**MAINE CHAPTER**
**APPALACHIAN MOUNTAIN CLUB**
**2012 Annual Report**
**October 1, 2011 – October 1, 2012**

The programs, trainings and trips offered in the past year by the Maine Chapter's Executive Committee, committee members and leaders are highlighted in this report. As you will read, the Maine Chapter has offered a wealth of information and experiences thanks to a dynamic, committed group of volunteers.

Respectfully compiled and submitted,
Larry Dyer
Maine Chapter Chair

## Newsletter Committee- "Wilderness Matters"
## Compiled and submitted by Carey Kish, Editor

**Activity Period:** October 1, 2011 through September 30, 2012. Note: Newsletter budget is prepared on a calendar year basis.

**Numbers Reached:**

| Issue | Print Subscribers | Electronic Subscribers | Other Distribution | Total Reach |
|---|---|---|---|---|
| October-11 | 2249 | 488 | 200 | 2937 |
| January-12 | 2276 | 495 | 200 | 2971 |
| April-12 | 2251 | 1135 | 200 | 3586 |
| July-12 | 2248 | 1136 | 200 | 3584 |
| **TOTAL** | **9024** | **3254** | **800** | **13078** |

*Wilderness Matters* averages 2,256 print subscribers per quarterly issue. Electronic subscribers have more than doubled to 1,136 in July, but that may have more to do with a change in how e-subscribers are counted, i.e. individual vs. family. We generally have an additional 200 copies printed and these are divided up and distributed for promotional use to: 1) the Meetings & Education Chair for programs and events 2) AMC Maine Policy Office in Portland 3) AMC Maine Woods Initiative Office in Greenville for Maine Woods Lodges. Total reach of *Wilderness Matters* newsletter for the period is 13,078.

**Quality Assessment:** WM is an attractive product, and chapter officers have received lots of good comments on the newsletter. WM has a color page on front and back, black and white print inside. Starting with the April 2012 issue, *Wilderness Matters* expanded from 8 pages to 12 pages. This was simply due to the high volume of outings, events, and meetings, and the wealth of information available to go out to the members. Over the period, the newsletter consisted of: 10 feature

articles, 12 Meetings & Education pieces, 12 pages of outings, events, and meetings information, 3 opinion pieces, and myriad photos.

**Partnerships:** The WM editor works closely with members of the Maine Chapter Executive to produce each issue and provide quality control. The editor attends ExCom meetings and requests and receives good input. The Outings Chair and Meetings and Education Chair are key players in providing content. The chapter treasurer is in the loop to be sure invoices are paid on time. The ExCom reviews each issue during production to ensure content quality and accuracy.
The WM editor also works closely with a graphic designer, brightredbicycledesign, and the publisher at Times Record, who does the printing and mailing. As stated above, WM is distributed not only by mail and email, but by the Meetings and Education Chair, the Maine Policy Office, and the Maine Woods Initiative Office, so that many more individuals can see and appreciate the product. AMC in Boston provides the print and email member addresses for print distribution, and a chapter member handles the electronic distribution.

**Lessons Learned:** In November 2011, Carey Kish became the new WM editor, taking over for the interim editor, Carrie Walia. Carrie provided Carey with excellent training and orientation to the job, so it was a smooth transition. To date, the newsletter process under the new editor has gone very well. Generally, a notice is sent out to the ExCom two weeks prior to the deadline to request content for the upcoming issue. Content is due on the first of the month, 30 days prior to distribution. The editor then reviews and edits the content, and sends to the graphic designer in about 10 days. The design process takes about a week. The draft newsletter is then distributed to the ExCom for review and comment. This takes 2-3 days. The final edits are then made and the copy sent back to the designer. The final newsletter product is then sent to the publisher for printing and mailing, and an e-version is provided to the chapter for email distribution. We aim for in-home delivery by the first of the month or shortly thereafter. E-subscribers get their copy up to a week earlier.

**Thank you!** The entire *Wilderness Matters* newsletter process takes coordination and a lot of work by many people over the course of some six weeks, four times each year. The editor expresses sincere thanks to everyone involved in every way large or small, and to the readers of course!

**Goals and Needs:** One of the big goals each year to keep the newsletter on budget.

| Issue | Design | Printing | Postage | Total |
|---|---|---|---|---|
| October-11 | 237 | 686 | 562 | 1485 |
| January-12 | 270 | 685 | 574 | 1529 |
| April-12 | 394 | 875 | 562 | 1831 |
| July-12 | 382 | 881 | 560 | 1823 |
| **TOTAL** | **1283** | **3127** | **2258** | **6668** |
| **BUDGET** | | | | **6700** |
| **OVER/UNDER** | | | | **-32** |

The *Wilderness Matters* newsletter is budgeted at $1675 per issue x 4 issues per year = $6700. As you can see from the above table, the newsletter is $32 under budget for the 4 issues for the

period. Note: Newsletter budget is prepared on a calendar year basis, but the comparison for the period is still valid.

The change from 8 pages per issue to 12 pages did produce an increase in costs of about $300 per issue. Whereas the budget for 2012 was $1675 x 4 = $6700, for 2013 it will have to be revised upward to at least $1850 (a little more than we have been averaging) x 4 = $7400, a difference of $700 over last year. To help offset this increase we plan to campaign for newsletter subscribers to switch to the e-version to help reduce costs and speed up delivery to inboxes. If it costs $0.81 per issue per print subscriber (e.g. July 2012 issue), then we need to realize a switch of approximately 864 subscribers from print to email. As more and more people rely more heavily on getting their information from mobile phones and tablets, this is perhaps, not an unrealistic goal. This promotional campaign will start with the January 2013 issue and continue through the year, and we will be monitoring the results against our goal.

**Contact:** Please contact Carey Kish, *Wilderness Matters* editor, at newsletter@amcmaine.org or 207-838-9669 with any questions or comments.

## Trail Committee Report
## Compiled and submitted by Doug Ofiara and Richard York, Trails Committee Co-Chairs

Douglas Ofiara and Richard York, Co-Chairs, with Keith Chapman and Peter Roderick, Emeritus Co-Chairs

The ME Chapter Trail Committee has gone through a successful transition of new Co-Chairs, Douglas Ofiara and Richard York assisting the previous Co-Chairs Keith Chapman and Peter Roderick. The Chapter has approximately 40-miles of hiking trails to maintain periodically in the state of Maine.

Work trips were led to Pleasant Mt.-Ledges Trail (2), Burnt Meadow - Stone Mountains (3), Rumford-Whitecap (1), Bald and Speckled Mts. (1), in southwest ME, Little Lyford and Maine Woods area (3), and on the AT near the Bigelows in northwestern ME.

The number of volunteers participating on these trail work trips has been fairly steady over time with some ups and downs (5-6, high of 12, avg 5.6). Weather has been a factor, rain and hot temps are usual reasons for low turnouts, and sometimes cancellations. Trips to Lyford Pond Camps - MWI continue to be popular events with increases in numbers and returning volunteers. We thank all trail volunteers for their support.

