

Advocates for the Natural World



**Environmental Forum of Marin**  
**2016–2017**  
**Annual Report**



## **Promoting a Sustainable World through Environmental Education**

Environmental Forum of Marin promotes a sustainable world by providing exceptional educational programs on environmental issues.

Founded 1972  
Environmental Forum of Marin  
A California, 501(c)3, nonprofit organization  
#94-2644185

P.O. Box 151546  
San Rafael, CA 94915  
415-484-8336

[MarinEFM.org](http://MarinEFM.org)

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## Message from the President

### Continual Improvement

In 2016–2017 we built upon the transformation that occurred in the two prior years, continuing to execute the Strategic Plan developed in April 2015, but also adopting a spirit of continual evaluation of our organization in light of changes in the landscape in which we operate. Changes in our environmental world and the greater sense of urgency we have for action, as well as changes in the needs and availability of our members and program participants. The three “pillars of success” remain the same:

- Education Programs
- Inclusivity
- Organizational Effectiveness

The areas of focus during the past twelve months have been:

- Solidify Master Class program and improve recruitment efforts (Educational Programs);
- Continue hosting lectures on contemporary and meaning topics (Educational Programs);
- Increase public awareness of Forum and partner with organizations (Inclusivity);
- Host member (and guest) events to provide greater value to our supporters (Inclusivity);
- Reduce workload & time demands of board positions (Organizational Effectiveness);
- Improve Forum website (Organizational Effectiveness);
- Establish fundraising (Organizational Effectiveness).

### Educational Programs

This year represented the third year of implementing the redesigned and condensed Master Class. As a reminder, the core components of climate change understanding, land use, county government and advocacy training were maintained, and the environmental / sustainability project had the same, or even greater emphasis. The mix of Tuesday / Saturday classes seems to appeal to most students, providing needed schedule flexibility for those who have weekday commitments. Master Class 43 was an impressive group of students.

The Lecture Series had a focus on climate change, and related issues, hosting events from January to April. While all of the lectures followed in our tradition of being science-based, several also sought to propel attendees to action. This element was well received by attendees, strengthening the role of the forum in uniting the various environmental organizations in the county, and resulted in more citizen involvement in climate change solutions.

The production of the Lecture Series was not without challenges, primarily due to availability constraints of desired speakers in our condensed time period, and duplication of some lecture topics across the bay area. Going forward, our plan is to spread out our educational events across the year, focusing on climate topics with broad appeal.

The Forum can also play a role in encouraging further involvement and action, and in pulling together relevant environmental and community organizations. We believe this is a unique element that we are best positioned to offer. We will partner with organizations like we did with Book Passage and the Project Drawdown book release, and with other like-minded organizations in the county like we did at the final County Climate Change lecture in April. These more forum oriented events, or fora, should achieve both our educational and advocacy goals.

## **Inclusivity**

A year ago we opened up membership to non-graduates in order to enable concerned citizens who do not have time to participate in a Master Class, the ability to be more deeply involved with the Forum. This has been a success, with 29 people joining. We, the board, believe it is time to also treat these individuals as full members, giving them the same voting rights as class graduates. This simple by-law change is included later in the report and will be voted on at the annual meeting.

In addition to increasing the membership of the Forum, this increases our base of potential support and potential forum leadership. To rely on the 20–25 graduates each year to fill our vacant board positions is simply not sustainable. Additionally, positions in areas like Membership and Development are becoming more specialized and that skill set is not always residing in the available pool of candidates.

The past year we also saw an increase in membership support, as it responded to the renewal of our Forum Newsletter, member only events and pre-lecture gatherings. We will continue this approach to drive our membership numbers and support levels.

## **Organizational Effectiveness**

In July of 2016 we hired a half-time Executive Director, Kim Rago, for the Forum. This position was necessary to provide support to the all-volunteer board and to ensure continuity across the years. We are absolutely delighted with the results and know that our successes of the year were enabled by having this role. The ED not only stepped in where positions were vacant, such as the Assistant Director of the Master Class, but also led the development of the new website, increased the flow of information to our members and assisted in all events.

To support the above position, we initiated efforts in fundraising, with an early on focus on county and foundation grants. These efforts were met with some challenges, but also some successes on which we will continue to build over the next several years.

## 2016 Annual Meeting Agenda

**May 21, 2017**

**3:30–6:00pm**

### **Corte Madera Community Center**

498 Tamalpais Drive  
Corte Madera, CA 94925

**3:30** 2016 Business Meeting called to order

- Introduction of 2016–2017 Board of Directors
- Report on State of Environmental Forum of Marin – Kathryn Olson
- Treasurer's Report – Vicki Rupp
- Adoption of the 2017–2018 Budget – Vicki Rupp
- Vote on Proposed Revision to the Bylaws – Kathryn Olson
- Nominating Committee Report – Nancy Vernon
- Election of the 2017–2018 Officers and Directors – Kathryn Olson
- Recognition of Outgoing Officers and Directors – Kim Rago
- Recognition of New Lifetime Members – Kathryn Olson
- Recognition of and Celebration of Founding Teachers – Kim Rago
- Closing Remarks, Adjourn Business Meeting

