

2012 NATURE OF MAINE CALENDAR



Natural Resources Council of Maine
2011 Annual Report



LEADERSHIP WHEN WE NEED IT MOST

This has been a challenging year for NRCM. The legislative session was marked by the most aggressive anti-environmental agenda in decades, and it came at a time of profound change for this organization.

In June 2010, Brownie Carson announced his plans to step down as executive director later in the year—his 27th year at NRCM. Brownie's accomplishments are legendary, both for this organization and for the people of Maine. Given NRCM's more than 50-year track record of success and the knowledge that threats to Maine's environment can come from anywhere, anytime, the Board of Directors knew that finding the right leader for this organization was absolutely essential.

When I think of the word "leadership," distinct qualities come quickly to mind: Courage. Passion. Vision. Instinct. Action. As a Registered Maine Guide and a teacher of a high school outdoor leadership course, I have discussed the concept of leadership and its characteristics more than a few times. Sometimes, though, a point is more effectively made by providing an example: Lisa Pohlmann's leadership in her first year as executive director of NRCM.

In January 2011, following an exhaustive nationwide search, Lisa transitioned quickly and effectively from deputy director to executive director of NRCM. Her "honeymoon" was short: within weeks, the new governor and a much changed Maine Legislature introduced more than fifty bills designed to rollback protections for Maine's air, land, water, and wildlife.

Many new executive directors fail in the first few months on the job. They overestimate their skills or underestimate the challenges they face. Lisa proved herself to be a skilled leader, supporting and supported by an extraordinary team of people at NRCM. She strategized with NRCM staff, reached out to community leaders, and helped to engage members and activists in an all-out effort to stop the rollbacks. Lisa invited the ideas, advice, and contributions of many others in the fight to protect the state's natural resources and our quality of life. By the time the Legislature adjourned for the year, NRCM had exposed the anti-environmental agenda of the LePage Administration, helped to defeat most of the rollbacks, and engaged hundreds of new activists in the fight to protect Maine's environment.



Brownie Carson and Lisa Pohlmann, who in January took over as executive director following Brownie's 27 years at the helm.

Lisa takes a long view to protecting Maine's environment, looking beyond the legislative session and encouraging the staff to stay focused on their ongoing work to protect the North Woods, restore our rivers, reduce the use of toxic chemicals, and address the threat of climate change. In partnership with the Board of Directors, she and the staff have begun a strategic planning process, which will result in a three-year plan that takes NRCM through to 2014. Lisa has shared with us the feedback she has received from community leaders and NRCM members during the past six months, and it will help to ensure meaningful outcomes in our efforts to keep Maine, *Maine*.

The year ahead will not be easy. Many challenging issues remain, including the fate of the Land Use Regulation Commission and the possibility of "takings" legislation, which has wreaked havoc in other states, costing taxpayers millions and hindering the states' ability to protect their environment. At the same time, as we saw this past legislative session, attacks on existing protections can come fast and seemingly out of nowhere. Maine's iconic bottle bill and ban on roadside billboards, safeguards to keep toxics out of products used by our kids, energy efficiency laws—past victories, no matter how effective or obviously necessary, must never be taken for granted. Industry lobbyists and deep-pocketed polluters are no match for a leader who communicates effectively and inspires citizens to action. With Lisa at the helm, NRCM staff, supported by our members and friends, will be ready to face whatever comes next.



Bill Houston
NRCM Board President

KEEPING MAINE, MAINE

For more than 50 years, the Natural Resources Council of Maine has led efforts in Maine to protect the land, air, and water resources that make this state unique and breathtaking. Maine lawmakers have supported many of these efforts, making Maine a national leader for forward-thinking environmental policy. The transition to the LePage Administration and new legislative leadership created a drastically different context for NRCM's work this year. Popular policies that have been in place for more than 30 years, like the ban on off-premise billboards and the bottle recycling bill, came under attack. In fact, there were more than 50 bills introduced that would have collectively rolled back decades of progress in environmental protection in Maine.

