

Join co-chairs Barbara and Douglas Engmann, Chandra and Robert C. Friese, Carole and Robert McNeil and Mary and Steven L. Swig at

**SAN FRANCISCO BEAUTIFUL'S
Beautification Awards Dinner**

FRIDAY, OCTOBER 24

**Mark Hopkins Intercontinental Hotel
One Nob Hill, San Francisco**

**Reception and Silent Auction, 6:00 p.m.
Dinner and Awards, 7:15 p.m.**



**Leigh Ann Baughman
Executive Director and Emcee
presents the 2008
Beautification Awards**

INDIVIDUAL TICKETS

\$1,000 - Donor
\$500 - Supporter
\$200 - Friend

TABLE OF 10

\$20,000 - Friedel
Klussmann Circle
\$10,000 - Cable
Car Bell Ringer
\$5,000 - Enhancer
\$3,000 - Protector
\$2,000 - Friend

Sample Auction Items

Parisian Pied-a-terre
S.F. Panorama Photo
Olympic Club
SF Ballet and Opera
Kokkari, Millennium

Contributions are tax deductible as provided by law less \$75 per event guest. ID#94-6106011. For details, contact Ron Wong and Associates, 194 Granville Way, CA 94127 phone 415.665.1150 - fax 415.665.1115

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Photos by Dee Dee Workman and Michal Venera

native plant and herb gardens, children's play area, trees, public art, crops and a senior pavilion.



Bayview Hill Natural Areas Restoration Program (Key Ave. near 3rd St.) – People work here daily taking out invasive plants and restoring the native habitat.

of the Alvord Lake Gardening Party which meets every fourth Saturday to plant, weed, trim, pick up litter and sweep.

Alvord Lake (Golden Gate Park at Stanyan and Haight Sts.) – This lakelet has been lovingly taken under the wing



Golden Gate Park Music Concourse Rehabilitation (MLK and JFK Drs.)

– Improvement projects at the Music Concourse enhance and preserve this area as a place to go to enjoy the beauty of nature and art.

The Presidio: Immigrant Point (Washington Blvd. near Kobbe Ave.) and **Batteries to Bluffs Trail** (Seaward of Lincoln Blvd near Battery Crosby) – Immigrant Point Overlook has served as the dramatic setting for naturalization ceremonies. The site links visitors with nature, trails and stunning views. A graceful stone plaza with displays showcases the area's natural beauty. The



Trail Network along the western flank of the Presidio features unique biological and geological features, sites of historic importance and sweeping vistas.



*Creating, Enhancing and Protecting the Unique
Beauty and Livability of San Francisco*

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THE CABLE

FALL 2008

Yes on Prop J – Preserve Historic S.F.

Proposition J on the November ballot makes improvements to San Francisco's outdated ordinance dealing with landmark buildings and historic districts, moving us closer to good practices employed by many other cities. These changes will bring professionalism, lessen inappropriate political influence and reduce unnecessary reviews. Prop J creates no new regulations over historic buildings but rather re-

allocates authority between already existing bodies for a more effective and efficient process.

San Francisco's rich historical architecture is a unique and important aspect of our city. It is not only a critical aspect of the quality of life of those who live here but through the tourism it engenders, a key to our resilient local economy.

www.preservehistoricsf.com



Lake Merced receives the 2008 Friedel Klussmann Award.

2008 Beautification Awards

San Francisco Beautiful's 2008 Annual Beautification Award winners exemplify the theme, "Hilltop to Water's Edge: the Unifying Power of Urban Beauty." Some projects were started by a handful of people with a shared vision that transformed slowly into a community force. Others were developed with input from hundreds of people at countless public meetings. Awards will be presented at the Beautification Awards Dinner on October 24th. (See back page.)

Friedel Klussmann Award: Lake Merced (Lake Merced and Skyline Blvds.) – This ongoing lake restoration effort has been responsible for the lake's water level rising and its quality improved. New multi-use paths and way-finding signage have made recreation opportunities more enjoyable.



