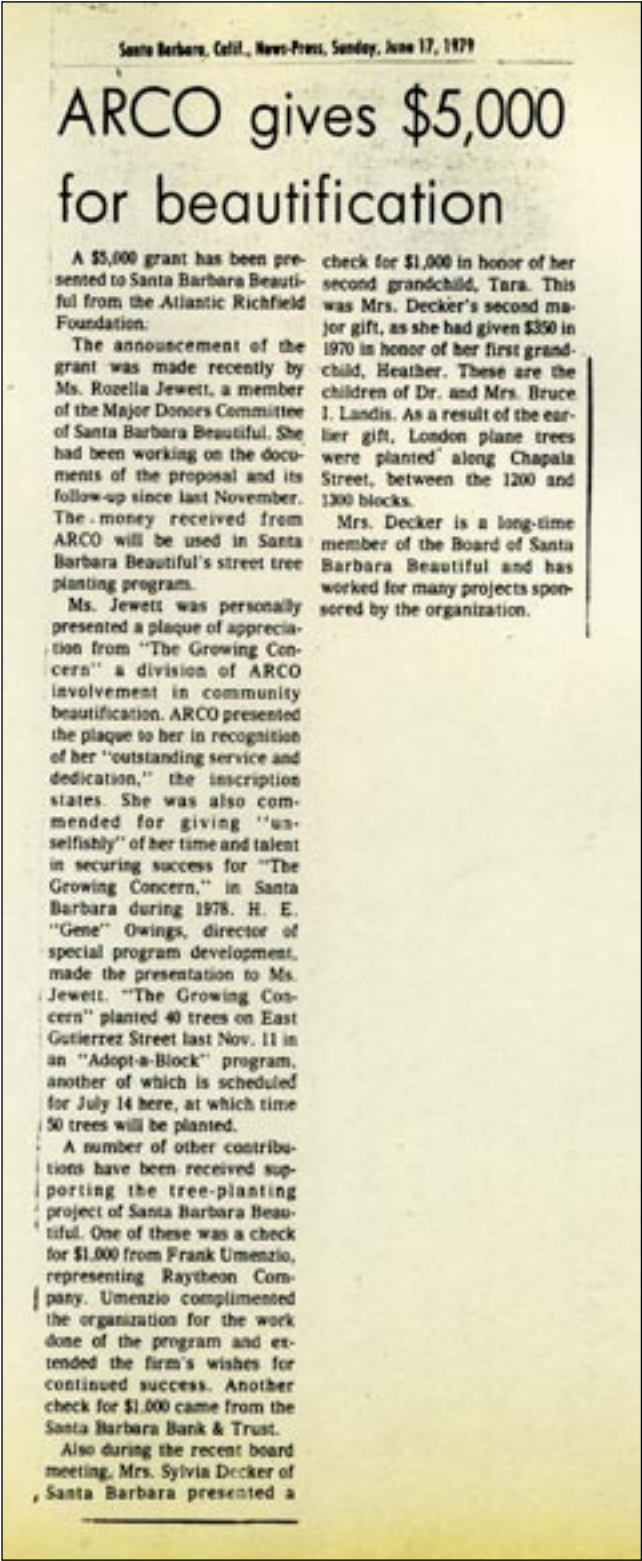
The members of Santa Barbara Beautiful are currently working toward their annual Awards Banquet which is scheduled for Nov. 13 at the Biltmore Hotel. Reservations for the banquet can be made by calling the organization's office at 965-8867.

This is the last week that nominations will be taken for the annual architectural-landscaping recognition. Those interested may make their nomination for a local project by using the Santa Barbara Beautiful coupon found in this section.

Following is the panel of judges for the annual awards competition:

John Pitman, AIA, Edwards & Pitman, Architects
Fred Sweeney, AIA, Arendt-Moser-Grant-Pedersen-Phillips, Architects
Dick Pollock, AIA, Garcia Architects
Paul Mills, director, Santa Barbara Museum of Art
Alan Johnston, executive director, Downtown Organization
Robert Cunningham, Architectural Board of Review
Bruce Lucas, manager, Lloyds Bank, San Roque Branch
Dave Conway, former city parks director
James Morris, Penfield & Smith
David Gress, chairman, former city arborist and chief financial officer, Santa Barbara Beautiful.

