

Advocates for the Natural World



**Environmental Forum of Marin
2012–2013
Annual Report**



Promoting a Sustainable World through Environmental Education

The goal of Environmental Forum of Marin is to conduct educational programs on environmental issues, provide continuing education for its members and the public, and influence decision-making.

Advocates for the Natural World

Founded 1972
Environmental Forum of Marin
A California, 501c3, nonprofit organization
#94-2644185

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Cover photo courtesy of Vicki Rupp

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Message from the President

The board has continued to focus on strengthening Environmental Forum of Marin in those areas we believe are critical to its health and vibrancy:

- the quality of the educational programs and the participants in them;
- recognition of the Forum and its accomplishments in the community; and
- the strength of the organization, especially as reflected in
 - the value it provides its members, and
 - member participation in board and off-board positions.

We made progress—but face challenges—in all these areas.

Programs

Over the course of the past two years, the content of the Master Class has been raised to a level exceeding that of graduate programs at accredited educational institutions with environmental curricula. It is truly a *master class*. True to the nature of a *master class*, the members of Master Class 40 came with a critical mass of experience and understanding upon which to build... and left feeling this was one of the most enriching experiences of their lives. The value of seeding the master class with established practitioners was most evident in the quality of the 19 projects they have undertaken, which are breathtaking.

Our challenge is how to maintain the caliber of our flagship program, which requires hundreds of hours of volunteer service, and to continue to attract students who will be lifelong advocates for the natural world. To meet the challenge of finding a Master Class 41 Director and recruiting a critical mass of highly committed participants (ideally 35), we will offer MC41 in August, 2014.

To provide environmental education to the general public and continuing education to Forum members, we transformed the Seminar Series to the Lecture Series, thereby increasing our reach five-fold. We were challenged by a cacophony of other programs and voices which now populate the environmental “space,” but were heartened by the number of attendees and their expressed delight with the quality of our speakers and content.

The challenge—and opportunity—of the Lecture Series is the reach beyond “the choir” and engage more members of the public in scientifically based, well grounded environmental dialogues.

Recognition

Leveraging the Forum’s 40th anniversary, we put on two big events—the 40th Anniversary Celebration at Audubon Canyon Ranch and Savor Marin. Both were attended by members of the Forum and the public—in greater numbers than other events in the past five years. By recruiting sponsors and raffle donors, we were able to scale up and actually make money on both events.

In addition to the Lecture Series, the Forum has established a beautiful and consistent brand image on our website and collateral material. The website, Facebook page, YouTube account and Marin TV broadcasts all highlight Forum offerings and members in action—and are attracting followers throughout the Bay Area and beyond.

Our challenge is to keep our electronic messaging fresh, increase the number of our Facebook friends and followers, and engage more Forum members in using the Forum website as a networking tool. We also plan to increase our presence in local print media.

Organizational Strength

Many residents of Marin support Environmental Forum but are unable to commit to the Master Class. To “widen the tent,” the board has created a new class of membership called Friends of the Forum. They will have all the benefits of membership except voting at the Annual Meeting.

We were encouraged to see more Forum members attend Lecture Series 2013 than ever attended the Seminar Series, even though both were promoted as free continuing education opportunities. We can do more. A forum is a meeting place where ideas are exchanged. Originally, this meant a physical place. In today’s world it is an electronic network.

Our challenge now is to ensure that Forum graduates and Friends of the Forum exercise the benefits of membership. We will meet this challenge by increasing attendance at Forum programs and events and by providing a go-to network for the many environmental advocates in Marin and beyond to exchange information and ideas.

Looking Forward

To ensure the continuing health and vibrancy of the Forum, the board has recently undertaken three initiatives. The first is Friends of the Forum, which will increase both the membership base and, as importantly, the Forum network of concerned environmentalists. This program will be launched in the fall.

Second is an Education Program Review, led by Kathy Cuneo. Her committee will determine how to provide the Master Class in a way that makes it more available to those who cannot commit to 18-20 Tuesdays and makes it less of a “burn out” for the program director. They are scheduled to present their master plan, which will also cover the lecture series, in August.

