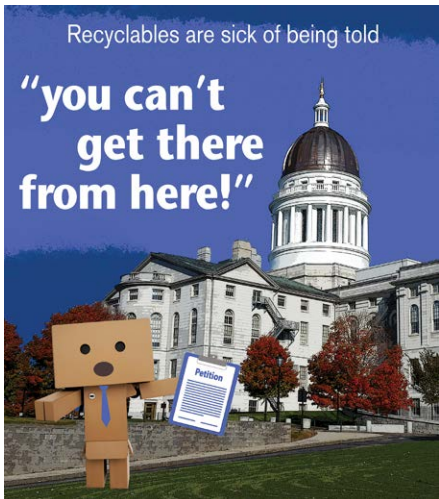




Height of Land, Rangeley Region, by NRCM staff member Levi Hahn

FALL 2019

# MAINE Environment



**Exclusive!** Interview with NRCM's recycling expert Boxy McBoxface at [www.nrcm.org/blog/boxy-mcboxface-interview-recycling-reform/](http://www.nrcm.org/blog/boxy-mcboxface-interview-recycling-reform/)



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## Fixing Fundamental Problems with Recycling

BY CHRISSY ADAMOWICZ, NRCM SUSTAINABLE MAINE OUTREACH COORDINATOR  
AND SARAH NICHOLS, PROGRAM DIRECTOR

Recycling is one of the key ways we can keep materials out of landfills and conserve our natural resources. For decades, Maine people have developed a strong recycling ethic because they want to do the right thing. However, many are losing access to recycling programs due to changes in the recycled commodities markets. This is not acceptable.

Maine passed a law establishing a 50 percent recycling goal 30 years ago. Despite good intentions, the state recycling rate has remained stagnant at just 40 percent—and now it's falling! Our low recycling rates are symptomatic of the fundamental problem: Corporations continue to produce wasteful, non-recyclable packaging. The key to increasing recycling rates and reducing waste starts with them, at the design stage.

Recycling programs should not be paid for by taxpayers and municipalities who have no say in what materials they are stuck managing and paying for. Recycling is an important environmental issue that should be planned for at the design stage. The costs of recycling should instead be built into the system—not an afterthought paid for by taxpayers.

NRCM supports a law that would reform recycling by providing a clear economic incentive for brand owners and big corporations to produce less-wasteful packaging that can be easily recycled locally. This policy approach is called “extended producer responsibility for packaging.” It is already being implemented all over the world. Packaging, which includes plastic, steel, aluminum, glass, and cardboard, constitutes approximately 30 to 40 percent of the materials managed by weight in waste management programs in Maine.

### A New Model for Recycling

A new recycling model would work similarly to Maine's eight existing product stewardship laws, in which producers who sell packaging in Maine would be subject to fees set up by a third-party, nonprofit producer-responsibility organization (PRO). The PRO's primary function would be to reimburse our municipalities for the net costs of recycling (using funds from producer-provided packaging fees) and expand access to recycling for the different packaging materials. If municipalities have a profitable recycling program for the material type, with no net costs, then the PRO would not have to reimburse



Gail LaRosa Thompson

Story continued on page 2

## Support the Ballot Referendum Against the CMP Corridor



A ballot referendum is now underway that would stop the massive transmission corridor CMP has proposed to delivery electricity from Canada to consumers in Massachusetts. As you know, NRCM strongly opposes this flawed proposal because it would cause tremendous, permanent harm to wildlife habitat, unfragmented forest landscapes, and the natural and recreational resources that are important to people of the region and tourists alike, without benefiting the climate. NRCM is not collecting signatures; we are focusing our attention on the multiple permitting processes, at the Maine

Department of Environmental Protection, Land Use Planning Commission, U.S. Army Corps of Engineers, and elsewhere. However, we strongly support this referendum initiative and want it to qualify for the ballot and win approval by Maine voters in November 2020. **If you would like to be involved in collecting signatures, we encourage you to contact the citizen leaders who are eagerly recruiting volunteers. Visit their website at [www.nocmpcorridor.com/get\\_involved](http://www.nocmpcorridor.com/get_involved).**

