

## Goodbye Sam, and many thanks from the cranes

By George Archibald, ICF Co-founder

Sam Johnson, former CEO of Johnson Wax Inc. – one of Wisconsin's largest corporations – passed away in May 2004.

From ICF's beginnings in the 1970s, Sam, his wife, Gene, and the Johnson Wax Foundation have been among our major supporters.

In 1979 when ICF decided to buy its own land and build a new campus, the Johnsons provided a gift of stock that enabled ICF to secure a loan to build the Sam and Gene Johnson Exhibit Pod. The stock then became the start of ICF's endowment.

Every few years, Sam and Gene and a few of their friends visited ICF. They were genuinely interested in our work. It was always a pleasure to share accounts of our

latest adventures and to show them the developments at headquarters.

While he was a major supporter of ICF, his primary involvement with conservation was through his leadership of The Nature Conservancy, and his and Gene's help to the Cornell University Laboratory of Ornithology where Ron Sauey and I first met in 1971.

Although I am one of many who feel a great sense of personal loss, we are motivated more than ever to live up to the high standards and expectations of this outstanding leader in business and philanthropy - Sam Johnson. The cranes certainly were fortunate to have had such a good friend.

The ICF Bugle is the quarterly newsletter for members of the International Crane Foundation. ICF was founded in 1973 by Ronald Sauey, Ph.D (1948 - 1987) and George Archibald, Ph.D. Bugle comments or questions? Please write Kate [kate@savingcranes.org](mailto:kate@savingcranes.org) or P.O. Box 447, Baraboo, WI. 53913

Editor: Kate Fitzwilliams

Memberships are vital to ICF. Please join or give a membership to a friend at the following annual rates:

Student or Senior Citizen .....	\$25
Individual .....	\$35
Family .....	\$50
Associate .....	\$100
Sustaining .....	\$250
Sponsor .....	\$500
Patron .....	\$1,000
Benefactor .....	\$2,000

### WISH LIST • ICF's Education department is in need of:

- Museum quality showcase to house a reconstructed Whooping Crane skeleton. The approximate price is \$800-\$1000.
- A new laptop computer and digital projector for off-site presentations.

Please contact Korie Klink or Brandon Krueger in the Education Department for more information.  
Phone: 608-356-9462 ext. 127  
or [korie@savingcranes.org](mailto:korie@savingcranes.org)



### International Crane Foundation

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# THE ICF BUGLE

World Center for the Study and Preservation of Cranes

## ICF Launches New Website!



### Favorite new features:

- On-line donations, memberships, and crane adoptions.
- Timely updates from the field on the progress and tracking of reintroduced Whooping Cranes.
- A beautiful and secure new on-line Gift Shop.
- ICF history, timeline, awards, and accomplishments.
- Notes from the President & from the Co-Founder.
- Revised and updated crane species accounts in field guide format!

**ICF encourages you to visit our new website, and shop for the holidays in our secure gift shop.**

In early October, ICF launched its newest communication tool thanks to a generous grant from the Foley Family Foundation and the talented design staff at Starkmedia in Milwaukee. The new website boasts a pleasing palette of colors featuring the Cranes of the World artwork by David Rankin in the template, and the outstanding photography of many crane admirers from around the world. The crane animations on the website feature the paintings of Wisconsin artist Jay Jocham.

"ICF's new website is a superb work in progress," explains ICF Director of Public Relations & Web Editor, Ann Burke. "The new site will constantly be changing with new information and content. Visitors should return to the site often to see the progress we are making."

Starkmedia's Senior Designer, Kristy Schomburg, created the highlight of the website – the landing page for the "Species Field Guide," an interactive flash area where visitors can enter the world of cranes from various perspectives: by species common or scientific name, geographic area, status in the wild, or by visual identification. This invaluable resource was carefully crafted for users of all ages. Content on the new site will range from ICF visiting hours and admission prices to in-depth research in the Digital Library and on the "Conservation and Research" pages. The site will also feature a free photo gallery, as well as many innovative resources for children and educators. We hope our improved website will enhance your involvement with ICF. Your feedback is welcome at: [info@savingcranes.org](mailto:info@savingcranes.org)



In 2002, George Archibald visited his good friends Tatiana and Vladimir Flint at their home in Moscow.

## In Honor of Vladimir Flint

Dr. Vladimir Flint (1924-2004) was one of Russia's leading ornithologists and conservationists. In the early 1970s he studied Siberian Cranes on their breeding grounds in eastern Russia and, through correspondence in 1973, was the first Russian to establish contact with ICF. Through his leadership, hatching eggs of the Siberian Crane were exported to ICF in the late 1970s, an import that marked the start of a major collaborative international effort called "Project Sterkh" (sterkh is the Russian name of the species). Dr. Flint was always interested in helping young people, two of whom were the co-founders of ICF, George Archibald and Ron Sauey.

