

# Mount Diablo Interpretive Association

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## 2012 Annual Report



*Chase Pond*



Preservation through Education

P.O. Box 346, Walnut Creek, CA 94597-0346 • 925-927-7222 • [www.mdia.org](http://www.mdia.org)

# President's Message



JIM MITCHELL, PRESIDENT

Your Mount Diablo Interpretive Association, in cooperation with the dedicated Mount Diablo State Park staff, has successfully weathered a challenging year and emerged stronger than ever. Through your membership and contributions, MDIA was able to contribute a record amount to the interpretation of our beautiful State Park and to fulfill our mission of enhancing the visitor's experience. In addition, we are well poised to have another banner year, supporting docents at both the Summit and Mitchell Canyon visitor centers, conducting guided hikes all year throughout the park, merchandising interpretive material, and building interpretive attractions such as the Native Plant Garden.



KEVIN HINTSA

## MDIA BOARD

As a completely non-profit organization, MDIA relies solely on the dedication of a small number of board members and a loyal group of members and member volunteers. Only through their many hours of contributed effort would MDIA be able to accomplish so much, and every member and volunteer deserves a pat on the back for the great work done this year. I would like to specifically thank the current MDIA Board of Directors, listed later in this report, as well as retired board members Helene Cahill, Jim Holmes, and Debra Scharping for their time and work.

## HIGHLIGHTS

Besides the support we give the park every year, there were several highlights to note in 2012. MDIA introduced a new website at [www.mdia.org](http://www.mdia.org). Completely redesigned, it offers visitors an event calendar, online store for publications and merchandise, newsletter signups, and photo gallery, as well as visual and audible tours of the mountain. Six installments of Audible Mount Diablo are also now available online, including a tour of Mitchell Canyon and Curry Point. We had such a great reception to our new bike jersey, which is available at the Summit Visitor Center, that we had trouble keeping them in stock. Speaking of biking, MDIA helped support the leg of the Amgen Bike Tour of California that ran through the park from South Gate Road to North Gate Road on May 15, 2012. That event was such a success that

this year, Amgen chose to finish stage 7 of this race at the Summit of Mount Diablo, with hundreds of eager volunteers on hand to help.

## OPPORTUNITIES

In this annual report, you will be able to read about all of the numerous ways MDIA supports Mount Diablo State Park and all of the accomplishments that your memberships and contributions allow us to make. If you have not already done so, please consider renewing your membership to MDIA. In addition, we are always looking for dedicated individuals to help with our organization's operations. These opportunities include helping with our membership drives, merchandising, publications, and public outreach. Thank you for all of your support, and please take some time out to visit our beautiful Mount Diablo State Park.



KEVIN HINTSA



## FINANCES • HIKES • INTERPRETIVE DISPLAYS

## FINANCES

MDIA continues to be very strong financially. A solid base of donations, membership dues, and merchandise sales provides monies for ongoing park programs and new investments in Mount Diablo State Park.

Total operating revenue for 2012 was approximately \$146,000, with net income of \$15,500. Product sales were very strong due to the release of the new Mount Diablo bike jersey. This money will be invested in the park over the next several years.

Our contributions to the park were over \$66,000. These contributions included donating new equipment and tools, funding staff, supplying new publications and new interpretive materials, and providing facility improvements.

During 2012, 95% of MDIA expenditures went to programs, investments, and other contributions consistent with the mission of MDIA. Only 5% was administrative expense.

## HIKES



*May wildflowers attract hikers*

In 2012, MDIA/Volunteers In Park (VIP) docents led an amazing 82 hikes in the park for the general public, students, and private groups. The hikes ranged from wildflower walks and geology tours to our new summer night hikes. Even though the tarantulas seemed to be rather sparse this year, our most popular hike again was the tarantula trek; we led 36 events in the fall. Recognition should be given to Karen Barrett, Leslie Bartholic, Helene Cahill, Joyce Chin, Leslie Contreras, Sue Donecker, Christine Hagelin, Janess Hanson, Lucy Henderson,

Jim Holmes, Ruth Ann Kishi, Ken Lavin, Michael Marchiano, Larry McEwen, Phil Reed, Yulan Tong, Jake Van Akkeren, Liz Watson, Denise Wight, Mike Woodring, and Clayton Worsdell.