Southwest Maine has seen successful, though sporadic work. We targeted 8 trail-locations. Some are annually recurring trail-locations, Ledges Tr-Pleasant Mt., Bald-Speckled Mts., BMM-Stone Mts., Rumford-Whitecap Mts. On one trip we were overmanned, Apr 14, and some did little work, although all enjoyed the work outing. Those that have volunteered have really enjoyed the work, especially involving the new trail sections and additions.

Peter's trips to Little Lyford and Gorman-Chairback Lodge continue to expand trails in these areas and help with camp work requiring many hands. Very popular with very positive feedback the volunteers no doubt enjoy staying at these camps while they work. Peter also has partnered with Peter Boderick and the ME Appalachian Trail Committee with work on the AT near the Bigelows.

In the upcoming year(s) we will try to rotate to trails that have not seen work in the last 2-3 years where possible. When we brushcut and blaze, the work is designed to have an effective life of 3-yrs or more. In this manner we will try to get to more trails the ME Chapter is responsible for. In situations where there is too much labor, we will coordinate car pooling to nearby trails to have greater impact and accomplish more.

We have not been as successful with recruiting new volunteers for trail work and in creating interest in trail work as we would have liked. Our regulars consist of a core of 4-5 (Keith, Richard York, Douglas Ofiara, John Wiley, and many times Jane Gibbons). We will advertise some trail work outings slightly different in 2013, with a combination of trail work and a hike on the trail designated for work to see if we get more "hits". And by doing the entire trail vs. a 100', 200' section we will have a completely maintained trail good for 3-yrs or more, and will notice any trouble spots.

The inventory of trails started in 2011, has made considerable progress. Another year will help keep contacts open and communications, and fill in any blanks. Because of our expertise, we are maintaining the inventory for trails south of Rt. 2, except for the Mahoosic-Grafton area already completed.

**Recommendations:**
Trail Co-Chair for the area of ME north of Rt. 2. Given time and gas constraints for all, a trail Co-Chair in the area of ME north of Rt. 2 is needed to coordinate and schedule trail work on ME Chapter Trails in this area. Suggestions are from the pool of existing trail-adopters in this area.

Also just to let members know that there are trails ready for adoption of those maintained by the ME Chapter. Contact: Douglas Ofiara, Richard York, Peter Roderick.

All of us can help the trails by picking up and removing debris and minor blowdowns and generally leaving the trail in better shape than they found it, trail stewardship is something we can all practice. Doug Mayer of the Randolph Mountain Club writing in the RMC Newsletter also encourages this "call to arms" (RMC Newsletter, Summer 2009), "As you hike, there is trail work you can accomplish, if you keep your eyes peeled." He stresses that the major work be left to the trail crews as well as the blazing. Quoting the "Father" of the Connecticut Blue-Blazed Hiking System, Edgar L. Heermance (1876-1953):

"A Good Trailsman Always Leaves a Trail
a Little Better Than He Finds it."

| Date | Location - Work | # Vol's | Hrs Worked | Total Hrs. |
|---|---|---|---|---|
| Apr 14 | Ledges Tr., Pleasant Mt., Bridgeton<br>Brushing, Stone work, discourage shortcuts. | 12 | 6.5hrs | 78hrs. |
| Apr 28 | Stone Mt. Tr., Stone Mt., Brnfld<br>Reconn for Loop Trail on Stone Mt. | 5 | 4hrs. | 20hrs. |
| May 5 | Mt. Cutler, Hiram<br>New trail section to Barnes Tr. | 4 | 4.5hrs | 18hrs. |
| May 19 | Rumford-Whitecap Mts., Rumford<br>New trail linking both Mts. | 5 | 6hrs. | 30hrs. |
| June 2 | Hastings Hill Trail, Brownfield | 6 | Rained Out | |
| June 16 | Bald-Speckled Mts., Peru | | Canceled- Heat | |
| July 14 | Rumford-Whitecap Mts., Rumford | | Canceled - Heat | |
| July 28 | Ledges Tr., Pleasant Mt., Bridgeton<br>Repair 100' of washed out Stone Steps | 6 | 6hrs. | 36hrs. |
| Aug 11 | Stone Mt., Brownfield Changed to Bald-Speckled Mts., Peru<br>Brushed Main Trs & Loop Tr.,<br>New Blazes to Bald Mt., Loop Tr. | 8 | 6hrs. | 40hrs. |
| Aug 25 | Waterford Historic Tr. | | Canceled- Lost Trail<br>(Landowner opposed trail) | |
| Sep 8 | Twin Brook Trail, BMM, Brwnfld<br>Brushcut & Sidehill Leveling. | 5 | 6.5hrs. | 32.5hrs. |
| Sep 22 | Frost Mt. - Canceled | 2 Co-leaders had schedule conflict | | |
| Oct 20 | Changed to Oct 27<br>Peary Mt. or Hastings Hill Trail | | | |
| Nov 3 | Terry Blake Tr., Brownfield | those going to Ann. Meet work 1/2 day. | | |
| Total | 10 trips | 50 volunteers<br>Avg=5.6 w/o Apr 14 | | 176.5hrs. |

## E-Communications Committee
## Compiled and Submitted by Laura Flight, E-Communications Committee Member

- **Activity Period.** The activity period is from October 1, 2011 through September 30, 2012. Members of the E-Communications Committee include:
    - Tim Flight- Chair
    - Laura Flight- member
    - Karen Herold- member

- **Numbers Reached.** The E-Communications Committee both directly and indirectly reaches members and the general public through the five primary mechanisms listed below; numbers reached are easier to track for some products than others.

| Mechanism | Members, Public, or Both | # of Distributions | # Reached |
|---|---|---|---|
| 1. Maine Chapter website / posts | Both | Constant/116 posts | *Pending compilation* |
| 2. E-newsletter | Members | 4 | 1,137 |
| 3. Monthly e-mail blasts | Members | 10 | ~3,000 |
| 4. Maine Chapter Facebook page | Both | ~60 | 207 "likes" |
| 5. AMCMaine Twitter page | Both | ~79 | 41 "followers" |

**1.** The Maine Chapter website (www.amcmaine.org).
The Maine Chapter website primarily has 14 active pages.

- Home page
- Calendar
- 7 Committee pages
- Mission
- Newsletter
- Resources and Links
- T-Shirts
- Volunteer

There are also several links to AMC pages for things such as membership, lodging, AMC website, Member Center etc. These are part of the "template" for websites initiated by AMC a couple of years ago.

The Maine Chapter home page is a "blog" format where discreet entries called "posts" are added in series, with the newest information at the top and older posts trickling down below. There were 116 unique posts made to the home page this year; 114 by Laura, 1 by Tim, and 1 by Jeff. Several posts done by Laura were at the request of others and Laura appreciates these submissions. Based on that number of posts, on average every 3 days new content is added to the website providing a dynamic page and aiding in our ranking in search engines.

The calendar page on the Maine Chapter website lists the club's trips, activities, volunteer opportunities, and meetings. Content is created by individual leader's submissions to the on-line trip listing system that are approved by the applicable committee chair, typically the Outings Committee Chair. Those numbers will be reported by the responsible committees.