1979: SBB Fundraiser - \$50K donation puts tree drive over the top



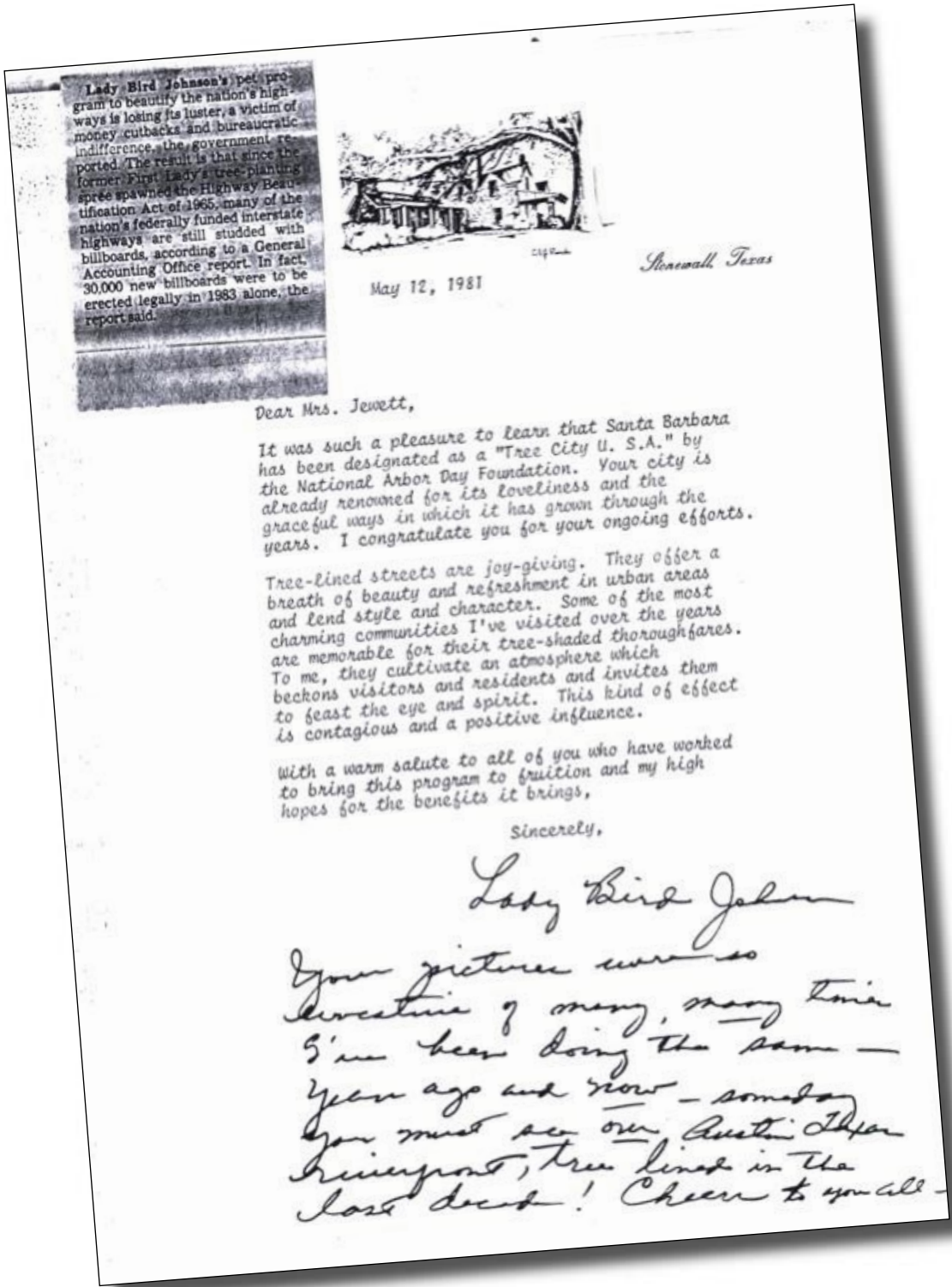
1979: Arco gives \$5k donation to beautification



1980s Arbor Day Celebration



1980's: Dick Riffero and Henry Bauernschmidt



1981: Lady Bird Johnson Letter



1986: Tree Planting in the News-Press



1986: Article by Bruce Van Dyke about the hibiscus, Santa Barbara's official flower



