# Celebrating Our Past, Shaping Maine's Future 2009 Annual Report



This year has been particularly significant for the Natural Resources Council of Maine (NRCM), and for Maine's environment. It marked the 50<sup>th</sup> anniversary of the founding of NRCM in 1959, when a group of concerned citizens banded



Bill Houston, NRCM Board President

together to protect the Allagash River. The five decades of environmental gains that followed—and that continue today—have given us tremendous occasion to celebrate.

And celebrate we have, with more than 50 events held throughout the year all across the state. We have plunged into the frigid January ocean to raise funds for our work, hiked over and paddled through some of Maine's most beautiful landscapes, feasted at a gala local foods event, and enjoyed showings of our new documentary film

(highlighting the environmental battles we have fought and won). We could think of no better way to celebrate than experiencing the beauty, bounty, and history of our state. Each event has given us the opportunity to meet you, our members, without whom these our accomplishments would not be possible. It has been a privilege to have had so many occasions to work and celebrate with you and connect to the people who bring this organization to life in communities throughout Maine.

Although we paused this past year to reflect on signature victories of NRCM's past—protecting the Penobscot's famed West Branch from the Big A Dam, passing the Bottle Bill and Billboard Ban, revitalizing the Kennebec River through removal of the Edwards Dam, and of course, establishing the Allagash Wilderness Waterway—we did not pause long.

The 2009 legislative session was a busy one, and we achieved a new round of successes. The Legislature made remarkable progress toward a greener, healthier state for our families and the environment. With energetic engagement by citizen activists, NRCM helped ensure passage of a major energy efficiency initiative, a program for safe recycling of compact fluorescent lights, and a bill to upgrade protection for key stretches of rivers. We worked hard to build support for renewable energy, and we played an important role in defeating bills that would have weakened Maine's environmental safeguards.

With 2010 fast approaching, we must consider how we can most effectively shape the future of our state and our nation at a time of growing environmental threats. We face serious challenges in the year ahead:

Addiction to coal and oil must be curbed to prevent a global climate crisis.
 The effects of climate change will be seen right here in Maine, with sea-level rise, increasing Lyme disease and other health problems, and irreparable

harm to our tourism and other essential Maine industries. We will continue to press for clean, efficient energy here in Maine, and urge our two senators – Olympia Snowe and Susan Collins – to rise to the occasion and play leadership roles in crafting and passing a federal climate bill. They need to hear your strong, clear voices supporting protection for the planet.

- The Land Use Regulation Commission's (LURC's) approval of Plum Creek's huge development plan for Moosehead poses a serious threat to the integrity of Maine's North Woods. NRCM is appealing LURC's decision because we believe the Commission stepped beyond its legal authority by charging its own staff to rewrite Plum Creek's deficient proposal. During the four and a half year legal proceeding, our members and other concerned citizens spoke out in defense of Moosehead's treasured landscape. We heard you, and are pressing the case for reversal of LURC's decision. NRCM will also be pursuing other strategies to protect Maine's North Woods.
- For the past twenty years, NRCM has worked to reduce and, where possible, eliminate exposure to toxic chemicals. Even though we have gained substantial ground, threats remain. The Kid-safe Products bill that NRCM helped pass to address harmful contaminants in consumer products can and should serve as a model for our nation. With your voices urging our state and federal officials, it will.
- Rivers protection and restoration have been at the heart of NRCM's advocacy since our earliest days. We have made great progress since creation of the Allagash Wilderness Waterway, but much work remains. We value our ongoing partnerships in efforts to restore the Androscoggin, Kennebec, Penobscot, and St. Croix rivers. The coming year promises to be an eventful year, with potential for removal of one of the Penobscot River dams and reopening of fish ways for sea-run species on the St. Croix. Restoration of our rivers will create a healthier environment and strengthen Maine's economy.

We know, from our 50-year history, that citizen engagement is key to our success. We are grateful that NRCM members are people who care deeply about the environment, who are willing to stand up and make your voices heard by writing, calling, and meeting with your elected officials; writing letters to the editor; and talking with your friends and neighbors so that they, too, will take action. As we look to the future, we could not be more appreciative of all you have done, and will do, to help keep Maine a special place. Thank you.

Bill Houston
Board President

Brownie Carson
Executive Director

Drowne

# 2009 ENVIRONMENTAL AWARD WINNERS

Each year, NRCM presents its Environmental Award to a few individuals who have gone to extraordinary lengths to protect Maine's environment. The awards are presented in conjunction with our annual meeting, held this year on October 7 at the University of Southern Maine campus in Portland. Full award citations are at <a href="http://www.nrcm.org/2009\_environmental\_awards.asp">http://www.nrcm.org/2009\_environmental\_awards.asp</a>. Watch short videos of our winners at our NRCM Insider <a href="http://www.nrcm.typepad.com/nrcminsider/">www.nrcm.typepad.com/nrcminsider/</a>. Congratulations to this year's recipients!