Several committees of the Maine Chapter have a page on the Maine Chapter website. These include:

- Conservation
- Meetings and Education
- Outings
- Trails
- Young Members
- Newsletter

Karen Herold of the Conservation Committee provided information to significantly update the content of this page in 2012. Other committees who do not have a web page are welcome to have one; please provide the content to Laura or Tim and they will work with you to have it added.

**2.** Electronic distribution of the Maine Chapter quarterly newsletter *Wilderness Matters* to members who have elected to subscribe electronically and forgo the paper version.

The Maine Chapter newsletter *Wilderness Matters* is published quarterly. Members can elect to receive their newsletter electronically or in paper format (e-sbuscribers have an added bonus of color pictures). The electronic distribution is coordinated through Laura via AMC's Kintera database. During 2012, we started using the "template" that is also used for the monthly e-mail campaigns. This has the same layout and format ("look and feel") as our home page. Below is the number of e-subscribers for the activity period. The reason for the sharp increase from December to April is unknown, but could be due to how AMC "counts" subscribers (number of family members versus family membership):

| **Issue Date** | **Number of e-subscribers** |
|---|---|
| October 2011 | 488 |
| December 2011 | 495 |
| April 2012 | 1135 |
| June 2012 | 1136 |

**3.** Electronic distribution of monthly e-mail campaigns ("blasts") to all Maine Chapter members with a current e-mail address on file with the AMC. These numbers are not readily available to chapter volunteers, but are estimated to reach approximately 2,500 to 3,000 members. At Executive Committee meetings, committees are chosen for who will sponsor that month's blast based on time-sensitive upcoming activities and distribution among the different committees. Content including pictures are provided to Laura who formats it in AMC's Kintera database and coordinates approval with Cindy Martell at AMC. Below are the dates, committee sponsor, and content topics for the 10 blasts sent during the activity period.

| Date | Committee | Content Topic |
|---|---|---|
| October 8, 2011 | Meetings and Education | Start of the upcoming season |
| November 26, 2011 | Outings | Winter series and winter workshop |
| January 27, 2012 | Conservation | 3 upcoming conservation events |
| February 25, 2012 | AMC/Outings | Great Maine Outdoors weekend |
| March 23, 2012 | Conservation | Conservation event and Facebook page |
| April 7, 2012 | Maine Woods Initiative | Upcoming MWI presentation |
| May 5, 2012 | Trails | Start of trail work season |
| July 13, 2012 | Outings | Cold River Weekend |
| August 24, 2012 | All | Annual business meeting |
| September 21, 2012 | All | Annual business meeting (repeat) |

**4.** The Maine Chapter Facebook page.

Karen started a Maine Chapter Facebook page (http://www.facebook.com/MaineAMC?ref=ts&fref=ts) on March 9, 2012. Page administrators include Karen, Tim, and Carey Kish (Newsletter Chair). The page is open to the general public and is not a "group" page. Karen posts new information on average every 3 days. As of this report, the page had 207 "likes." The Young Members Committee also has a Facebook page that it maintains for YM related activities.

**5.** The Maine Chapter Twitter account.
Tim created a Maine Chapter Twitter account (http://twitter.com/AMCMaine) in early March 2012. Tweets are generated by posts to the home page, and are copies of these. As of this report, there are 31 followers of Maine Chapter tweets.

- **Quality Assessment.**

The E-Communications Committee is pleased with the diversity of ways it is reaching out to members and non-members alike. In addition, it is keeping up with the times with the addition of its Facebook page and Twitter account. The difficult part to evaluate is the response to our efforts my members and the public as e-mail blasts, our website are "one-way streets" so to speak. Facebook provides many more opportunities for interaction, but these have not yet been assessed.

- **Partnerships.**
  - What other Maine Chapter or AMC committees did you co-host activities with?
    The role of the E-Communications Committee is to broadcast other committee's events and activities, so in theory we worked with all committees. Tim continues to work with AMC on templates as well as aid other chapters in the xml feed he wrote to automatically update respective chapter's calendar pages.
  - What other organizations did you co-host with?
    N/A

- **Thank yous.**

The E-Communications Committee would like to thank Karen Herold for creation, maintenance, and distribution of the Maine Chapter Facebook page. Laura would like to thank John Mullens of the Meetings and Education Committee for content for several home page postings related to his committee's events. Laura would like to thank Carey Kish and Lauren Mier for timely receipt of the Maine Chapter newsletter issues that include color photos for e-subscribers.

- **Goals and Needs.**
  - What are your *goals* for the coming year?

    The primary goals of the E-Communications Committee are:

    1. Continue to provide time-sensitive, interesting content through posts on our home page.
    2. Continue to distribute the quarterly Maine Chapter newsletter *Wilderness Matters* to e-subscribers through electronic means. If additional subscribers are added, this may eventually save the chapter valuable funds in printing and postage.
    3. Continue to distribute monthly e-mail blasts. Related to this, the html templates will be updated as the formatting is quite clunky.
    4. Compile a document (or rather more of an illustration at the moment) that highlights all of the communication types we offer. Attributes included will be items such as frequency, permissions, distribution etc. This will incorporate some of the AMC communications as well so that we can get a big picture of how our communication syncs (or doesn't) with their communications.
    5. Assess activity and output from all electronic mechanisms as noted in #4 above.
    6. Have committees submit more content for website home page and Facebook page posts.

  - What are your *needs* to accomplish these goals?

    One of the inherent bonuses of all of the e-communication efforts is there is virtually no costs associated with them. So large amounts of funding are not needed to accomplish our work. However, what is needed that is sometimes more difficult to come by are time and coordination. It takes a significant amount of time that spans the entire year to make posts to the home page and Facebook page. We also need to better coordinate messages we are delivering to our members and the public through our different e-media so that we are not repeating ourselves in different mechanisms, or missing a segment of our interested population.

## The Meetings & Education Committee (M&E)
## Compiled and Submitted by John Mullens, Chair M&E Committee and Kathy Claerr, Member

**Activity Period.** This M&E Committee annual report covers the activity period from September 1, 2011 to August 31, 2012. M&E programs follow a "program year" calendar, generally running from early fall to early summer and this report covers that activity period.

