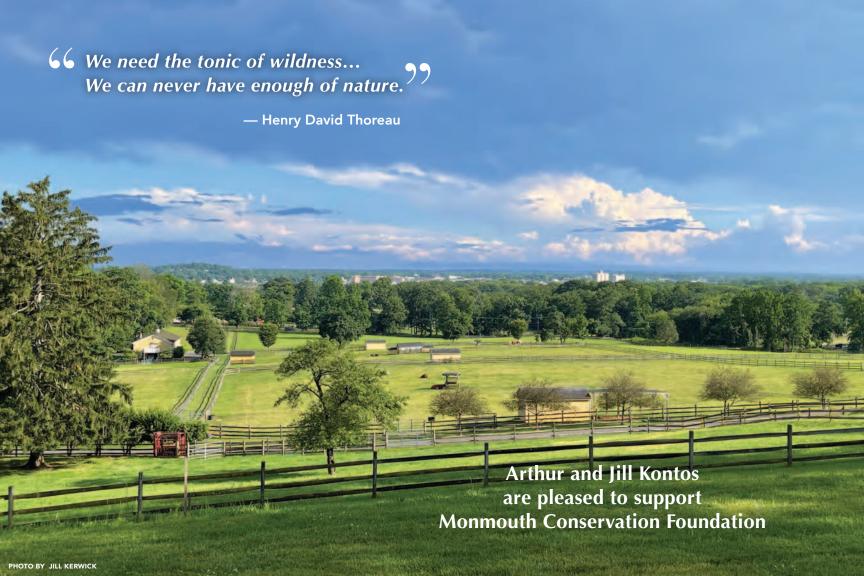


MONMOUTH CONSERVATION FOUNDATION

Celebrating 46 Years of Land Preservation in Monmouth County





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Celebrating 46 Years



of Land Preservation _

Thank you for joining us at Fall for Conservation 2023! This is MCF's 46th year working with our valued public and private partners to preserve land and protect and enhance natural resources throughout Monmouth County. We fondly remember and salute tonight's honoree, the late Jim Truncer, and we thank our generous hosts, Artie and Jill Kontos, for their longstanding support and for welcoming us back to Fairway Farm.

Your support drives our mission to protect the natural habitats, farmland, and open spaces which make our region so special. Our work is now more important than ever, with only 7% or 20,000 acres of land in Monmouth County remaining undeveloped and yet to be preserved.

We are approaching 10,000 total acres collaboratively preserved! Over the past year, MCF is proud to have helped facilitate the preservation of nearly 6 acres in Howell to expand Deerwood Park, in partnership with Howell Township; over 17 acres in Middletown along the Navesink River as an addition to Hartshorne Woods Park, in partnership with Monmouth County; and 124 acres in Millstone for recreation and open space, in partnership with the NJ Department of Environmental Protection (DEP) Green Acres Program, Monmouth County, and Millstone Township.

We also completed our pilot project with the US Department of Defense (DOD) through the REPI Program, working to safeguard land around Naval Weapons Station Earle. With our newly adopted 3-year strategic plan, which includes a renewed and expanded emphasis on educational outreach programming and sustainable stewardship, MCF will remain focused on our collective future, preserving our natural environment for future generations.

Working toward a long-term goal for every Monmouth County resident to have access to green space within 10 minutes' walking or biking distance from their homes, our team is passionate about our ongoing park development agenda. Current projects, being prioritized in underserved communities, include the citizen-led revitalization of Jackson Woods Park in Long Branch, establishment of new open space in Neptune Township, and the transformation of Red Bank's former landfill into an 8-acre waterfront park. We are proud of our critical role in the years-long effort to create Swimming River Park in Middletown, which opened this past May, and grant funding provided to create a 10,000-sq.ft. pollinator garden at Edgemere Park in Sea Girt.

Thank you again for your tremendous support over the years. We look forward to working together with you for many years to come!

MCF is grateful to our many partners, including the Monmouth County Board of County Commissioners, Board of Recreation Commissioners, and Park System, US DOD, US Navy, NJ DEP Green Acres Program, NJ State Agriculture Development Committee, and municipalities and organizations throughout the region. We applaud our trustees and many generous patrons whose philanthropy and involvement power our mission.

Cordially,

Matthew A. Cohen President

William D. Kastning, AICP

Executive Director

MONMOUTH CONSERVATION FOUNDATION

WELCOMES YOU TO OUR



HONORING

JIM TRUNCER (1936-2023)

FOUNDER AND DIRECTOR OF
MONMOUTH COUNTY PARKS FOR 58 YEARS

HOSTED BY

ARTHUR AND JILL KONTOS

SATURDAY . SEPTEMBER 23 . 2023

6:00 PM - 10:30 PM

FAIRWAY FARM . 381 COOPER ROAD . MIDDLETOWN . NEW JERSEY

Celebrating 46 Years of

CREATING PARKS . SAVING OPEN SPACE . PRESERVING FARMLAND TEACHING ENVIRONMENTAL SUSTAINABILITY SAFEGUARDING WATERWAYS . PROTECTING WILDLIFE

