

James Yeramian

From: Jenni Kayne <jkayne@jennikayne.com>
Sent: Tuesday, January 24, 2023 4:43 PM
To: James Yeramian
Subject: MRCA Position for the SCPA
Attachments: Jenni Kayne Bio.doc

Dear James & the MRCA Board of Directors

My name is Jenni Kayne and I am writing to submit a formal application for the upcoming MRCA / SCPA board position to replace Anne Dobkins.

To briefly articulate who I am and what I can offer - I am the founder and creative director of *Jenni Kayne Home & Apparel*. This is an internationally recognizable lifestyle brand but to many, it's not just any lifestyle brand. It is a line of clothing, household furnishings and beauty products that honors the environment. It is a brand that has helped to build awareness around the importance of nature and of living a lifestyle that is in harmony with the environment. This business endeavor has been my life's passion. I started it when I was 19 years old and I developed what began as just a small hobby into a multi-million dollar company and one of the fastest growing lifestyle brands in the country.

I am also, on a more personal level, very involved and passionate about the equestrian community at Sullivan Canyon and this is the path that has brought me to you. I ride in the Canyon almost every morning and I share this passion with my family - particularly my 11-year-old daughter Ripley who has grown up with a shared love of horses, nature and the Canyon's simple, bucolic characteristics. Sullivan Canyon is truly a unique treasure in the middle of a large urban city.

I am interested in the MRCA/SCPA position first and foremost because I passionately believe in the work that you do. I think we are aligned in our values of respecting and preserving the beauty of the SM Mountains and all they have to offer and giving access to the greater community. I want to encourage the original intent of the preservation, which is to provide access to nature for all.

I believe I can bring a lot of value to the MRCA organization as a recognizable profile, an advocate for projects and a sincere belief in an organization whose values are in line with my own.

I hope you will consider seriously my desire to be involved with your organization whose work I view as so important and worthwhile. Sullivan Canyon is truly a hidden gem - a place that I love and feel passionate about protecting. Please see my bio below if that is helpful.

Best
Jenni Kayne

Jenni Kayne

e: jkayne@jennikayne.com

Jenni Kayne

[1727 Berkeley Street](https://www.jennikayne.com), Studio 1 | [Santa Monica, CA 90404](https://www.jennikayne.com)

[jennikayne.com](https://www.jennikayne.com) | [Instagram](https://www.instagram.com/jennikayne) | [Facebook](https://www.facebook.com/jennikayne)

James Yeramian

From: Jenni Kayne <jkayne@jennikayne.com>
Sent: Thursday, January 26, 2023 8:24 AM
To: James Yeramian
Subject: Re: MRCA Position for the SCPA

Hi James, I copied it into the body of this email.

Best Jenni

Jenni Kayne Bio:

Known for her connection to nature and the simple, organic lifestyle, Jenni Kayne launched her lifestyle brand *Jenni Kayne Apparel & Home* at the age of 19 and has developed her vision for natural west coast living into one of the fastest growing companies on the west coast.

Born and raised in SM, Jenni developed a passion for design and nature at a very young age. The natural beauty of the Santa Monica Mountains was a backdrop to her upbringing so naturally they crept into her psyche. Her childhood years, which were spent horseback riding, hiking and enjoying the outdoors, led to the development of a distinct aesthetic, grounded in connecting to nature and an appreciation for simple, organic elements. With these principles and a keen vision, Jenni launched her business at just 19 years old. Today, with a line of clothing, skincare and handcrafted furnishings, Jenni's brand is among the fastest growing lifestyle brands in the country with over 20 stores and more than 200 employees worldwide. Jenni has further plans for expansion in the upcoming year and a possible IPO is also in the works.

Jenni is also a longtime supporter of several conservationist and humanitarian causes. She and her husband Richard, are long-standing patrons of the National Resources and Defense Council, The Center for Biological Diversity, and the Environmental Working Group, to name a few. Jenni also served on the board of Baby2Baby for over ten years and is an ambassador for the American Wild Horse Campaign.

Jenni is also a committed and very present member of the Sullivan Canyon riding community. She and her daughter Ripley (an avid equestrian in her own right) can be found most mornings riding their horses and taking lessons. Of her connection to Sullivan Canyon Jenni says: "As a busy working mom, I call it my moving meditation,

as it's a time I am out in nature, connected to my horses, not on any devices, and truly in the moment. It is the highlight of my day and something I share with my daughter. I feel very fortunate that we have access to such an incredibly special and beautiful hidden gem and I feel strongly about protecting its integrity. “

Jenni has authored two best selling books published by Rizzoli - Pacific Natural, Simple Seasonal Entertaining and Pacific Natural, At Home – both of which are bestsellers and highly regarded in the lifestyle branding community.

Jenni Kayne

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e: jkayne@jennikayne.com

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On Jan 26, 2023, at 8:12 AM, James Yeramian <james.yeramian@mrca.ca.gov> wrote:

Hi Jenni – unfortunately I'm not able to open your word doc attachment. Could you resend, maybe in pdf format?

Much thanks,

James Yeramian
Public Hearing Specialist

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