During this period, the primary function of the M&E Committee was to sponsor indoor evening events with educational and enlightenment benefits to Chapter members and non-members. The free events, advertised and open to the public, also served to develop a sense of belonging to the Chapter, generate enthusiasm for other Maine Chapter activities, and introduce AMC and the Maine Chapter to non-members. A secondary function of the committee was to sponsor programs on conservation topics. This year's monthly indoor events started in September 2011 and ended in July 2012. Our program year ran much longer this year with August 2012 the only quiet month during this reporting period. The speakers, topics, locations, and attendance are detailed below:

Table 1: 2011-2012 Events organized by the Meetings and Education Committee showing speaker, topic, location, and number of attendees by meeting.

| Date | Speaker | Topic | Location | # Attendees |
|---|---|---|---|---|
| Sept 28 | 4 Wind Power Experts, moderator | Doing Wind Right | Falmouth | 30 |
| Sept 28 | Jennifer and Trevor Seip | Living Lightly on the Land | Holden | 30 |
| Oct 19 | Bill Beardsley, Maine Comm of Conservation | The Dept of Conservation's Role in the LePage Administration | Holden | 32 |
| Oct 25 | Sam Jamke | Tramping in New Zealand | Freeport | 62 |
| Nov 15 | Sam Jamke | Tramping in New Zealand | Holden | 29 |
| Nov 16 | Bob Arledge and Friends | Kayaking the Maine Coast | Freeport | 73 |
| Dec 6 | Max Neale, Outdoor Gear lab.com | Lighten Up! | Brunswick | 54 |
| Dec 14 | Jeff Romano | 100 Hikes in New England | Holden | 32 |
| Jan 17 | Carey Kish | Hiking the West Coast Trail | Brunswick | 14 |
| Feb 14 | Tulle Frazer and Rob Bryan | Hiking the French Alps | Brunswick | 61 |
| Mar 21 | Barbara Charry | Not Just Chickens Cross Roads | Brunswick | 14 |
| Mar 29 | David B. Field | Along Maine's | Holden | 32 |

| | | | | |
|---|---|---|---|---|
| | | Appalachian Trail | | |
| Apr 24 | AMC ME Chapter MWI Committee | New Plans and Opportunities in the North Maine Woods | Freeport | 62 |
| Apr 25 | Carey Kish | The Brand New Maine Mountain Guide | Bangor | 24 |
| May 15 | Carey Kish | The Brand New Maine Mountain Guide | Brunswick | 41 |
| June 5 | Becky Fullerton, AMC Historian | Old-fashioned North Country Recreation: Historical Films from the AMC Archives | Brunswick | 44 |
| June 6 | AMC ME Chapter MWI Committee | New Plans and Opportunities in the North Maine Woods | Bangor | 16 |
| Jul 18 | Carey Kish | Forest Ecology and Tree Identification | Freeport | 18 |

- **Numbers Reached.** Please somehow *quantify* the number of people reached or involved with your activities, ideally per activity and then totaled for the year. Use tables and other graphical displays as appropriate to help summarize the information.

In the 2011-12 program year, the M&E Committee-sponsored events reached a total of 668 attendees at 18 potluck and presentation events during this eleven-month period for an average of 37 attendees per event. Although the number of attendees at each event ranged widely—from 14 to 73—the Committee believes that each program offered interesting information that was valued by our audiences. "Numbers reached" is one measurement of the committee's success, but it is not the ultimate objective of our committee. For example, four programs each drew fewer than 20 attendees but were terrific educational /conservation events: a planned program on Merrymeeting Bay ecology, a program on forest ecology, a program on Audubon's Roadwatch research project, and a program on the conservation plans and recreational opportunities on AMC's Maine woods acreage. Interestingly, all four of these low-attendance programs were conservation oriented, and despite their low attendance, the M&E Committee believes they were important to present and that they provided valuable and interesting information that was important to present. Accordingly, our assessment of the season's success is a combination of numbers reached and important issues presented.

At the other extreme, four programs drew crowds far above average. Three were Brunswick accounts of adventure trips: kayaking the Maine Coast, tramping in New Zealand, and hiking the French Alps. The fourth was a conservation and education event: the Freeport program on the conservation plans and recreational opportunities in AMC's Maine woods.

Table 2: 2006-2012 Events organized by the Meetings and Education Committee showing number of events, total number of attendees, the percent change of total attendees, and average number of attendees by program year.

| M&E Series | No. of Events | Total Attendees | Total Attendees Percent Change from Previous Year | Average Attendees at Each Event |
|---|---|---|---|---|
| 2006-2007 | 5 | 75 | | 15 |
| 2007-2008 | 10 | 313 | + 317 | 31 |
| 2008-2009 | 9 | 288 | - 8 | 32 |
| 2009-2010 | 10 | 427 | +48 | 42 |
| 2010-2011 | 13 | 605 | +42 | 46 |
| 2011-2012 | 18 | 668 | +10 | 37 |

As illustrated in Table 2, both the number of M&E events has grown over the six years for which we have records and attendance at them has increased and this has been encouraging. The 2011-2012 program year continued that upward trend in both numbers. First, there were 38 percent more programs during the 2011-2012 program year (18) than the previous year (13). The M&E committee put in alot of time-consuming work to produce 18 programs in those 11 months. In addition to simply having more programs, the committee was trying for more varied program content to attract more attendees and a wider range of attendees.

Second, the total number of attendees during the 2011-2012 program year (668) was a 10 percent increase over the previous year (605), which was itself a 42 percent increase over 2009-2010. The average number of attendees at each event was less than the previous year by 20 percent. While we are pleased that the total number of attendees is greater than any previous year, we are also disappointed that average attendance fell this year. It may indicate that our target audience has reached a saturation point, that there is a limit to the number of programs individuals will attend over any time period, or that some programs were less interesting.

Table 3: 2009-2012 Events organized by the Meetings and Education Committee showing number of events and average number of attendees by location and program year.

| Program Year | Number of Events by Location | | Average Number of Attendees by Location | |
|---|---|---|---|---|
| | Brunswick and south | Bangor and Holden | Brunswick and south | Bangor and Holden |
| 2009-2010 | 8 | 2 | 47.1 | 25.0 |
| 2010-2011 | 9 | 4 | 50.4 | 37.8 |
| 2011-2012 | 11 | 7 | 43.0 | 27.9 |

As can be seen by Table 3, we increased the programming in both locations, and in both locations the average number of attendees was lower. With 11 southern programs this year (compared to 9 last year), the average attendance was 43 (compared to 50 last year). With 7 northern programs this year (compared to 4 last year), the average attendance was 28 (compared to 38 last year).

The Brunswick and south numbers continue to be larger than the Bangor area numbers. We would expect this since Brunswick, Freeport, and Portland are AMC population centers and have a history of M&E events. Further, we utilize the Curtis Memorial Library in Brunswick and the Freeport Community Library in Freeport, both outstanding facility for potlucks and speakers.

Of the 7 programs in the north, 5 were joint programs with Maine Audubon's fields Pond Center in Holden, 2 were our programs held in the Bangor Public Library. The average attendance at the joint programs was 31 compared to 20 for the AMC-only programs. Obviously, the joint programs draw from a larger membership base, so that while the organizational work is still done by our Chapter's M&E Committee, the joint sponsorship increases the attendance and limits the cost or producing the event. The lower attendance at the solo programs may have been topic related, in that "New Plans and Opportunities in the North Maine Woods" was likely not as enticing as other topics might have been. Despite the low attendance, we feel that this was still an important message to get before the public, even with a lower than average expected audience.

As this new program year moves forward, we will re-evaluate our programming, specifically to assess whether the 2011-2012 level of effort is sustainable and if the benefits of additional programs are worth the added effort. We will continue to pursue program topics that are interesting to Maine Audubon and programs with current relevancy. The M&E Committee will continue to track numbers, locations, and types of events to better determine how we can reach more members and non-members.

- **Quality Assessment.** Please somehow *qualify* how well received the activities were. Is there enthusiasm for these types of activities? Are they in demand?