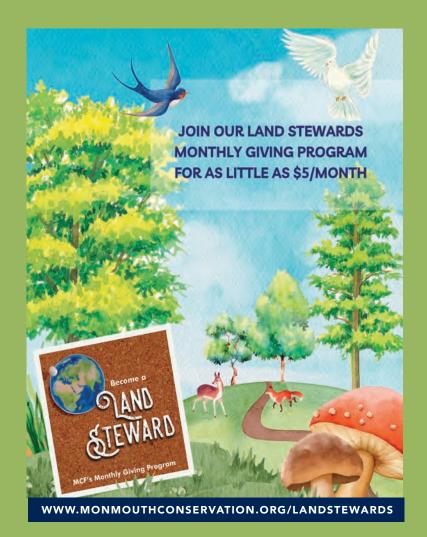


Mission

Monmouth Conservation Foundation's purpose is to acquire and preserve open space and farmland and conserve natural habitats throughout Monmouth County in support of outdoor recreation, agriculture, clean water, and wildlife for long-term sustainability.

/ision

To lead conservation and education efforts to preserve and protect our natural environment, so all individuals and communities have access to and can benefit from open space and nature for generations to come.





JOIN MCF'S NEW MONTHLY GIVING PROGRAM!

As a monthly donor to MCF, you will join a very special group who supports land preservation all year long. For as little as \$5 per month, Land Stewards provide critical, recurring support that MCF can count on to drive our operations and conservation efforts.

We invite you to make a monthly gift within your capacity and help MCF to #KeepMonmouthGreen. Your recurring gift helps MCF protect the land we need and love, forever.

As a Land Steward, you will receive:

- Exclusive Members-only monthly email updates
- Recognition on MCF website
- Listing in MCF Annual Report
- Anniversary Gift



Honoring James J. "Jim" Truncer

(1936-2023)

Not many people know this, but Jim Truncer played an instrumental role in the founding of Monmouth Conservation Foundation.

n the 1970s, Jim invited thirty-five people to dinner and shared his vision for a nonprofit to work hand-in-hand with Monmouth County to preserve land and create parks. A local attorney, Chet Apy, acted as a moderator for Jim's presentation during the dinner, which was modeled after a California state parks foundation.

Twenty or so of the dinner guests signed on to help, including Judith Stanley Coleman (1935-2010), who went on to become one of MCF's co-founders. Michael Huber (1927-2009), MCF's other co-founder, joined the effort shortly after. Jim acted as secretary to the incorporation, and a group of six to eight individuals served as incorporators.



MCF was officially established in 1977 by this passionate group of citizens to acquire, hold, preserve, and protect the open lands, historic areas, and park and recreational areas of Monmouth County, New Jersey, together with any buildings located thereon. MCF began as a park foundation, but our founders – Judy, in particular – felt it should be a land trust. During the establishment phase, the organization changed names and direction to become the 501(c)(3) nonprofit organization it is today.

Nearly a half-century later, MCF is the County's only land trust, and our purpose is to acquire and preserve open space and farmland and conserve natural habitats throughout Monmouth County in support of outdoor recreation, agriculture, clean water, and wildlife for long-term sustainability. We work together with public and private partners – very often with Monmouth County – to preserve land in perpetuity, and to protect and enhance the natural resources in our communities.

We have assisted with the preservation of 9,090 acres overall in Monmouth County. Among these, we have helped to conserve over 4,500 acres of County parklands – 25% of Monmouth County Park System's (MCPS) current 18,000 acres, acting as a facilitator among stakeholders and partners and/or by contributing funding.

where his father, Joseph J. Truncer (1907-2000) was We owe a great deal to the first superintendent. Jim spent his days riding his bicycle all around the Park visiting nearby farms, Jim Truncer for his quiet where he befriended older children living on the leadership, diplomatic farmsteads. Some of the older children secretly took collaboration, and him up in the crop dusters - an activity that Jim's daughter, Becky, says sparked her father's love of flying. genuine commitment to Jim began his tenure with Monmouth County as a land preservation. MCF volunteer on the Board of Recreation Commissioners wholeheartedly thanks Jim before becoming a park planner with the Planning for being an MCF ex-officio Board in 1964 and then became the Park System Secretary Director in 1965, a position he held for 58 board member and cherished years, until his passing. Becky shared that her dad's partner to our organization for first thought for his career may not have been park system administration, but his father's career in the decades during his robust life field and Jim's childhood on a state park of 86 years. We are honored made a major impact and set Jim to establish the lim Truncer on his professional path. Jim and his father each led park system **Memorial Fund** in his memory agencies and oversaw the to carry on his meaningful preservation of tens of thousands legacy of preserving green of acres for public benefit, across New Jersey. space and creating parks for the benefit of the people. ?? Jim, pictured here in 1962, while serving in the Air Force's Air Guard during the Vietnam Era, - Bill Kastning stationed in France. At age 70, MCF Executive Director Jim earned his pilot's license and took up flying for fun.