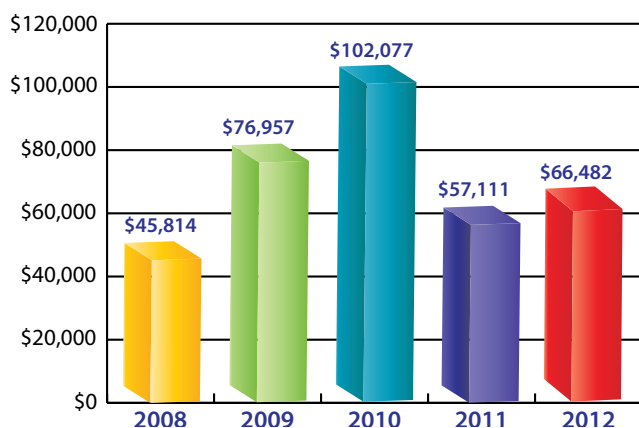
## INTERPRETIVE DISPLAYS

Several worn and/or faded Trail Through Time interpretive panels were replaced, and other damaged and worn interpretive panels were replaced with duplicate new panels provided by the park.

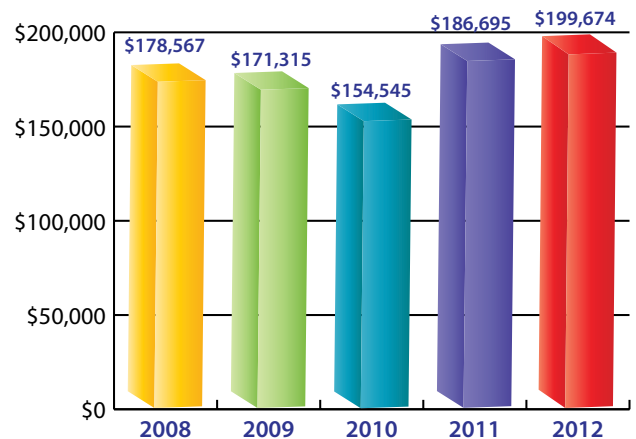
At the Junction Ranger Station, MDIA provided a display honoring the King of the Mountain winner of the first-ever Amgen Tour of California bike race in Mount Diablo State Park and featuring the new Mount Diablo State Park bike jersey.

In the fall, just in time for the holiday season, the display window at the Junction Ranger Station was filled with an assortment of interpretive items and park memorabilia that are available at the Summit and Mitchell Canyon visitor centers.

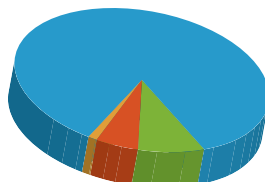
**Annual Contributions to the Park from MDIA  
2008–2012**



**MDIA Net Worth  
2008–2012**



**MDIA Sources  
of Revenue  
for 2012**



- 9% Donations • \$12,492
- 5% Memberships • \$7,960
- 85% Product Sales • \$124,388
- 1% Other • \$1,296

## DONATIONS • INVESTMENTS • MERCHANDISING



## DONATIONS

The core donations funding the programs of MDIA come from individual contributors. Many of these are cash donations that individuals routinely make every year. Others are non-cash donations of materials and supplies. MDIA appreciates this recurring support.

MDIA receives funding from other sources, such as corporate matching funds. During 2012, the following companies made donations to MDIA on behalf of their employees: **Chevron, Prudential, Wells Fargo, PG&E, Bank of America and Clorox.**

Another source of financial support in 2012 came from Bay Area giving programs, such as **The Combined Federal Campaign** and the **United Way of the Bay Area.**

Major gifts help fund key initiatives each year. During 2012, our largest gift came from the California State Parks Foundation. The California State Parks Foundation Grant of \$9,800 funded our Earth Day projects. Other large donors during the year included the following:

Shelter, Inc.....	\$1,500
Sharon Landwehr .....	\$1,000
Blueyed Pictures, Inc.....	\$500
Charla Gabert.....	\$500
Contra Costa Cycling Club.....	\$500
Limey, Inc. ....	\$500

## INVESTMENTS

In addition to helping fund ongoing programs, publications, and services, MDIA makes new investments in the park every year. During 2012, MDIA's investments were in the following areas:

- Worked on the exterior renovation of the Summit Visitor Center.
- Replaced some interpretive displays on the Trail Through Time and in Rock City.
- Upgraded and replaced trail signs.
- Installed new weather station and web camera at the Summit.
- Completed and released new botanical flower posters.
- Released new Mitchell Canyon audio guide.
- Funded the staffing at the Summit.
- Developed and released the new Mount Diablo bike jersey.
- Continued work on other new publications:
  - Third edition of *The Mount Diablo Guide*
  - Seventh edition of the *Trail Map of Mount Diablo State Park*
- Funded new fencing and other Earth Day projects.
- Purchased new interpretive teaching aids.
- Purchased volunteer vests, docent shirts, and hats.
- Bought new equipment and renovated facilities.
- Implemented a new MDIA website.
- Funded our first summer student internship.



Steve Williams  
New fencing at the Summit

## MERCHANDISING

The year 2012 was another busy year for merchandising. As indicated in the financial report, retail sales at the Summit Visitor Center increased dramatically as a direct result of the new Mount Diablo State Park bike jersey released last spring. Meanwhile, sales of our standard products, including puppets, postcards, fossil necklaces, T-shirts, and hats, remained high in 2012, rounding out our best year ever for retail sales.

Online shopping has become easier with the new MDIA website, which now accepts credit cards. Items not yet available for online purchase, such as the bike jerseys and T-shirts, can be purchased at the Summit Visitor Center.

MDIA also sold books and publications through 11 retail outlets, including REI, Bay Books, Berkshire Books, and American Cycling.

Like all of MDIA, merchandising relies on volunteers to carry out the purchasing, selling, financing, and delivery functions. Thanks go to the following 2012 volunteers who made merchandising possible: Jim Holmes, Rich McDrew, Steve Elliott, Dereck Love, Leslie Dawson, Liz Watson, and Dan Weiss.



MDSP bike jersey worn by Cyclist  
Berit Gamsky

## ACCOMPLISHMENTS OF 2012

### OUTREACH & PUBLICITY

#### OUTREACH & PUBLICITY

Outreach and Publicity committee members visited various organizations, festivals, and meetings to introduce and represent MDIA and also distributed the complimentary *Mount Diablo Review* newsletter to many locations throughout Contra Costa and Alameda counties.

MDIA members provided information for several news articles to increase community awareness of MDIA's efforts on behalf of the park:

- "Small band of volunteers keep Mount Diablo in its glory," by Nicci Shipstead, *Clayton Pioneer*, April 13, 2012
- "On Mount Diablo: The Old Hotel Near the Top," by David Mills, *Walnut Creek Patch*, June 19, 2012
- "On Mount Diablo: Rock City," by David Mills, *Walnut Creek Patch*, July 11, 2012
- "On Mount Diablo: Balancing Rock," by David Mills, *Walnut Creek Patch*, August 3, 2012

Thanks go to all who participated in outreach and inspired someone to look up at the mountain and appreciate what a wonderful gift we have in Mount Diablo.



TAMARA STEINER/CLAYTON PIONEER  
"Clayton residents Kathy DiMonte, Joyce Chin and Sue Donecker volunteer hundreds of hours as docents at the Mitchell Canyon Trailhead, turning almost all of MDIA's revenue right back into Mount Diablo State Park."