Meanwhile, we will continue putting our technical and scientific expertise as well as our legal skills to work opposing the corridor. We will also continue to educate and empower Maine people throughout the process. Of course, we encourage you to sign the petition. If you have questions about the referendum campaign, visit [www.nocmpcorridor.com](http://www.nocmpcorridor.com). —Dylan Voorhees, Climate & Clean Energy Director





## • THE BIG PICTURE •

### Enjoying Maine Waters Every Year

I never get enough of being on the water, especially on Maine's wonderful inland rivers and lakes. Each year, I make a point of paddling a few new water bodies. Last spring, I canoed a section of the Sandy River when the waters were still running high. On a warm day in early October, I canoed the Kennebec River from Solon to Madison. In August, I paddled a more familiar section of the Kennebec from Sidney to Augusta with lots of NRCM members and friends.

The Kennebec River is such a gem. The NRCM family helped to restore the lower section to some of its natural glory 20 years ago by spearheading the removal of the Edwards Dam in Augusta. There is much more we need to do so that sea-run fish can get to their ancestral spawning habitat farther upstream. Whether you are a paddler like me, an angler, a whitewater rafter, a craft brewer, or you are fortunate enough to have a house on one of Maine's thousands of lakes and ponds, you know how important Maine's water quality is. We are proud that our work on two initiatives last legislative session will help improve Maine's waters. The Legislature strengthened water quality protections for 400 miles of rivers and streams, including dramatically increasing protections in the upper Penobscot River. We also worked alongside Maine tribes on a bill requiring much stronger water quality protections against toxic pollution in tribal waters. That bill passed, too, and, over the long term, will help Maine tribes exercise their sustenance fishing rights. In fact, these are now the strongest protections against toxic pollutants for tribal waters in the country.

Thank you for being an active part of protecting the waters and woodlands of Maine. NRCM is here today, celebrating 60 years of success, because you and thousands of Maine people stand with us every day. We have launched the Protecting the Nature of Maine Campaign to help ensure that NRCM is here for decades to come, bringing people together to stand up for the environment, because threats to this special place will keep coming. The campaign will also help us reach out to more Maine people, particularly in rural areas, to listen to their concerns and get them involved in our work. Please consider joining more than 300 people who have already donated to or pledged their support. Let us know if you want to talk over our goals and plans.

Soon, Mainers will be ice fishing and skating—just another way to enjoy our waters! —Lisa Pohlmann, CEO



Back row left and clockwise: Liz Caruso; Yusur Jasmin, Siri Pierce, and Lucia Daranyi (SolaRISE); NRCM CEO Lisa Pohlmann, Sandi Howard, Jon Lund, and Aimee Ishimwe (SolaRISE)

## Congratulations to NRCM's 2019 Conservation Leadership Award Recipients

NRCM's Conservation Leadership Award is given to those who have made an extraordinary contribution to the protection of Maine's land, air, waters, or wildlife. In October, we recognized this year's recipients at the Jewish Community Alliance in Portland. "It is an honor to acknowledge people who go to extraordinary measures to protect our environment," says NRCM CEO Lisa Pohlmann. "This year's winners have done remarkable work. They demonstrate that individuals and local groups do make a difference, and they inspire all of us to get involved." We are pleased to congratulate this year's winners:

