With spring right around the corner, it is the time of year I anticipate the many shades of green that will soon fill the landscape. Each tree, shrub and flower seemingly having a slightly different hue. Together, these shades of green make a wonderful mosaic that I look forward to seeing again.

As we celebrate our 30th year of local land conservation this year, I have been enjoying the “Cheers to 30 Years” events. In January, we kicked off the celebration at Mortalis Brewing Company in Avon with the ‘Genesee Valley Conservancy Wee Heavy Scotch Ale’ which was a hit and sold out in just three days. Avon is home to our first ever conservation project and hosts one of our nature preserves: the perfect place to begin our celebration.

In February we moved to Geneseo, home to our second conservation project and currently the most Conservancy protected town in the Genesee River watershed. The leap-day bonfire kept us toasty warm as we enjoyed one of the last snowy weekends of the season. It is wonderful to gather together those who have been supporting local conservation for decades and those who are just starting! In light of the quickly evolving coronavirus situation, please watch our website for potential event changes.

This newsletter has a variety of updates on the goings on with the Conservancy, but as usual, it doesn’t capture all that we are doing. We are pursuing a major wetland restoration project on the Oatka Creek, building out the trail system at Mill Creek Nature Preserve, and lining up conservation easement projects across nine towns and three counties. These projects are made possible by community support for our work.

I’ll be looking for your support in 2020 as we continue with these projects, pursue lining up new projects, and work to ensure the lands of the Genesee Valley are protected forever.

Sincerely,

Ben

Benjamin Gajewski, Executive Director
Genesee Valley Conservancy exhibited its second iteration of the Genesee Valley 100 in 2019. This innovative community art project involved 100 artists from throughout the region, from full-time professionals to students still in grade school.

In 2019, the Genesee Valley 100 focused on photography. One hundred photographers, coming from six counties of the Genesee River watershed and three states, comprised the artists for the exhibit. Each photographer was charged with submitting a single image taken within the Genesee Valley: anywhere within the Genesee River watershed.

The only requirements by the Conservancy was the image had to be square and from the Genesee Valley. The project was organized to see what artists valued and highlighted with their single submission as well as to create an exhibit that could be shared back to the community to inspire conversations and appreciation of the Genesee Valley landscape.

The square crop requirement served two purposes for the Conservancy. First, it was meant to challenge the photographer. Most photographers make horizontal or vertical images and cameras default to those orientations. A square crop forced photographers to think carefully about composition and subject to make sure the scene they wished to capture presented well. Secondly, the square format allowed the Conservancy to present the collection of 100 images in a uniform grid pattern that allowed the viewer to enjoy the entire collection of 100 images as a larger single art piece.

The result of this year’s show was a stunning mosaic of the Genesee Valley with images representing six counties of the Genesee River watershed and showcasing the people, structures, landscapes, animals and scenes that make life here so enjoyable.

The Genesee Valley 100 exhibit of photography was open at Silver Lake Brewing Project in Perry during November and December. The project can still be viewed online on the Conservancy’s website under the ‘events’ tab.

Photographers, painters, and other artists are encouraged to reach out to the Conservancy as future iterations of the Genesee Valley 100 are organized. In 2020, the organization has shifted focus back to painters. Over 75 artists have already signed up to paint a canvas for this years show. GVC
The following list consists of contributions to Genesee Valley Conservancy from 1/1/2019 - 12/31/2019.

**CONSERVATION CHAMPION ($10,000+)**
Anonymous
Elizabeth Chatwin
Land Trust Alliance
William and Meg C. Lloyd

**BENEFACCTOR ($5,000-9,999)**
B & E Collins Foundation
Bliss, Neil and Angela
Kip Hargrave
Old Acres Farm
Paul and Elise Schmidt
Smithgall Acres, LLC