#### 2012 MDIA Outreach Activities

DATE	OUTREACH ACTIVITY	LOCATION	PARTICIPANTS
2/9/2012	Attended <i>Bay Nature</i> magazine annual awards dinner, Tilden Park	Berkeley	Rich McDrew
2/22/2012	Gave short talk and distributed <i>Mount Diablo Review</i> at California Native Plant Society meeting	Orinda	Rich McDrew
3/17/2012	Gave one-hour presentation on MDIA/Park ecology at "Discover Your Sense of Place" workshop	Walnut Creek	Rich McDrew
3/24–25/2012	Staffed portable exhibit at Creekside Arts Festival	Clayton	Sue Donecker, Keith Patterson
4/1/2012	Staffed portable exhibit at Sports Basement	Walnut Creek	Keith Patterson
4/11/2012	Gave MDIA talk about Park at Clayton Library	Clayton	Rich McDrew
4/21/2012	Staffed portable exhibit at Earth Day spring cleanup, City Hall	Clayton	Keith Patterson
4/23/2012	Participated in Walnut Creek Chamber of Commerce event	Walnut Creek	Leslie Dawson, Rich McDrew, Keith Patterson
5/8/2012	Gave talk to Sierra Club's Delta Group, Antioch Library	Antioch	Rich McDrew, Mike Woodring
6/7/2012	Staffed portable exhibit at Chamber of Commerce "Leadership Council Awards Day"	Walnut Creek	Keith Patterson
6/16/2012	Staffed portable exhibit at Old Borges Ranch Heritage Day	Walnut Creek	Burt Bogardus, Rich McDrew
10/1/2012	Staffed portable exhibit at Educators Resource Fair, Lindsay Wildlife Museum	Walnut Creek	Keith Patterson, Liz Watson
10/7/2012	Staffed portable exhibit at Save Mount Diablo's Mountain Challenge bike race	Lower Summit	Keith Patterson
11/1/2012	Gave talk and staffed Mount Diablo book signing at Civic Arts League	Walnut Creek	Linda Colberg, Stephen Joseph, Rich McDrew
12/9/2012	Staffed Mount Diablo book signing at Neiman Marcus	Walnut Creek	Linda Colberg, Stephen Joseph, Rich McDrew

## PARK DOCENTS • EDUCATIONAL PROGRAMS/JUNIOR RANGERS • PUBLICATIONS

## PARK DOCENTS

Members of MDIA play an important role at the park as docents under the California State Parks Volunteers in Parks Program. Volunteer docents provide assistance to visitors at the Summit Visitor Center and the Mitchell Canyon Visitor Center, and as rovers on the trails. They also lead many hikes for the park.

Owned and operated by the state park, the Mitchell Canyon Visitor Center is the anchor of the Mitchell Canyon Staging Area. Mitchell Canyon is a key backcountry staging area at the park for hiking, biking, and equestrian pursuits. The visitor center provides displays on park attractions, natural history, and other topics. It is the main source of hike information for many visitors.

MDIA is pleased to provide volunteers to staff the Mitchell Canyon Visitor Center. During 2012, docent volunteers contributed almost 5,300 hours (a record number of hours) and hosted approximately 8,800 visitors at the visitor center. Volunteers staff the visitor center on weekends and holidays, set up the displays, manage merchandise sales, and provide regular housekeeping. During 2012, MDIA members worked on exhibit upgrades and added new features, as well as handling most of the facility's maintenance.

Docents helped hundreds more visitors at the Summit and out on the trails, provided reporting of trail and park upkeep needs, and responded to visitors in need of assistance. They also hosted a variety of geology, tarantula, wildflower, and family hikes and staffed special events, such as the segment of the Amgen Tour of California bike race that passed through the park in May 2012.

In 2012, a small group of docents began helping to staff the park entrance stations, thereby increasing park entrance revenues and providing much needed visitor information services.



MDIA docents at Junction Ranger Station

## EDUCATIONAL PROGRAMS AND JUNIOR RANGERS

Every year, Mount Diablo State Park welcomes hundreds of students on educational field trips. Volunteers from MDIA assist with hosting these visits. During 2012, volunteers again handled school tours and scout programs for the park, elementary through college. MDIA also participated in a variety of community fairs and a teacher conference.

MDIA continued in 2012 as the sponsor of the park's Junior Ranger program. This program, for children 7 to 12 years of age, includes sessions on a variety of topics, such as geology, plants, animals, California Indians, prehistoric times, and the history of Mount Diablo. Participants earn weekly awards, a Junior Ranger badge, and a certificate at completion.

The subsequent Junior Ranger II and other advanced programs focus on more in-depth, hands-on activities, and more challenging hikes.

During 2012, 120 children and their parents participated in Junior Rangers. Programs in 2012 included the following:

- Five Saturday sessions of Junior Rangers I
- A hike to the Summit
- A work day and picnic at Mitchell Canyon
- A hike to Mitchell Rock and Twin Peaks
- Three Saturday sessions of Junior Rangers II

## PUBLICATIONS

In 2012, MDIA continued to publish the park's complimentary *Mount Diablo Review* newsletter twice a year. This newsletter is provided to park visitors and is distributed to organizations and businesses with a nexus to the park. MDIA also published its MDIA membership newsletter, the *Mountain News*, which included as a separate single-sheet insert, Frank's Favorite Hikes, shared by MDIA founding member Frank Valle-Riestra. We were pleased to be able to print the newsletters this year for the first time in full color.