Jim grew up at Parvin State Park in Elmer, New Jersey,



Father and son, Joseph and Jim Truncer

Both Joseph, in 1969, and Jim Truncer, in 1994, received the Cornelius Amory Pugsley Medal from the American Academy for Park and Recreation Administration (AAPRA) – the only father and son recipients in the award's 95-year history. The Pugsley Medals are among the

most prestigious awards that recognize outstanding contributions to the promotion and development of public parks and conservation in the United States.

In addition to advising and helping to start MCF, Jim similarly facilitated the formation of the Friends of the Parks in 1993. Both local nonprofits directly support the Park System. In his Pugsley citation, Jim was described as "a champion of developing unique and successful partnerships and collaborations with non-profit organizations and public agencies to develop alternative funding and acquisition opportunities to benefit parks, recreation, and historic preservation."

We're very lucky in Monmouth County to have what we have, but we didn't get it by luck. Jim was able to bring partnerships together, between county government officials, professional staff, concerned community leaders, and private individuals.

Maria Wojciechowski
 Executive Director of the
 Monmouth County Friends of the Parks

Jim worked to establish the Commission for the Accreditation of Park and Recreation Agencies (CAPRA) and put his own agency – MCPS through the rigorous process in the first round of national review in 1994. MCPS achieved the nation's first accreditation from CAPRA in 1994, a level of excellence still proudly held by the agency today.

Countless accolades mark Jim's 58-year career with the Park System. Jim was a leader in establishing New Jersey's first County Open Space tax in 1992. He earned the 2002 Distinguished Professional Award from the National Recreation and Park Association and the 2002 NJ Recreation & Park Association Administrative Excellence Award.



LEFT TO RIGHT: MCF Trustee George Illmensee (1930-2016), Jim Truncer, Monmouth County Freeholder Tom Powers (1934-2016), Freeholder Director Harry Larrison (1926-2005), and Judith Stanley Coleman among dignitaries at the Dorbrook Recreation Area dedication in 1985.

Under his direction, MCPS grew from 350 acres on three parks – Holmdel, Shark River and Turkey Swamp – to over 18,000 acres of parkland, which includes 37 parks, six golf courses, and 148 miles of trails. The Park System also offers more than 5,000 activities, trips, and programs serving over 94,000 people each year. Monmouth County has been recognized as one of the nation's best places to live, and the Park System, under Jim's leadership, is a contributing factor to the distinction. MCPS is now recognized nationally and, arguably, internationally by those involved with parks.

When Jim celebrated his 50th year as director of MCPS in 2016, approaching his 80th birthday, he was the longest-serving county employee. On the occasion, he was asked if retirement was in the future, and he replied, "When they close the lid," appearing serious. He lived out his life committed to his important work.

He was fiercely dedicated, modest, and selfless. Jim was renowned for always thinking of people – the users of our parks and public open spaces – in his leadership over the Park System. He was detailed and meticulous. While visiting Park System sites, he was known to be the first one to pick up a piece of litter on the ground or ask his late wife, Ramona, of 63 years to check the ladies' restroom for cleanliness. On one of his last drives with daughter, Becky, Jim stopped in and wanted to see how the driveway was coming at one of the Park System golf courses.

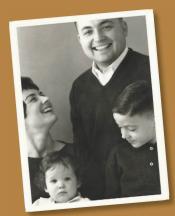


Working Grist Mill at Historic Walnford

When asked about his favorite County park, Jim struggled to answer – much like being asked to choose a favorite child. Jim's family recalls him having a special place in his heart for each park, likening them to his babies. He once shared with MCF staff that he loved Historic Walnford. Jim lived in Allentown, close to Walnford in western Monmouth, and was familiar with the property before it became part of the Park System. He and MCPS tried to buy the property to make it a County park but were unsuccessful. Ed and Joanne Mullen later gifted it to the County, and it is now one of the historic sites located along the Upper Freehold Historic Farmland Scenic Byway.

I tell our people we've been blessed. Beautiful county. To raise a family, to have a business. When we have visitors, they're surprised parts of New Jersey are so beautiful. We're blessed we've had the support of the public, our political leadership.

upon his 50th Anniversary with MCPS



Ramona and Jim Truncer with children Rebecca "Becky" and James

im is beloved by many and remembered for his strong character. He was humble, thoughtful, and honest – a true gentleman. Becky remembers her dad always making her and her brother, James, feel like they could do anything. Jim encouraged and taught them to be resourceful selfstarters and to do things the right way. He was an excellent role model and gifted storyteller. He was loved by his staff and respected by the Board of County Commissioners (formerly known as Freeholders) and Board of Recreation Commissioners as a visionary.

Jim Truncer Memorial Fund

[The] history of the Monmouth County Park System is dedicated to the men and women who have given their time and talents to create a nationally recognized open space, parks and recreation agency to serve their fellow citizens. Credit for the growth and success of the Park System belongs to many individuals... farsighted County leaders, dedicated employees, generous donors, and supportive volunteers and non-profit organizations that enhance the services we provide to the public. Every successful land preservation story and every beautiful park or recreation activity... is the result of the actions of people who worked for the common good...