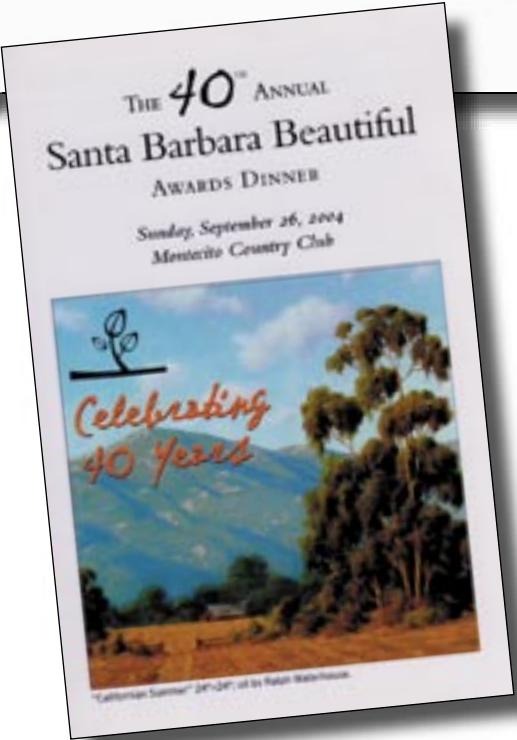
2001: Official City Trees Designation



1990 Board of Directors
Front: Patsy Brock; Howard Hudson, president; Dorothy Brubeck
Middle: Helen Dyson; Rosalind Rea Gies; Sophie Schnitter; Cynthia Heyer; UNK; UNK; Betty Humphreys
Back: Richard "Dick" Riffero; Alea Cunningham; Sam Salerio; UNK; Dan Condon; Bruce Van Dyke; Henry Bauernschmidt; Norma Gallagher; Mary Lou Jacobsen-Schmidt



2003: SBB Past President Dick Riffero (1986 & 1987) dancing with SBB Past President JoAnn Mermis (2017) on his 90th birthday at the Montecito Country Club



2004: Awards Invitation



2004: SBB Past Presidents Norman King, Dan Condon, Mark Whitehurst at the 2004 Holiday Party at Moby Dick Restaurant



2004: Spring Tree Tour conducted by Dan Condon



2004: Cold Spring School Arbor Day Poster Contest Winner



2004: Harding Elementary School Arbor Day Poster Contest Winner



2004: Adams Elementary School Arbor Day Poster Contest Winner



2004: Franklin Elementary School Arbor Day Poster Contest Winner



2005: Awards - Bud Bottoms & Huell Howser



2005: Awards - Ralph Waterhouse, Des O'Neill, & Huell Howser



2005: Awards - Past President Rosalind Amorteguy, SBB President Des O'Neill, & Huell Howser



2005: Awards - Des O'Neill and SBB Past President Mary Lou Jacobsen Schmidt



2005: Awards - City Arts Advisory Committee Chair Leon Olson created the Business in Art Award and presented the first ever award to CASA Magazine. On stage Mark Whitehurst & Kerry Methner, CASA Magazine; Des O'Neill, SBB President; & Leon Olson.



2006: Awards - Huell Howser and artist Ray Strong

CELEBRATING TEN THOUSAND TREES

A beautiful partnership between Santa Barbara Beautiful and Santa Barbara City Parks & Recreation Department began in 1976 with the planting of a King Palm near what is now Paseo Nuevo on Chapala Street.

Together they achieved the milestone of planting the 10,000th street tree (ten thousand!) on April 26, 2005, with the goal of planting all empty tree wells in the city.

Santa Barbara Beautiful is an organization of volunteers dedicated to beautifying our area in a variety of ways, not only by working independently but also by cooperating with city departments, neighborhood organizations, and other agencies. Formed in 1965 by concerned civic leaders, Santa Barbara Beautiful is a non-political, non-profit, tax-exempt 501(c)(3) corporation and contributions are tax-deductible.

