

Mount Diablo Interpretive Association

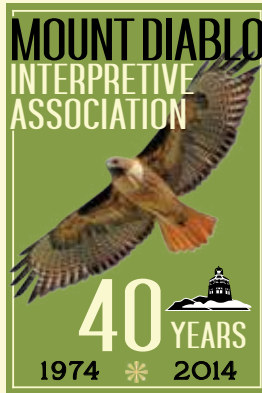
2014 Annual Report



Preservation through Education

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Message from the Board



The year 2014 was an exciting and eventful one as Mount Diablo Interpretive Association celebrated its 40th anniversary! MDIA was honored to share in the celebration with Mount Diablo State Park to commemorate the 150th anniversary of California State Parks. The Fall/Winter 2014 issue of the *Mountain News* highlighted the celebration and events.

The following pages of this annual report describe many MDIA activities in 2014.

MDIA BOARD

The MDIA board consists of up to 16 board member volunteers who are elected for one- to three-year terms, up to a maximum of nine consecutive years. Besides attending the lively monthly board meetings, board members chair and serve on various committees that keep the organization running smoothly and provide valuable services to the park in diverse capacities. In addition to leading MDIA activities, MDIA board members represent the organization in many community outreach activities advocating for Mount Diablo State Park and for volunteering in the park.

Many thanks go to Steve Elliott and Sue Donecker, two long-serving MDIA board members. Steve was secretary



Front: Ruth Ann Kishi, Carol Lane, Liz Watson, Nancy Topp, Maria Tice, Leslie Dawson, Leslie Contreras. **Back:** Dereck Love, Mike Woodring, Lisa Anich, Jim Bily, Jim Mitchell, Ken Lavin, Christine Hagelin, Walter Moeller, Rich McDrew

and later treasurer for MDIA for many years. Sue Donecker headed the MCVV operations for many years along with co-lead Leslie Contreras. Last year, Sue also assumed the role of secretary. Even though Sue and Steve are no longer on the board, they both continue to devote an extraordinary amount of time to the park and to MDIA in many valuable ways.

Dereck Love and Carol Lane were elected to the board for 2014; Jim Bily, Christine Hagelin, and Nancy Topp followed in 2015. We welcome their fresh perspective, enthusiastic support, and eagerness to serve.

2015 Board of Directors

	TERM EXPIRES
Mike Woodring, President	2015
Rich McDrew, Vice President	2017
Jim Bily, Secretary	2017
Leslie Dawson, Treasurer	2016
Lisa Anich	2015
Leslie Contreras	2015
Christine Hagelin	2017
Carol Lane	2016
Ken Lavin	2016
Dereck Love	2015
Ruth Ann Kishi	2015
Jim Mitchell	2015
Walter Moeller	2015
Maria Tice	2015
Nancy Topp	2017
Liz Watson	2017

LOOKING AHEAD

Even after 40 years of providing support and resources to Mount Diablo State Park, MDIA continues to grow and adjust to the changing world around us. We seek new ways to improve and streamline our processes to provide more services to visitors as their numbers grow. We aim to make the most efficient use of precious volunteer time by working smarter. In this world of technological advances, we strive to meet the needs of visitors, young and old, tech-savvy and not.

We seek volunteers with a variety of skills and interests. Please join us in enjoying this beautiful natural wonder in our backyard.

— Mike Woodring
MDIA President



Summit Building • Ruth Ann Kishi

Finances and Donations

The year 2014 was another good year financially for MDIA. Product sales, memberships, donations, and even telescope revenue allow MDIA to make ongoing contributions to Mount Diablo State Park. Because MDIA is an all-volunteer organization, only 5% of our annual revenue is spent on administrative expense.

MDIA contributions to the park for 2014 were almost \$65,000 and included funding for the following projects:

- Trail maintenance
- The park aide at the Summit Visitor Center
- Refurbishing the Macedo Ranch Staging Area restrooms
- Refurbishing the Live Oak Campground restrooms
- Refurbishing the Campfire Center at Live Oak Campground
- Supplies for the replacement of the Dan Cook Canyon Bridge
- Purchase of new vests for docents and hike leaders
- MDIA student intern
- School and Junior Ranger programs
- Small equipment purchases for the park
- Mitchell Canyon Visitor Center displays
- Interpretive displays

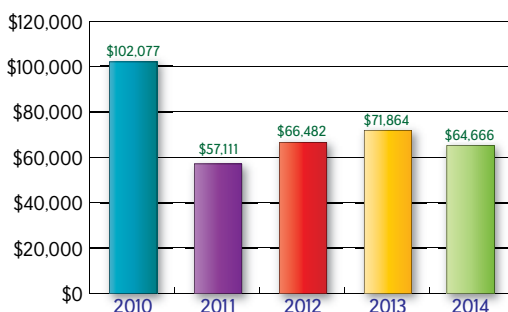
Sales of T-shirts, hats, bike jerseys, books, publications, hiking maps, and even animal puppets provide funding for many ongoing projects. The majority of sales are made at the Summit Visitor Center, but various publications and merchandise are also sold at the Mitchell Canyon Visitor Center, at park entrance stations, by mail order, and online via the MDIA.org website.