In October of 2004, the University of Wisconsin Arboretum presented the John T. Curtis Award for Excellence in Ecological Restoration to George Archibald. George has donated the \$2000 award to ICF to start the Vladimir Flint Scholarship. After the fund has reached \$40,000, income each year will support the training in Wisconsin of a young Russian in the science of ecological restoration.

## ICF Receives Prestigious Society of American Travel Writers Award

By Ann Burke, Director of Public Relations - Web Editor

The Society of American Travel Writers (SATW) is a professional association whose purpose is to promote responsible journalism and encourage the conservation and preservation of travel resources worldwide. Their membership includes writers, photographers, editors, electronic media and journalists, film lecturers, broadcast/video/film producers and public relations representatives.

Because tourism leaves permanent 'footprints', some harmful to the environment, some destroying the reasons for traveling, the Society of American Travel Writers created the Phoenix Award to recognize conservation, preservation, beautification and anti-pollution accomplishments as they relate to travel.

On October 18, ICF President Jim Harris accepted a 2004 Phoenix Award on behalf of ICF at a Milwaukee luncheon sponsored by ICF Board Member

Kathleen Ryan. The award recognizes ICF for its outstanding accomplishment in conservation and preservation.

We would especially like to thank Mr. Al Borcover, former travel editor of the Chicago Tribune and past president of SATW, for nominating ICF for this award. Other Wisconsin organizations that have received a Phoenix Award include: the Ice Age Park &

Trail Foundation (1991), Circus Museum & The Great Circus Parade (1987), Old World Wisconsin Outdoor Museum (1984), Trees for Tomorrow Environmental Center (1977), Wisconsin Natural Beauty Council (1975), The State Historical Society of Wisconsin (1974), Henry S. Reuss (1971), the Wisconsin Alumni Research Foundation, and the Wisconsin Dells Regional Chamber of Commerce (1970).



ICF President Jim Harris (left) proudly accepts the Phoenix Award from ICF member and SATW Past President Al Borcover. Photo by Ann Burke

## Travel with ICF to Ethiopia

Ethiopia is Africa's best-kept secret. Come and see why!

This winter (Feb. 20-Mar. 7, 2005), join ICF Director of Africa Programs Dr. Rich Beilfuss on a study-tour of Ethiopia, the ancient land of cranes. Ethiopian conservationist Yilma Abebe will be your local host and tour guide. Yilma is a renowned expert on the cranes and wetlands of Ethiopia, and has a deep passion for Ethiopian history and culture. We will help Yilma launch his new ecotourism company, Ornithopia, through which he plans to generate income for wildlife conservation in Ethiopia.

For more information contact Rich Beilfuss at: rich@svingcranes.org



## What I Did This Summer

By Rochelle Robkin, ICF Member

Throughout its history, ICF has worked to build linkages among diverse peoples and countries under the common theme of crane conservation. In east Asia, ICF is working with colleagues in Russia and China to develop lasting ties between local educators and conservationists through an environmental summer camp exchange program involving both countries and hosted by two nature reserves in the region. In China, the camps are hosted by the Naoli River National Nature Reserve in Heilongjiang Province, which encompasses 10,000 hectares of wetlands in the Sanjiang Plain, one of the most important wetland areas in China. In Russia, the camps are hosted at Muraviovka Park for Sustainable Land Use, a private reserve located in the Amur Region of southeastern Russia. Founded in 1994, Muraviovka Park protects 5,000 hectares of wetlands and demonstration farmland that serve as a model for sustainable land use. Both reserves protect important breeding and migratory resting sites for several threatened species of cranes and other waterbirds.

The camp programs are co-led by Russian, Chinese and visiting American school teachers. This summer, Rochelle Robkin, ICF member since 1973 and Baraboo High School art teacher, joined the team of American teachers and offered her enthusiasm, art expertise and experience. She has participated in the Muraviovka Park camp program three times and has started art exchanges with nature preserves in Viet Nam and Japan.

Rochelle shares her unique 2004 crane camp memories.