Jim Truncer
 upon the 50th anniversary
 of Monmouth County Parks System



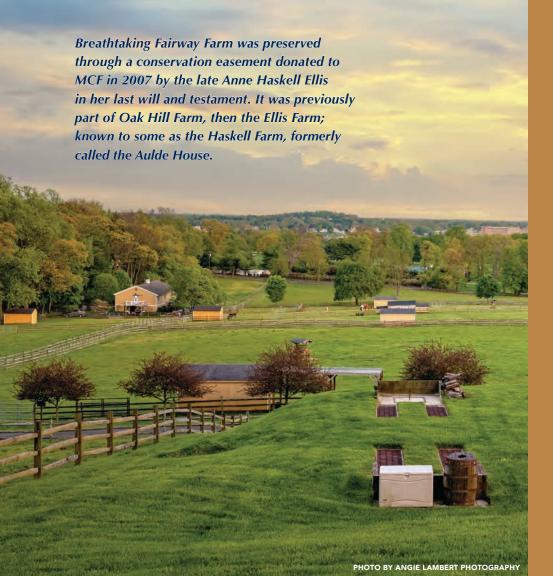




James J. "Jim" Truncer (1936-2023) Director of Monmouth County Park System for 58 years

As is apparent from Jim's statement and is obvious to anyone who encountered him throughout his nearly-six-decade career, Jim was never one to take credit, and he always thought of others. Under his leadership, the footprint of Monmouth County Parks grew by a remarkable 5,000 percent. With every acre added; every park created; each trail and feature added, Jim considered the needs of and impact on our community and its citizens.

To carry on his meaningful legacy, we invite you to support the Jim Truncer Memorial Fund at MCF, preserving green space and creating parks for the benefit of the people throughout Monmouth County, in line with MCF's mission.



Artie and fill
Thank You
for graciously hosting

FALL for PRESERVATION

and for your commitment to MCF's work to preserve green space throughout Monmouth County.
Your support of our mission and many other charitable causes elevates our quality of life and sets a leading standard for others to follow.

- MCF TRUSTEES AND STAFF



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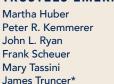
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MONMOUTH CONSERVATION FOUNDATION

STRATEGIC PLAN

2024-2026 PLANNING FOR THE FUTURE OF MONMOUTH COUNTY

In the 46 years since MCF's founding, there have been pivotal moments that have made it a superior and stronger organization. Today, we are excited to share the latest such milestone with you as we look to the future: a just-completed, thoughtful and thorough Strategic Plan that will focus our work going forward and ensure we are meeting the changing needs of those we serve and of MCF itself. Three crucial priorities were identified and plans developed to address each:

MONMOUTH CONSERVATION FOUNDATION





STRATEGIC PRIORITY #1: CORE MISSION-DRIVEN WORK

Preserve remaining, eligible undeveloped land in Monmouth County and effectively steward existing and future easements. Future site of Sunset Park on the Swimming River in Red Bank's west side, where MCF is working to transform the Borough's former landfill into an 8-acre community park



FOCAL AREAS:

- Continue park development in underserved communities
- Expand REPI Program partnership with US Department of Defense to preserve land buffering Naval Weapons Station Earle



STRATEGIC PRIORITY #2: EDUCATIONAL OUTREACH

Establish a hands-on education and outreach plan to reach Monmouth County residents of all ages, focused on environmental sustainability and quality of life issues related to our mission.

FOCAL AREAS:

- Acquire and outfit a Mobile Education Unit for on-the-road environmental sustainability education
- Establish an MCF Preserve and Education Center



Children's Educational Programming at MCF's Spring for Conservation Family Day, 2021



STRATEGIC PRIORITY #3: FUNDRAISING & COMMUNICATIONS

MCF will strengthen its image and identity, and build capacity through communications, marketing, engagement, and fundraising.

FOCAL AREAS:

- Achieve "For Monmouth For Our Future" Comprehensive Campaign Goals
- Achieve Reaccreditation through Land Trust Accreditation Commission

What will your LEGACY be?



Will you help create a park, preserve one of the few remaining farms, protect a waterway for safe drinking water, or safeguard a natural habitat for wildlife? By including Monmouth Conservation Foundation in your estate plans, you'll join our founders' vision of saving open space for generations to come.

The gift of your legacy will make a difference for tomorrow, and forever. Imagine the impact your support could make.





The Nilson Society, named in recognition of the extraordinary contributions of our longtime supporters, Gloria and Len Nilson (*pictured here*), has been created to honor those who include MCF in their estate plans, just as Gloria and Len have done.



TO LEARN MORE OR DISCUSS YOUR LEGACY. PLEASE CONTACT:

William Kastning, AICP, Executive Director wkastning@monmouthconservation.org

Karen Keene, Director of Development and Communications
kkeene@monmouthconservation.org



732.671.7000

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MONMOUTH CONSERVATION FOUNDATION

HOLIDAY STYLE LUNCHEON & SHOPPING SPREE



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CAROLINE JONES

Senior Vice President of Jersey Mike's Franchise Systems, Inc.