The remainder of MDIA's revenue comes primarily from memberships and donations. Annual memberships provide the organization with ongoing support and a pool of potential volunteers and others who wish to support our beautiful mountain. Donations are made by both businesses and individuals. The following major donors gave MDIA contributions of \$500 or more in 2014:

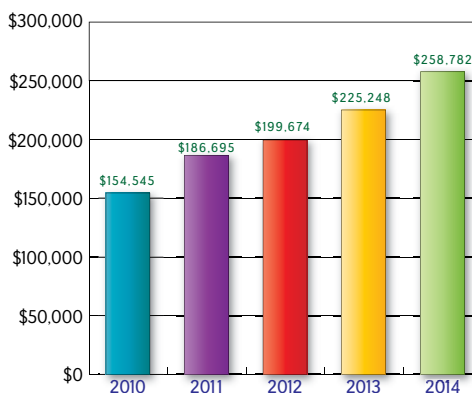
■ Anonymous	\$5,000
■ AAA of Northern California	2,000
■ Kirsten Pearson	2,000
■ Wicked Events, Inc.	2,000
■ California State Parks Foundation	1,500
■ Shirley Nootbaar	1,000
■ Sharon Landwehr	1,000
■ Vanguard Charitable Trust	1,000
■ Peets Coffee & Tea – Walnut Creek	954
■ Chevron Employee Matching Gift Program	500
■ Contra Costa Cycling Club	500
■ Steven Wood	500

Thanks to all for your ongoing financial support for MDIA and Mount Diablo State Park.

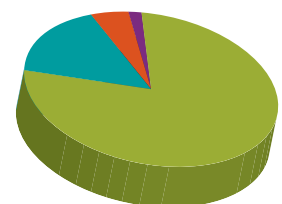
Annual Contributions to the Park from MDIA 2010–2014



MDIA Net Worth 2010–2014



MDIA Sources of Revenue for 2014



- Donations • \$27,315
- Memberships • \$8,415
- Product Sales • \$126,237
- Other • \$2,346

Corporate Governance • Education and Junior Ranger Programs • Hikes

CORPORATE GOVERNANCE

A new committee was formed in 2014 to handle corporate governance matters. An objective for this new committee is to ensure that MDIA is in compliance with all federal requirements for a 501(c)(3) corporation. Updating the Board of Directors' Handbook, together with its supporting documents, is under the purview of this committee. Committee policies and procedures are also a focus of this oversight committee.

EDUCATION AND JUNIOR RANGER PROGRAMS



Junior Rangers II Program
• Steve Elliott

Every year, Mount Diablo State Park welcomes hundreds of students on school field trips. Volunteers from MDIA assist with hosting these school tours and other educational programs such as scout outings. In 2014, MDIA co-sponsored a program on the Morgan Fire with Lindsay Wildlife Museum.

MDIA continued in 2014 as the co-sponsor of the park's Junior Ranger Program. This program, for kids 7 to 12 years of age, includes a variety of offerings. The beginning Junior Ranger Program is a five-session program on topics such as geology, plants, animals, California Native

Americans, prehistoric times, and the history of Mount Diablo. Participants earn weekly awards, and a Junior Rangers Badge and Certificate at completion.

Junior Ranger II and other advanced programs focus on more in-depth, hands-on activities and more challenging hikes. For example, during 2014, a program was offered on California Native Americans and several different park hikes.

HIKES



Docents Dennis Butkowski, Edith Valle-Riestra, Staci Hobbet, Dave Caniglia, Frank Valle-Riestra, Helen Reznick, and Steve Beatty on Galls Hike • Ruth Ann Kishi

In 2014, MDIA/Volunteers In Park (VIP) docents led 101 hikes, 7 Summit programs, and 5 campfire events in the park for the general public, students, and private groups.

