

Cloverleaf Ranch

3892 Old Redwood Highway • Santa Rosa • 707-545-5906 • www.cloverleafranch.com

A Family Tradition of Healthy and Wholesome Fun

When staff join the team at Cloverleaf Ranch, a 160-acre working ranch on the northern edge of Santa Rosa, they earn a camp name, a nickname that describes and inspires them.

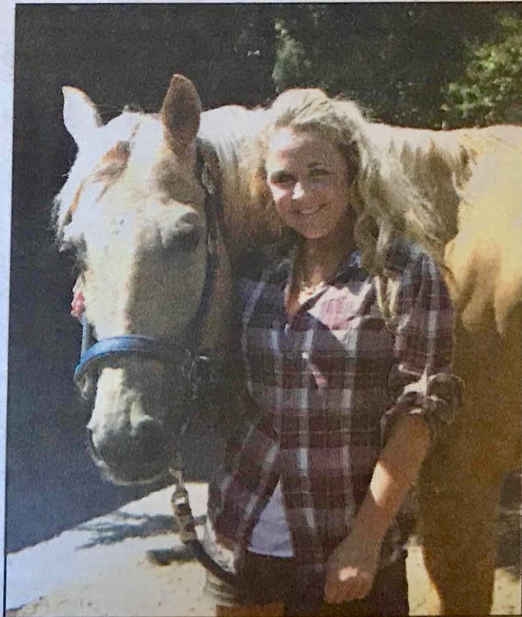
When Shawna DeGrange, third generation owner of Cloverleaf Ranch, tells you that her camp name is "Charm," well ... it explains a lot.

Shawna is a bundle of energy, running a successful camp, a horse boarding and riding facility, and her own nonprofit organization, Charm's Place.

Founded in 1947 by Shawna's grandparents, Larry and Grace Armstrong, Cloverleaf Ranch is a reminder of a quieter time, when sunshine, sweat and laughter were part of hard work and play.

Shawna grew up on the ranch, went to camp and attended Sonoma State University, where she received a degree in Childhood Development. She saw the connections and possibilities between the camp experience and a healthy approach to life.

"I believe that camp has always created value in people's lives," she says, "but I believe now more than ever we need camp. It's a safe environment where children can build relationships, increase their confidence, learn new skills and a respect and appreciation of our environment. I encourage the



Shawna DeGrange, third generation owner of Cloverleaf Ranch, with an equine friend.

experience of camp because it gives children the opportunity to put their phones down and connect with others, nature, their own potential and truly connect with themselves."

At summer camp, Cloverleaf Ranch brings the excitement of over 20 traditional camp activities to campers, with horseback riding, swimming, hiking, crafts and even a ropes course (complete with zip-line.)

After she assumed ownership of the family business, Shawna saw that not every family can afford to send a child to camp for a week. "I started giving away weeks of camp but it started to impact the bottom line, so I had to think of another way."

Cloverleaf works with Rotary clubs that sponsor children whose families can't afford camp tuition, and Shawna got creative and made "Shawna's Bold and Sweet" barbecue sauce, which is carried by local retailers. Still a fledgling idea, sales of the sauce were strong enough in its first year to help 20 children attend camp at Cloverleaf Ranch.

"Paul Newman was a big influence on me," she says, referring to the late actor's line of specialty foods that support charities. "I love the duality of his products. If you have to buy sauce anyway, why not change a kid's life?"