There were threats to water quality and wildlife from reductions in shoreland and critical habitat buffers. There was a clear denial of the threat of climate change as lawmakers proposed to eliminate energy efficiency building standards and made other attacks on strong energy policy. A recent law to root out toxic chemicals from children's products went under fire, and proposals to expand development in the North Woods were proposed, including abolishing the Land Use Regulation Commission (LURC).

It became clear early on that this agenda was led by large corporations looking for easier profits in Maine and by a small group of individuals in- and out-of-state who ideologically oppose public regulations of any kind that protect the public good. But most Maine people understand that stewardship of our natural resources goes hand-in-hand with our economic interests, and that such protections have enhanced our quality of life.

NRCM's staff worked tirelessly during the spring 2011 legislative session to inform our members and the public about these harmful proposals. You responded by writing letters-to-the-editor, attending public hearings, and calling your legislators. Many of you pulled together in neighborhood meetings, inviting your legislators to your homes to hear what you and other NRCM members had to say. These efforts were essential to defeating many bad bills.

NRCM staff members also worked closely with like-minded legislators to find ways to improve—but not abolish—laws that were under attack. Some bills we worked to stop altogether. And in the end, most of the harmful proposals did not pass. But the Legislature failed to stand up for Maine people who want to be notified about aerial pesticide spraying on adjacent properties. It failed Maine homeowners by exempting 40 percent of Maine communities from energy efficiency standards for new construction that would have ensured lower energy costs and less pollution. And it failed Maine people who depend on and love our

North Woods by continuing the debate about abolishing LURC through a study commission.

NRCM will continue to watchdog the legislative process and also the activity at the state agency level. Equally damaging things can happen there, as knowledgeable staff members are fired, current laws are ignored, and the flow of information to the public is stifled.

Despite the rollbacks proposed in the Legislature, several positive events have occurred in recent months. The Maine Superior Court upheld our appeal of the approval of the massive Plum Creek development proposal at Moosehead Lake, on grounds that it violated the process, including the public's right to provide input on the final version of the plan. The decision has in turn been appealed by Plum Creek, the state, and other interveners, and will be taken up by Maine's Law Court. In the years following our work to remove the Edwards and Fort Halifax dams, the Kennebec River is teeming with fish like we have not seen in a century, including this year, the largest alewife run in the country. In partnership with NRCM and others, the Penobscot River Restoration Trust purchased three dams and is preparing to remove the first of two—Great Works—in the summer of 2012. When complete, this internationally recognized project will restore access to 1,000 miles of habitat for wild Atlantic salmon and other native Maine sea-run fish, with no net loss of energy—a win-win for business, communities, and fisheries.

Thank you so much for your support and involvement this year in protecting Maine's environment. I could not be more proud of what we have accomplished together.



At a Valentine's Day press conference, businesses, other groups, and concerned Maine citizens joined NRCM to pack the Hall of Flags at the State House to speak out against proposed rollbacks to environmental protections.