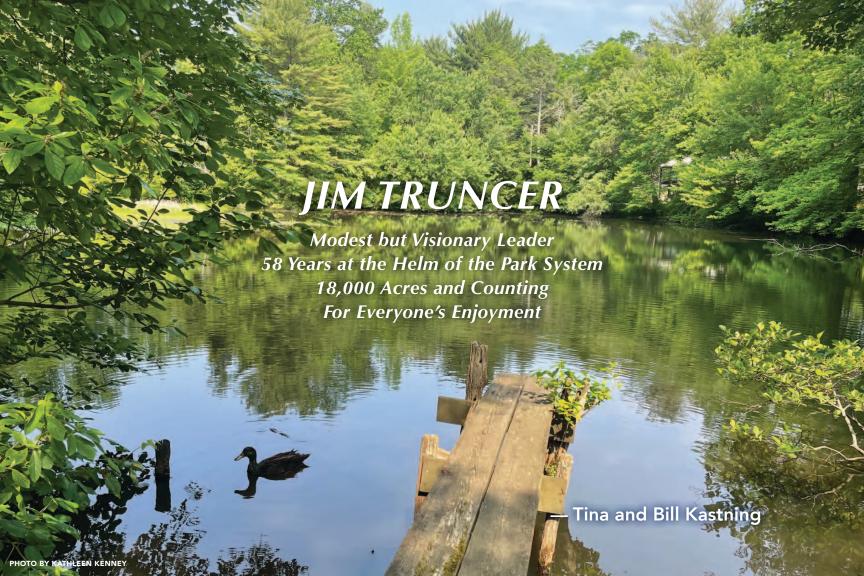
Throughout her 21-year career at Jersey Mike's, Caroline Jones has worked in nearly every aspect of the company. She spearheaded grand opening marketing strategies for new locations and led the systemwide redesign across the country, playing an important role in Jersey Mike's ongoing expansion to more than 2,500 locations nationwide. Jersey Mike's was named the fastestgrowing fast-food chain in America by QSR magazine in 2022 and ranked #3 on Entrepreneur's 2023 Franchise 500. As the facilitator for Jersey Mike's charitable giving, Jones built a standardized platform for the company's annual Month of Giving campaign – an initiative that has raised more than \$67 million since 2011 for charity partners. She also led the creation of The Sub Above Fund to support members of the Jersey Mike's family in times of crisis. Beyond Jones' leadership role at Jersey Mike's, she is a board member of the 2026 Special Olympics USA Games and passionate about environmental conservation. In 2018, she was named one of QSR magazine's Young Leaders to Watch. Her unique perspective on the marketplace and the company also comes from having had the extraordinary opportunity to shadow Jersey Mike's founder – and her father – Peter Cancro.



FOR ADDITIONAL DETAILS, RESERVATIONS,

KATHLEEN KENNEY AT 732.671.7000 OR KKENNEY@MONMOUTHCONSERVATION.ORG.