**OAK ($2,500-4,999)**
Greg and Sue Carlson
Sheila Chanler
Steuben Taber Company
Marty and Cathy Gardner
Howlett Farms Grain
Paul and Elise Schmidt
Kip Hargrave
Bliss, Neil and Angela
M. Long
Carol M. LaVigne
William McCleary and Maxine M. Long
Raymond and Roseann B. Mayo
Felicia Chanler McClenachan
Barbara Ann Miller
Timothy and Sarah N. Moag
Gary Moore
Genesee Valley Motors
Rock Castor and Laurel Nelson
Charles and Mary Nichols
Once Again Nut Butter
Lee Cooperative & Athletic Training, PLCC
Craig Phelps and Heather Proctor
Daniel J. Repinski and Margaret Cashman
Silver Serpent Triathlon
James and Aileen Somerville
Cycle Crazo Spin Studio
Peter and Barbara Stwertka
Tom Jerris Masonry, Inc.
Robert and Terri Tugel
James and Barbara Walker
Joyce Wechsler
Jon White
John and Mary Kay Yanik
Susan Potenza
Barbara Lee Scott
Michael A. Seager
Steed Energy
W. Harold and Kathy Stewart
A-ON-DO-WA-NUH Sportsmans Club, Inc.
Christine Atlee
Kathy Barsz
Christopher and Ali Bartell
Bassett / Novoa Family
Donna Bondi
Alice and Dan Brannegan
Rocco and Mary Calabrese
Gay Chanler
Genesee Chiropractic
Kurt and Barbara Christiansen
Doris Chriswell
Mr. and Mrs. Gerald M. Coyne
Barbara Dechario
H. Joseph and Susan M. Depriest
Daniel and Susan S. Dimpfl
Ann Dwyer
Larry and Marcia Faulkner
Mrs. Robert W. Fennell
Sally Fox
Patrick Frame and Sheila Norman
Andrew and Beth Gajewski
Benjamin Gajewski and Whitney Carleton
James Garner and Susanne Garrett
Lee Gratwick
Diane Hainsworth
Diane Hamilton
Kristin Hannam and Arthur Avila
HiddenWay Farm; Beth and Sean Harris
William A. Hart
William Loquist and Beverly Henke-Loquist
Debbie and Brad Hill
Elizabeth Hobson and Richard Morris
William and Lisa Lloyd Hobson
Roscommon Hounds
Jamie Howard
Genesee Valley Hunt
Gayn Ipoting
Robert and Maria Igro
Kevin and Laura Keese
Hickory Hill Farm
John Kucaba
Lattimore of Geneseo Physical Therapy
Andrew Lloyd
H. Gates, Jr. and Kelly Lloyd
Carol S. Long
Al and Drusilla E. Malavase
Mary and Dave McGaffick
Barbara McIver
Tatjana Meerman
David D. and Carolyn C. Meisel
Dennis and Marilyn Moore
John and Paula Murphy
John and Mary Noble
Ralph C. Parker III
Sheila Parkeny and Ilonka Tumelaire
Kate Kingsley Details Event Planning
Jon and Elizabeth Porter
Tom and Molly Quirk
Aimee and Jeff Rose
Barbara Ryan
Paul and Barbara Schmied
Joan Schumaker
Joseph and Mary Shannahan, Jr.
Ann Stevens and William Shattuck
Steven Shraeder
Small World Takes
Summit Federal Credit Union
Douglas and Susi Swanson
Richard and Mary Thomas
Diane Atteger and Brian Thorn
Charles Van Arsdale
Timothy and Debbie Veezey
Megan Walters
Scott Wilkerson
Richard and Diony Young

**TWIN LEAF ($75-149)**
Anonymous (4)
Bakemeier Family
John and Janice Barrett
John Baker
Joel and Barbara Bickell
Michael and Anne Bishop
Martha Blair
William R. and Charlotte Brummett
Jim and Claire Chen
Tim and Liz Ciancione
Mr. and Mrs. P. Hamilton Clark, Ill
Joyce and Harry Cole
James Creagan and Becky Glass
Barry Cross
 Roxanne and Larry Curtis
Kurt Cylke and Anna Kowalchuk
Judith DeVecchiro
Mary Derby
Alexis Dickerson
Sean Donegan
Gretchen Donnan-Daley
Cecile and Neal Dunkleberg
Ned and Martha Edmonds
Nicole Erhardt
Mary A. Fink
Annabelle Foss
Genesee Golf Club
Linda and Thomas Gibbs
Anne B. Hasler
Richard and Linda Hatheway
Art and Pam Hatton
Myra Herlihy
Amy Hewson and Marty Benzing
Richard Hobson
Dr. Kelly Huiatt
Joseph and Virginia Hurley
Sharon Hyland
Robert and Patricia Jones
Joseph and Lucille Kane
Monica Kingston
Uralsa Kopp
Andrew and Holly Kubrick
Charles and Amy Leonard
Rebecca Lewis
Paul and Roberta MacLean
Barbara Mahood
Heather and Kristen Martin
David Matthews
John Lockhart III and Lynne Mazadorian
Zachary Mogavero and Jani Lewis
Clara Mulligan