Third, in response to several members indicating they want to get involved, we are creating a Board Development Committee led by Susan Rusche and me. Our responsibility will be to create off-board positions and committees to support the current board and groom future board members. This will greatly reduce the Board’s workload, allowing them to focus on the challenge of ensuring the sustainability of the educational programs and increasing the vitality of the organization. Our challenge is to create and fill critical positions. We need concerned members to do that.

2013 Annual Meeting Agenda

May 23, 2013

6:30-8:30pm

Mt. Tamalpais Conference Room

San Rafael Corporate Center

750 Lindero St., San Rafael

6:30pm Doors open, time to meet and enjoy light refreshments

7:00 2013 Business Meeting called to order – Vicki Rupp

- Acknowledgements – Vicki Rupp
- Report on State of Environmental Forum of Marin – Vicki Rupp
- Adoption of Revised By-Laws – Vicki Rupp
- Adoption of the 2013-14 Budget – Vicki Rupp
- Nominating Committee Report – Susan Rusche
- Election of the 2013-14 Officers and Directors – Vicki Rupp
- Looking Forward – Sarah Kelley
- Recognition of Outgoing Officers and Directors – Sarah Kelley

7:45 Adjourn Business Meeting

8:15 End of meeting

2012-2013 Directors and Standing Committee Members

Officers

Vicki Rupp (33)	President/ Treasurer
Nancy Bell (37, 5A)	Vice President
Kim Rago (38)	Secretary

Directors

Heather Furmidge (34)	Program Director, Master Class 40
Katy Hallal (37)	Program Director, Lecture Series 2013
Peter Clare (39)	Membership Director
Kathy Taylor (39)	Recruitment Director
Sarah Kelley (39)	Communications Director
Gayle Marsh (39, 6A)	Web and Print Media Director
Tamela Fish (39, 8A)	Social Networking Director
Bonnie Herzog (39, 7A)	Volunteer Director
Susan Rusche (24, 1A)	Director-at-Large

Nominating Committee

Susan Rusche, Chair (24, 1A)
Kathy Cuneo (0, 7A)
Heather Furmidge (34)
Sue Spofford (32)

Treasurer's Report

Environmental Forum of Marin

Budget Overview June 1, 2013 – May 31, 2014

ORDINARY INCOME/EXPENSE**INCOME**

OPERATING INCOME

Interest Income	20
Dues & Donations	
Donations and Gifts	1,000
Membership Dues	11,000
Friends of the Forum	<u>1,750</u>
Total Dues & Donations	13,770
Public Events	
Savor Marin 2013	6,500
Second Event	<u>3,750</u>
Total Public Events	10,250
Total OPERATING INCOME	24,020

PROGRAM INCOME

Lecture Series 2014	<u>3,500</u>
Total PROGRAM INCOME	3,500

TOTAL INCOME

27,520

EXPENSE

OPERATING EXPENSES

Communications & Promotions

Communications to Members

Constant Contact	660
Membership Renewal	<u>750</u>

Total Communications to Members 1,410

Public Communications, Outreach & Marketing

Events	1,000
General Publicity	<u>1,500</u>

Total Public Communications, Outreach & Marketing 2,500

Total Communications & Promotions 3,910

Internal Expenses

Board Development 900

Membership Events

 Holiday Party, December 2013 1,000

 Annual Meeting, May 2014 200

Total Membership Events	<u>1,200</u>
Public Events	
Savor Marin 2013	4,500
Second Event	<u>2,500</u>
Total Public Events	<u>7,000</u>
Total Internal Expenses	9,100
Overhead expenses	
Administrative support	2,500
Insurance	2,210
Membership Database & Website	
Memberclicks Hosting	2,700
Memberclicks transaction fees	780
Total Membership Database & Website	3,480
Office Supplies & Stationery	150
P.O. Box Rental	100
Postage	60
Software	100
Special Recognitions	250
Storage	770
Taxes	40
Telephone	<u>275</u>
Total Overhead expenses	9,935
Total OPERATING EXPENSES	22,945
PROGRAM EXPENSES	
Lecture Series 2014	
Facilities	1,000
Honoraria	175
Materials	100
Publicity & Recruiting	<u>1,800</u>
Total Lecture Series 2014	3,075
Master Class 41	
Publicity & Recruiting	1,000
Miscellaneous Preparation Expenses	<u>500</u>
Total Master Class 41	1,500
Total PROGRAM EXPENSES	4,575
TOTAL EXPENSE	27,520
NET ORDINARY INCOME	0