Along with the fire recovery hikes, MDIA led wildflower and geology tours, summer night hikes, and the ever-popular tarantula treks. The highlight was "Celebrate on the Mountain" the weekend of April 26 and 27, during which the 40th anniversary of the Mount Diablo Interpretive Association and the 150th anniversary of the California State Parks System were celebrated. MDIA led 15 hikes and presented various displays at the Lower Summit, Juniper Campground/Diablo Valley Overlook, Rock City, and Mitchell Canyon Visitor Center.

Recognition is given to Karen Baldauff, Karen Barrett, Leslie Bartholic, Steve Beatty, Jim Bily, Burt Bogardus, Joyce Chin, Daniel Clarke, Leslie Contreras, Sue Donecker, Laura Dubey, Steve Elliott, Jan Enderle, Christine Hagelin, Lucy Henderson, Kevin Hintsu, Staci Hobbet, Jim Holmes, Ruth Ann Kishi, Ken Lavin, Megan Madahar, Michael Marchiano, Rich McDrew, David Morris, Phil Reed, Helen Reznick, Yulan Tong, Jake Van Akkeren, Debbie Walker, Liz Watson, Denise Wight, Mike Woodring, and Clayton Worsdell. MDIA's greatness comes from all of these dedicated hike leaders and helpers in the hiking program!

Internship • Membership • Merchandising Mitchell Canyon Visitor Center

INTERNSHIP



Intern Daniel Clarke, assisted by Stephanie Clarke
• Mike Woodring

For the past few years, Mount Diablo Interpretive Association has provided an opportunity for a college student to gain experience working in the park during the summer months. The intern works side by side with different board members and park staff performing a variety of jobs and activities for Mount Diablo Interpretive Association and for Mount Diablo State Park. Daniel Clarke was the summer 2014 intern. He spent two months working on map design with Mike Woodring. Daniel also helped with organized hikes, accompanying the hikers and answering questions. In addition, Daniel worked in the Mitchell Canyon Visitor Center, greeting visitors and answering questions. Other jobs he performed included working in the Summit Visitor Center museum, the Mitchell Canyon native plant garden, roving the trails, and related activities. Daniel reported that he found the experience to be very rewarding.



California Poppies • Dereck Love

MEMBERSHIP

At the end of 2014, MDIA had 329 memberships:

- 62 Life Memberships
- 27 Contributing Memberships
- 43 Family Memberships
- 26 Individual Memberships
- 167 Senior Memberships
- 1 Student Membership
- 3 Associate Memberships

In 2014, 52 new members joined, and the renewal rate was approximately 85%. Thank you for your continued support of MDIA and Mount Diablo State Park.

MERCHANDISING

The year 2014 was another excellent merchandising year for MDIA, producing continued steady sales revenue for investment in Mount Diablo State Park.

Highlights included introducing these new products:

- A white version of the Mount Diablo bike jersey
- A new set of bird, wildflower, and butterfly guides that have proven to be very popular



MDIA also sold seven MDIA publications wholesale to 12 retailers: Trail Map of Mount Diablo State Park, *Mount Diablo—The Extraordinary Life and Landscapes of a California Treasure*, *The Mount Diablo Guide*, *Mountain Lore*, *Common Birds of Mount Diablo*, *Mt. Diablo Wildflowers*, and *Trees and Shrubs of Mount Diablo*.

MITCHELL CANYON VISITOR CENTER

Owned and operated by Mount Diablo State Park, the Mitchell Canyon Visitor Center (MCVC) is the cornerstone of the Mitchell Canyon Staging Area. This staging area is a key backcountry starting point at the park for hiking, biking, and equestrian pursuits. The MCVC provides displays on park attractions, natural history, and other topics. It is the main source of hike information for many visitors.

MDIA provides volunteers who staff the MCVC, set up displays, manage merchandise sales, and provide regular housekeeping and most of the facility's maintenance. During 2014, MDIA members upgraded exhibits and added new features at the MCVC. An informative exhibit was created by Leslie Contreras and Karen Barrett on the decomposition of trash items left in the park. A flat screen monitor was added with a slideshow overview of flora and park volunteering for visitors to enjoy.

Outreach & Publicity • Park Docents • Park Maintenance

OUTREACH & PUBLICITY

MDIA representatives visited various organizations, attended festivals, and spoke at meetings to introduce and represent MDIA to the surrounding community.