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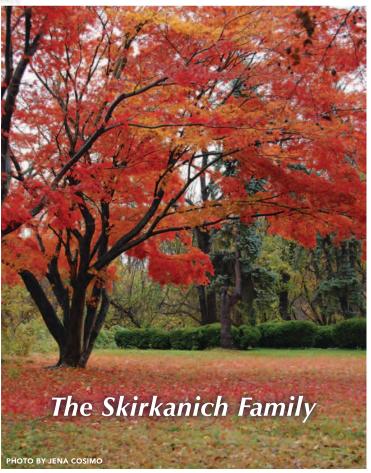
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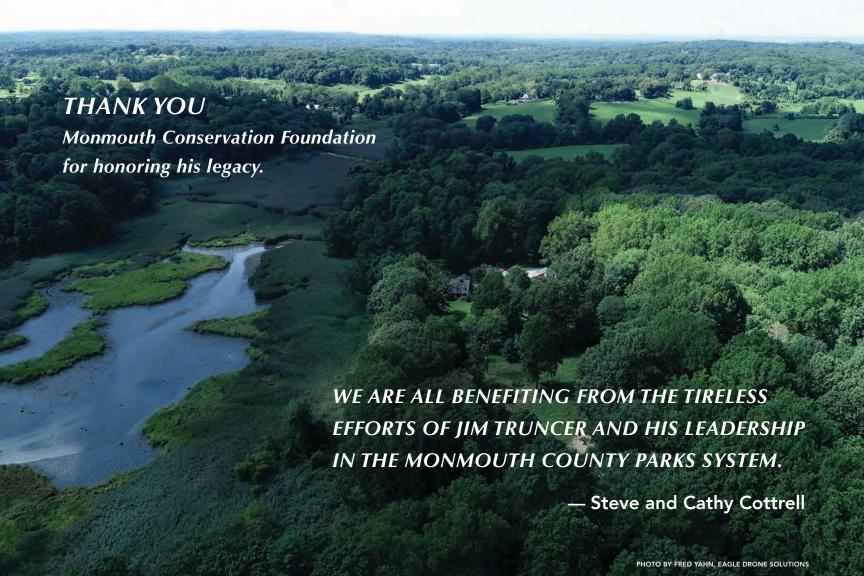
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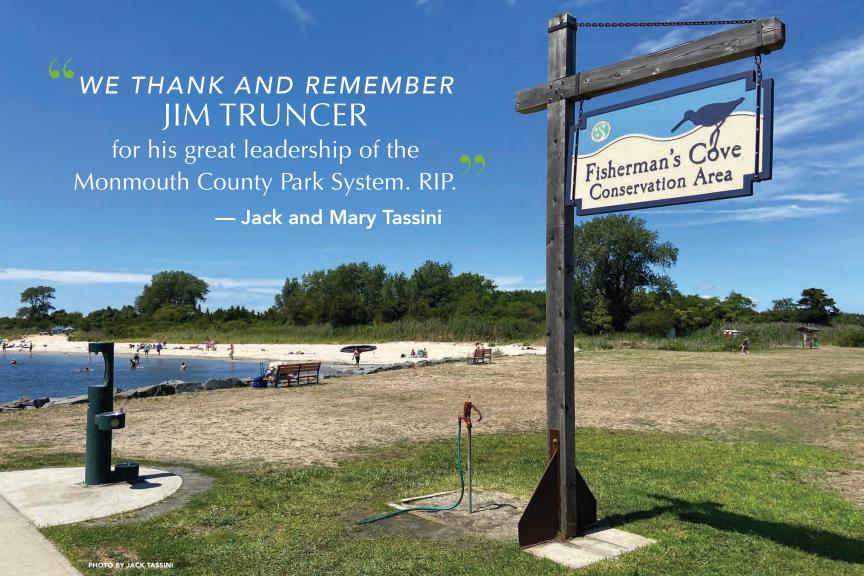
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- Monmouth Medical Center Foundation board member for 18 years
- Long serving former board member of Monmouth Museum
- Monmouth University Business Council Member Emeritus
- Creating the premier Real Estate brand in Monmouth County, Gloria Nilson Realtors

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for all you do for our community!!

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is grateful to MCF for 46 years
of preserving open space
for our families and future generations ??

— Veronica, Chris, Isabelle, and Sophie

PAONE, ZALESKI & MURPHY

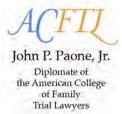
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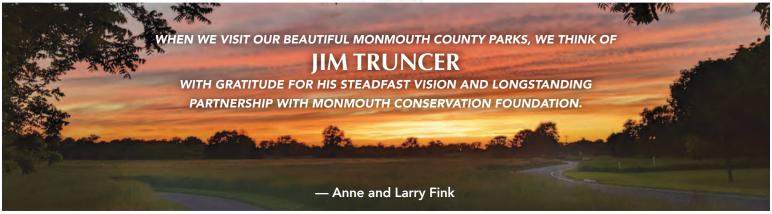


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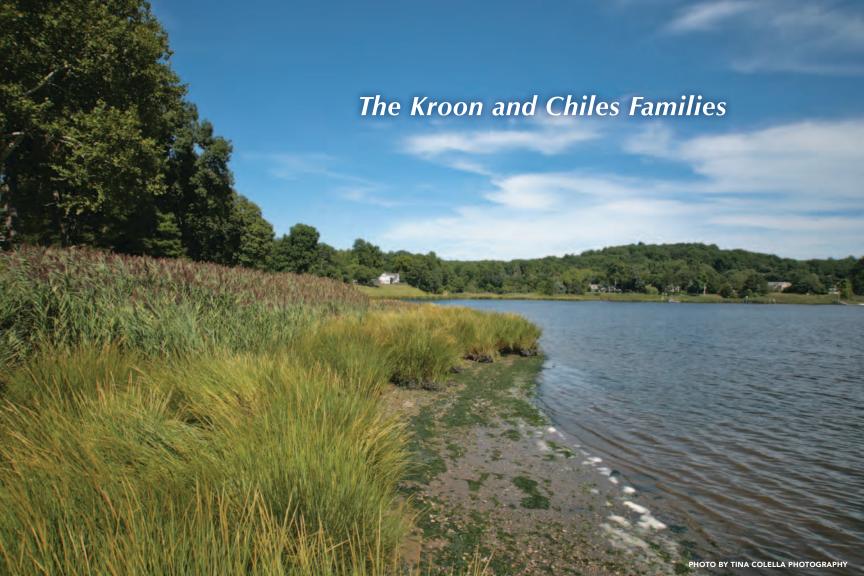


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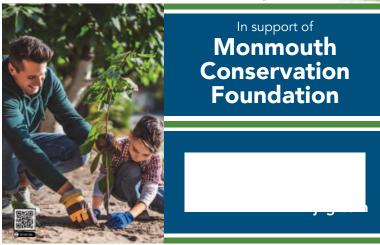


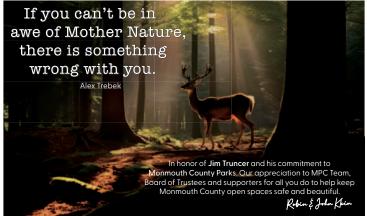
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and his
dedication to
Monmouth County Parks.