**ACORN (UP TO $74)**
Anonymous (11)
Robert L. and Bonnie Andre
Jean Angilli
Rob Antonucci
Larry Ayers
John Bailey
Annalee Bainnson
Thomas Baird
Allan and Jan Baker
Dave Belcher
Amy Bell
Stacy and Matthew Bement
Kimberly Benedetto
Dick Bennett
Tim Berends
Joe Bergan
Lisa Bice
Peter Blackwood
Elizabeth Blanchard
Mary Lord Coda
Sarah Bocher
Monica Brill
Amy Carpenter
Steve Chaffee
Mary Jo Ciaccia
Kathleen Colflower
Sue Corey
Mary Coyne and Stacy Phillips
William DeWald
Lynn Dietrich
Robbin Dillon
Robert Doat
Bret Cogan
Mary Catherine and Seamus Donegan
Jennifer Dotterweich
Beth Doty
Gregg Hartvigsen and Meredith Drak Baird
Michael Drzuzynski
Douglas Ehmman
Cindy El-Galay
Patricia Elliott
Richard Engelbrecht
Constance English
Kathleen Estes
Carol and William Ewert

**SASSAFRAS ($600-1,249)**
Anonymous
A.R. Christiano Farms
Stephen and Janice Ashley
Amy Braun
Mr. and Mrs. Kenton Brown
Alexander and Carole Chanler
Shannon Chanler
Gerald Christiano Jr.
Alida Chanler Dierker
Paul and Gay F. Frame
Genesee Valley Federal Credit Union
GioVanna’s Pizza and Pasta
Kingston Farms
Randall and Carol Kozlowski
American Rock Salt Company, LLC
Cindy Schmitt and Jim Memmott
Dairy Knoll Farms
Michael and Frances Millard
Greg and Elizabeth O’Connell
Jon and Bee Perkins

**TRILLIUM ($150-299)**
Anonymous

[Thanskyouorthocondy.org](http://Thanskyouorthocondy.org)
Qualified Charitable Distributions From Your IRA

Avoid the taxable income of required minimum distributions from your Traditional, Roth, or inherited IRA by making a direct gift to Genesee Valley Conservancy.

Contact your financial advisor about making a Qualified Charitable Distribution.

Conservancy Federal Tax ID #: 23-3061147

Make your 2020 gift of support today using the enclosed envelope!

We apologize for any errors or omissions. For corrections, contact Kim at the Genesee Valley Conservancy office at 243-2190 or kim@geneseevalleyconservancy.org

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Our work was made possible by over 900 individual gifts!

*Unaudited

** Our most recent financial report is available from the New York State Attorney General on the Charities Registry website www.charitiesnys.com or by contacting New York State Attorney General, Charities Bureau, 28 Liberty Street, New York, NY 10005 or at 212-416-8401, or Genesee Valley Conservancy at PO Box 73, Geneseo, NY 14454.
Office Modernization: Going Solar

The Conservancy’s office, historic One Main Street, built in 1835, has received its most recent modernization with the addition of solar panels to provide clean electricity.

Building owners Meg and Billy Lloyd partnered with Genesee Valley Conservancy to install the photovoltaic system that will offset 100% of the organization’s electric use.

The Conservancy will see an immediate reduction in utility bills and after six years will break even on the initial investment and see a net-savings.

The solar array, located on the south facing roof of the building to maximize its production, will produce 5.5kWp of electricity from the 18 panels and will allow the Conservancy to avoid 4 tons of carbon pollution annually.

Over the past several years, various efficiency upgrades have been undertaken at One Main Street to reduce the energy needs of the office. Upgrades included adding insulation, storm doors and windows, installing a programmable thermostat, and upgrading to LED light bulbs.

The solar installation process was straightforward. Contractor Glenn Steed of Steed Energy installed the system over the course of two days. The first day involved setting up the racking material on the roof to hold the panels and installing the conduit for running wires from the roof into the basement where the building’s electrical boxes are. On day two, the panels were installed and wired together on the roof and the final wiring was completed in the basement to tie the system into the existing panel box.

Each solar panel is equipped with its own inverter, which converts the direct current (DC) electricity produced by the panel into alternating current (AC) electricity which is used in most buildings. Because each panel has its own inverter, each panel will operate at maximum efficiency. If shading or a cloud reduces the sunlight hitting one panel, the others will still produce at maximum capacity.