Balance Sheet as of March 31, 2013

ASSETS

Current Assets Checking/Savings

Bank of Marin Checking	12,836
Bank of Marin Savings	40,098
Bank of Marin Educational Savings	9,669
Joseph Kohn Scholarship	8,500
PayPal Account	404

Total Checking/Savings	<u>71,510</u>
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Total Current Assets	<u>71,510</u>
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TOTAL ASSETS	<u>71,510</u>
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LIABILITIES & EQUITY

Retained Earnings	68,630
Net Income	2,879

Total Equity	<u>71,510</u>
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TOTAL LIABILITIES & EQUITY	<u>71,510</u>
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2013-2014 Slate of Officers and Directors

The Nominating Committee respectfully submits the following members as nominees for the slate of Officers and Directors for the Environmental Forum of Marin, for a term of service starting June, 2013, through May, 2014:

Officers

*Sarah Kelley (39)	President
Open	Vice President
Vicki Nichols (39)	Treasurer
Pat Nelson (40)	Secretary

Directors

Kathy Cuneo (0, 7A)	Program Director
Tish Brown (40)	Membership Director
Vaughan Acton (40)	Recruitment Director
Susan Bierzychudek (40, 7A)	Communications Director
*Gayle Marsh (39, 6A)	Web and Collateral Director
*Tamela Fish (39, 8A)	Social Networking Director
*Kim Rago (38)	Events, Co-Directors
*Kathy Taylor (39)	
Taylor Watts (40, 8A)	

*continuing from 2012-2013

2013-2014 Off-Board Positions & Standing Committees

Board Development Committee

Vicki Rupp (33)

Susan Rusche (24, 1A)

Program Committee

Kathy Cuneo (0, 7A)

Vaughan Acton (40)

Diane Fruin (30)

Heather Furmidge (34)

Katy Hallal (37)

Master Class 41 Director

OPEN

Lecture Series Director

OPEN

Web Support

Bruce Bell (7A)

eNews Editor

OPEN

Environmental Forum Master Class 40

Program Director: Heather Furmidge (34)
Assisted by: Nancy Bell (37, 5A)

The Amazing Graduates of Master Class 40 and Their Projects

Vaughan Acton	Reducing Plastic Waste in Marin Schools
Susan Bierzychudek (7A)	Learning From the Legacy: An Environmental Forum of Marin Public Service Announcement
Victoria Bogdan	The Bay Area: An Illustrated Guide to What Could Have Been
Tish Brown	Whither Coastal Prairies
Stockton Buck	Rodenticide-Free West Marin
Kore' D'Abrevanel	Master Plan for Pt. Reyes Station
Raphael Durr	Public School Environmental Education
Susan Frank	Green Street Project, Sausalito
Ann Fricker	Creek Restoration at Arroyo Corte Madera del Presidio, Mill Valley
Diane Furst	It's Not Just About the Cars: Reworking the Greenbrae Corridor Project to Benefit All Users
Renee Goddard	Zero Waste – Keeping Us in the Loop
Lynn Horowitz	Nature Education – Pepperwood Preserve/Tilden Park Nature Center
Mary Morgan	Green Gulch Creek Restoration
Linda Mornell	Eradicate Invasive Plant Species on Mt Tamalpais
Pat Nelson	CEQA and the Public Trust Doctrine
Cheryl Pole	The Forum Lecture Series – Marketing to a New Demographic
Eliana Reeves	Reducing Plastic Waste in Marin Schools
Christine Schantz	“Eat Good Food” – Bringing a Grocer’s Guide to Life
Juan Carlos Solis	Nature for Families and Fun
Jill Templeton	Green Street Project, Sausalito
Taylor Watts (8A)	Forum TV