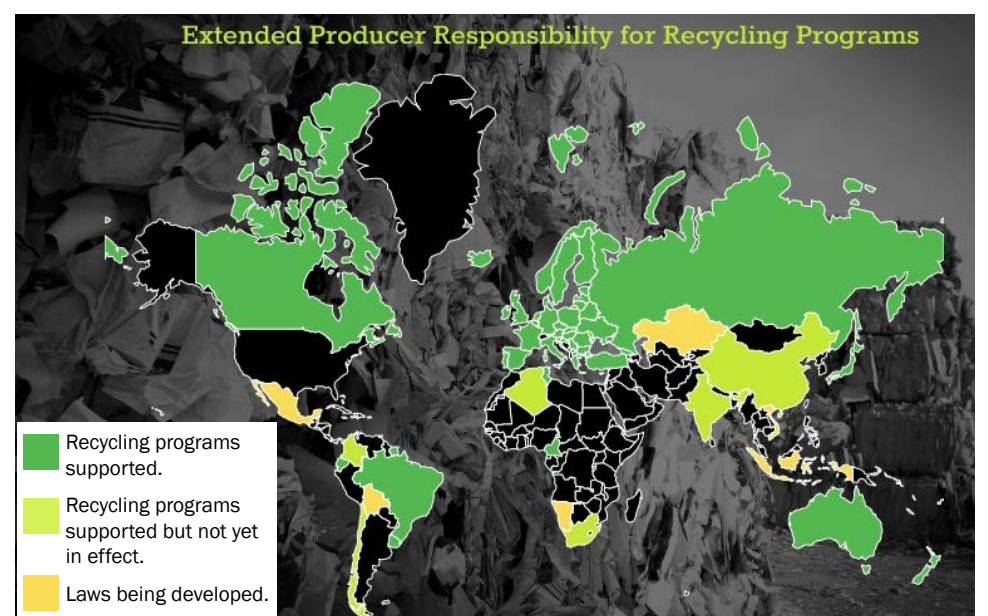
**Liz Caruso (Caratunk)** for tireless advocacy in her community and across the state against the proposed CMP transmission line

## Recycling - from Page 1

them. If municipalities have to pay for recycling, then the PRO would reimburse them for their costs. The producers have an incentive to use only recyclable materials since they will pay more if municipalities don't have a recycling program for their material type. This law would make recycling:

**More Effective.** Under the new law, producers of packaging materials would have a direct economic incentive to produce less-wasteful packaging that can easily and profitably be managed by municipal recycling programs. Municipalities would have a direct economic incentive to have a robust recycling program since it would no longer create a tax burden, and they could avoid disposal costs. Having shared responsibility between those who create the waste and those who manage it would foster recycling system improvements and enable greater participation in recycling across Maine.

**More Sustainable.** Maine's current approach to recycling is not resilient to changes in the global recycling market. Because towns and cities have to budget for recycling, when costs rise unexpectedly, they may be forced to stop or restrict their programs. Maine taxpayers currently pay \$16-\$17.5 million per year to manage packaging waste. Meanwhile, more and more disposable and wasteful packaging is entering the market because producers have no incentive to design packaging with the environment in mind. This leaves taxpayers unfairly footing the bill for a problem they didn't create. With recycling reform, taxpayers will no longer pay for the cost of recycling since the net costs of recycling would be reimbursed by a producer responsibility organization. Think of this solution as an insurance policy for Maine municipalities when global recycling markets fluctuate.



**More Equitable.** There are inequities across the state for what Mainers can recycle. The new law would provide the stable and consistent funding that all of Maine's municipalities need in order to expand access to recycling. This law would also level the playing field for companies that are already doing the right thing because the new model would require companies that waste more to pay more. Those that waste less would pay less.

NRCM is working closely with lawmakers, stakeholders, and concerned residents to craft a law that is right for Maine using the framework created by the Resolve to Support Municipal Recycling Programs that was adopted in 2019. There will be strong opposition from big corporations that are benefiting from having taxpayers pay the costs of recycling. To reform recycling in Maine, we will need the support of Mainers across the state!

If you want this law to become reality in Maine, we need you to advocate for it in your town. For resources you can share with your community and elected officials, visit [www.recyclingreform.org](http://www.recyclingreform.org).

### Jon Lund (Hallowell), Lifetime Achievement Award, for his decades of service to Maine's environment and his advocacy for the restoration of Maine's rivers and native fisheries

**SolaRISE (Portland)** for being a strong, successful coalition of students and staff from Casco Bay, Deering, and Portland high schools advocating for providing solar energy to Portland schools

**Sandi Howard (Caratunk), People's Choice Award** winner, for her dedication to administering the Say NO to NECEC Facebook group and organizing one of the groups of intervenors in the CMP corridor proceedings at the Department of Environmental Protection and the Land Use Planning Commission



## Protecting Maine's Waters through Conservation Philanthropy



The Natural Resources Council of Maine is pleased to announce the creation of the Sam M. and Betty S. Shine Fund for the Environment. The permanently restricted endowment fund, given as part of the Protecting the Nature of Maine Campaign, will support NRCM's efforts to protect Maine rivers and streams, and other related work.