Lisa Pohlmann
Executive Director

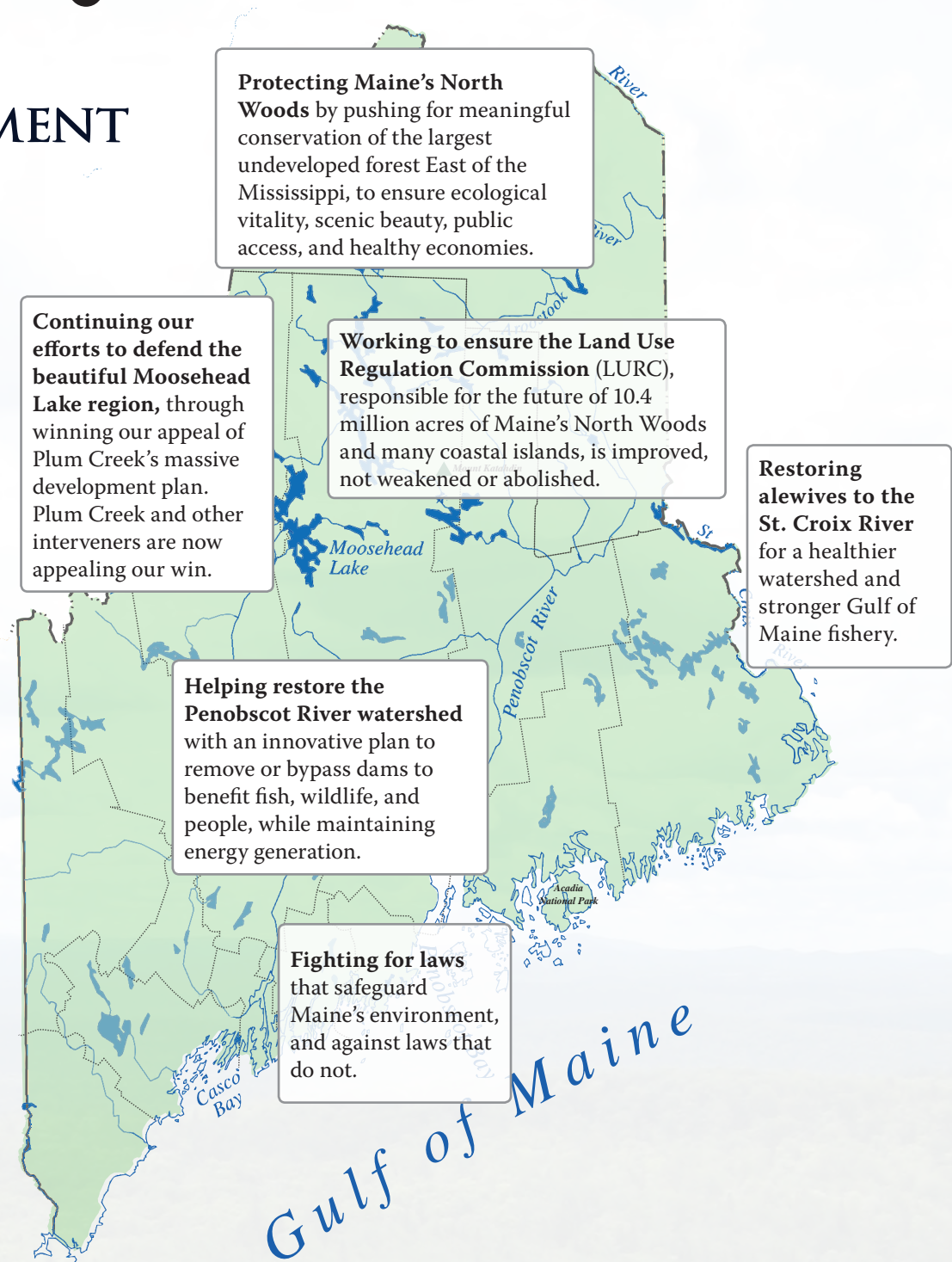
WORKING STATEWIDE TO PROTECT MAINE'S ENVIRONMENT

This year, the Natural Resources Council of Maine—and the people of Maine—faced more than 50 bills at the State House aimed at rolling back protections for our land, air, water, and wildlife. This is largest number ever. NRCM, working with Maine's Environmental Priorities Coalition, our allies in the Legislature, and thousands of Maine citizens, was able to defeat the overwhelming majority of these bad bills. Highlights of our work include:

- ✓ Defeating an attempt to rollback Maine's bottle bill.
- ✓ Keeping Maine's 32-year-old ban on billboards in place.
- ✓ Ensuring Maine remains in the Regional Greenhouse Gas Initiative (RGGI).
- ✓ Stopping attacks on shoreland zoning and protections for vernal pools.
- ✓ Working to stop abolishment of Maine's Board of Environmental Protection.
- ✓ Safeguarding Maine's Kid-safe Products law.
- ✓ Ensuring Maine's adoption of rules that phase out bisphenol-A (BPA).
- ✓ Defeating attempts to weaken Maine's ban on the use of a toxic flame retardant (Deca).
- ✓ Preventing abolishment of Maine's Land Use Regulation Commission—the planning board for 10.4 million acres of Maine's North Woods (although this issue will be revisited next year).
- ✓ Stopping suspension of Maine's renewable energy portfolio standard.
- ✓ Keeping a radical regulatory "takings" bill from passing into law (although a study committee may bring the issue back to the Legislature next year).

