



Kent Woodlands Journal

Newsletter #313

December 2021

The monthly newsletter of the Kent Woodlands Property Owners Association

President's Note

Building Community by Getting to Know Our Neighbors: Topher Gaylord, Living Your Passions

There aren't many people in the world who are successful at living their dreams, so when I come across them I admit to marveling at them. Topher Gaylord is such a person. He has turned his passion for an active lifestyle into a lifetime of meaningful – and enviable – employment in the outdoor recreation space.

His official bio says, "Topher Gaylord has a lifetime of experience in global active lifestyle, athletic, outdoor and action sports industries both professionally and as a lifelong participant and athlete. He has intimate global knowledge across The Americas, European and Asian markets, having spent three decades in General Management, Strategy, M&A, Sales, Marketing, Product Creation, Digital and Retail for market-leading brands and companies in the industry." But what about his unofficial bio?

Topher was born and raised in the Adirondacks in upstate New York. He was the youngest of 10 children, and he points out that his parents were neither Catholic nor Mormon: they just loved kids. They moved to Utah in the early 1970's and were some of the original investors in Snowbird, building the first hotel there, The Cliff Lodge.

In 1979, they moved to the San Francisco Bay Area, and he has lived here, off and on, since then. Among his childhood memories are windsurfing on the bay at age 11. He became an impassioned windsurfer and pursued it semi-professionally in his teens, competing all over the world.

For college, he went to Cal Poly, partly for its access to some of the best windsurfing, but also for its educational philosophy which is "learn by doing," an advantage for "kinetic learners," as Topher describes himself.

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SAVE THE DATE

KWPOA Annual Membership Meeting

January 19, 2022 — 7:00pm via webinar

Agenda to include public comment, remarks from board members, guest speakers, fire safety and more! Watch for details in next month's newsletter.

Questions? Send an email to info@kwpoa.com.

(Topher Gaylord — Continued from Page 1)

After graduating from college, in 1992, Topher returned to the SF Bay Area to build a career in sports marketing. He worked for a firm which handled endorsement agreements between professional athletes and companies. The athletes were major league baseball, football and basketball players.

He joined The North Face in 1993 and stayed at North Face and its parent company, VF Corporation, for many years, building the strongest outdoor brand in the world. He was President of International Outdoor and Action Sports, based in Italy and Switzerland, leading its portfolio of brands through mergers and acquisitions and operating leadership including The North Face, Vans, Reef, and JanSport brands internationally. In 2010, he returned to California as the Global President of VF's flagship contemporary brand, 7 For All Mankind, a Southern California premium denim company.

In 2010, Topher joined Columbia Sportswear, serving on their Executive Leadership Team and as President of Mountain Hardwear, which meant he could return to the SF Bay Area. Mountain Hardwear had been founded in 1993 by a self-described "small band of outdoor industry iconoclasts." Topher led the company to integrate real user feedback into product design and that resulted in awards in product innovation. What's most meaningful to Topher is that the company's products helped athletes achieve enormous goals, such as climbing the world's highest mountains. As he says, they made "jackets to take you to the top of Everest and to the jungles of Borneo and everywhere in between."

Topher took a career break in 2015 which allowed him and his wife, Kim, to achieve several life goals. One of their adventures was to Nepal and the Himalayas, traveling deep into the Everest region and the surrounding peaks and passes.

Returning to the corporate world in 2016, Topher joined Under Armor, serving on their Executive Leadership Team, leading the brand's consumer driven \$5.2B sport category portfolio and teams. The company is based in Baltimore where Topher and Kim lived for several years. With Marin pulling on their heartstrings, He left Under Armor in April and returned to the Bay Area and their home in Kent Woodlands.

Topher's career arc now has his energy focused on developing future leaders, and a mission to work with organizations that enhance health, wellness, and an active life with a commitment to protecting our environment. With this in mind, he left day to day company management and joined several boards. One is the Conservation Alliance, which is a US outdoor industry alliance to protect designated wilderness areas. Another is the Western States 100 Mile Endurance Run, the oldest 100 mile run, which goes from Olympic Valley in Tahoe across the Sierra to Auburn, CA. In addition, he serves on several private equity boards, including El Cap, LLC which is the largest climbing gym group in the country, known in the Bay Area as Planet Granite gyms.