"Sam and Betty are right at home on a Maine river," says Lisa Pohlmann, NRCM's CEO. "They take in everything—the quiet, the wildlife, the water, and the trees and plants that line the river. They have a deep appreciation for the natural world."

For Sam, that appreciation is deeply rooted in his childhood on a family farm in Indiana. Like all farm kids, he spent hours outdoors. He also hunted and fished nearby. Over time, he watched fields, woods, and other undeveloped land disappear as the new interstate system drew industries and houses into rural areas. These changes started Sam on his conservation journey.

But first, Sam attended college, joined the military, married, started a family, and founded Samtec, one of the top manufacturing and production companies in the United States. Betty is also a co-founder of the privately owned company, which sells electronic cables and other connectors that keep our homes and offices running. Sam and Betty's commitment to their employees is evident in the strength of the company. Now headed by the Shines' son, Samtec boasts nearly a billion dollars in annual sales, 6,000 workers, and a 96 percent employee retention rate.

Samtec's strength does not happen by accident. The Shines are committed to a healthy system of customer service, top quality products, taking care of employees, and investing in the communities where their employees live and work.

Sam and Betty bring the same system-wide approach to conservation. For the past 25 years, they have been on a mission to conserve, preserve, and restore natural ecosystems in Indiana and other places at risk. Sam, who drives much of this work, looks for opportunities to preserve wildlife corridors.

Over the years, he has partnered with the late conservationist M.C. Davis, land trusts and conservation organizations like The Nature Conservancy, state government, and finally NRCM to find opportunities to link existing public or private conservation lands to help maintain an area's biodiversity. In many cases, Sam is intimately familiar with the land he and Betty are helping to protect.

Sam was first introduced to Maine through fishing. He was drawn to Washington County, enjoying the brook trout, the scenery, and the first dawn of the new day.

"Fishing gives you a wonderful opportunity to take in the beauty of an area, including the diversity of plants, insects, and wildlife that rely on the river," says Sam.

When the Woodie Wheaton Land Trust set out to acquire more than 3,000 acres near Amity, the Shines were a lead donor. The land acquisition protects the headwaters of East Grand Lake Stream and abuts existing conservation land. But Sam's interest in Maine extends beyond the woods and streams of eastern Maine.

"Sam and Betty had been members of NRCM for several years before we met up at the soon-to-be designated Katahdin Woods and Waters National Monument," says Lisa. "We took a trip down the East Branch of the Penobscot, enjoying the wildlife. I admire the Shines' efforts to protect rivers directly through their conservation philanthropy and through public policy with this wonderful gift to NRCM."

Over the years, Sam and Betty have supported NRCM's efforts to restore fish passage on the Penobscot River, to protect Maine groundwater from contaminants, and to raise water quality standards on several rivers. Their gift of a permanent endowment fund, set up through NRCM's Protecting the Nature of Maine Campaign, will continue this work for years to come.

—Gretta Wark, Senior Director of Philanthropy

## NRCM Launches \$6 Million Campaign to Protect the Nature of Maine

Fresh off historic wins for clean energy and the environment in this year's legislative session, NRCM has launched the largest fundraising effort in its 60-year history: a \$6 million endowment and outreach campaign.

The Protecting the Nature of Maine Campaign focuses on strengthening NRCM's unique legal and technical expertise

and engaging a new generation of environmental leaders to address the challenges faced today and in Maine's future.

According to fundraising co-chairs Tony Owens and Annie Winchester, NRCM members have generously pledged \$5.4 million to the campaign, which continues into 2020.

"We have received gifts of \$1 million and gifts of far, far less," says Tony. "NRCM members are stretching to whatever level they can afford, knowing that these contributions will protect Maine's natural resources for years to come."

The campaign will solidify NRCM's role as Maine's environmental watchdog focused on accelerating the transition to a clean energy future; safeguarding wildlife, habitat, and public access in Maine's forests; protecting Maine's rivers, lakes, and bays; and reducing waste and promoting sustainable communities. NRCM will also use \$1 million from the campaign to invest in an initiative to expand its outreach team in new areas of Maine, especially rural communities, and to bring more young people into the environmental movement.