After our camp ended in Muraviovka we packed up our lesson ideas, supplies and said our goodbyes. Traveling with three American teachers, Muraviovka Park employees, Russian teachers and students, and our hard working Russian-English-Chinese translator we crossed the Amur and took the night train to Harbin watching green and cultivated China roll by. At 7 in the morning we arrived at Harbin. Like all of the Chinese cities we visited, the skyline was crowded with the other kind of



Photo by Rochelle Robkin  
Wonderful music and dancing we re enjoyed by all during the opening camp ceremonies at Naoli River National Nature Reserve in Heilongjiang Province, China.

cranes. A few donkey and ox carts mingled with the cars and motor bikes. We shopped among busloads of Russian tourists, ate ice cream next to the old Russian Cathedral and drove through the Tiger Park. Later, we strolled and people watched in the warm summer evening. It was altogether an idealized urban experience. Our group now included Anne Lacy, Sara Moore and Li Fengshan from ICF; Chinese Environment Education officials from

Harbin and Heilongjiang, plus two more translators.

To reach the camp site the bus navigated a spectacularly muddy road past crops, flocks of sheep, geese, and ducks. When we stopped, we managed to look closely at small plants in the wetlands. Our Russian counterparts were thrilled to see a flower that is rare in Russia. We even saw a few birds.

Camp was held at an unused office building. The road was hung with banners and we were greeted by a crane in a small wire cage at the entrance. It had broken its leg two years ago, and had spent the winter in the building we were using for a dorm and classrooms. I hope it is safe in a zoo by now. We were greeted by an elaborate ceremony, speeches, children's music and dances and of course food.

The children's camp had a similar schedule to the camp at Muraviovka Park focusing on team building activities, activities to develop environmental awareness and environmental activism. My own favorite memory is of Russian kids and Chinese kids picking

up trash with chopsticks and throwing it in sacks. Then, watching a teacher berate some card-playing men for littering.

To share our passion for Earth's life with the world and its children is why we came to China. We will be in countless photographs in Chinese households and I hope that our message is remembered along with our pictures.



This scroll by Rochelle Robkin was created as an example for the kid's "culminating activity". Each person was asked to design a scroll that told the story of their camp experience.



# New Faces “at” ICF Bring Diversity, and Diverse Relationships

**Introduction by Jim Harris, President**  
Back when I joined the ICF staff (already 20 years ago!), we had just 10 staff members, all North Americans (George Archibald was from Canada) and all housed in one building. Most recent additions to our team live overseas, often from the countries where they implement ICF programs for critical crane places. We now have 34 staff members in Baraboo and 24 off-site, in 13 countries. We worked with some of these individuals for many years before they joined ICF’s staff, even supporting their graduate studies, and they have come to understand and contribute to ICF’s people-oriented, inclusive approach to conservation. At the same time, we benefit from new colleagues who join ICF after extensive experience with other organizations.

In all cases, these gifted individuals have helped ICF grow more diverse and more capable. We have been enriched by relationships linking our distant colleagues with Baraboo staff – shared vision yet radically varied experience. As a result, ICF has become more global in outlook and action. Our team, for example, speaks in over 27 languages.

## Nurturing Extraordinary Relationships

You can help ICF nurture these individuals and other champions for crane conservation by contributing to our 2004 annual campaign. Your donations will help ICF continue to support passionate individuals who want to make a difference. Every gift will be matched by a challenge grant from the Bobolink Foundation of New York City, the Makray Family Foundation of Chicago, and ICF’s Board of Directors. Contact Sally (608-356-9462, x145) to make a donation.

Our Africa programs emphasize support and training for key individuals who will become the future conservation leaders of Africa, building a network of colleagues across the continent to engage in innovative research on cranes, wetlands, and river basin management and develop uniquely African solutions to conservation challenges.



**Carlos Bento**, Senior Scientist at the Mozambique Museum of Natural History and long-time ICF Research Associate, is a remarkable individual. He is a tireless advocate for conservation and sustainable development in Mozambique, raising awareness about the social and environmental impacts of a wide variety of proposed development projects through field research and educational outreach. Carlos’ M.S. research at the University of Cape Town established the links between the Zambezi River flow regime and the survival of endangered Wattled Cranes in the Zambezi Delta. Carlos is now spearheading the creation of a visionary management plan for the delta in cooperation with local communities, government agencies and administrators, private businesses, and others.



**Maurice Wanjala** is founder-director of the Kipsaina Wetlands Conservation Group, and ICF Associate for the Lake Victoria Crane and Wetland Conservation Project. Over the past 15 years Maurice, a local pastor, has led an astonishing number of innovative conservation programs in northwest Kenya. Maurice and his team grow and

plant thousands of indigenous trees to stabilize erosive hillsides, and teach sustainable agricultural practices that reduce chemical runoff into wetlands. They raise public awareness through lectures, songs, poems, and traditional dances about important environmental issues, and enlist local volunteers to help monitor vulnerable wetlands and Grey Crowned Crane nesting sites. Through these and other activities, Maurice is demonstrating practical ways for farmers to generate income while minimizing impacts to wetlands and wildlife.