Master Class 40 Scholarship Recipients

Third Annual Joseph Kohn Memorial Scholarship

Joseph Kohn (34), a self-described "flaming environmentalist," was an active member and tireless supporter of Environmental Forum of Marin and the California Native Plant Society. Before he passed away in January, 2010, he guided Environmental Forum students on walking explorations of natural habitats, native plants, and waterways. Always a passionate advocate on the subject of correcting eco-system damage wrought by human inattention and behavior, Joe's dedication to all environmental concerns inspired dozens of Environmental Forum students. He attributed his public speaking skills to his advocacy training as a member of Master Class 34. An annual memorial scholarship was created to honor this beloved member with funds he bequeathed to the organization so that other "flaming environmentalists" could follow in his stead.

The scholarship covers full Master Class tuition for a student who has demonstrated leadership qualities in protecting the lands and ecology of Marin County. Recipients are selected on the basis of their demonstrated commitment to the environment and sustainability, their past experience serving as a role model for other environmental advocates, their collaborative skills, and past accomplishments.

2012 Joseph Kohn Scholarship Recipient



RENEE GODDARD has an MA in Drama Therapy from New York University, and 20 years of experience as an international whitewater exploration and rafting guide.

Her two passions have led her to work in such diverse fields as social work, where she worked as a bilingual caseworker resettling Russian refugees, and presently teaching music and movement classes for 0- to 5-year olds and their parents. The confluence of these two areas of focus is home in Fairfax as a mother of a 13- and 10-year old, an environmental activist, and the coordinator of the project to bring Fairfax to zero waste by 2020. She played a key role in initiating and helping to pass the Fairfax plastic bag ban, and is an avid advocate for bicycle transportation and teaching bicycle skills to children. Renee is thrilled to have the opportunity to be in the Master Class of the Environmental Forum and make connections within a larger community of passionate environmentalists. The opportunity to learn from those who have dedicated themselves to the protection of our open spaces and farm land, whose bounty is now our nourishment, is a great privilege.

The Jerry Friedman Environmental Action Committee Scholarship

Each year, the Environmental Action Committee offers a full scholarship to enable a West Marin resident to attend Environmental Forum of Marin's Master Class training program for environmental activists. The scholarship is a tribute to environmentalist and veteran Marin County Planning Commissioner Jerry Friedman.

Prior to his death in 1999, Jerry and others concerned about increasing development pressures on rural West Marin founded the Environmental Action Committee. He served as its first Executive Director in 1971. A long-time resident of Point Reyes Station, Jerry worked alongside the founders of Environmental Forum of Marin and the Marin Agricultural Land Trust, laying the foundation for a legacy of local environmental protection, the creation of Point Reyes National Seashore, adoption of A-60 zoning in agricultural areas, and the establishment of the original Marin Countywide Plan. Throughout his life, he was a respected and valued voice of balanced growth, environmental quality, and collaborative City-County decision-making.

2012 Jerry Friedman Environmental Action Scholarship recipient:



KORE' D'ABRAVANEL has degrees in architecture, interior design and urban planning from Cornell University, UCLA, and California College of the Arts. She was born to a father who was an architect and urban planner and a mother who was an artist and interior designer, and has followed these disciplines her entire life. After spending her childhood in an artist co-operative on the East Coast, she moved to Israel with her family and then Geneva, Switzerland, where she graduated from Ecole International. She first lived in West Marin in 1970 before practicing in Los Angeles and Santa Barbara, where she designed hotels, restaurants, museums and country clubs. She then established her own business: Architecture Befriending Children. She returned to Marin County in 2000 to raise her son and preserve the authenticity of the towns along the Coast. Recently, inspired by her thesis on Pienza, a World Heritage site in Tuscany, she established D'AbraVanel Design in West Marin.