NRCM also worked hard to make sure that a regulatory reform package proposed by Governor LePage did not weaken Maine's environmental laws. The original proposal included rezoning at least three million acres of Maine's North Woods for development—an area large enough to fit 10 cities the size of Los Angeles. In part due to the public outcry, this proposal was dropped, as were several proposals to eviscerate Maine's laws to phase out toxic chemicals in consumer products.

This session demonstrated the power of Maine people speaking up for protection of the environment. Public opinion polling sponsored by NRCM this year demonstrated that Maine people overwhelmingly support Maine's environmental laws and oppose rolling them back. We need to keep bringing that message to our elected officials.



PROTECTING AND ENJOYING MAINE'S ENVIRONMENT TOGETHER

Special events like hikes and paddles are a wonderful way for us to meet our members and enjoy Maine's beautiful outdoors. Thanks to all of you who were able to attend one or more of our events this year celebrating the Maine we know and love.

THANK YOU FOR YOUR SUPPORT



Betsy and Jeff Smith, Belfast
Shocked and appalled by the many environmental rollbacks proposed in Governor LePage's "regulatory reform" package, the Smiths wrote letters-to-the-editor, and, with their neighbors, collected more than 300 petition signatures, which they presented to the governor and to their legislators. They also testified at the State House and lobbied their legislators at NRCM's annual Citizen Action Day.



Emily Caswell, Topsham
"Growing up in rural Maine meant exploring the woods, looking for frogs in the pond, and wading in the stream out back. If we enjoy all that Maine has to offer, we have a responsibility to protect it not just for our kids but for their kids, too. Our family supports NRCM for all the future frog catchers, stream waders, and forest explorers to come!"



Scott Wentzell, Waterville Scott (in red jacket) is a Colby College student who volunteers at NRCM, helping with mailings and research projects. On campus, he organized a letter-writing campaign and collected 150 hand-written letters in support of Maine's Kid Safe Products law. He delivered them in person to the Chair of the Environment and Natural Resources Committee.



NRCM members joined us this year for cross-country skiing and snowshoeing in Jefferson and paddling on Long Pond in Belgrade.



Lisa Pohlmann (fourth from left) advised at the NEW Leadership residential training program for undergraduate college women at the University of Maine in Orono, part of NRCM's work to foster young people's interest in environmental advocacy.



Matt Loosigian of Harpswell was one of dozens of musicians who performed at our third annual NRCM Open Mic Night: Music Celebrating the Environment in Hallowell.



In January, NRCM sponsored a Roundtable on Maine People and the Environment at which 29 business owners and citizens presented to Governor LePage their views on why a clean and healthy environment is important for their job, our economy, the quality of life of Maine people, and our state's future. More than 500 people showed up for this event, held at the Augusta Civic Center.

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¹ Completed Service, Fall 2010

² Elected, Fall 2010

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Beth Dimond, Public Affairs Coordinator
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Gabrielle Grunkemeyer Rigaud, Grants Director

Stacie Haines, Membership and Database Manager
Cathy Johnson, Senior Staff Attorney and
North Woods Project Director
Toby Kilgore, Grants Associate
Todd Martin, Grassroots Outreach Coordinator
Lisa Pohlmann, Executive Director
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Steve Tatko, North Woods Policy Advocate and
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Emmie Theberge, Energy Outreach Coordinator