Brownie Carson, NRCM Board Presiden
Eleanor Kinney, Russ Pierce, and Peter

Brownie Carson, NRCM Board President Eleanor Kinney, Scott Hall, Tinku Khanwalkar (PPL Maine), and Richard Fennelly

Brownie Carson, Evelyn Dunphy, and Dick Butterer, who nominated Evelyn for the award

# Russell Pierce, Esq. of Norman, Hanson and DeTroy

For his extraordinary efforts to defend Moosehead from speculative, poorly sited development

Through every step of the process for Plum Creek's Moosehead development proposal, NRCM was superbly represented by Russ Pierce of the law firm of Norman, Hanson and DeTroy. The firm contributed hundreds of hours of free legal assistance for which we are unspeakably grateful, and the person who did that work on behalf of the firm was Russ Pierce. While the final chapter in the Plum Creek saga is yet to be written, the current plan includes more conservation land, development has been removed from many remote ponds, and the number of shorefront lots has been scaled back. Russ's efforts are a huge part of the reason why. NRCM could not be more delighted to give its 2009 Environmental Award, and our heartfelt thanks, to Russ Pierce.

## Scott Hall, Richard Fennelly, and PPL Maine

For their exceptional leadership and collaboration on Penobscot River restoration efforts

When complete, the Penobscot River Restoration Agreement will significantly improve access to nearly 1,000 miles of historic habitat for Atlantic salmon, shad, and other native sea-run fish while maintaining hydropower on the Penobscot. Such a far-reaching agreement required strong leadership and vision by those spearheading the effort. Scott Hall and Dick Fennelly of PPL Maine met this awesome challenge. The project is widely hailed, even internationally, as a model of collaboration. Scott and Dick brought their knowledge of the dams and a productive, creative, and respectful approach to the negotiations while listening to other viewpoints. We are honored to recognize Scott Hall, Dick Fennelly, and PPL Maine with a 2009 Environmental Award.

## Evelyn Dunphy, 2009 People's Choice Award Winner

For her exceptional efforts in protecting Katahdin Lake from development

NRCM's People's Choice Award gives our members the chance to acknowledge someone in their community who is making a difference. This year's winner, Evelyn Dunphy, is not only a strong activist but also a celebrated artist who uses her artistic talent to highlight the special qualities of Maine's wilderness areas. We heard from many who voted for her about how her artistic advocacy made a difference, in particular, for Katahdin Lake. An innovative agreement among landowners, state agencies, and wilderness advocates led to acquisition of 4,000 acres around the lake. One of Evelyn's voting fans said, "I can say without hesitation that Evelyn is a remarkable human being who served as a bridge between the artist community and the land conservation community." It is with great pleasure that we honor Evelyn Dunphy with the 2009 People's Choice Award.



This year, as in years past, NRCM led efforts to pass clean energy legislation for Maine

# Working for a Clean, Renewable Energy Future

With so many old, inefficient homes, Maine, more than any other state, relies on heating oil. This means bigger expense and more global warming pollution that threatens our environment. NRCM led efforts in 2009 resulting in passage of An Act Regarding Maine's Energy Future (LD 1485). This legislation will ensure meaningful reductions in dirty, nonrenewable fuel use, more energy efficiency jobs, and more energy-efficient housing. It sets the ambitious goal of weatherization of all Maine residences and half of businesses by 2030. We also supported two important wind power bills. One streamlines the permitting process for offshore tidal and wind technology demonstration projects; the other creates incentives for Maineowned clean energy projects. We believe Maine can and should be a leader in appropriately sited wind power projects.

In addition to clean energy legislation, we created informational tools that address the problem of dirty energy. We produced A Guide to Energy Efficiency for Maine Businesses to help businesses learn how to save energy and money. We released a study showing that the development of wind power and renewable energy and the expansion of energy efficiency programs are generating significant jobs in Maine. More than 2,500 Maine businesses are currently at work to help reduce Maine's dependence on oil, gas, and coal, cutting energy bills, and building the infrastructure for a clean energy economy. And this sector has strong potential for future growth, based on our data.

But protecting Maine's environment—and the environmental health of our planet—requires action beyond our state. Our nation must make significant changes in energy policy. In the spotlight of the national debate are Maine's Senators Olympia Snowe and Susan Collins. This past year, NRCM worked closely with our members to ensure our delegation knows that Maine people want them to support clean energy legislation.

