

# Williamstown Rural Lands Foundation



preserve  
promote  
educate

December 2018

Protecting the Rural New England Character of Williamstown Since 1986

Dear friends,

Bill Broadbent, a 1973 graduate of Williams College, understands the pressing need to protect land. Bill and his wife Camille have long seen the necessity of preserving unique natural areas, and support land trust work around the country, including the WRLF's work in Williamstown.



Camille and Bill Broadbent  
Photo by Art Evans

In recognition of the importance of this work and the need for long-term financial health, in 1999 they founded the Williamstown Rural Lands Foundation Broadbent Endowment Fund for the 21st Century.

We in Williamstown have a unique opportunity to use land conservation to mitigate the effects of a changing climate. By protecting land along the spine of the Appalachian Mountains, we can store carbon and create wildlife corridors that buffer the impact of a warming world. WRLF is working

with land trusts in four states to do just that.

But such large-scale conservation efforts stretch the resources of small land trusts like the WRLF. Access to new capital will sustain our ability to engage new projects and conduct land stewardship.

To help the WRLF realize its goal of a robust endowment and in anticipation of his 45<sup>th</sup> Williams College reunion in 2018, Bill offered a challenge: he and Camille would donate \$45,000 to the Broadbent Endowment if WRLF could raise an additional \$45,000. That goal was successfully reached and the Broadbents hosted a reunion event at Sheep Hill this spring to highlight WRLF's work.

Now, with his class's 50th reunion in 2023 on the horizon, Bill has doubled down: he and Camille will donate \$50,000 to the Broadbent Endowment if the WRLF can match it. We are deeply appreciative of such a generous offer.

When the challenge is met, it will help ensure WRLF's ability to carry out our mission into the future. If you wish to participate in this wonderful opportunity that the Broadbents have afforded us, please contact the WRLF office.

*David McGowan*

Continued 

413-458-2494

[www.wrlf.org](http://www.wrlf.org)

[ruraland@wrlf.org](mailto:ruraland@wrlf.org)

**Environmental Legislation.** Update: In the April newsletter, I wrote about the environmental bond bill that was pending before the state legislature. I am happy to announce that the bill passed the House and Senate, and was signed into law by Governor Charlie Baker on August 9. The act provides \$2.4 billion for climate change adaptation, natural resource protection, and development of recreational opportunities. We are fortunate to live in state that values the environment and provides the resources to protect it.

*David McGowan*

**New Exhibit.** Several years ago, former WRLF director Leslie Reed Evans and I walked Sunny Brook Farm (aka Sheep Hill) and reflected on the memories of my grandparents, Art & Ella Rosenberg, and my experiences as a young girl on the farm. Leslie came up with the idea of videotaping me telling my stories. In 2017, I presented the video idea to new WRLF director David McGowan, and with that a project to create new interpretive exhibits was born.

Pulling a committee together to begin planning for the new exhibits was a no brainer. We needed people who knew my grandparents and the importance of the farm, along with fresh presentation ideas. Leslie, David, Hank Art of Williams College, and I gathered together and the ideas flowed.



A screenshot of the new Rosenburg video featuring Donna Manley.

As plans came together the project took on a life of its own. Leslie focused on interpretive panels, I worked with my son to videotape my reflections, Hank did an enormous amount of research on the history of the land, and David had the innovative idea of developing a website to include historic videos and photographs. The media includes Hank's documentaries of Arthur Rosenberg, and historical footage of Williams College Winter Carnivals filmed by Alfred Schlesinger in the 1930-40s.

The culmination of a year and a half of meetings, brainstorming, and production gave rise to an exhibit of Rosenburg farming history and the lost ski area at Sheep Hill. The exhibit - consisting of interpretive panels, skiing artifacts, and touch-screen digital display - is open to the public.

*Donna (Rosenburg) Manley, granddaughter of Art & Ella Rosenberg*