Acknowledgments

Master Class 40 Coordinators and Supporters

The Master Class program is supported and made possible by the significant contributions of more than 125 volunteers. Our founding members, Board members, and graduates worked side-by-side with scientific experts and community leaders to ensure the success of our education programs. Without the generous involvement of these volunteers, who shared their ideas, time, and commitment to sustaining the world in which we live, we could not have produced the Master Class. We extend deep gratitude to all of the contributors and supporters listed on the following pages.

Master Class 40 Coordinators

Nancy Bell (37, 5A)	Energy and Climate Change, Coastal Management
Bob Brown (39)	ABC's of Governance
Bob Bundy (39)	Water and Watersheds
Deborah Coburn (21)	Environmental Ethics
Kathy Cuneo (0, 7A)	Plant Communities, Baylands
Julie Dashiell (37, 5A)	Geology and Soil
Nona Dennis (0)	Plant Communities, Baylands
Phyllis Faber (0)	Agriculture and Mariculture, Coastal Management
Heather Furmidge (34)	Orientation, Environmental Ethics
Katy Hallal (37)	Orientation
Linda Jackson	Transportation
Jessica Jones (37)	Waste Reduction and Toxic Pollution
Maria Kennedy (35)	Wildlife and Oceans
Sita Kufu (39)	Geology and Soil
Kate Powers (27)	Water and Watersheds
Iris Stevens (39)	Agriculture and Mariculture
Whitney Merchant (36, 4A)	Land Use
Mary Morgan (40)	Environmental Ethics
Anne Moore (35)	Wildlife and Oceans
Paul Moore (35)	Economics of Sustainability
Kraemer Winslow (30)	Advocacy Speech Training and Strategies, Advocacy Speeches

Master Class 40 Supporters**Project Review Team**

Nancy Bell (37, 5A)
Barbara O'Grady (31)
Kate Powers (27)

Photography

David Fix (30), video
Joycelyn Knight (36), still
Bob Spofford (32), still

The success of the Master Class is only possible through the active participation of a strong support base. I would like to thank **Nancy Bell** for her support and mentorship of the coordinators, and for her management of the projects; **Kate Powers** and **Barbara O'Grady** for their thoughtfulness and constructive project proposal feedback—helping students more clearly define or refine their proposals to make their projects more achievable; **Kraemer Winslow** for her ongoing support of the program and the students—both inside and outside the classroom; **Tamela Fish** for her contribution in bringing us into the twenty-first century through social networking; the **coordinators**, without whom the production of weekly classes of this caliber would not be possible. And last, but not least, **Vicki Rupp**, our President, for her leadership and vision.

Lecture Series 2013

We extend deep, and truly heartfelt, appreciation to all of the following contributors and supporters.

Lecture Series 2013 Coordinators

Nancy Bell (37, 5A)	Climate Change: Science vs. Denial Climate Change: Marin's Response
Renee Goddard (40)	Zero Waste: A Big Number to Achieve Waste: There's A Better Choice
Kate Powers (27)	Zero Waste: A Big Number to Achieve Waste: There's A Better Choice
Kim Rago (38)	What We Eat: Why All the Fuss?
Ginger Souders-Mason (09)	GMOs: The Good, the Bad and the Ugly
Sandy Wallenstein (28)	Climate Change: Marin's Response

The success of the Lecture Series is only possible through the active participation of a strong support base. I would like to thank **Nancy Bell** (37, 5A), Vice-President, for her innumerable contributions in shaping and producing the Lecture Series; **Gayle Marsh** (39, 6A) for creating eye-catching, effective outreach materials, graphics and webpages; **Sarah Kelley** (39) for developing a clear and consistent voice for the Series; **Kathy Taylor** (39) for her work reaching out to the community to publicize the program; **Peter Clare** (39), **Tamela Fish** (39), **John Malenic** (36) and **Cheryl Pole** (40) for their work in pursuing multiple channels to spread the word; **Susan Rusche** (24, 1A) for designing and implementing the online registration; **Heather Furnidge** (34) for her insight and encouragement; **Bruce Bell** (7A) for implementing the many ongoing webpage updates; **Taylor Watts** (40, 8A) for spearheading the television broadcasts; **Jim Geraghty**, **Damion Prince Brown** and the team at **Community Media Center of Marin** for the generous donation of their time and professional skills; **Dominican University** for the use of Guzman Hall and **Moira Pucci** for her support; **Damon Connolly** (3A) for sponsoring the inaugural lecture; the coordinators, without whom the production of lectures of this caliber would not be possible; the speakers, for generously sharing their time, passion and expertise. Finally, **Vicki Rupp** (33), our President, for her vision and support in developing this new format.