Enthusiasm for M&E events in Maine has grown and demand has increased steadily over the last six years. The success of these events is likely due to several factors including popular and timely topics that often combine education and adventure in a single talk, well-traveled speakers who are also accomplished presenters, prior publicity in print and on the web, and a growing membership base that has learned to expect good programs. While average attendance declined this year compared to last year, we are still pleased with the total number of members and prospective members we reached this program year.

In addition to the typical M&E events this year, the committee also organized several events that focused on conservation issues. While there can often be overlap between M&E and Conservation evening programs, this year we focused on diversifying our programs. Three programs were specifically conservation-oriented. Bill Beardsley, Maine Commissioner of Conservation, spoke to the chapter and the public in Holden in October. Attendance was about average for that venue. The Chapter's MWI Committee organized an evening to highlight new developments in the MWI region. Attendance was high for the Freeport program but low for the Bangor program. We also organized a forum on land-based wind power in Maine in cooperation with the Gilsland Farm Audubon Center. This event was significant for two reasons. Representatives from First Wind joined with conservation experts from AMC, Audubon, and anti-wind organizations provided a competent and balanced panel. Attendance was below average for a southern Maine location.

This program year, our southern-based programs were primarily at the Freeport Community Library (4) and the Curtis Memorial Library in Brunswick (6). Both facilities fit our needs. While Brunswick is somewhat larger, both spaces are well-suited to an audience of our size, we have access to a kitchen, there are tables on which to eat, the room transitions well from the potluck to the program, we can stay as long as we need, and the rental fees are reasonable.

The only downside is that both libraries are a longer drive for Portland and South Portland residents as well as for those who live further south such as in Cape Neddick, for example. At the same time, we are substantially closer for potential attendees living north of this area such as in Rome, Maine, for example. Short of a controlled experiment, there is little scientific evidence we can collect to determine the relative average attendance in Portland or South Portland versus Brunswick or Freeport. However, we will look for one or more alternative spaces, in a church or other public facility perhaps, closer to the Portland/South Portland area.

- Do we need to offer more of them? Less of them?

During the three years of this volunteer's tenure the total number of events, total number of attendees, and average attendance built on and exceeded the previous three years. For the three-year period from 2006-09, 24 evening events drew 676 attendees, an average of 28 per event. For the three-year period from 2009-12, 41 evening events drew 1700 attendees, an average of 41 per event. That growth in numbers over these years seems good for the Chapter.

Is there room for further growth? It may be that we have reached a saturation point for our current format and general topics and that if growth in numbers is the end objective, it is time for change in direction. Since our 2012-13 programs are already nearly all planned, any future

directional changes will primarily be implemented during the 2013-14 program year, This is a question the M&E Committee will be assessing during this program year.

- Any feedback from the general membership to share?

We continue to get positive feedback from our audience and the general AMC Maine membership. Comments include appreciation for a regular schedule of programs, for the potlucks in the south, and for the range of topics presented. We also interpret the attendance numbers as positive feedback for the monthly meetings in general and for the specific programs.

- **Partnerships.**
  - What other Maine Chapter or AMC committees did you co-host activities with?

The M&E Committee continues to receive tremendous help and guidance from other Maine Chapter ExCom members, and we coordinate particularly with the Chapter's Conservation Committee. Karen Herold, Conservation Chair, was involved in some planning, proposed good topic ideas, and planned some events on her own. We look forward to continued cooperation with Karen or other Conservation Chairs in the coming year.

  - What other organizations did you co-host with?

M&E has a successful partnership with Maine Audubon where we co-hosted four events at their Fields Pond facility and one event at their Gilsland Farm facility. This was our second year of joint programming and the collaboration process has become clearer through our longer partnership.

In most cases, the M&E Committee develops a topic and Audubon hosts it. We organized four of the five Holden events that were jointly advertised in the two organizations. Two additional M&E program ideas were rejected by Fields Pond as not being relevant to their membership and so were solo produced by M&E.

- **Goals.**
  - Please list the goals you had developed for the current program year (2010-2011).

The overall goal of the Meetings and Education committee for the previous program year was to support the mission of the Maine Chapter of the AMC through educational activities intended to provide members with opportunities to learn about the natural world, healthy outdoor recreational opportunities, and our responsibilities to help protect our natural environment.

M&E programs follow a "program year" calendar, generally running from fall to early summer, this year from September 2011 through May 2012. We established the following specific activity objectives to accomplish this overall goal during this time period:

1. To develop and implement 3 education-oriented meetings from October to December 2011 and 5 meetings during January to May 2012 close to southern high-density population centers (Freeport and Brunswick, for example), with an average of 40 attendees each,

costing no more than $100/each (room fee, publicity printing, speaker honoraria, potluck supplies).

2. To develop and implement 2 education-oriented meetings from October to December 2011 and 3 meetings during January to May 2012 in more-northern high-density population centers (Bangor and Holden) with an average of 25 attendees each, costing no more than $50 each (room fee, publicity printing, speaker honoraria).

3. To work together with other organizations with compatible goals (Maine Audubon or MOAC, for example) to co-sponsor joint programs anywhere in the state but most likely in the southern seacoast and the Bangor areas, seeking to expand our influence to already-established communities of other like-minded individuals who might not otherwise participate in our activities.

4. To increase the proportion of our evening events that might be classified as educational/informative events relative to events that are more adventure/inspirational. Past M&E events have been a mixture, but the majority have been more adventure travel oriented rather than educational. Without intending to denigrate inspirational stories, we hope to change the proportion slightly to increase the number of informative events in our lineup. This may have the unintended effect of decreasing attendance at such events, but we are willing to take that chance to be able to present topics that can both inform and entertain.

5. To plan at least two events with a field-trip follow-up. We think many members would appreciate a "double-whammy" approach to learning about the natural world, such that we would have a speaker (on bird identification, for example) on a Tuesday evening followed by a Saturday field trip led by the same expert. The field trip would put into practice the tools and learnings presented by the expert during the indoor session.

6. To plan a possible series of events featuring naturalists who would focus members' attention on issues within Maine's natural world. This goal supports goal number 4 above and could overlap with goal 5. On the other hand, we might achieve this goal by featuring speakers who teach about natural issues wholly appropriate to indoor learning and less suitable for an outdoor fieldtrip.

- Were your goals for this year met, or do you anticipate that they will be met? Why?

Each 2011-12 goal (detailed above) is assessed below.

1. This goal was met in all respects. We held 11 events in the Brunswick/Freeport area that averaged 43 attendees at each program, costing somewhat less than $100 each. Compared to the previous year (2010-11), this was an increase in the total number of programs and a decrease in the average number of attendees.

2. This goal was met in all respects. We held 5 meetings in Holden and 2 events in Bangor that together averaged 28 attendees each and cost less than an average of $50 per

program. Compared to the previous year (2010-11), this was an increase in the total number of programs and a decrease in the average number of attendees.

Our northern programs, even though now in their third year, continue to feel more tenuous than the southern series. Partly this comes from a feeling that there is less of a "core" audience in the north, such as we seem to have in the south, which will turn out for any scheduled AMC program. Partly this may be a result of the organizers being physically located in the south, searching for speakers and planning programs in the north. WE have tried to recruit more local AMC members to help with northern programming, but have yet to sign anyone on. In the meantime, we continue to keep abreast of northern outdoor news that would make for interesting programs.