From the panels, electricity flows into the basement where a combiner box has been added to combine the two strings of panels together. From there, it flows to a shut off switch which allows for turning the system off should electrical work need to be done on the office. Normally, turning off the power coming from the grid would eliminate any power in the building, but with the solar producing electricity from the building side, both need to be turned off to eliminate electricity flow through the building.

Finally, the power flows into the office circuit breaker box where it is distributed throughout the building for use. If excess power is being produced...
(like on a weekend when the office is closed) it will flow through a new two-way electric meter into the grid. Electricity flowing into the grid will be credited to the building and when the Conservancy uses the office when the solar panels are not producing (like evening meetings) electricity will flow back in from the grid and will use the credits.

As the Conservancy works to protect the important natural areas of the Genesee Valley, productive soils, sensitive habitat, and clean water, there is an obligation to ensure we are caring for the climate which will affect all of our conservation work if not addressed. This solar project is one step towards reducing Genesee Valley Conservancy’s carbon pollution.

This project was funded through special bequest gift that is allowing the Conservancy to plan for longer-term sustainability of the climate and organization. Call the office to learn about the impact making a bequest gift can make.

One Main Street has seen many architecture upgrades, from the front porch to the right-side wing. The panels on the roof are the latest addition.

Three panels are visible on the front south-facing roof of the building. The other 15 panels are located on the rear south-facing roof.

Cheers to 30 Years!

Office Open House

> View the solar array
> View our latest project maps
> Meet Glenn Steed
> Free food and drink!

April 30 | 5 to 6:30pm

Genesee Valley Conservancy

Solar Incentives

The shift away from carbon polluting energy is critical and there are several incentives to help families transition.

**NYSERDA Grant**

NYSERDA will cover $.35 per watt of a systems cost, saving you 10-20%. This incentive will shrink and be eliminated based on the amount of solar installed in New York State.

**New York State**

Receive a 25% tax credit based on the cost of a system or $5,000 (whichever is less) when you file your State income taxes.

**Federal Credit**

Receive a tax credit based on the cost of the system when you file your Federal income taxes.

2020: 26% credit
2021: 22% credit
2022: 0% credit

We’re not tax advisors and incentives may change. Consult a tax professional to learn about the solar laws, incentives, and if they apply to you!

Please watch our website for potential event changes due to coronavirus.
Emerling Farm to Expand Protections in Town of Perry

With over 60% USDA Prime soils and 8% State Important soils, two generations of the Emerling family have committed to working with the Conservancy to ensure over 1,300 acres of highly productive farmland is protected, so a fourth generation can farm the land in the future.

The town of Perry is quickly creating a strong anchor of protected farmland around the Village. **GVC**

“We hope our children Natalie, Michaela, and Tyler will take over as fourth generation Emerling farmers.”

Armson Farms to Protect Land in Covington & York

In 1952, Armson Farms was founded with just 153 acres. Today, Jack and Todd and their parents Karen and Bob are working with the Conservancy to protect 1,572 acres of their farmland with conservation easements.

An exceptionally compact operation, this project will be just the second in both Covington and York. Livingston County and the towns support this project. **GVC**

“As stewards of the land...we hope to be able to pass on to another generation a farm business that is viable and sustainable for generations to come.”
First Land to be Protected in Genesee Co: Heindale Farm

Finding a community supporting of a working landscape, Ron and Michele Heineman moved their farm to Caledonia in 2005 after land they rented in Alden, NY was sold for development.

With two daughters and a son involved in agriculture, working with the Conservancy on conservation easements will help ensure their farm is viable into the future.

“**We moved in 2005 to Caledonia because the farm we rented was going to be bid out for subdivision housing, so we had nowhere to farm if we were going to stay.**”

Sparta Farms Adds to Grovelands Protected Farmland Base

An additional 1,500 acres of highly productive farmland in Groveland is slated for protection by Peter Van Arsdale and his daughter Jeanette.

Their farm, and their farmland, impact a broad segment of the local economy: banks, feed and seed sellers, mechanics, veterinarians, electricians,

By protecting farmland, these other businesses also see longterm benefits.

“**This opportunity creates not only stability in our own farm operation, but creates financial security for our employees, local businesses and the community as a whole.**”
Make A $30 Donation For a Conservancy Mug

To celebrate 30 years of local land conservation, a limited edition line of Genesee Valley Conservancy mugs has been released this year!

Individuals making a first time or additional gift of $30 will be able to enjoy the beverage of their choice in style with these hand-made in the USA mugs.

The mugs, featuring the Conservancy oak tree logo and name come in seven colors.