Donors to Environmental Forum of Marin

Major Donors (\$1000 or more)

Lynn Horowitz (40)
Pam (1) and Jim Lloyd (20)

Contributors to the Joan Boessenecker Fund for Board Development

Jim & Linda Boessenecker
Suitemates of John Boessenecker
Kathy Cuneo (0, 7A)
Jennifer Jackson
Wendy Mc Phee (32)
James H. O'Leary
Vicki Rupp (33)

Benefactors (\$250)

Bob (32) and Sue (32) Spofford
Bridgette Waterbury (38)
Barbara Wilson (39)

Stewards (\$150)

Ann Christensen (13)
Kathy Cuneo (0, 7A)
Ellen Obstler (35)
Vicki Rupp (33)

Supporters (\$100)

Bob Bundy (39)
Nona Dennis (0)
Dianne Fruin (34)
Heather Furmidge (34)
Bettina Hughes (13)
Margaret Kreutzkamp (29)
Pamela Lloyd (1)
Trudie London (31)
Diane Lynch (1A)
Marilyn Norman (39)

Loretta Oremland (8)
Pam Reeves (30)
Ja Rivas
Yvonne Roberts (6A)
Collette Sell (24)
Barbara Thornton (34, 2A)
Christina Waldeck (27)
Anthony Williams (36)
Madeleine Wood (22)
Jacqueline Young (20)

Key Volunteers

Web Support

Bruce Bell (7A)

eNews Editor

Ellen Obstler (35)

Holiday Party Hosts

Terry Atkinson & Kathy Taylor (39)

Photographers

Joycelyn Knight
Bob Spofford

Contributors to the 40th Anniversary Celebration

Sponsors

Coast Redwood (\$500)

Audubon Canyon Ranch
Marin Community Foundation
Marin Sanitary Services
Redwood Landfill and Recycling Center
Vicki Rupp (33)
Straus Family Creamery
Supervisor Judy Arnold
Supervisor Steve Kinsey
Supervisor Katie Rice (31)
Supervisor Kate Sears

Valley Oak (\$250)

Nancy (37, 5A), and Bruce (7A) Bell
Deborah Coburn (24)
Green Ideals Group
LEAN Energy U.S.
MALT
Stephanie Moulton-Peters (39, 2A)
and Roger Peters (34)
Kim (38) and Victor Rago
WildCare

Manzanita (\$100)

Green Sangha
Steve Katz (34)
Mardi LeLand (21)
Marin Clean Energy
Mill Valley Refuse
Barbara Perlman-Whyman

In-Kind Donors

Achadinha Cheese Company
Almanac Beer Co.
Art Rogers Photography
Hog Island Oyster Farm
Nicasio Valley Cheese Company
Pacheco Ranch Winery
Terry Atkinson and Kathy Taylor (39): wine

Volunteers

Planning Committee

Louise Gilbert (39)
Susan Harris (39)
Bonnie Herzog (39)
Sue Mace (39)
Gayle March (39, 6A)
Yvonne Pierce (Audubon Canyon Ranch)
Kim Rago (38)
Vicki Rupp (33)

Event Volunteers

Cynthia Abbott (39)
Bruce Bell (7A)
Nancy Bell (37, 5A)
Bob Bundy (39)
Jody Cenicerros (8A)
Peter Clare (39)
Tamela Fish (39)
Lila Friedman
Diane Griffearth (39)
Sarah Kelley (39)
Sita Khufu (39)
Gayle Marsh (39, 6A)