Throughout his life, when not immersed in building brands and teams, Topher has pursued his outdoor passions which include climbing some of the most iconic peaks and rock walls in the world, finding backcountry skiing solitude, cycling across inspiring landscapes, and completing over 75 ultra marathons globally.

Topher and his wife, Kim, have lived in Kent Woodlands since 2010. What attracted them to this neighborhood originally was its easy access to trails. He and Kim met in the early 1990's in Utah, where Kim was a professional skier and photo production manager on sports photo shoots. They immediately recognized that they were kindred spirits.

In closing, I asked Topher what he likes best about Kent Woodlands. He described our neighborhood as "the 'ultimate ski in, ski out' location for anyone wanting to hike, trail run, or mountain bike. You can be in open space just steps from your home. From here you can run up to the top of Mt. Tam and out to Point Reyes without ever touching pavement. That, and the people. We have really amazing people here, thoughtful people who want to make a difference."

— Ann Becker, President

The "President's Note" is intended to build community by spotlighting local residents. It is not an endorsement by the Association of any commercial product or service.

If you know of a Kent Woodlands resident who would be a good subject of a "President's Note," send an email to info@kwpoa.com

Happy Holidays!

Architectural Applications: December 2021

Please note: This newsletter is your **official notice** from the KWPOA regarding property improvements submitted for approval by the Architectural Committee. Please review this section very carefully as some planned development may affect you. Note that Architectural Committee actions are not final until ratified by the Board of Directors.

THIS MONTH'S ARCHITECTURAL REVIEW MEETING IS DECEMBER 14th

Important Notice: Due to the ongoing Covid-19 situation, AC meetings will be held via video- or teleconference until further notice. Please email mbarber@kwpoa.com for participation instructions. As this situation continues, it may be necessary to reschedule or change the format of AC meetings. Please consult the KWPOA event calendar at kwpoa.com for any meeting changes.

Applicant	Property Address	Category/Project Description
New Applications for December		
Kim	95 Westwood	C-2 Minor Addition
Rowe	9 Madrone	C-4 Significant Change in Appearance
Applications Approved in November		
Garwood	22 Rock	C-6 Teardown
Open Enforcements		
14 Madrone (enforcement on hold)		
421 Crown (enforcement on hold)		
Exempt and Administratively Approved Applications		
Mazack	37 Ridgecrest	Generator
Smith	111 Idlewood	Generator

ARCHITECTURAL COMMITTEE MEMBERS: Ann Peckenpaugh Becker (Acting Chair and Board Representative), Bruce Raabe, Cori Snyder Schuman, Julie Johnson, Tom Nicholson

AC COORDINATOR: Michael Barber (mbarber@kwpoa.com)

MEETINGS: Held via tele/videoconference on **the 2nd and/or 4th Tuesdays of each month from 5:30 to 7:30 p.m.** To be noticed in the newsletter and placed on the agenda, COMPLETE applications must be received by the 21st of the preceding month (or the Friday prior if the 21st falls on a weekend or holiday). All calls concerning Architectural Committee matters should be directed to Michael Barber at the KWPOA office at 415-721-7429 or via email at mbarber@kwpoa.com. Materials and applications may be mailed to P.O. Box 404, Kentfield 94914, or delivered to the office by appointment only.



Kent Woodlands Property Owners Association
PO Box 404
Kentfield, CA 94914

Regular Board Meeting

Thurs. January 27, 2022 - 6:00PM via videoconference.
Contact jwilliams@kwpoa.com for log-in information.

AGENDA:

- Call to Order
- Public Comment
- Approval of December 2, 2021 Meeting Minutes
- AC Report and Ratifications
- Fire Safety & Hazard Mitigation Report
- Annual Meeting Update
- Possible addition of "Lighter Earth Tones" to the Color Board: Report of the AC and Related Votes
- Officer Reports
- County Update
- Social Events Update
- Administrator's Report
- Next Regular Board Meeting Agenda
- Adjourn and Reconvene in Executive Session

Executive Session Agenda:

- Call to Order
- Approval of December 2, 2021 Executive Minutes
- Enforcements and Legal Matters
- Personnel
- Adjournment

This is a preliminary agenda. Final agenda will be posted in the office window and on our web site 96 hours prior to meeting.

KWPOA Contact Information

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