



The Rescuers

How two tech entrepreneurs became committed to saving elephants

British expats Perry and Carolyn Butler arrived in California in 1982 with one suitcase each, a job for Perry at a computer-services company, and little idea where life would lead them. By 1997, they had founded their own technology firm, Global Dynamics; built it into a successful project-staffing business with 400 employees in offices around the world, and sold it for a tidy profit.

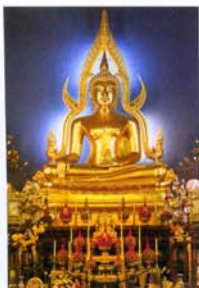
That's when things got really interesting. They relocated to Napa Valley, opened a winery, then a shoe store, and then a yoga center. And on a trip to Thailand in 2006, they were moved by the plight of unemployed elephants—whose trainers take them begging on the streets of Bangkok now that teak harvesting has been curtailed—and became passionate about rescuing them. They began by “adopting” an elephant through monthly donations but quickly went much further, using their businesses to raise money and awareness. (For more information visit www.clerescue.org.)

“Every day there’s something going on,” says Carolyn of juggling shoes, wine, wellness, and elephants. “We love to work.” But they also make time for fishing, traveling, supporting breast cancer research, and giving back to the community. —JULIA ANGEL



The Golden Triangle Asian Elephant Foundation

The Butlers got involved with the GTAETF when they vacationed at the Four Seasons Tented Camp (right) in northern Thailand. “We wanted to learn to ride an elephant,” Perry says. “We didn’t know there was a rescue center that Four Seasons ran with the Golden Triangle people right there at the hotel.” (The Anantara resort is also a partner.) Once they learned about the foundation’s work of relocating mistreated elephants to a 200-acre jungle camp—and the resort’s program for guests to adopt pachyderms—they signed up on the spot, adopting a 3-year-old elephant named Nam Chok (above, rear) and hatching plans for fund-raising. “These creatures are just so beautiful. For them to be wandering the streets and being hit by cars when we could do something about it...”



Thailand

“It’s a very spiritual place,” says Perry, who returns with Carolyn nearly every year. “We love the people, the temples, the history, the architecture.”

Rescue Wine

All the proceeds from Juslyn’s limited-batch Rescue wine, a 2001 blend of Cabernet Sauvignon, Merlot, and Cabernet Franc, go to the GTAETF.



Juslyn Vineyards

The Butlers’ first undertaking in Napa Valley, named for Carolyn and their daughter, Justine, Juslyn’s Bordeaux blends have scored 90 points or more from Robert Parker since 2001. “We’re very lucky to be able to grow grapes like we have,” Perry notes. “And we’re having fun.”



Footcandy

Carolyn turned her passion into a business seven years ago, opening Footcandy in St. Helena with the philosophy, “I am the consumer; I sell to myself.” Now she has five stores in California and an online shop. In 2007 she won an Independent Retailer of the Year award from *Footwear News*, “the Oscar of the shoe business.”



Elephant Kicks

Footcandy raises funds for the GTAETF by selling special-edition shoes designed by luminaries like Manolo Blahnik and Christian Louboutin (right). Each year, Carolyn secures a world exclusive on one style—look for 2010’s in July.



Other Important Causes

In addition to supporting local charities, the Butlers sell a limited-edition Juslyn wine every year and donate the profits to the Emma Jacobs Clinical Breast Cancer Research Fund.



Fishing

They fish for salmon at their home on Quadra Island (off Vancouver Island), and Perry angles for tuna, marlin, and wahoo when they stay at their place at Las Ventanas al Paraiso in Los Cabos, Mexico.



Epiphany Yoga Center

“I love to work out,” says Carolyn, who in 2008 opened a studio in St. Helena that now offers Pilates and Spinning as well. “It’s a gift back to the community because they made Footcandy and our winery successful,” adds Perry, noting that the center is not a moneymaker. “It’s become an area where people can spend time together. That, to us, is something that’s really worthwhile.”



New York City

Even if Carolyn didn’t have to travel to New York on business, they would visit frequently. Says Perry: “We always try to keep Sunday clear so we can relax in Central Park” with the musicians, roller skaters, and birds. “Last time, we found a cardinal and a golden eagle, right in the middle of the park.”