SANTA BARBARA BEAUTIFUL PAST PRESIDENTS

R. Peter Krupczak • John Pittman • James "Bud" Bottoms • Max L. Feldman
David Lloyd • Grant Castleberg • Dunckley Murray • Elizabeth H. Ramser
Barbara Landis • Luba Carleton • Ken Taylor • Walter Barrow
H. George Kallusky • Mary Lou Jacobsen • Orville Bond • Ronald McGurrer
Dan Condon • Richard Riffero • Rosemary Reed • Howard Hudson
Rosalind Rea Gies • David Gress • Bruce Van Dike • Norman King • Mark Whitehurst

SANTA BARBARA BEAUTIFUL BOARD OF DIRECTORS

Penelope Bianchi • Jeanette Carpenter • Jeff Cope • Inge Crowder • Giores Cutler
Helen Dyson (in memoriam) • Jacqueline Dyson • David Gress • Howard Hudson
David Jacoby • Patti Jacquemain • Maria Elena McCall • Suzanne Mellichamp
Jo Ann Mermin • Kerry Methner • Desmond O'Neill • Richard Riffero
Courtney Seepie • Carol Terry • Maury Treman • Bruce Van Dyke
Diane Waterhouse • Mark Whitehurst

A SPECIAL THANKS TO THE OAK GROUP

The OAK Group is an organization of environmentally conscious landscape painters rooted in conservation, reaching out to the community through exhibition and education. Its mission is to preserve, protect, and celebrate our natural heritage.

Members include: Meredith Abbott, Whitney Abbott, Donald Archer, Joseph Areno, Marcia Burt, Chris Chapman, Patricia Childlaw, John Comer, Bill Dewey, Michael Drury, Erika Edwards, Mike Enriquez, Karen Foster, Karen Gruszka, Glenn Hartmann, John Iwerks, Larry Iwerks, Manny Lopez, Hank Pitcher, William Roberts, Rick Schloss, Skip Smith, Ray Strong, Arturo Tello, Thomas Van Stein, and Sarah Vedder.

A SPECIAL THANKS TO HUELL HOWSER

Santa Barbara Beautiful is honored to present Huell Howser, producer and host of "California's Gold," as the special guest and keynote speaker at our 2005 Awards Ceremony. Huell has long considered Santa Barbara to be one of the most beautiful locales in the state and we welcome him with warmth, affection, and gratitude.

www.sbbeautiful.org • (805) 965-8867

The Forty-first Annual
Santa Barbara Beautiful
Awards Presentation

Sunday, September 25, 2005 • Lobero Theater

Michael Drury, "Big Tree at Wilcox," oil, 20"x24"

2005: Awards Invitation
Front & Back

Hank Pitcher: "Coropsis at Point Conception," 2003, oil on canvas, 60" x 65"
Courtesy of Sullivan Goss

Marcia Burt: "Summer, Bird Refuge" acrylic, 23" x 39"

You are cordially invited to attend the 41st annual
Santa Barbara Beautiful • Celebrating 10,000 Trees
AWARDS PRESENTATION

September 25, 2005
Lobero Theater
53 E. CANON PERDIDO STREET
SANTA BARBARA

4:00-5:00 p.m. Courtyard Reception with Huell Howser
5:00 p.m. Presentation of Awards – Special Guest Huell Howser

\$40 PER PERSON*: COURTYARD RECEPTION & AWARDS
\$20 PER PERSON: AWARDS ONLY

*INCLUDES ONE-YEAR MEMBERSHIP
RSVP BY FRIDAY, SEPTEMBER 9, 2005

John Comer: "Last of Summer, Refuge," oil, 18"x24"

Richard Schloss: "Light in Mission Creek," oil on canvas, 20"x36"



2007: SB Beautiful Past Presidents David Gress, Bruce Van Dyke, Bud Bottoms, Mark Whitehurst, & Des O'Neill



2007: Awards – David Gress and Heritage Oak Award Recipient Bruce Van Dyke



2007: SB Beautiful Board of Directors: (Front Row) Diane Waterhouse, David Jacoby, Suzanne Mellichamp, Patti Jacquemain, Jacqueline Dyson, Carol Terry, and Karen Christman. (Second Row) David Gress, Maury Treman, and Des O'Neill (Third Row) Andrew Wyatt, Mark Whitehurst, Christie Gallagher, Vickie Hawks, SBB President Courtney Seepie, Ginny Brush, and Ricardo Castellanos (Back Row) Robert F. Adams, Kerry Methner, and Charlie Kelly