# **Protecting Maine's North Woods**

Maine's North Woods has never been more threatened than it is today. Since 1998, two-thirds (more than 7.1 million acres) have changed hands. As we saw with Plum Creek, some of these new land owners would bulldoze even the most beautiful areas for subdivisions, destroying wildlife habitat and cutting off public access to favorite hiking, boating, and fishing spots. The Land Use Regulation Commission's (LURC's) approval of Plum Creek's huge Moosehead proposal is an additional signal that we the people of Maine must remain diligent.

NRCM's work intervening on this issue during the past four years led this fall to our decision to appeal LURC's decision, which we believe is illegal. LURC made up its own process in order to approve the proposal, even assisting Plum Creek in the work of developing the Moosehead region. Such action sets a terrible precedent for future North Woods proposals. We will keep you informed as the case moves along in the coming year.



Fly fishing on the Penobscot's West Branch. NRCM continues to make protection of Maine's North Woods a high priority.

Our appeal is only a piece of our ongoing North Woods work. Over the past year, we attended hearings on LURC's revision of the Comprehensive Land Use Plan (CLUP) and provided extensive comments, as did many NRCM members. That's because the more people know about threats to Maine's North Woods, the more concerned they become. This is why we took the time to give dozens of presentations in communities across the state—Mainers need to understand what's at stake. An important part of that discussion includes options for protecting this spectacular area. We will continue to make this important work a high priority in the coming year.



NRCM made significant gains in 2009 to protect Maine's children, wildlife, and environment from harm posed by toxic chemicals in consumer products

# Tackling Toxics

Maine once again demonstrated its leadership on reducing toxic chemicals used in consumer products, and NRCM led the way. We helped ensure passage of a first-in-the-nation law creating a system for collecting and recycling compact fluorescent lights, which contain a small amount of mercury. We worked successfully for legislation expanding Maine's electronic waste recycling program and for the phase out of lead wheel weights (used in balancing automobile tires). We also helped pass legislation requiring notification of aerial spraying of pesticides.

An area of high priority for us this past year also included follow up to the "Kid-safe Products" law, which we helped pass in 2008. That bill requires manufacturers to use safer alternatives to harmful chemicals linked to cancer and other health problems that are used in everyday consumer products including toys, cosmetics, furniture, even baby bottles. As part of the phase-out effort, the State of Maine released its list of 1,700 chemicals of greatest threat to children's health, wildlife, and our environment.

As NRCM continues to help move the process forward in Maine, we have already begun pushing for similar legislation at the federal level. Representative Chellie Pingree has expressed eagerness to see reform of the Toxic Substances Control Act (TOSCA). Established in 1976, TOSCA is outdated and grossly ineffective, at a time when more and more is known about the harm posed by many commonly used chemicals. Rep. Pingree's enthusiasm for reform mirrors that of her daughter Hannah, Maine's Speaker of the House, with whom NRCM worked closely for passage of the Kid-safe Products bill. We will continue to keep you informed as the issue moves forward at both the state and federal level.

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<sup>1</sup>Elected, Fall 2009 <sup>2</sup>Completed Service, Fall 2009

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Mathew Scease, Major Gifts Director Emmie Theberge, Energy Outreach Coordinator Kathy Thompson, Senior Director, Finance and Administration Dylan Voorhees, Energy Project Director Gretta Wark, Senior Director, Development Allison Childs Wells, Senior Director, Public Affairs



More than two dozen NRCM members paddled the Kennebec in celebration of the removal of the Edwards Dam from the Kennebec in Augusta

# **Working for Healthy Waters**

This year marked the 10th anniversary of the removal of the Edwards Dam from the Kennebec River in Augusta. Since the dam's removal, the diversity of aquatic insects in the river has increased dramatically, and shad, striped bass, and alewives are able to swim freely up to ancestral spawning grounds in the Sebasticook. In fact, the Sebasticook alewife run is now believed to be the largest in the U.S.

NRCM was deeply involved in legislative work to upgrade protection for a number of Maine water bodies. As our rivers and streams collectively get cleaner and healthier, Maine locks in new, higher protection levels that correspond with increased water quality levels. Success does not always come easily, however. NRCM worked with others and provided important comments regarding a controversial application to build a dam at Scribner's Mill on the Crooked River. The Crooked River provides the vast majority of spawning habitat for Sebago Lake's famed landlocked salmon—and is the primary surface water input for Sebago Lake, the drinking water supply for 200,000 Maine people. The Department of Environmental Protection and Board of

Environmental Protection both rejected the application, but the applicant has now appealed to Superior Court. NRCM will intervene, but, despite our successful urging of the Legislature to reclassify this stretch of river, the same applicant put a proposal in for another dam before protections could take effect. We will have to fight that proposal, too, even if we win the court battle regarding the first dam.