3. This goal was met. As noted, Maine AMC co-sponsored five successful events with Maine Audubon: one program with Gilsland Farm Audubon and four with Fields Pond Audubon. This is a tremendous improvement over the previous year when we were only able to cosponsor one program.

4. This goal was met, but minimally. During the 2010-11 program year, 3 of our 13 programs (or 23 percent) were conservation oriented. This year, 5 of our 18 programs (or 28 percent) were conservation topics. By another yardstick we nearly doubled the conservation programming (5 this year compared to 3 last year), but we should have tried to increase that number even more. When we greatly increase the total number of programs, we have to work even harder to increase the percentage of conservation programs.

5. This goal was not met but partially realized. Carey Kish suggested and presented a program on tree identification and forest ecology coupled with a Saturday walking field trip through his woodlot. This was exactly the type of program we were thinking about last year when the committee first established that goal. It was a real pleasure to offer that program and we did so even though it had to happen late in the M&E season. Even though we were already extending the normal M&E season into June by offering an AMC historical film fest, we offered the forest ecology program and field trip in July 2012.

6. This goal was met. Barbara Charry's program on animal migration, living, and travel patterns was an excellent opportunity for members and the public tolearn about how wildlife live in the state among manmade development and people. Carey Kish's program and follow-up field trip was a chance for people to learn from an expert and Registered Maine Guide about trees and their relationship to the forest and to us. Each program was wonderful, but attracted fewer than 20 participants, about half of our normal average audience. The programs were deemed wonderful, however, by those who attended.

- **Lessons Learned.** <u>Any valuable information learned that would benefit other committees?</u>
  - <u>Things that worked well</u>.

1. Working with a committee, rather than alone. This year would not have been possible without the diligent help of Kathy Claerr, AMC Maine member and M&E committee

member. The collaborative enthusiasm generated between two people is significantly greater than that which emanates from a solo operator. That enthusiasm manifests itself in a wider variety of good ideas, more work done faster, a friendly nudging that keeps us on task and on schedule, and quite simply, more enjoyment in the process.

2. Continuing to use a privately generated mailing list for monthly M&E reminders. WE offer M&E program attendees the opportunity to receive monthly emails from the M&E committee about upcoming topics. This list is not shared with anyone else even within the wider AMC community so subscribers have control over how many emails might show up in the inbox. Developing and expanding separate M&E e-mail lists for the south and the north continues to work well along with articles in Wilderness Matters and notices in newspapers and online calendars.

3. Collaborating with Maine Audubon in Holden. We expanded and deepened our relationship with both Matt and Holly at Fields Pond. They continue to be terrific to work with, open to suggestions within a more known range of topics, and sometimes share responsibility for developing joint programs. Their facility is terrific (if a distance from downtown Bangor) and we will continue to collaborate with them when the topic fits their requirements. Otherwise, we will continue to use the Bangor Public Library for local events.

- Things that didn't work as well.

1. Obtaining an alternate southern venue. Since the South Portland Library new rules (everyone must be gone by 8pm) have essentially removed their facility from our location list, the Committee has been searching for a new facility that will serve the southern residents. All of our southern programs were held at the Curtis Memorial Library, which works marvelously, but is often booked far in advance. Finding a new location will be our focus in between program years.

- **Thank you's.** A huge special thanks to Kathy Claerr, our new M&E committee member, excels in her outside-the-box thinking, her broad approach to education, and her enthusiasm for all things AMC and M&E. Further thanks go to Jeff Aceto, Laura Flight, and Karen Herald for their support and encouragement of all things M&E. And finally to the many other Chapter members who pitch in at the events to set up and take down tables and chairs, welcome newcomers, and respond appropriately to my opening remarks.

- **Goals and Needs.**

  - What are your *goals* for the coming year?

The M&E Committee's objectives for the coming program year (2012-13) are to sponsor free indoor evening events that:

→ Provide educational and enlightenment benefits for Chapter members and the public
→ Develop a sense of belonging to the Chapter
→ Generate enthusiasm for other Maine Chapter activities

→ Introduce AMC and the Maine Chapter to non-members

To accomplish these objectives, we developed the following goals for the 2012-13 program year:

1. To develop and implement at least 9 education-oriented meetings from September 2012 to July 2013 close to southern high-density population centers (Freeport and Brunswick, for example), with an average of 45 attendees each, costing no more than $100/each (room fee, publicity printing, speaker honoraria, potluck supplies).

2. To develop and implement at least 4 education-oriented meetings from September 2012 to July 2013 in more-northern high-density population centers (Bangor and Holden) with an average of 25 attendees each, costing no more than $50 each (room fee, publicity printing, speaker honoraria).

3. To work together with other organizations with compatible goals (Maine Audubon or MOAC, for example) to co-sponsor joint programs anywhere in the state but most likely in the southern seacoast and the Bangor areas, seeking to expand our influence to already-established communities of other like-minded individuals who might not otherwise participate in our activities.

4. To balance our programming between travel, conservation, and Maine-centric topics, all with an abundance of fresh, outdoor themes.

- What are your *needs* to accomplish these goals?

1. To accomplish these goals, the M&E Committee requires a budget of approximately $100 per event planned in the south and approximately $75 per event planned for the north.

2. In addition, it would be terrific to have additional ExCom members available at each meeting to interact with potential new Chapter members. The logistics of operating the potluck, chairing the meeting itself, and being responsible for the rented property result in less time than desired for me to mingle and chat with the public as much as I'd like. Other ExCom members, not simply the Membership Chair, would be perfect for this Chapter-growing opportunity. Without this active outreach to people who are obviously interested, the Chapter is losing a major membership-growing opportunity.

## Maine Woods Initiative Committee
## Compiled and Submitted by Scott Dyer and Peter Roderick, MWI Co-Chairs

This was our first full year as a committee of the Maine Chapter Executive Committee.
We are still feeling our way along the path to full effectiveness but made great progress in 2012.

We added a new committee member, Paul Glazebrook, a Worcester Mass chapter member, who expressed an interest in joining our committee. We considered the pros and cons of adding members from outside the Maine Chapter and decided quickly that having members from "away" is a good idea which can only add to our vision of what our committee can become and can achieve.

We participated in a number of work trips to the MWI lodges this year. One of the most unique was a trail work trip in February, not normally a month when trail work is contemplated. We worked with land manager, Steve Tatko, in improving ski trails so that they would be easier for users and for the grooming crews to navigate them. Steve, also new to AMC, has been a great resource and supporter of volunteers and trip leaders coming to the MWI area.

Our more traditional work trips in the spring, summer and fall include members and nonmembers from areas and chapters outside of Maine. About 50% of our participants are from other states and even Canada, so our volunteers are not Maine only by any means. We are attracting volunteers from throughout the northeast and beyond.

Work accomplished during our many trips included vegetable and flower garden preparation and planting, trail work, boundary maintenance, campsite development on 3rd Roach Pond including the installation of two privies on the campsites there and firewood splitting and stacking at the various lodges.