Robert C. Friese Award for Neighborhood Conservation: Visitacion Valley Greenway (Leland Ave. to Tioga Ave.) – This series of six publicly-owned parcels function as an outdoor classroom and recreation area beautifying the landscape and uniting the diverse groups of Visitacion Valley. There are

SFB Gives Improvement Grants

San Francisco Beautiful, through its Friedel Klussmann Neighborhood Improvement Grants, has made an impact this year on the beauty and safety of our city's playgrounds and open spaces and the accessibility to some of its many special places. These grants have been made possible by the Walter and Elise Haas Fund and the Friese Family Fund.

Flynn Elementary PTA, \$2,500 to plant trees at Flynn Elementary.

The Neighborhood Parks Council, \$5,000 toward the Playground Initiative Sand Replacement Project to make safer the Herz, Joe DiMaggio and Silver Terrace Playgrounds.

Friends of Fallen Bridge Mini-Park, \$5,000 to build a bench that will serve as a retaining wall as well as a tree planter.

Friends of Balboa Park Playground, \$5,000 for creating a pathway and retaining wall with mosaic tile art.

Friends of Presidio Heights Playground, \$5,000 to renovate the entryway with an crabapple arbor, privet hedge and vines.

Apply for a grant:
www.sfbeautiful.org/grants

San Francisco Green Schoolyard Alliance, Growing Greener Schoolgrounds Conference, \$2,500 for conference expenses.

Slow Food Nation/Civic Center Plaza Victory Garden, \$5,000 to build the pathways making this Victory Garden ADA-compliant.



Civic Center's Victory Garden receives Klussmann grant.

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PRESIDENT'S REPORT



Milo F. Hanke

of not living. Somehow, with all its vexations and unforgiving economics, San Francisco remains a lush garden for the civic soul. Its spirit, causes, and stalwarts emerge inseparable from the City's street-level enchantment. But diminish San Francisco's unique beauty, and its singular voice within the American narrative grows muted.

Membership Has Its Values

Nowhere does beauty matter more than in the hearts and minds of San Franciscans. Witness, for instance, the endless stream of those who move here despite the high cost of living. In choosing San Francisco, newcomers bring with them a revivifying, undaunted sense of possibility, perhaps one that gives the clearest of rebukes to the cost

Millions visit each year for the sightseeing and the physical beauty. Taking in the unmistakable character of our neighborhoods, parks, and vistas, many tourists leave their hearts here.

... San Francisco remains a nourishing, lush garden for the civic soul.

Countless others return home less afraid of the social progress and diversity that

this City freely exhibits. From here, the most atypical of American cities, proceed the most aspirational of American ideals.

A passionate lot, San Franciscans radiate an unparalleled sense of place and purpose. Away from the view of tourists, they undertake the nitty-gritty that makes San Francisco San Francisco: fending off creeping commercialism, pushing for adequate zoning and code enforcement, debating city planning, and advancing quality architecture. Our civic mosaic glistens all the more through the beautification efforts of private citizens and neighborhood associations, some of whom are saluted at SFB's Annual Awards Dinner (October 24).

San Francisco Beautiful, as it has since 1947, joins with you to enhance and protect an evolving legacy of urban beauty. If you are already a member, thank you. If not, spread the pride and join today.

From the Executive Director

Leigh Ann Baughman



We are all San Francisco Beautiful.

From the Redwoods which greet visitors at SFO to the murals that delight residents in Duboce Park; Along the trails of Mount Sutro and around the lagoon of the iconic Palace of Fine Arts - San Francisco Beautiful continues to live up to its name.

For more than 60 years, Friedel Klussmann's vision has given us a legacy of community service and civic pride. What began with "saving the Cable Cars" has grown into a commitment to create, enhance and protect everything that makes San Francisco Beautiful. Our annual Beautification Awards not only salute our founder's vision but also help us raise funds to continue her work. I hope you'll join us this year on Friday, October 24 at the Mark Hopkins Hotel for our Annual Beautification

Awards Dinner & Auction.