"Maine needs a watchdog and advocate like NRCM, or we will lose what we cherish about this place," says NRCM CEO Lisa Pohlmann.

NRCM has a long legacy of environmental leadership in Maine. It was founded in 1959 as a small, volunteer-based environmental advocacy group and has emerged as a strong and leading voice in Maine's major environmental debates.

To learn more about the Protecting the Nature of Maine Campaign, please contact Gretta Wark, Senior Director of Philanthropy, at (207) 430-0108 or visit [www.nrcm.org/donate/campaign](http://www.nrcm.org/donate/campaign).



**NRCM Board Updates:** At its September 2019 meeting, NRCM's Board of Directors elected one new member who will begin her one-year term effective at the November board meeting.



**Sadie Lloyd Mudge** (Waldo) brings professional experience in municipal planning, energy efficiency, nonprofit fundraising, and energy planning, and has been a leader in municipal energy planning (particularly solar development) in Maine. She holds a Master's Degree in Planning from the Muskie School of Public Service at the University of Maine, where she conducted research on state demographics and climate change planning. Sadie grew up in Waldo County and currently serves on the board of directors for the Solar Energy Association of Maine as well as on multiple committees for Coastal Mountains Land Trust. She was a founding member of the NRCM Rising Leadership Team. In her free time, Sadie runs a small business and is an avid adventurer.

**The Board of Directors also re-elected the following:**

**First three-year term**

Emily Beck  
Kathy Olmstead  
Ed Simmons  
Stephanie Smith

**Second three-year term**

Dennis King  
Bill Meserve  
Sarah Short

**Officers Patty Hager and Karen Herold** will serve an eighth year as allowed by NRCM's bylaws.

**Retired from the Board of Directors this fall:** Russell B. Pierce, Jr.



# Pods and Blogs

## New blog posts:

- ➔ **Reflections on Our Work Together:** NRCM CEO Lisa Pohlmann reflects on recent victories and looks ahead to challenges and opportunities.
- ➔ **In their latest Birding with Jeff and Allison blog,** NRCM's bird experts contrast the now-outlawed tradition of hawk shooting with the enjoyment of watching hawks, at one of Maine's premiere hawk-watching hotspots with NRCM members.
- ➔ **A Second Chance for the Moosehead Lake Region?** What do timber company Weyerhaeuser's plans to terminate the Moosehead region concept plan, inherited from Plum Creek, mean for the region? Hear from our Forests & Wildlife Director Cathy Johnson.
- ➔ **5 Ways to Maximize Public Awareness of Your Electric Vehicle Charger** Our advice to let folks know that your charger is ready for public use.
- ➔ **Exclusive! Interview with Boxy McBoxface** Hear from our official champion for recycling reform.

More at [www.nrcm.org/blog/](http://www.nrcm.org/blog/)

## New at the Pod:

- ➔ **Students from Solarise** Tune in to a conversation with students at three Portland high schools who formed the coalition, Solarise, organized a march, and successfully advocated for using solar to power Portland public schools.



## Honoraria • JUNE 1, 2019 TO SEP 30, 2019 Protecting the Nature of Maine Campaign

Louise T. Bourne in honor of Mariner Cheney  
Andrew M. and Amy Cole in honor of Carol Cole  
Anne B. Farr in honor of Margaret Farr  
David C. Fletcher in honor of Luther Augustus Fletcher  
Patricia M. and Stephen G. Fournier in honor of Dinny Truesdale and Anne Pierce  
Elizabeth A. Haynes and Briana Morrill in honor of their parents

Lawrence C. Johnston in honor of Carolyn Johnston  
Jim and Catherine M. Kotredes in honor of Marion Thurston  
Julian W. Philbrick in memory of her mother Doris (Gallop) Philbrick  
Mrs. Constance G. Schwarzkopf in honor of Leona Ferguson Goldsworthy  
Elizabeth M. Smith in honor of Paula Mitchell  
Carolyn Vaughn in memory of Col. Edward Vaughn  
Sara Wilson in honor of Wanda Masky