The privy project was especially unique with several of us involved in finding plans for a suitable privy design and then pre-fabricating the structures so that we would have less construction time once the privy kits were at their intended locations.

This entailed a couple of day's work sawing out and drilling the various components and then a trial assembly to check for proper fit. Once the kits were pre-assembled for fit, they were disassembled and transported by truck, by volunteers carrying the material along a hiking trail for ½ mile, transported across 3rd Roach Pond by canoe and finally assembly on site at the two campsites intended for guest and public use in the future.

The trail work entailed the usual clipping, drainage work and bog bridging along with culvert construction using found materials on site and mountain biking trail building including bridges suitable for mountain biking which involves a different approach to trail construction compared to techniques used for hiking trails.

An AMC program known as Adopt-a-Trail has been added to the MWI trails. The AAT program works to match up interested adopters with "orphaned" trails that need basic trail maintenance. So far several trails have been adopted including one which is being maintained by the Worcester Mass Chapter of the AMC. Other trail adopters include Bruce Brown, Judy Oneal, Dale Temm and Kristina Sullivan as well as the local Boy Scout troop from Greenville. Several trails remain "orphaned" but we hope to find adopters for them soon.

The committee also presented in both Freeport and Bangor, a program we called "New Plans and Opportunities in the North Maine Woods" under the auspices of the Meetings and Education

Committee chaired by John Mullens. Various committee members presented on various topics involving the MWI and conducted a Q&A session afterwards.

In June, John Mullens and Peter Roderick were invited to participate in the first MWI Annual Meeting and Retreat. John and Peter were the only non-staff participants which speaks to the value that our committee is considered to have by AMC staff. John and Peter meet with staff from a variety of areas of AMC including policy, research, communications and marketing, reservations and group sales, outdoor engagement, development and senior management. They felt welcome and were encouraged to share their input on all topics up for consideration during the meetings. This bodes well for the viability of the committee going forward.

Looking ahead, we will work to engage more members as volunteers in the MWI in not only the traditional areas of trail work, firewood processing and boundary maintenance but also in other roles that require specialized knowledge and/or great people skills to work with guests and the public, as a couple of examples, as we all work to continue to bring more people to the MWI to experience all that it has to offer and to expand our support of the MWI mission.

## Nominating Committee
## Compiled and Submitted by Paul Hahn, Nominating Committee Chair

The Nominating Committee's Goal was to fill all the open chair slots. The Outings Chair position was filled as of the May meeting. We have as goals for next year to fill the position of Membership/Publicity Chair and the Chair for the Conservation Committee as the current chair would like to turn that over as soon as reasonably possible. A continuing goal for the Committee is to interest more members to formally join the committees to develop the interest, background and expertise to assume Chair positions when they become vacant. Joleen Rice is leaving the committee and Evelyn Sawyer is staying on, so the Committee will be recruiting another member for the Committee.

## Outings Committee Report 2011-2012
## Compiled and Submitted by Jeff Aceto, Outings Committee Chair

- **Activity Period.** The Outings Committee measures its activity period from the day before the Annual Meeting date, which for the past year is identified as October 20, 2011 to October 14, 2012. The trips for Annual Meeting 2011 are included in this report.

- **Numbers Reached.** The Outings Committee held 141 trips with an attendance of approximately 700 attendees. These results are about a 20% increase from the number of trips last year, although the total attendance was slightly lower. In summary, the Outings Committee held more trips this year with typically smaller group sizes.

- **Quality Assessment.**
  - Is there enthusiasm for these types of activities? Are they in demand?

Outings are the core of the Maine Chapter service and will continue to be an important marker of the Chapter's success. Outings are essential to our mission and the Outings Committee is the largest Chapter committee with approximately 62 volunteer leaders and co-leaders. Based on member feedback, an emphasis on diverse and frequent outings was a goal for this period. The Outings Committee has been sensitive to member requests for types of outings and it is apparent that "if you hold it, they will come" is accurate.

- Do we need to offer more of them? Less of them?

Hiking continues to be the most popular outing for our members, representing just about 50% of the total number of trips. The Winter Hiking Series has grown from 7 to 39 trips in 5 years (averaging 34 the past 3 years) and has become very successful in providing 3 season hikers with an opportunity to experience winter hiking. Biking continues to have a strong following under Biking Co-Chair Denise Courtemanche's organization. An emphasis on paddling (flat water and sea kayaking) in this period resulted in 8 trips and feedback indicates that demand warrants more in the next period. Young Members trips are common now, thanks to a relatively new and active group of leaders. There was one AMC-reportable accidents and no significant non-reportable accidents in this period. The reportable accident involved a separated shoulder which required first aid, self-evacuation, and eventually a response by emergency services. Leader Deb Kantor is to be commended for her strong leadership and use of training skills to respond to this situation in an outstanding manner. This is the first reportable accident in the Maine Chapter in over three years. The mild winter caused a number of Nordic skiing and hiking trips to be canceled due to conditions. The Maine Chapter assisted the MATC in a celebration of the 75th AT Anniversary by providing 6 leaders to successfully lead a total group of 40 (!) on an 8 mile one-way trek on the AT. Consistent with guidance from the Executive Committee, the Outings Committee has become more reliant on the Chapter website to release trip info that is current and accurate. Trips will continue to be listed in the Wilderness Matters as practical, but there is a disclaimer that the best source for information is the website.

- Any feedback from the general membership to share?

Feedback from the membership has been continuously positive. In the activity period, there has not been one negative comment about a Maine Chapter outing or leader, nor has there been one in over three years. It is the Chair's opinion that this absence of concern is strong evidence that Maine Chapter leaders are serving our members in an objective and concerned manner.

**Partnerships.**

- What other Maine Chapter or AMC committees did you co-host activities with?

John Mullens, Meetings and Education Chair, created an excellent synergy by organizing presentations that are in sync with the outings interest of our members and encourage participation in trips. Kim Sanders, Young Members Chair, has been instrumental in creating significant interest in YM outings and a diverse number of trips have been held. For clarity, YM outings which require a liability form due to the activity are considered Outings by Maine Chapter definition and must be led by leaders who are trained to the standards of Outings leaders. Kim has been very helpful in recruiting and training YM leaders.

- What other organizations did you co-host with?