1/25: Boy Scout LEAD (Leader Education and Discovery) event tabling, Diablo Valley College, Pleasant Hill (B. Bogardus & R. McDrew)

2/26: Heather Farm garden event tabling, Walnut Creek (B. Bogardus, R. McDrew & W. Moeller)

3/8: "Authors Under the Stars" fundraising gala participant, Walnut Creek Library (L. Colberg)

3/22-23: Clayton Library Creekside Arts Festival tabling (S. Donecker, R.A. Kishi, R. McDrew, W. Moeller & M. Woodring)

4/3: Speaker presentation on Mount Diablo at the Lindsay Wildlife Museum, Walnut Creek (S. Elliott)

4/26: Clayton "Cleans-up" event tabling (L. Anich)

4/26-27: MDIA 40th & Parks 150th Anniversary Celebrations in the Park tabling, presentations and hikes (L. Dawson and countless other volunteers)

5/13: Amgen bike race in the Park tabling (S. Donecker, L. Contreras, K. Barrett, R.A. Kishi, D. Love & M. Marchiano)

5/17: Borges Ranch Heritage Day tabling, Walnut Creek (B. Bogardus & R. McDrew)

9/25: Speaker presentation on Mount Diablo to "Senior Fellowship" members, Lafayette (R. McDrew & M. Woodring)

10/18: Walnut Creek 100th Anniversary Celebration tabling at Shadelands (B. Bogardus, K. Lavin, M. Marchiano & L. Watson)



Rich McDrew at Borges Ranch Heritage Day Event
• Sheila Rogstad

10/11: Marsh Creek State Park Heritage Day tabling, Byron (B. Bogardus, W. Moeller & M. Woodring)

11/8: Ygnacio Valley Library's Activity Fair tabling, Walnut Creek (B. Bogardus & R. McDrew)

PARK DOCENTS

Members of MDIA play an important role at the park as docents under the Volunteers in Parks Program. Volunteer docents provide assistance to visitors at the Summit Visitor Center, at the Mitchell Canyon Visitor Center (MCVC), as roving trail docents, and as hike leaders.

During 2014, park docents volunteered thousands of hours and hosted nearly 9,200 visitors at the MCVC, another excellent year. Docents helped hundreds more visitors at the Summit Visitor Center and on the trails, reported trail and park upkeep issues, and responded to visitors in need of assistance. They also hosted a variety of geology, tarantula, wildflower, and family hikes.

Naturalist and docent Michael Marchiano organized and led a well-attended series of programs to help educate park docents. In addition, docent/writer Staci Hobbet launched a weekly Docent News Alert e-newsletter to keep docents up-to-date on the latest happenings in the park.

A small group of docents help staff the park entrance stations where they collect park entrance fees and provide visitor information. Of particular note, in addition to everything else, park docents were critical volunteers during 2014 special events: Earth Day, the 150th Anniversary of California State Parks, and the Amgen Tour of California Bike Race.

PARK MAINTENANCE

The Volunteer Maintenance Group (VMG) completed three major restoration projects and several smaller maintenance projects this year. At the Live Oak Campground, the restrooms were repaired and repainted. In addition, the campfire center was completely restored, including the installation of new decking, redwood benches, and a projector table. At the Macedo Ranch Staging Area, the VMG restored the restrooms with new roofing, gutters, lighting, and heavy-duty doors that will keep birds from nesting inside.

Another small team of dedicated volunteers spent hundreds of hours artfully placing and creating a series of stone steps in Rock City.



Volunteer Maintenance Group Restores Macedo Ranch Restrooms • from left, Jim Gray, Spencer Fulweiler, Steve Williams, Jim Mitchell, Steve Elliott
• Carl Nielson

PUBLICATIONS

In 2014, MDIA continued to publish the park's complimentary *Mount Diablo Review* newsletter twice a year for park visitors. MDIA also published the *Mountain News* newsletter for MDIA members in spring and fall. With the spring 2014 issue, we bid a fond farewell to Frank Valle-Riestra's ever-popular "Frank's Favorite Hikes" feature in the *Mountain News*.

To help publicize MDIA, explain its mission and roles, and solicit new members, a new, full-color MDIA membership application brochure was designed and printed.

Work continued on a new publication, *Hiker's Guide to Mount Diablo State Park*. Photos were solicited and chosen for inclusion, maps and profiles were created, and the hike descriptions were reviewed and refined. Many volunteers have devoted an enormous amount of time and effort into creating this publication to enhance visitors' enjoyment of the park.

WEBSITE

The MDIA website, MDIA.org, continues to supply park visitors with important information, announcements of new interpretive features, and an updated calendar of docent-guided hikes on the Mountain. With the continuation of the drought, important announcements kept visitors alerted to restroom closures and the park's water supply. In addition, a new audio tour of the Rock City area and park history was added. This year MDIA advertised a record number of wildflower, tarantula, and other guided hikes on the Mountain.