The theme this year, "Hilltop to Water's Edge: The Unifying Power of Urban Beauty" is all about looking at the BIG picture. We are all San Francisco Beautiful. The people, the parks, the buildings, the businesses, the waterfront; unified, we are all San Francisco Beautiful. Working cohesively we will continue to make San Francisco Beautiful now and for future generations to come.

Having helped keep Union Square "clean and safe" for the last decade as the Executive Director of the Union Square BID, it is now my honor to work with all of you to keep San Francisco Beautiful. The relationships that I have with the community at large as well as the City family that built the BID into a respected and replicated component of what makes San Francisco beautiful will come with me to San Francisco Beautiful. It is a tremendous honor to follow in the footsteps of Friedel Klussmann and Dee Dee Workman and to work with such an enthusiastic Board of Directors and membership.

SAN FRANCISCO BEAUTIFUL

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San Francisco Beautiful, founded in 1947 by Friedel Klussmann, is a nonprofit 501(c)3 organization dedicated to creating, enhancing and protecting the unique beauty and livability of San Francisco.

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New SFB Board Members



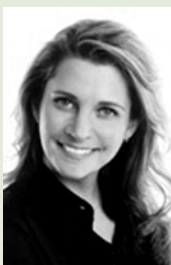
Christopher D. Charles: Born in Ames, Iowa, Christopher Charles arrived in San Francisco in 1979. Chris is president of Wulff, Hansen & Co. an investment banking and brokerage firm specializing in public finance. He is the acting chairman of the Financial Industry Regulatory Authority District 1 that oversees the nation's securities brokers and dealers.

Chirs is an antiquarian with a passion for San Francisco and California's past and the development of transit and business. He is also very involved in the current state of preservation of wildlife habitat and the built environment including public stairways. He is on the Board of Directors of the Reclamation District 2127 which has partial oversight of the Solano County's Suisun Marsh.



Ian H. Fletcher: Ian Fletcher was born in England, grew up in the Connecticut suburbs in the 1970s and was educated at Columbia University and the University of Chicago. He is currently a self-employed economics consultant with clients ranging from hedge funds to national political campaigns.

He is a former Washington lobbyist, a Vice-President for Government Relations of the American Engineering Association and was one of the founders of New York City Community Sailing that makes available recreational sailing at low cost to New York residents.



Melissa Griffin: Born and raised in Marietta, Georgia, Melissa Griffin majored in Politics at Mount Holyoke College and then graduated with Cornell Law School's class of 2001. She moved to San Francisco in 2004 and is currently with the Bechtel Corporation. Melissa is a member of both the California and New York State Bar Associations.

In 2007, Melissa started what has become a very successful City Hall beat blog (www.sweet-melissa.typepad.com/). She is a regular guest on S.F. Weekly's political podcast "News and Booze" and has an S.F. Examiner editorial page every Thursday. Melissa is a graduate of Leadership San Francisco class of 2008. She volunteers at Project Homeless Connect, One Brick and the San Francisco Food Bank.

VICTORY FOR NOW AGAINST MORE UTILITY BOXES

On July 29, the San Francisco Board of Supervisors heard dozens of people stating their disbelief that the Planning Department issued a Determination of Exemption from Environmental Review for 850 AT&T Utility Boxes that were to be placed on the sidewalk. The SFB came out to rally

behind the Cole Valley Improvement Association's appeal to the Board to deny this categorical exemption.

After Board members grilled the Planning Department staff and it became clear their reasoning was not convincing anyone, AT&T withdrew its motion for

exemption of environmental review and informed the board that they will prepare a new proposal.

AT&T will be back and SFB will once again call on its member to speak out against cluttering our sidewalks with unwelcomed, metal utility boxes.

MEMBERSHIPS/SALES

- \$5,000 Friedel Klussmann Circle
\$1,500 Protector
\$500 Enhancer
\$250 Creator
\$100 Beautifier
\$50 Cable Car Bell Ringer

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- Logo Long Sleeve Shirt: \$22.50
Logo Tote: \$16.50
Rooftop Gardens: From Conception to Construction: \$7.00
Stairway Walks in San Francisco by Adah Bakalinsky: \$20.00

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