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Erik Yngstrom, Esq.









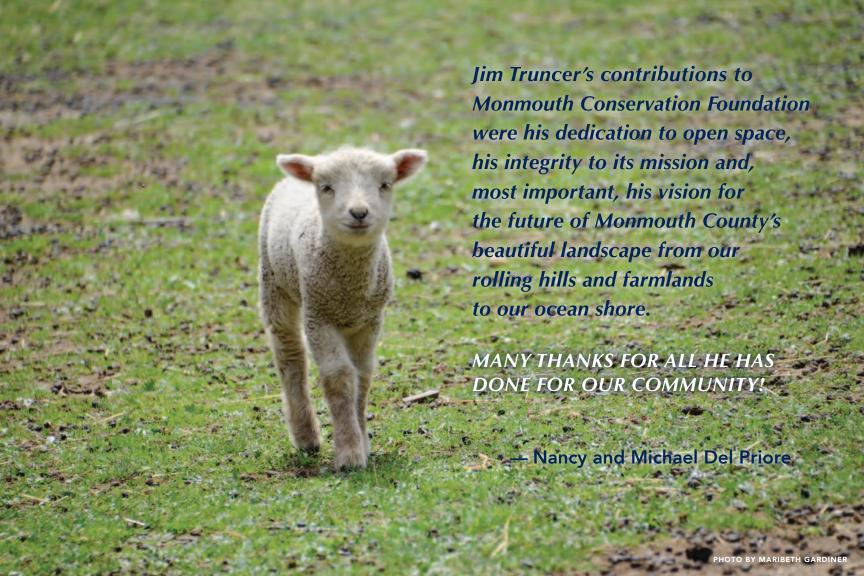


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— James Truncer
Director of Monmouth County Park System
September 5, 2000



Thank You.
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- Senator Jennifer Beck and Daniel Shields

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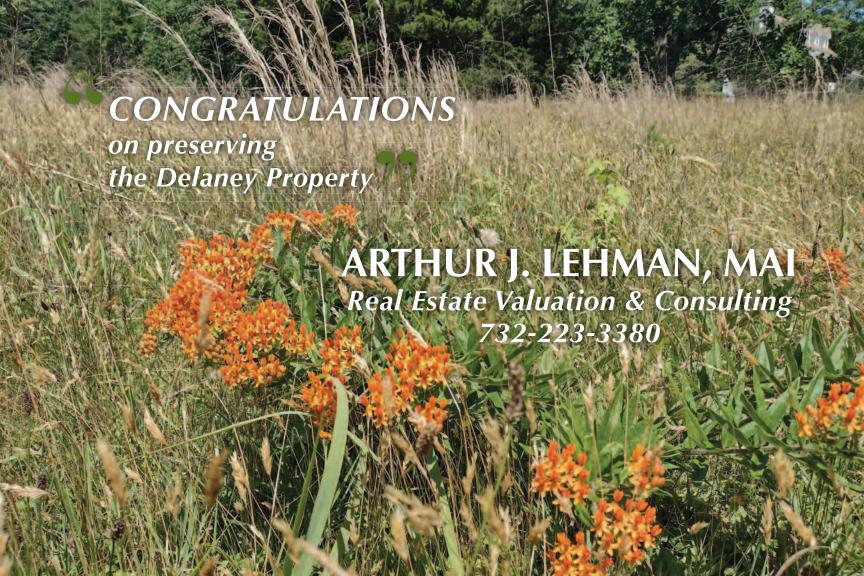
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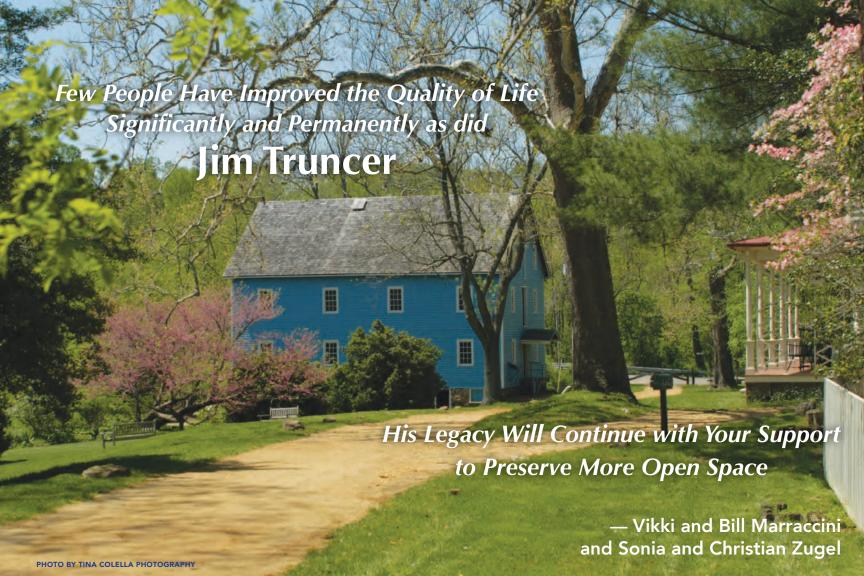
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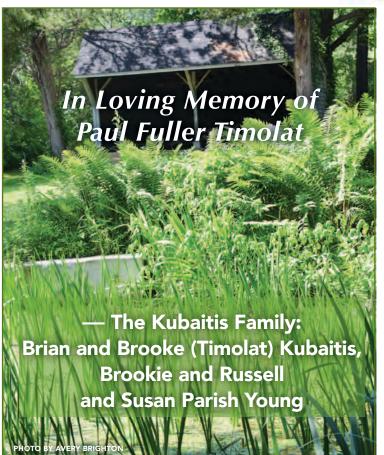
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Jim Truncer's
contribution to
Monmouth County
Park and the
National Park Systems
can not be measured.
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to inspire others
to follow in his
foot steps.