Based on the template of our newly redesigned website, we initiated sending selective email messages to our members and others interested in Mount Diablo State Park as a means of communicating in a more timely and cost-effective manner. However, we will continue to communicate using various media, while also encouraging readers to sign up for email communications.

In 2012, work began in earnest on the third edition of *The Mount Diablo Guide*. Newly revised and refreshed with color photographs and updated maps and illustrations, the third edition has been made possible by contributions from many volunteer subject matter experts and photographers. Managing the project are book coordinator Ruth Ann Kishi and book editor Linda Rimac Colberg, talented local writer and author of the MDIA publication *Mount Diablo, The Extraordinary Life and Landscapes of a California Treasure*. The third edition of *The Mount Diablo Guide* is expected to be available by summer 2013.



## TRAIL MAP • TRASH REMOVAL • WEBSITE • TRAIL SIGNAGE

## TRAIL MAP



Work on the 7th edition of the *Trail Map of Mount Diablo State Park* reached a feverish pace as the year end neared and the number of 6th edition maps dwindled. Hundreds of hours of volunteer effort have gone into the production of this map.

Highlights of this edition include the following:

- The index is categorized by feature types (trails, roads, picnic areas, campgrounds, etc.) for easy lookup of specific locations.
- The paths of several trails are updated, including Rock City Trail, Camp Force Trail, and Tassajara Creek Trail.
- Latitude and longitude are marked along the edge of the map with ticks in the body of the map, in addition to the UTM grid references.
- The map scales and compass are presented in a hiking compass format with the magnetic declination information nearby. A PDF file of the compass, which can be used for measuring distances, is available on the MDIA website.
- The Rock City inset map includes more detail of the features and amenities in the popular visitor area.
- And many, many more improvements!

## TRASH REMOVAL AND HABITAT RESTORATION

Over 13 years ago, the park staff, in conjunction with MDIA volunteers, initially identified and documented 113 Trash Removal Project (TRP) cleanup sites in the park. We officially began work on those sites on May 20, 2001. To date, 78 of the sites have been cleaned up and officially closed.

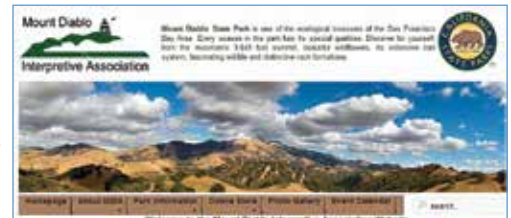
In 2012, 867 volunteer hours were devoted to the TRP initiative, for a total of 26,854 hours since 2001. Those volunteers removed for recycling or reuse the following (not including countless trash bags of bottles, cans, papers, etc.):

	IN 2012	SINCE 2001
Wood	80 board feet	63,150 board feet
Metal	2,520 pounds	124,666 pounds
Barbed wire	21,710 feet	1,100,016 feet
Fence posts	423 posts	20,648 posts
Tires	24 tires	597 tires
Cement	25 pounds	25,266 pounds

Our goal is to continue our efforts to restore the habitat within the park to its natural state and beauty and, in so doing, also reduce hazards to both wildlife and humans.

## WEBSITE

MDIA launched a completely redesigned website at [www.mdia.org](http://www.mdia.org). On this new site, you can find an up-to-date events calendar that lists numerous activities occurring in the park throughout the year. In addition, this site has an online store that allows visitors to purchase MDIA publications and merchandise. Audible and virtual photo tours are also accessible to site visitors with a single click from the home page. Much of the information about the park and MDIA that was on the former website was moved to this new site, with dropdown buttons for easier access. The site is currently receiving over 1,000 visits per month and has generated over 700 email contacts for our newsletter. The new website is a great way to prepare for a visit to the park or to simply spend some leisure time reading about the history and natural wonders on the mountain.



## TRAIL SIGNAGE

In 2012, a dozen dedicated volunteers hiked over 100 miles to install approximately 100 new trail signs in the park. Unfortunately, during the summer, serious vandalism in the Donner Canyon area required an emergency order of an additional 25 replacement trail signs, eight trail posts, and many volunteer hours to repair the damage.

We acquired another 200 trail posts as our existing stock was depleted. Our source of shiny "gold" post caps is no more, so we have switched to using a more durable steel cap in the future as we strive to provide the best in our trail signage program.