Stuart Moody (39)
Vicki Nichols (39)
Diane Nicolson (39)
Marilyn Norman (39)
Pamela Scott (1A)
Iris Stevens (39)
Rich Stevens
Kathy Taylor (39)
Taylor Watts (40)
Barbara Wilson (39)
Alicia Yballa (39)

Photography

Jocelyn Knight (36)
Art Rogers

County Resolutions (Author)

Jan Wiegel (37)

Master of Ceremonies

Greg Brockbank (15, 5A, et al)

Contributors to Savor Marin 2012

Major Sponsors (\$1000 or more)

Terry Atkinson and Kathy Taylor (39)

Sponsors (\$100 to \$300)

Koze
Straus Family Creamery
The Urban Farmer Store
WM Earthcare.com

In-Kind Donors

Sue Conley and Cowgirl Creamery
Art Nieto of Epic Wines
Evo Spa
The Good Earth
Kids Konserve
Lagunitas Brewing Company
The Lions Club, Corte Madera

Sue Mace (39) – Creekwalker Photography
Marin Brew Company
McEvoy Ranch
Redhill Farms
Straus Family Creamery
US Pure Water
Sue White, Food Stylist

Volunteers

Event Planning Committee and Event Volunteers

Gayle Marsh (39, 6A)

Kim Rago (38)

Kathy Taylor (39)

Taylor Watts (40, 8A)

Event Volunteers

Bob Bundy (39)

Hannah Doress

Tamela Fish (39)

Louise Gilbert (39)

Bonnie Herzog (39)

Sarah Kelley (39)

Sita Khufu (39)

Sue Mace (39)

Susan Rusche (24, 1A)

Vicki Rupp (33)

Iris Stevens (39) and Rich Stevens

Photography

Jocelyn Knight (36)

Master of Ceremonies

Greg Brockbank (15, 5A, et al)

Guest Speakers

Sue Conley

Phyllis Faber (0)

Directors' Reports

Master Class 40

Heather Furmidge, Program Director

The goals for the Master Class program this year were to help the students

- Develop an understanding of the natural world, including the concept of ecosystems and the services they provide;
- Understand how our behavior (as a species and as individuals) impacts our climate and our ecosystems; and
- Develop advocacy tools and skills to enable them to affect political and social change in benefit of the environment.

We were extremely fortunate to have had an excellent group of students this year. Not only did they contribute greatly to the dialog during the classes, each of them is delivering an amazing project. It is clear from their dedication and passion that they will be carrying on the Forum tradition of fierce citizen advocacy in service of the natural world.

Lecture Series 2013

Katy Hallal, Program Director

The Lecture Series replaced the Seminar Series with the primary goals of:

- Reaching a broader audience;
- Increasing attendance, especially through the introduction of evening lectures; and
- Positioning the Series as complementary to the Master Class by offering timely and in-depth sessions on topics of special interest, rather than a more comprehensive curriculum.

Three pairings of a two-hour Wednesday evening lecture with a three-hour Saturday morning seminar explored topics of current interest—Climate Change, Food and Waste. This format proved more accessible for people's busy schedules. Attendance averaged over 50 attendees per session, exceeding 70 for two of the sessions. This approach allowed us to cover the topics in more depth than in the Master Class, creating a robust vehicle for continuing education for Forum members. Pricing was kept low, in line with the primary goal of increasing attendance; current members attended for free.

Communication and recruitment efforts played a key part in attracting the general public, many of whom were first-time attendees; non-members comprised approximately 30-40% of the audience. The Lecture Series was also recorded and broadcast on Marin TV (Taylor Watts' MC40 project). This expanded audience raised the profile of Environmental Forum and fulfilled the mission of providing education on environmental issues.