The China Cabinet recognizes the lifelong commitment of

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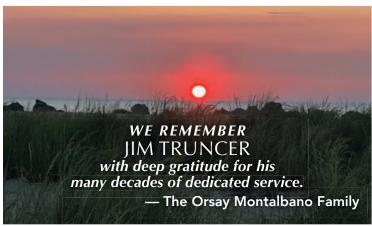
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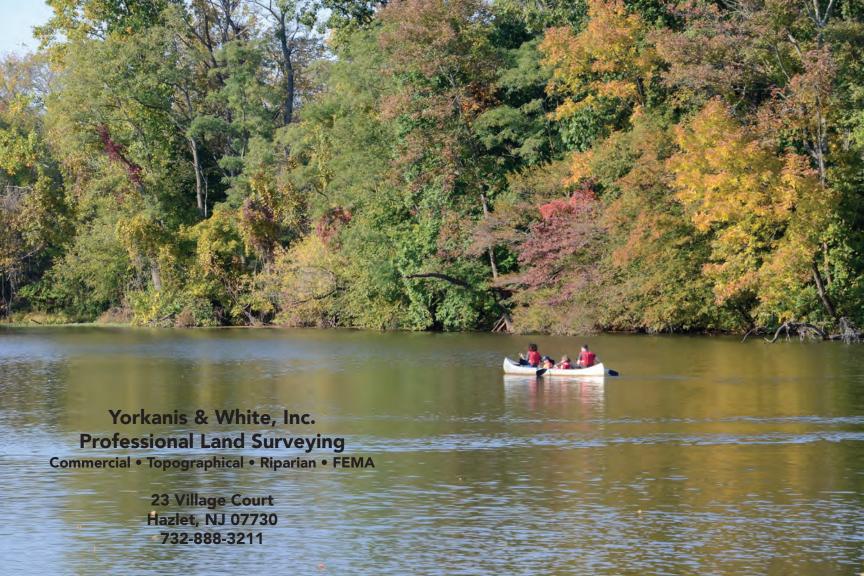
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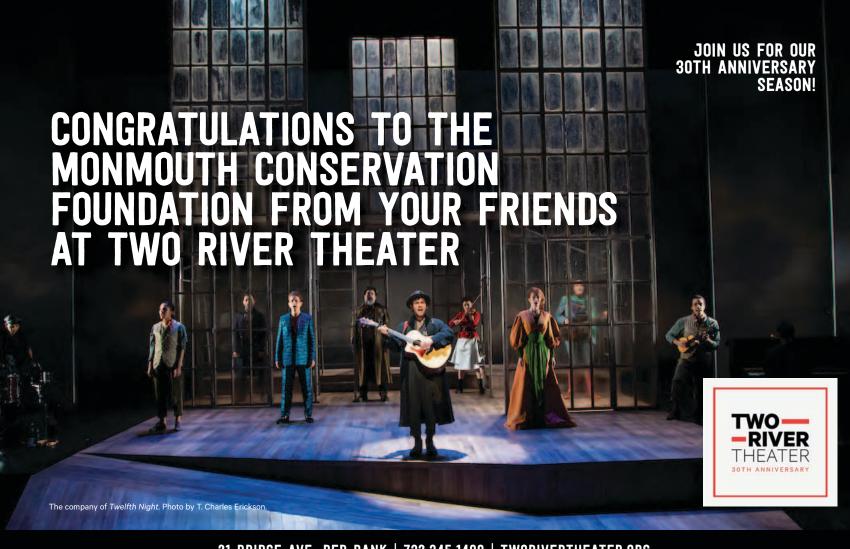
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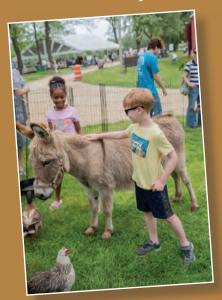


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The earth is what we all have in common.

— Wendell Berry







MCF Spring for Conservation Family Day 2023 PHOTOS BY MARCELLA SHOOK

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