What better way to start your day than a reminder that you are part of the effort to preserve lands in the Genesee Valley and leave this place better for future generations. GVC

Available at the office and online: www.geneseevalleyconservancy.org/news/detail/mug

Genesee Valley 100:
A Community Painting Project

Now accepting painters! See website for details.

Welcome Kim Wells - Organizational Assistant

This past year, we welcomed an important addition to our office with the hiring of Kim Wells.

Kim has joined the office as our Organizational Assistant, providing office support to all of our efforts, processing donations, and supporting our committees and board in meeting work.

Kim grew up in Lima, NY and now lives on a farm in Springwater.

She loves spending time outdoors and enjoys hunting, fishing, camping, gardening and snowshoeing.

Kim studied Natural Resource Conservation and Conservation Law in college and completed an internship with the Department of Environmental Conservation riding with an Environmental Conservation Officer on patrol.

Although her career took her in a different direction for the past 20 years working as an analyst, Kim is excited to be able to work with the Genesee Valley Conservancy and pursue her passion for conserving our area’s natural resources and protecting the dwindling farmland. GVC

10 www.geneseevalleyconservancy.org
Your Estate Can Accelerate Our Work

Naming Genesee Valley Conservancy in your Will can substantially increase our success:

- Your house could generate funds for the next nature preserve acquisition
- Your retirement account could provide the match to important grant funded projects
- Your land could be our next conservation project

Contact Ben Gajewski to discuss legacy giving
585-243-2190
ben@geneseevalleyconservancy.org

Types of Gifts
- Cash
- Stock
- House & real estate
- Retirement accounts
- Art & other collectables

Potential Gift Uses
- Stewardship Endowment to ensure permanence
- Acquisition Fund to protect new places
- Preserve Maintenance for our nature preserves
- Where Need is Greatest

MEMORIAL GIFTS RECEIVED OCTOBER 1 - MARCH 1

Memorial gifts allow us to remember loved ones through continued local conservation efforts.

Charles “Bud” VanArsdale
Thomas, Kimiko, and June Parker

Oliver Chanler
Cottone Auctions

Ruth Heinold
Annette Brenner and Stephen Strasser
Laurie Neubauer

Dawn (Mike) Kelley
Sally Fox

Bill Gratwick
Ron Richardson

Harriet Gratwick
Ron Richardson

Terry Lloyd
Richard Hobson

Perky Lloyd
William and Lisa Lloyd Hobson
Richard Hobson

Muriel Pike
Sally Fox

Jeri Quirk
Richard and Linda Hatheway

It is with sadness that we share the passing of two friends of the Genesee Valley

Charles “Bud” VanArsdale
1923-2020
Bud worked with the Conservancy to protect 95 acres in Castile in 2006, our first project in Wyoming County.

Eric “Rick” Marshall
1949-2020
Rick worked with the Conservancy to protect his 169 acre century farm in Avon in 2018.

Memorial Gifts

Charles “Bud” VanArsdale
Harriet Gratwick
Terry Lloyd
Perky Lloyd
Muriel Pike
Jeri Quirk

Received October 1 - March 1

Genesee Valley Conservancy, Inc.
One Main Street, Geneseo NY 14454
Federal Tax ID #: 23-3061147

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Jeri Quirk

Received October 1 - March 1

Genesee Valley Conservancy, Inc.
One Main Street, Geneseo NY 14454
Federal Tax ID #: 23-3061147
Board of Directors
Cathy Gardner, President
Becky Glass, Vice-President
Tom Quirk, Treasurer
Clara Mulligan, Secretary
Paul Frame, Immediate Past President
Jerry Alonzo Jennifer Apple
Janice Barrett Annette Brenner
Jim Keman Kate Kingsley
Nat Kinsey Randy Kozlowski
Bill Lloyd Jim Memmott
Myrt Merritt Gary Moore
Davies Nagel Dave Robertson
Joyce Wechsler Mary Kay Yanik
Dick Young

Staff
Benjamin Gajewski, Executive Director
David Bojanowski, Land Conservationist
Matthew Halladay, Land Conservationist
Jim Mott, Stewardship Coordinator
Kim Wells, Organizational Assistant
Marcia Koch, Accountant

Land Protected: Forever
LATEST PROJECT IN PERRY AND LEICESTER PROTECTS LOCAL FARMLAND

Emily, Chris, David and Mindy hold the sign that now stands on Route 39 marking their work with the Conservancy to protect the land they have farmed since 1950. Whether the family continues farming with the next generation or not, their land will be protected and available for farming forever.