2007: Awards Lobero Kiosk



2007: SBB Board of Directors - (Front Row) Norman King, Suzanne Mellichamp, Bruce Van Dyke, Donnis Galvan, Diane Waterhouse, SBB President Courtney Seeples holding certificate, Dick Riffero, Jacqueline Dyson, Carol Terry, Christie Gallagher, Ricardo Castellanos, Recording Secretary Diane Stevens. (Back Row) Robert F. Adams, Des O'Neill, Mike Bush, David Gress, Randy Figgins, Charlie Kelly, Mark Whitehurst, Richard Riffero Jr., and Andrew Wyatt



2007: Dick Riffero's 94th birthday celebration during a board of directors meeting held at the Cabrillo Arts Pavilion



2007: Dick Riffero's 94th birthday certificate



2008: Awards - Marquee at the Granada



2008: Awards - Past Presidents Rosalind Amorteguy, Grant Castleberg, Mark Whitehurst, Howard Hudson, Des O'Neill, & Courtney Seeples



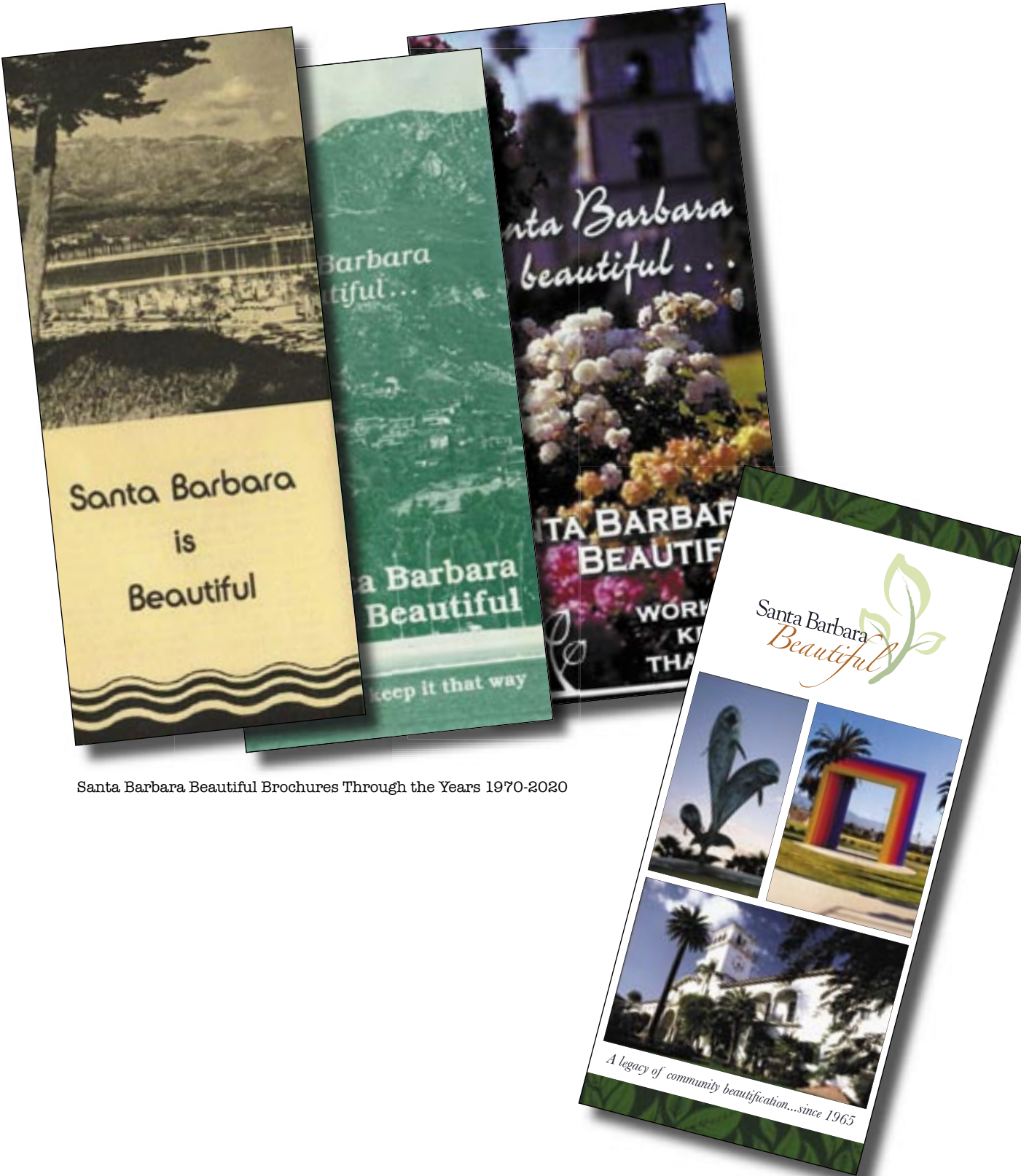
2008: Awards - Inside the Granada with RoadShow Media