Membership

Peter Clare, Director

The basic goal of Membership is to engage the rank and file membership in the activities of the Forum, convince graduates to renew their annual membership, and maintain the member database. To this end we:

- Conducted a small member survey to better understand and articulate the “value proposition” to membership;
- Developed strategy for making the Forum more “inclusive,” including Friends of the Forum membership category as a way for non-graduates to become supporters and members of the Forum;
- Launched a multi-pronged on-line presence (email, Facebook, YouTube), which included our membership renewal efforts; and
- We are developing a set of “use cases” for the Memberclicks database to better understand and document its use and semantics.

Recruitment

Kathy Taylor, Director

The guiding principle for this year’s recruitment efforts was to maximize the impact of the educational programs by attracting and graduating strong leadership candidates in the Master Class and broadening the base of participants in the Lecture Series.

Towards this end, a multi-media effort was launched, including Master Class and Lecture Series specific marketing materials that were easily dispersed in hard-copy form, on our website, in print, on our Facebook page, and through partnering with sister organizations. This campaign enabled us to spread our message far beyond the typical audiences of the past, both in terms of quality and quantity. As a result 24 top students were recruited for the Master Class, 21 of whom graduated; Lecture Series 2013 was attended by a total of 163 individuals, averaging over 50 attendees per class, over 53% of whom were from the public.

Communications

Sarah Kelley, Director

As a team, Communications, Web, Print and Social Media:

- Supported Forum programs, recruitment and events through various media, including promotion and outreach for the 40th Anniversary celebration, Master Class 40, Savor Marin 2012, and the Lecture Series 2013;
- Completed and implemented the brand strategy;
- Established consistency of language, tone and graphics to establish a distinct “feel” for EFM communications;
- Aligned communications media into a more cohesive whole (media includes website, monthly newsletter, social media, advertisements, on-line postings, postings with other organizations);

- Expanded publicity outreach, including outreach to “sister” organizations; and
- Established protocol for announcements/promotion of sister organizations’ programs and events.

Web and Print Media

Gayle Marsh, Director

Over the past year, I have managed the application of our new logo and branding for all Forum printed and electronic communications. This included the updating of our web site, e-Newsletter, postcards, bookmarks, flyers, stationery, forms, event graphics, electronic announcements and messaging. Through the various mediums I have modernized the Forum’s visual presence, ensuring consistency with its branding, mission, and message.

Social Networking

Tamela Fish, Director

The goal of social networking is to increase the presence of Environmental Forum of Marin in social media and multimedia channels. Responsibilities include posting event information, entertainment, and news. The Social Networking Director is also responsible for tracking statistics, educating Forum members on how to use the media, and presenting a marketable presence for the Forum at events. Social networks are community based; the role of a Social Media Director is to encourage other content creators to participate in the media presence. Thus the Social Media Director provides “the face behind Facebook” to build trust in the community.

Over the year the number of people who “liked” the existing Facebook site doubled. Strategic media partners were identified. Board members were instructed on the capabilities of Facebook. Postings were increased and more variety in material was introduced. 1278 people were reached with our most popular post, a **What We Eat, Why all the Fuss** lecture announcement. Closed groups were created for both Master Class 39 and Master Class 40 to discuss class issues and create an alumni communication tool. A Twitter account was created. A YouTube account was created. The Social Media Strategy plan was refined.

Volunteers

Bonnie Herzog, Director

Volunteer efforts this year revolved around long and short-term initiatives. In an effort to create a sustainable process for recruiting and motivating volunteers with a long-term vision, we initiated

- Tools: MemberClicks was used to create a list of potential member volunteers. The Forum website is set up to invite and process volunteer sign-ups for specific events and activities;

- Forms: To foster clear definition of volunteer needs and activities per event, a form was created to assist both those requesting volunteers and those wishing to sign up. Also, volunteer release and photo release forms have been designed; and
- Volunteer Base: The team of core volunteers (exclusive of program coordinators) is 20–40.

Short-term efforts revolved around the recruitment of volunteers for two major events, the 40th Anniversary Celebration and Savor Marin 2013. The success of these events depended heavily on the support and dedication of the 50+ member and non-member volunteers who stepped up to make these two events possible.