TRASH REMOVAL & HABITAT RESTORATION



Rich McDrew Leads High School Students from Gann Academy, Waltham, Massachusetts, on Trash Removal Project • Mike Woodring

Over 15 years ago, MDIA and Volunteers In Park Program (VIPP) volunteers along with Park management (Larry Ferri and Dave Matthews) initially identified and documented 113 Trash Removal Project (TRP) cleanup sites in the park. The group officially began work on those sites on May 20, 2001. To date, 78 sites have been cleaned up and closed out in the park.

In 2014, 1,310 volunteer hours were devoted to the TRP initiative in Mount Diablo State Park, for a total of 28,747 hours since 2001. TRP volunteers removed for recycling or reuse in the park the following (not including countless trash bags of bottles, cans, papers, etc.):

In 2014	Since 2001
Wood 159 board feet	Wood 63,454 board feet
Metal 17,720 pounds	Metal 146,001 pounds
Barbed wire 7,940 feet	Barbed wire 1,121,406 feet
Fence posts 213	Fence posts 21,036
Tires 71	Tires 706
Cement 1,650 pounds	Cement 33,686 pounds

Mount Diablo Interpretive Association

Mount Diablo Interpretive Association (MDIA) is a non-profit, all-volunteer organization that assists the California Department of Parks and Recreation in maintaining and interpreting Mount Diablo State Park for its 700,000 annual visitors. MDIA works side by side with State Park staff to enhance the visitors' experience and appreciation of the park.

1974 MDIA Founding Members

Sam Smoker	Mary Bowerman
Paul Carlson	Betty Zilen
Howard Knight	Ron Edwards
Joanne Dean	Phil Gordon
Beverly Clemson	William Bland
Frank Valle-Riestra	John Werminski
Ed Earl	

2015 Goals and Objectives

- Develop interpretive displays to address the cultural history of the park, specifically early California Native Americans, and interpret existing Mount Diablo resources through that lens.
- Schedule and lead a variety of hikes in the park for the general public, students, and private groups as requested.
- Create and present free interpretive programs to the general public at the Summit Visitor Center, Mitchell Canyon Visitor Center, and Live Oak Campground amphitheater.
- Provide venues for docents to interact with one another and park staff, and foster more learning opportunities, such as an in-service training program.
- Complete and publish the *Hiker's Guide to Mount Diablo State Park*.
- Perform additional deferred park maintenance repairs, such as restroom restorations, electrical upgrades to entrance stations, and potential upgrades to buildings at Mitchell Canyon.
- Provide funding as necessary to staff the Summit Visitor Center.
- Seek new outreach venues, and encourage and train more MDIA members to staff outreach events.
- Join and participate with other related organizations on behalf of, and to represent, MDIA.
- Update the MDIA Board of Directors' Handbook and document committee policies and procedures.
- Continue to advertise docent-guided hikes and other related park events and announcements on the MDIA website event calendar and home page.
- Publish periodic email newsletters to the MDIA email distribution list covering topics related to Mount Diablo State Park and MDIA.
- Streamline inventory control measures and implement a more efficient methodology to fulfill visitor merchandise requests.

Life Members

Thank you for your generosity and your commitment to Mount Diablo State Park!

Judy Adler
Scott Anderson
Sheldon Berz
Aaron & Lenore Bezzerides
Burt Bogardus
Ron Castaldo Family
Allen & Lynda Chasnoff
Leslie Contreras
Daymond-Hanna Family
Jim DeKloe
Dinesh & Joy Desai
Fred & Sue Donecker
Steve Elliott
William Espey & Family
Tom & Carol Evans
Sharyn Fernandez
Spencer & Rena Fulweiler
Glade Gaffney
Betty Gallagher
Jay-Marie Garcia
John Jeffrey Green
Claudia & Scott Hein
Mary Israel
Ken Jordan
Bob Justice
Judith Green Kelly
John Kinney
Sharon Landwehr
Carol Lane
Marjory Lee
Craig & Peggy Lyon
Michael Marchiano
Rich McDrew
Larry & Kathy McEwen
Ray Mengel
Nancy Miller
Jim Mitchell
Walter & Linda Moeller
Shirley Nootbaar
Tom Nootbaar
Dave Peck
Phil Reed
Brian Rubino
Barbara Sacks
Linda Sanford
Karl Schindheim
Jerry Schweickert
Deborah Green Seymour
Laurie Shapley
Richard & Sandra Smith
Sam Smoker
Sandor & Faye Straus
Stephen Taylor
Brian & Carolyn Thiessen
Jim Thompson
Maria Tice
Tom Torlakson
Frank & Edith Valle-Riestra
Leslie Bartolic & Jake Van Akkeren
Verne Van Vlear
Ruth Ann Kishi & Mike Woodring