## 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.

## 2013 MDIA Board of Directors

		TERM EXPIRES
Jim Mitchell, President	Alamo	2014
Mike Woodring, Vice President	Concord	2015
Liz Watson, Secretary	Concord	2014
Steve Elliott, Treasurer	Danville	2014
Lisa Anich	Concord	2015
Burt Bogardus	Danville	2013
Leslie Contreras	Concord	2014
Leslie Dawson	Walnut Creek	2013
Sue Donecker	Clayton	2014
Ruth Ann Kishi	Concord	2015
Ken Lavin	Concord	2013
Rich McDrew	Walnut Creek	2014
Walter Moeller	Walnut Creek	2015
Keith Patterson	Concord	2014
Maria Tice	Walnut Creek	2013

## Investment Goals and Objectives for 2013

- Develop a new audio guide to Mitchell Rock, Twin Peaks, and Eagle Peak.
- Complete two new publications:
  - Third edition of *The Mount Diablo Guide*
  - Seventh edition of *The Trail Map of Mount Diablo State Park*
- Contribute to the exterior portion of the Summit Visitor Center renovation.
- Continue funding of staffing at the Summit Visitor Center.
- Develop new interpretive displays.
- Continue to update trail signage.
- Purchase new equipment for the park, as needed.
- Continue the summer student internship program.
- Purchase volunteer supplies, as needed.
- Increase support for the new volunteer park maintenance program.

## Membership

As of the end of 2012, MDIA has 317 members:

- 47 Lifetime memberships
- 23 Contributing memberships
- 50 Family memberships
- 42 Individual memberships
- 142 Senior memberships
- 10 Student memberships
- 3 Associate Memberships

In 2012, 29 new members joined MDIA. MDIA's membership renewal rate was approximately 92%. Thanks to all of you for your continued support of MDIA and Mount Diablo State Park.

## Life Members

"We make a living by what we get, we make a life by what we give." — Sir Winston Churchill.

Thank you for your generosity!

Judy Adler	Walnut Creek
Scott Anderson	Pittsburg
Aaron & Lenore Bezzerides	Benicia
Burt Bogardus	Danville
Ron Castaldo Family	Concord
Allen & Lynda Chasnoff	Walnut Creek
Leslie Contreras	Concord
Daymond-Hanna Family	Walnut Creek
Jim DeKloe	Fairfield
Dinesh & Joy Desai	Los Altos
Fred & Sue Donecker	Clayton
Steve Elliott	Danville
William Espey & Family	Lafayette
Sharyn Fernandez	Concord
Glade Gaffney	Clayton
Betty Gallagher	Concord
Jay-Marie Garcia	Pleasant Hill
John Jeffrey Green	Monterey
Mary Israel	Walnut Creek
Ken Jordan	Pleasant Hill
Bob Justice	Lakeport
Judith Green Kelly	San Marino
John Kinney	Danville
Sharon Landwehr	San Francisco
Carol Lane	Concord
Marjory Lee	Walnut Creek
Craig & Peggy Lyon	Colorado Springs, CO
Michael Marchiano	Martinez
Rich McDrew	Walnut Creek
Larry & Kathy McEwen	Walnut Creek
Ray Mengel	Bay Point
Nancy Miller	Concord
Jim Mitchell	Alamo
Shirley Nootbaar	Walnut Creek
Tom Nootbaar	Alamo
Dave Peck	Clayton
Linda Sanford	Berkeley
Jerry Schweickert	Livermore
Deborah Green Seymour	San Francisco
Laurie Shapley	Walnut Creek
Richard & Sandra Smith	Lafayette
Sandor & Faye Straus	Lafayette
Brian & Carolyn Thiessen	Alamo
Maria Tice	Walnut Creek
Tom Torlakson	Sacramento
Frank & Edith Valle-Riestra	Walnut Creek
Verne Van Vlear	Concord
Mike Woodring & Ruth Ann Kishi	Concord

## Founding Members

In 1974, these individuals were sparked with a fury and a zest about a cause, a mission, an idea, and energy and the wherewithal to do something about it. MDIA thanks you!

Mary Bowerman	Howard Knight
Beverly Clemson	Sam Smoker
Ron Edwards	Frank Valle-Riestra
Phil Gordon	Betty Zilen