## Annual Operating Support

Theresa Bakker in memory of Butch Gaudette  
T. Andrew Ball in honor of Jillian Henrichon's graduation  
Ernest A. and Karen G. Bernier in memory of Butch Gaudette  
Gilbert and Evelyn Billings in honor of Jillian Henrichon's graduation  
Catherine Crute in honor of Dianne Strasser's birthday  
Micum Davis in honor of Julia Rideout's birthday  
Meghan O. Dichiaro in honor of her Dad, Tony Owens, for Father's Day  
Leighann Gillis in memory of Butch Gaudette  
Susan L. Handzel in honor of Jillian Henrichon's graduation  
Susan McLaughlin in honor of Julia Rideout's birthday

Ann Milster in honor of Julia Rideout's birthday  
Jake Rideout in honor of Julia Rideout's birthday  
Donald Stanley in honor of Ingrid Stanley  
Justin Steele in honor of Julia Rideout's birthday  
Paulette S. Tidd in memory of Charles Tidd Jr.  
Kate Weigand in honor of Jillian and Colin Henrichon's graduation  
Cynthia Zuccherio in honor of Dianne Strasser's birthday  
Orange County Community Foundation in honor of Harry Weisenburger  
Portland North Truck Center in memory of Butch Gaudette

## New Partners in Maine's Future • JUNE 1, 2019 TO SEP 30, 2019

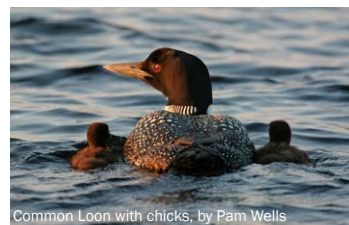
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Tyler and Nora St. Peter  
Michael Strong

Arthur Tracy  
Jesse and Nina Weyl  
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## Matching Gift Doubles Your Donation



Common Loon with chicks, by Pam Wells

During this season of giving, please give back to nature with a special donation that will protect Maine's air, waters, wildlife, and forests. A generous donor will match your new, additional, increased, or reactivated gift, dollar for dollar, up to \$20,000! We accomplish so much together—let's double our impact for the nature of Maine, now through year's end, with a gift that will make a difference for generations to come.



## Looking for a special gift idea?

Our wall calendar showcases stunning photos of beautiful Maine places, plus important dates in environmental history, moon phases, and much more. The perfect gift for anyone who loves Maine! Contact us at [nrcm@nrcm.org](mailto:nrcm@nrcm.org) to request your gift copies.

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**EDITORIAL BOARD** / Beth Comeau, Colin Durrant, Stacie Haines, Gretta Wark, Allison Childs Wells

**BANNER IMAGE** / Height of Land, Rangeley Region, by NRCM staff member Levi Hahn

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## Join us Tuesday, December 31, Portland's East End

**LIVE DJ!**

**BRING A TEAM!**

**11:00 AM 5K run or walk** leaving from Back Cove parking lot (across from Hannaford) and ending at East End Beach

**12:00 PM Polar Bear Dip** at East End Beach

Dip, dash, or both! Prizes for race winners by age class, and for top fundraisers and best polar bear costume! All funds raised support our work for a clean, renewable energy future for Maine. A wildly fun way to take action to address climate change! Learn more and register at [nrcm.salsalabs.org/dipdash](http://nrcm.salsalabs.org/dipdash).



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**WEAR A COSTUME!**



## Tip of the Day

**UN-PAPER TOWELS.** NRCM Sustainable Maine Director Sarah Nichols makes her own "un-paper towels" to clean up household messes. She makes them out of discarded clothing or material. Her material of choice is old flannel. "I have a little basket in my kitchen." The rags go in the wash and get reused. For more green tips, visit NRCM's website at [www.nrcm.org](http://www.nrcm.org).



## MY MAINE THIS WEEK

"Here's a photo from a September hike up Whitecap in East Andover, a Mahoosuc Land Trust property (conserved with LMF funds). It was a spectacular day." —NRCM member Peter Simmons of Brunswick, Maine

**Do you have a photograph of Maine you'd like to share? A short poem?**  
**Send your submissions to [beth@nrcm.org](mailto:beth@nrcm.org). Visit "My Maine This Week" online at [www.nrcm.org](http://www.nrcm.org) for guidelines and more photos.**