NRCM continues its work to restore the alewife population in the St. Croix River, which dropped from several million in the 1990s to about 1,000 in recent years. In New Brunswick, we testified at a meeting of the International Joint Commission (IJC), which assists governments in finding solutions to problems that cross international boundaries. As a result of the scientific strength of the case, and public support on both sides of the border, the IJC has written a letter to Governor Baldacci stating that alewife restoration is in the best interest of the St. Croix and is one of the IJC's top priorities. We are continuing to work to make sure this issue is resolved as quickly as possible for the alewives.

In Penobscot news, this past year the National Oceanic and Atmospheric Administration (NOAA) announced it will invest \$6.1 million to help rebuild the sea-run fisheries of the river. A grant to the Penobscot River Restoration Trust (PRRT—NRCM is a founding member) will provide funds for removal of the Great Works dam, a key barrier to the sea-run fish restoration, as well as scientific monitoring of the restoration project. This is an important step in PRRT's plan to restore self-sustaining runs of Atlantic salmon, American shad, and other native sea-run fish while maintaining hydropower generation on Maine's largest river system.

The Natural Resources Council of Maine faced the same challenges of many non-profit organizations during the fiscal year that ended March 31, 2009: grants and gifts from members decreased significantly in fiscal year 2009 as a result of the severe recession. NRCM minimized the impact on our advocacy work by focusing our efforts on top priority initiatives and delaying the launch of new activities. We decreased our administrative expenses, but continued to invest for the future through fund-raising and member communication and outreach. Our membership grew and, combined with non-member activists, exceeded 12,000 households by the end of the year.

## Operating Revenue, Gains, and Other Support

Although contributions, membership gifts, and grants received fell by 14 percent over the previous year, NRCM's board of directors allocated \$242,000 from a member-supported, board-directed fund to meet budgetary needs and to continue vital projects. As a result, NRCM's total revenues fell to \$2,279,568, for a 7 percent drop from fiscal year 2008.

Contributions, grants, and memberships accounted for 83 percent of revenue. Allocations from the board-directed fund made up 11 percent. In-kind contributions, largely in the form of pro bono legal assistance for our North Woods and Watersheds projects, accounted for another 5 percent, with the balance from events, merchandise, and other activities.

## **Operating Expenses**

Our program services expenditures for 2009 fell to \$1,672,544, or 69 percent of our overall budget. One significant change accounts for most of that drop: in 2008, we completed much of the legal work and public outreach associated with our intervention in Plum Creek's application before the Land Use Regulation Commission (LURC) and our North Woods expenses fell accordingly in 2009.

Although we reduced our supporting services expenditures by 6 percent, these expenditures accounted for 31 percent of our operating expenses. Mid-year, we re-examined how we were accounting for some occupancy expenses and reassigned some expenses from general advocacy and administration to other areas, including fund-raising. As a result, our fund-raising expenses increased significantly, both as a line item and as a percentage of our operating expenses (22 percent). We have reduced our fund-raising expenses in the new fiscal year, and believe that 2009 will prove to be the exception, not the rule, for NRCM.

## **Non-operating Activities**

We conducted a feasibility study in spring and summer 2008, to determine member support for NRCM's long-term strategic goals. Despite favorable feedback from members and several initial gifts, we suspended active fund-raising in early 2009 until the economy showed signs of improvement.

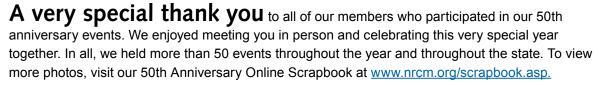
Investment losses on NRCM's endowment and board-directed fund totaled \$1,629,128, which was in line with overall losses in the financial markets.

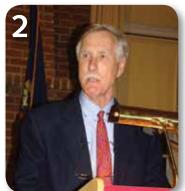
## Net Assets

NRCM's net assets fell by 26 percent, from \$6,262,487 to \$4,600,467, due largely to losses in the financial markets.