Kathy Thompson, Senior Director, Finance and
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Dylan Voorhees, Energy Project Director
Gretta Wark, Senior Director, Development
Allison Childs Wells, Senior Director, Public Affairs

NATURAL RESOURCES COUNCIL OF MAINE

Statement of Activities

For the fiscal year ending March 31

FY 2011 FY 2010

Operating Revenue, Gains & Other Support

Contributions, membership gifts and grants received	\$1,863,862	\$1,938,565
Events, merchandise and other revenues	\$28,368	\$ 22,225
In-kind contributions	\$73,725	\$116,044
Investment appropriated for operations	\$199,890	\$206,564

Total Operating Revenue, Gains & Other Support

\$2,165,845 \$2,283,398

Operating Expenses

Clean air and energy	\$284,091	\$267,063
Toxics and pollution prevention	\$110,128	\$91,559
North Woods	\$194,437	\$182,985
Watersheds	\$122,364	\$166,114
Lobbying	\$73,592	\$42,066
General advocacy	\$301,438	\$214,970
Communications	\$552,575	\$507,196

Total Program Services \$1,638,625 \$1,471,953

Supporting Services

Management and general	\$207,452	\$126,505
Development and fundraising	\$396,327	\$404,136

Total Supporting Services \$603,779 \$530,641

Total Operating Expenses \$2,242,404 \$2,002,594

Change in Net Assets from Operations \$(76,559) \$280,804

Non-operating Income

Brownie Carson Citizen Engagement Fund \$268,316 n/a

Capital Campaign income & bequests \$17,764 \$48,920

Change in value of gift annuities \$14,660 \$(20,924)

Change in gift value of future interest \$(2,000) \$(991)

Net investment income gains (losses) \$258,859 \$778,554

Total Non-operating Income \$557,599 \$805,559

Total Change in Net Assets \$481,040 \$1,086,363

Net Assets

Beginning balance \$5,686,830 \$4,600,467

Ending balance \$6,167,870 \$5,686,830

Statement of Financial Position

For the fiscal year ending March 31

FY 2011 FY 2010

Assets

Total Current Assets \$937,799 \$855,312

Net Property & Equipment \$ 645,043 \$697,915

Investments \$ 4,715,299 \$4,240,595

Other Assets \$ 90,188 \$92,188

Total Assets \$6,388,329 \$5,886,010

Liabilities and Net Assets

Total Liabilities \$220,459 \$199,180

Net Assets

Unrestricted Net Assets \$5,574,446 \$5,373,081

Temporarily Restricted Net Assets \$408,424 \$128,749

Permanently Restricted Net Assets \$185,000 \$185,000

Total Net Assets \$6,167,870 \$5,686,830

Total Liabilities And Net Assets \$6,388,329 \$5,886,010

Notes to Financial Statements

The Natural Resources Council of Maine is a nonprofit, tax-exempt organization under Section 501(c)(3) of the Internal Revenue Code. Contributions are tax deductible to the extent provided by law.



Natural Resources Council of Maine

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Non Profit Org.
U.S. Postage
PAID
Permit #249
Augusta, ME



Writer/Editor: Allison Childs Wells, Senior Director, Public Affairs
Acknowledgements: Judy Berk, Beth Dimond, Pete Didisheim, Gretta Wark

Front cover photo: Five Islands by NRCM member Tony Marple

Back cover photo: Marginal Way, Ogunquit, by Allison Childs Wells
Printed on processed chlorine-free recycled paper using soy inks.

Protecting the Nature of Maine

Our Mission

The Natural Resources Council of Maine is our state's leading non-profit organization protecting, restoring, and conserving Maine's environment, today and for future generations.

We work to improve the quality of Maine's rivers, reduce poisonous chemicals threatening human and wildlife health, decrease air and climate-changing pollution, and conserve Maine lands, including our treasured North Woods. NRCM harnesses the power of science, the law, and the voices of more than 12,000 supporters from across Maine and beyond. Together, we are making a difference. Special thanks to all of our members.