The GEF Program is a six-year project coordinated with governments of Russia, China, Iran and Kazakhstan to protect a network of wetlands in western and eastern Asia that serve as critical habitat for the Siberian Crane and other migratory bird species.



**Crawford Prentice** brings considerable experience in the conservation and management of wetlands to his position as the International Technical Advisor for the GEF Program. He provides technical support at the international flyway level, as well as individual national and site-level support in the four participating countries. In an understated and effective style, Crawford works productively with government officials, scientists, managers of protected areas, and local community members alike to build open and effective collaboration. He provides guidance and training to strengthen and enforce protected area legislation, and advises our teams to conduct research directly applied to management issues. Prior to joining ICF in 2000, Crawford worked with Wetlands International.



**Patricia Gleason**, Operations Manager for the GEF Program, provides overall administrative and financial coordination. She oversees activities with the national project teams and collaborating organizations, and participates in project monitoring to ensure United Nations Environment Programme/GEF standards are met. Patricia will focus on building the capacity of the national teams to implement the GEF Program, disseminating information about the project to the global conservation community, and learning the ins and outs of living in China, where she has relocated for the project. Prior to joining ICF, Patricia spent several years in Washington DC, working for such organizations as The World Bank, coordinating their GEF portfolio in Africa, Conservation International and Defenders of Wildlife. She also managed a primate orphanage and education center in Cameroon.



**Elena Ilyashenko**, Siberian Crane Flyway Coordinator, gets people to “think outside the box” and to consider how site and national level activities link to protect the bird throughout its life cycle. Lena has greatly strengthened open exchange of information through a website and newsletter. She is jointly supported by GEF and the Convention on Migratory Species (CMS). Under CMS she coordinates the activities of 11 Siberian Crane range countries to implement Conservation Plans produced at bi-annual meetings. She serves as Executive Secretary of the recently re-

formed Crane Working Group of Eurasia (CWGE) re-establishing strong scientific and personal links among organizations in the former U.S.S.R. countries. Under GEF, CMS, and CWGE Lena has created effective education materials and inspired colleagues to hold innovative Crane Day Celebrations.

The recent history of Southeast Asia has been dominated by war. For over a decade, our conservation projects have focused on re-constructing the human and ecological capacity to restore wetland ecosystems of the region. These places support Eastern Sarus Cranes as well as many other wetland species.



**Dr. Tran Triet** began working with ICF as a graduate student at the University of Wisconsin where he completed his Ph.D. research on wetland vegetation of the Mekong Delta. As Director of ICF’s Vietnam Program, Triet coordinates research and conservation activities in Vietnam and assists with projects in neighboring countries. Triet is also the Chair of the Department of Botany and Ecology at Vietnam National University (VNU). The unique partnership developed between ICF and VNU has helped establish a university network for wetland training among universities in the Mekong region. As peace in the region fosters increased economic development, the network seeks to train competent ecologists who will solve future issues that are stimulated by changes arising from peace and prosperity.

**Mr. Thay Somony**, Cambodia Program Acting Director, supervises the management of Ang Trapeang Thmor Sarus Crane Protected Area and conservation activities elsewhere in Cambodia. Prior to working with ICF, Somony directed the Community



Fisheries Development Office in the Cambodian Ministry of Agriculture, Fisheries, and Wildlife. Somony will begin his doctorate studies in Land Use Planning at the University of Wisconsin-Madison in January, 2005. His research will focus on understanding the ecology of wetlands of the northern plains in Cambodia and linking this understanding to the sustainable development and conservation of this rare ecosystem that supports a majority of large waterbird breeding populations in Southeast Asia.



Few overseas colleagues have worked with ICF for as long as ornithologist **Rajendra Suwal** of Nepal. For more than 15 years, Raj has championed the conservation of Sarus Cranes and their wetland homes in Nepal. Raj serves as Manager of the Lumbini Crane Sanctuary, an ecological oasis in the densely settled lowlands of Nepal that supports 240 bird species, a rare antelope, and six breeding pairs of Sarus Cranes. Lumbini, the birthplace of Buddha and one of the most important pilgrimage sites in Asia, provides a special opportunity to teach and inspire the international Buddhist community about the strong relevance of Buddha’s teachings to modern conservation issues.