The Outings Committee coordinated with the following organizations:

- Lincoln Canoe and Kayak and Sea Spray Kayaking for sea kayak rescue training, continuing relationships.
- SOLO for Wilderness First Aid, a continuing relationship.
- MATC, for the 75th AT Anniversary Hike in August.
- Kennebec Estuary Land Trust

## Goals.

The Outings Committee goals for the activity period included the following three general goals:

**Goal #1: Sponsor diverse outings and workshops in all 4 seasons.**
**Method:** The trips for this year were organized into Series to provide a frame of reference for content and scheduling. As always, leaders were responsible for creating the trips, but were encouraged to do so per individual Series goals. In example, the Summer hiking series included a goal of at least one trip every weekend. Emphasis was also placed on diversity of trips (i.e. family or dog-friendly) and creativity (i.e. paddling or biking trips with a destination)
**Result:** The following table summarizes the series and associated trips in this period:

| Type of Series | Individual Series | Number |
|---|---|---|
| Annual Meeting 2011: 7 total | Hiking, paddling, naturalist, biking | 7 |
| Winter 11-12: 39 total | Beginner Series | 22 |
| | Advanced Series | 7 |
| | Backpacking/Weekends | 2 |
| | Young Member | 6 |
| | Alpine Skiing | 1 |
| Summer 2012: 95 total | Hiking | 36 |
| | Backpacking | 4 |
| | Flat Water Paddling | 1 |
| | Naturalist | 1 |
| | Young Members (hikes, walks, biking) | 10 |
| | Biking | 37 |
| | Sea Kayaking | 6 |
| Workshops; 3 total | Winter Hiking | 1 |
| | Sea Kayak Rescue (with Lincoln Canoe and Kayak) | 1 |
| | Wilderness First Aid (by SOLO) | 1 |
| | **TOTAL:** | **141** |

These trips were led by a pool of approximately 58 leaders and co-leaders with a significant number of leaders leading more than 5. The workshops were generally very well attended and these leaders should be recognized for the additional effort these events required. Based on these results, the goal was met.

**Goal #2: Recruit new leaders**

**Method:** The method for this goal was to recruit new leaders from attendees on outings. Leaders were encouraged to identify potential leaders and allow the Chair to approach and recruit candidates. Special attention was made to recruit leaders in series other than hiking including young members, paddling, and workshops.
**Result:** There were approximately 62 Outings leaders and co-leaders who were known to be active at the beginning of the activity period. New leaders added in this period have included Frank Brooks, Ray Cooper, Stan Moody, and Joe Gagne. There were some leaders dropped from the list as their AMC memberships were no longer active, and one leader who requested to be considered inactive. At the end of the activity period, there are presently 58 active leaders and co-leaders. The leader number has been averaging around 60 for three years now, so the goal could be considered met for the activity period.

**Goal #3: Retain Existing leaders**
**Method:** The method for this goal was to maintain good communication with leaders through sending habitual Outings Updates by email on the first of the month. These updates included planning, scheduling, training and trip opportunities and guidance from the Chair and were generally well-received as a communication tool. The Chair also made individual contacts throughout the year to develop relationships with the leaders and encourage their participation and feedback.
**Result:** As stated in Goal #2, the number of active leaders and co-leaders changed from 62 to 58 , so the goal was met for the activity period.

- **Lessons Learned.** Any valuable information learned that would benefit other committees?
  - Things that worked well?
  - Things that didn't work as well?

- **Thank yous.**

All the leaders should be collectively thanked for their efforts and dedication to the Chapter. Special recognition is due to Executive Committee members who also lead trips including Carrie Walia, Larry Dyer, Jeanne Christie, Denise Courtemanche, Keith Chapman, Laura Flight, Peter Roderick, John Mullens, and Scott Dyer. Special thank you to Michelle Moody, who will assume the Outings Chair responsibilities at the 2012 Annual Meeting.

- **Goals/Intentions for 2012-2013**

Based on these results, the following are practical goals for the next activity period:

- Maintain the same three general goals
- Continue the Series approach to trip planning and scheduling
- Add Nordic skiing trips to the Winter Series
- Increase sea kayaking trips, including an overnight.
- Offer the same workshops, at a minimum.

# Young Members Committee
# Compiled and Submitted by Kim Sanders, Young Members Committee Chair

I (Kim Sanders) became chair for the Young Members of the Maine Chapter November of last year.

- **Numbers Reached.**
  The total number of people who attended a Young Member's event
  (Total #/New participant/Children)

| **Socials** | **Hikes** |
|---|---|
| Bowling 12/11 (6/1) | Full Moon Hike 12/11 (8/4) |
| Rock Climbing 1/12 (8/3) | Burnt Meadow Mountain 11/11 (8/4) |
| Sebago Brewing Co 3/12 (8/3) | Burnt Meadow Mountain 2/12 (6/1) |
| Great Lost Bear 4/12 (10/3)<br>5/12 (8/3) | Tuckerman Ravine into Bowl 4/12 |
| Ft. Williams End of Summer Potluck (10/2/1) | Caribou Mt 6/12 (8/3) |
| Walk around Back Bay Blvd 9/12 (5/0) | Tecumseh 7/12 (8/3)<br>Flume 7/12 (6/1) |
| | Field/Tom/Willey 8/12 (8/2) |

Cancellations:
* Baldface Circle Trail 10/11
* XC Skii trips 2/12, 4/12: no participants; the conditions were poor as well.
*Summer Kick Potluck 6/12 due to weather
*Katahdin Hike last weekend in September, due to weather (8/4)

Participants from other Chapters: 5 (NH, CN)
Leaders: 2 New Leaders Sarah Keats and Frank Brooks, 1 Leader still in process Andrea Hafner and 1 just beginning Simon Phillips. There are a couple of people who have been interested and even led a hike, but have found that they just don't have the time.

- **Quality Assessment.** Please somehow *qualify* how well received the activities were:
  - Most of the folks on each trip seemed to have a good experience and were vey thankful at the end. But, we did not have so many repeaters . . . which could be due to schedules, folks seem to be very busy doing their thing, or the experience wasn't good enough to put energy towards a second one.
  - Most (9) of the Hiking trips this year were co-lead by people going through the leadership process. I wonder what impact that has on people's experience.

- **Partnerships.**
  - Some leaders participated in YM NH Chapter camping weekends and socials for recreation as well as to build a connection with the other leaders

- Participated in the YM Summit held at the Highland Center and there will be some joint events between chapters in the next year

- **Lessons Learned.**
  - To offer a range of hikes, but definitely beginner hikes
  - To get a deposit first from folks, so that if they bail, the leader isn't out the money
  - The use of FB and last minute trips seem to have a place in the YM, people are looking for last minute trips

- **Thank yous.**

  Carrie Wallia, Peter Roderick, Laura Flight, Jeff Aceto, Michelle Moody, and Larry Dyer for their continued support and follow through.

  A special thank you to Sarah Keats & Frank Brooks but also thanks for leading at least 1 event: Andrea Hafner, Daniel Losier, Margaret B Curtis, Denise Fredette,

  Additional thanks to the participants.

- **Goals and Needs.**
  - To follow up with participants after each event to thank them for participation, solicit feedback, and mention the next YM event.
  - Offer more Family Friendly/dog hikes
  - More leaders! Support from other Maine Leaders to make some of these trips happen and for continued leadership training. I have already made my ideas known to a few, including Michelle Moody.
  - Find at least 2 people interested in hosting socials. 3 a piece for a total of 6 each year in addition to the Winter Rock climbing Socials, and the Beginning & End of Summer Potluck hosted by the chair.

<u>YM ACTION ITEMS 2013 (from the YM Summit)</u>

Inter Chapter Social & hiking event in Maine
Co-Chair position
Different approaches to trip listing: meet up, google docs, twitter, flyers . . .
Follow up email after initial contact, each event, FB post or new like
Publicize at least one event in the Executive update email