Original Santa Barbara Beautiful Logo



Santa Barbara Beautiful Logo Redesign, 2009



Santa Barbara Beautiful Brochures Through the Years 1970-2020

History of Santa Barbara Beautiful

Trivia Pursuit – SBB Edition

Check all that apply

- 1. Year SBB Founded**

 - ☐ 1965
 - ☐ 1977
 - ☐ 1980
- 2. SBB Founder**

 - ☐ Catherine Adams
 - ☐ Pearl Chase
 - ☐ Don MacGillivray
- 3. Official City Flower**

 - ☐ California Poppy
 - ☐ Hibiscus
 - ☐ Rose
- 4. Official City Street Tree**

 - ☐ Coast Live Oak
 - ☐ Jacaranda
 - ☐ Queen Palm
- 5. Annual Awards began**

 - ☐ 1966
 - ☐ 1977
 - ☐ 1980
- 6. SBB “Walk of Fame” is located along**

 - ☐ Alameda Padre Serra
 - ☐ Cabrillo Boulevard
 - ☐ Chapala Street
- 7. Commemorative Trees are located**

 - ☐ City Streets
 - ☐ Private Homes
 - ☐ Public parks
- 8. SBB State Street Flags fly during the Month of**

 - ☐ April
 - ☐ June
 - ☐ September
- 9. City of Santa Barbara has been Tree City USA every year since**

 - ☐ 1977
 - ☐ 1980
 - ☐ 1999
- 10. SBB celebrates National Arbor Day by**

 - ☐ Planting trees at schools
 - ☐ Donating a book on trees to local public libraries
 - ☐ Donating a book on trees to local school libraries
- 11. SBB has donated Major Funding to**

 - ☐ Airport Terminal (SBA)
 - ☐ Chromatic Gate
 - ☐ Community Arts Workshop (CAW)
- 12. SBB has donated Scholarships to**

 - ☐ Architectural Foundation of SB
 - ☐ SBHS MAD Academy
 - ☐ SBCC Environmental Horticulture
- 13. The 1978-79 SBB Fund Raising Project of \$100K+ was for**

 - ☐ Community clean up
 - ☐ Public parks
 - ☐ Street trees
- 14. Name three SBB past presidents**

 -
 -
 -
- 15. SBB participated in which 2017 Parades**

 - ☐ Holiday Parade
 - ☐ Old Spanish Days
 - ☐ Summer Solstice

ANSWER KEY: (1) 1965 (2) Catherine Adams (3) Hibiscus (4) Coast Live Oak AND Jacaranda (5) 1966 (6) Chapala Street from West Anapamu down to the end of the street (00 Block) (7) City Streets (8) April for National Arbor Day (9) 1980 (10) All of the above (11) All of the above (12) All of the above (13) Street Trees “Putting Down Roots in Santa Barbara” (14) SBB Past Presidents from 1965 to 2006: R. Peter Krupsczak; John Pitman; James “Bud” Bottoms; Max Feldman; David Lloyd; Grant Castleberg; Luba Carleton; Dunckley Murray; Elizabeth H. Ramser; Barbara Landis; Ken Taylor; Walter Barrows; H. George Kallusky; Mary Lou Jacobsen (Schmidt); Orval Bond; Ronald McGurer; Dan Condon; Richard “Dick” Riffero; Rosemary Reed; Howard Hudson; Rosalind Rea Gies Amorteguy-Fendon; David Gress; Bruce Van Dyke; Norman King; Mark Whitehurst; Desmond O’Neill; Courtney Seeples; Kerry Methner; Ginny Brush; Robert F. Adams; Christie Gallagher; Kate Kurlas; Jeanette Casillas; Ricardo Castellanos; JoAnn Mermis; Jacqueline Dyson (15) Holiday Parade & Summer Solstice