*By Rich Beilfuss, ICF Director of Africa Programs, Claire Mirande, ICF’s Global Environmental Facility (GEF) Program Coordinator, Jeb Barzen, ICF Field Ecology Director*

## Contributions List, June 1 – October 15, 2004

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### 2004 ANNUAL CAMPAIGN

We would like to thank the following foundations and individuals who have contributed \$250 or more towards our Nurturing Extraordinary Relationships campaign.

Steeves Foundation  
Sara Bolz  
Robert Dohmen  
Anonymous (WI)

### BIRD-A-THON

Thanks to everyone who participated in or made a contribution towards the 2004 Bird-a-thon. With your help, ICF exceeded our goal of \$50,000.

Mammel Family Foundation  
Douglas and Eleanor Seaman Foundation  
Wendy Abrams  
George Archibald  
Robert and Birgit Bateman  
Helen M. Best  
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John and Joanne Payson  
Lance R. Rodgers  
Richard Steeves  
Robert D. Stuart, Jr.  
David and Sandra Whitmore  
Douglas and Margaret Williams

### And congratulations to our Bird-a-thon winners!

Donnie Dann, 1st place  
Matt Fraker, 2nd place  
Donna Carmichael, 3rd place

Collectively, these top 3 teams raised over \$9,500 for ICF!



## Give the Tree Keep the Fruit

Is it possible to give a gift to ICF and still retain the income from the donated property? A number of ICF supporters have completed this type of gift using our gift annuity program.

Jean, age 82, a longtime member of ICF, currently has certificates of deposit that pay her two % annually. This, combined with some dividends from her stock portfolio and social security income, are all that she has for income to live on. She would like to make a major gift to support the work of ICF but needs all of the current income to meet her needs.

One possible solution is to donate \$50,000 using either the stock or the certificates of deposit in exchange for a charitable gift annuity. At current rates, Jean would receive an income for life of \$4,250 annually — a payout of 8.5 %.

This is more than four times the income she currently receives from the other investments. As a result of making a charitable gift, she is eligible to deduct the gift portion of the annuity from her income taxes. Jean is thrilled to be able to support ICF and increase her income substantially.

A charitable gift annuity is a combination of a gift to ICF and a lifetime income to the donor. A substantial portion of the income is a tax-free return of principal, resulting in an attractive cash flow to the donor. The Charitable Gift Annuity partnership between ICF and the donor creates a win-win situation.

The annuity portion provides the donor or someone designated by the donor with an income for life that will not change. Annuity rates are based on the age of the individual; the older the

person the higher the payout rate.

The charitable portion of the annuity will support the mission of ICF to preserve and protect the cranes and the habitat and ecosystems where they live.

Jim and Sally have been married for 50 plus years and have always been equal partners in their financial affairs. One of their concerns is how to provide reliable income should they need increasing levels of care or at the death of a spouse.

By purchasing a joint charitable gift annuity, income at a fixed amount would be payable for as long as either one is alive. The asset used to fund the annuity could not be used for long term care; however the income would provide help with those costs. Income is available for current needs and for unexpected expenses. The charitable gift annuity can provide peace of mind and security for the future.

## Questions & Answers

### How are gift annuity payments taxed?

For tax purposes, a gift annuity is treated as part gift and part annuity purchase. The gift portion is the amount that is deductible in the year the gift was made. The balance is treated as the purchase price of the annuity. The amount of the purchase price is returned to the individual over their lifetime tax free, resulting in an even higher rate of return.

### How secure are the funds I invest?

Many charitable organizations invest the funds in the same manner as their general assets. At ICF we reinsure your funds with a major, multi-billion dollar insurance company for your additional protection and peace of mind.

### I would like to have a charitable gift annuity, but I am concerned that my children could use the money after we are gone.

This is a common concern and it is important to remember that the gift annuity is irrevocable. Often, however, children state that they would rather see their parents enjoy more income during their lifetimes than be concerned about additional dollars in the form of an inheritance. The key is to take care of your needs first, and leave an amount that is appropriate to your children.

### How are charitable gift annuity rates determined?

Charitable organizations are free to establish the rates that they offer. ICF follows the guidelines established by the American Council on Gift Annuities.

### Why does ICF offer gift annuities?

Many of our friends want to give more to ICF but live on fixed incomes or do not want to donate income-producing assets. With our gift annuity program, you can make a significant gift and still retain lifetime income that may actually be substantially more than you are currently realizing.

Guaranteed payments, an income tax deduction, and tax-free income potential make this program a prudent option for many of our donors.

If you would like to learn more about the ICF Charitable Gift Annuity plan, please contact: ICF Development Director Bob Lange, 608-356-9462 ext. 140 or blange@savingcranes.org.