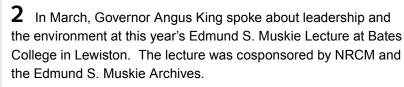
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Operating Revenue, Gains and Other Support		FY 2009	FY 2008		(130,970)	(417,259)
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In-kind contributions   120,646   200,416   242,000   0   0   0   0   0   0   0   0   0				Non-operating Income		
Investment appropriations withdrawn for operations   242,000   0   Capital campaign expenses   (66,685)   (1,629,128)   (60,101)		,			164.763	14.833
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Gains and Other Support         2,279,568         2,440,839           Operating Expenses         Net Assets           Program Services         Total change in net assets         (1,662,020)         (462,527           Clean air and energy         265,723         279,751         Net assets, beginning of year         6,262,487         6,725,014           Toxics and pollution prevention North Woods         317,471         684,946         Net assets, end of year         4,600,467         6,262,487           Watersheds Lobbying General advocacy Communications         293,848         419,916         Fundraising 22%         Fundraising 22%           Communications Services         1,672,544         2,074,452         Copies of the complete, audited financial statement from which this information is summarized, is available upon request by calling Gretta J. Wark, Senior Director of Development, at (800) 287-2345 x208.           Total Supporting Services         737,994         783,646         Director of Development, at (800) 287-2345 x208.	Total Operating Revenue,			Total Non-operating Income		
Operating Expenses         Net Assets           Program Services         Total change in net assets         (1,662,020)         (462,527           Clean air and energy         265,723         279,751         Net assets, beginning of year         6,262,487         6,725,014           Toxics and pollution prevention North Woods         317,471         684,946         Net assets, end of year         4,600,467         6,262,487           Watersheds         177,813         116,416         Program 69%         Fundraising 22%         Fundraising 22%         Fundraising 22%         Administration 9%         Administration 9%         Copies of the complete, audited financial statement from which this information is summarized, is available upon request by calling Gretta J. Wark, Senior Director of Development, at (800) 287-2345 x208.         Director of Development, at (800) 287-2345 x208.	Gains and Other Support	2.279.568	2.440.839	Total Non operating medine	(1,551,656)	(40,200)
Program Services   Total change in net assets   (1,662,020) (462,527   Clean air and energy   265,723   279,751   Toxics and pollution prevention   93,418   79,758   North Woods   317,471   684,946   Watersheds   177,813   116,416   Lobbying   30,060   79,888   General advocacy   293,848   419,916   Communications   494,211   413,777   Administration 9%   Total Program Services   1,672,544   2,074,452   Supporting Services   217,694   339,101   Development and fundraising   520,300   444,545   Total Supporting Services   737,994   783,646   Total Supporting Services   737,994   783,646   Total Change in net assets   (1,662,020) (462,527   Net assets, beginning of year   6,262,487   6,725,014   6,262,487   6,725,014   6,262,487   7,260,487	• •	_, ,,	_, ,	Net Assets		
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**1** NRCM kicked off our 50th anniversary year with a polar plunge at East End Beach in Portland. Participants raised more than \$3,000 for NRCM's energy work.



**3** Nearly 100 people celebrated Rachel Carson's birthday at Laudholm Farm in Wells. NRCM hosted a screening of the film, "A Sense of Wonder," about the final year of Carson's life. Many people also came earlier in the day for a bird walk led by Derek Lovitch of Freeport Wild Bird Supply.

**4** NRCM Executive Director Brownie Carson threw out the first pitch at the July 1<sup>st</sup> Portland Sea Dogs game in honor of NRCM's 50<sup>th</sup> birthday and the 10<sup>th</sup> anniversary of the removal of the Edwards Dam in Augusta.

**5** Garrett and Alexandra Conover guided NRCM supporters and staff on a four-day trip down the West Branch of the Penobscot River in early September.

**6** The Center for Maine Contemporary Art was the site of NRCM's "Art of Local Food" tasting party in late October. Three hundred people came to sample Midcoast Maine's wonderful local food and drinks. Special thanks to our hard-working volunteers who organized such a fantastic evening, and to the more than 40 local farms, restaurants, and culinary partners who participated.

**7** Dan Reicher, Google's Director of Climate Change and Energy Initiatives (pictured here with Brownie Carson), gave the keynote address at this year's annual meeting at the University of Southern

Maine. More than 300 people attended this special event.

Author Cloe Chunn guided NRCM members and others on a nature walk on the Little River Community Trail in Belfast. The weather cooperated, and everyone who came enjoyed learning about plants and trees along the path.











# Special Memberships Given April 1 to October 31, 2009

# **Memorial Gifts**

In Memory of Annie Mae Rhodes Ross:
Kelley Clark
Kriety Ellmer

Kristy Ellmer Estelle B. Stevens In Memory of David Lorenz:

Lynn Robinson
In Memory of Elton Erickson

Woody Erickson and Carol Erickson

In Memory of Jim Conley

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