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FOR IMMEDIATE RELEASE

## **Press Release: SDRVC Announces New Executive Director**

### **Lynne Anne Baker is Named Executive Director of the San Dieguito River Valley Conservancy (SDRVC).**

**San Diego, CA (December 7, 2011)** – The San Dieguito River Valley Conservancy announced the appointment of **Lynne Anne Baker** as its new Executive Director, effective December 1, 2011. Ms. Baker is a seasoned advocate and experienced leader in the conservation field.

Rand Newman, President of the Board of Directors, said Baker brings the Conservancy “extensive experience in building relationships, considerable skill as an advocate and educator, and expertise in guiding the strategic work of non-profit organizations. Lynne is a person who comes to us with great vision, creative ideas, and strong leadership skills. These characteristics will significantly increase our presence and visibility in San Diego County.”

Lynne Anne Baker brings a unique technical grounding in floodways, watersheds, natural filtration systems, and groundwater recharge to her passion for clean water. After an early career in project controls, she earned her J.D at the University of San Diego where she covered the Department of Fish and Game for the Center for Public Interest Law. Working with the State Attorney General, she successfully defended the Regional Water Quality Control Board’s first unified NPDES permit with storm water controls. A recognized advocate of smart-growth, she led the efforts of the Endangered Habitats League to educate decision makers on taxpayer costs of sprawl, to advance Safe Routes to School and Habitat Conservation Plans in the region, to protect the Agua Hacienda Headwaters, and to conserve the Borrego Springs Aquifer. Lynne Anne has directed restoration projects for the San Diego River Conservancy, including an extensive mine reclamation on the Upper River in Lakeside that won the Caltrans 2010 Excellence in Transportation Award for Cultural Enhancement. She has a long history in civic engagement; her contributions include serving as board secretary for Citizens Coordinate for Century 3, stakeholder to the 2005 Airport Site Selection Committee, a Construction Peer in the GSA Design & Construction Excellence program, and 5<sup>th</sup> year mentor to Poway High’s FIRST Robotics team. Lynne Anne is an alumna of LEAD North County.

“I have so much enthusiasm for the San Dieguito River Valley and am thrilled to be working for the watershed where I live! I want to raise the visibility of the Conservancy throughout the Region,” said Baker. “The Conservancy is an important partner of the San Dieguito River Park, and so many communities benefit from the River Park. At the same time, most don’t realize that membership donations and grants are key to the River Park’s wonderful progress. I look forward to meeting our members personally, and sharing my discoveries of unique areas along the river valley that they may not have explored. I want to help the Conservancy maintain the excellent momentum of the first 25 years, and deepen its project capabilities to support the final transition of the Coast-to-Crest Trail from vision to reality. We’ll continue to provide amazing outdoor recreation opportunities while protecting our critical natural resources and being a steward for clean water.”

She added, “While today’s challenges are great and ever-changing, there is no stronger organization that works collaboratively to provide the breadth of outdoor recreational and educational opportunities for the San Diego region while at the same time protecting our natural legacy. ”

***About the SDRVC: The San Dieguito River Valley Conservancy is celebrating their 25<sup>th</sup> Anniversary of preservation, stewardship, and education in the San Dieguito River Valley and is among San Diego’s oldest non-profit conservancies. Since 1986, the Conservancy has successfully fulfilled its mission of accelerating the completion of the 94,000-acre San Dieguito River Park and its signature project, the Coast-to-Crest Trail. To date, the Conservancy and the River Park have collaborated to acquire nearly 3,000 acres and are working to establish over 70 miles of multi-use recreational trails, while preserving and restoring native ecosystems within the San Dieguito River Valley.***