**4:15** Member Game

**4:30** Light Refreshments and Music

**6:00** End of Celebration

## **2016 – 2017 Officers, Directors, and Standing Committee Members**

### **Officers**

Kathryn Olson (41), President

David Kunhardt (42), Vice President

Vicki Rupp (33), Treasurer

Karen Mendelow Nelson (38), Secretary

### **Directors**

Norma Fragoso (42), Master Class Director

Ann Bauer (41), Lecture Series Director

Vera Meislin (41), Membership Director

Nancy Benjamin (42), Marketing and Communications Director

Susan Rusche (24, 1A), Development Director

### **Off-Board Positions**

#### **Executive Director**

Kim Rago (38)

#### **Nominating Committee**

Nancy Vernon (41), Chair

Norma Fragoso (42)

Vicki Rupp (33)

Leslie Alden (2A)

#### **Social Media Coordinator**

Tamela Fish (39)

#### **Assistant Lecture Series Director**

Cynthia Abbot (39)

#### **MC 43 Project Coordinator**

Jayni Allsep (41)

## Treasurer's Report

### Profit & Loss Fiscal Year 2016–2017

11 Months from June 1, 2016 to April 30, 2017 (Cash Basis)

Prepared by Vicki Rupp, Treasurer

	2016-17 budget	2016-17 Actuals	Better/(Worst)
<b>Income</b>			
Interest Income	\$10	\$8.00	(\$2.00)
Fundraising Initiative/Development	\$10,000	\$4,000	(\$6,000)
Donations and Gifts	\$5,000	\$11,225	\$6,225
Membership Dues	\$15,000	\$13,696	(\$1304)
Outreach/Sponsorships	-	\$0	
Master Class	\$10,000	\$13,960	\$3,960
Lecture Series	\$3,500	\$3,620	\$120
<b>Total Income</b>	<b>\$43,510</b>	<b>\$46,501</b>	<b>\$2,991</b>
<b>Expenses</b>			
Professional Fees	\$2,500	\$1,143	\$1,358
External Memberships	\$500	\$0	\$500
External Events	-	\$0	-
Internal Events	\$2,000	\$1,072	\$928
Insurance and Tax Filings	\$2,300	\$642	\$1,658
Database and Web Hosting	\$4,300	\$4,435	(\$135)
Merchant & Banking Services	\$800	\$578	\$222
Membership Drive	\$1,000	\$386	\$614
Membership Communications	\$900	\$905	(\$5)
Office Supplies etc.	\$2,000	\$1,376	\$624
Strategic Planning	-	\$0	
Program Expenses			
Master Class	\$6,000	\$6,022	(\$22)
Lecture Series	\$3,500	\$2,903	\$597
Partnered Lectures/Events	\$1,000	\$158	\$842
Executive Director	\$40,000	\$35,000	\$5,000
<b>Total Expenses</b>	<b>\$66,800</b>	<b>\$54,619</b>	
<b>Net Income</b>	<b>-\$23,290</b>	<b>-\$8,118</b>	



## Balance Sheet as of April 30, 2017 (Cash Basis)

### Assets

- Checking Account	\$13,009
- Savings Account (General)	\$37,104
- Savings Account (Scholarships)	<u>\$5,300</u>

<b>Total Assets</b>	\$55,413
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### Liabilities & Equity

- Liabilities	
- Equity	\$55,413
- Retained Earnings	\$63,531
- Net Income	<u>\$(8,118)</u>

<b>Total Liabilities &amp; Equity</b>	\$55,413
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**Proposed Budget for Fiscal Year 2017–2018**  
**(June 1, 2017 to May 31, 2018)**

	<b>2016-17</b>	<b>Projected</b>	<b>2017-18</b>
	<b><u>Budget</u></b>	<b><u>Year End</u></b>	<b><u>Budget</u></b>
<b>Income</b>			
Restricted Grants/Donations	10,000	6,000	7,500
Unrestricted Donations	5,000	12,750	12,500
Membership dues	15,000	14,516	17,500
Master Class	10,000	13,910	15,000
Public Events (Fora)	3,500	3,670	3,380
"Educ Network" Beta Test			1,000
<b>Total Income</b>	<b>43,500</b>	<b>50,850</b>	<b>56,880</b>
<b>Expenses</b>			
Executive Director	40,000	40,000	40,000
Professional Services	2,500	1,150	2,500
External Memberships	500	75	75
Board Development			300
Database & Web Hosting	4,300	4,560	1,800
Merchant & Banking			
Services	800	600	800
Insurance & Tax Filing	2,300	2,300	2,300
Office Supplies	2,000	1,375	1,500
Membership			
Communications	1,900	1,300	1,250
Membership Events	2,000	2,000	2,000
<b>Program Expenses</b>			
Master Class	6,000	5,800	10,605
Public Events (Fora)	3,500	2,900	1,700
Partnered Lectures/Events	1,000	200	
"Educ Network" Beta Test			500
<b>Total Expenses</b>	<b>66,800</b>	<b>62,260</b>	<b>65,330</b>
<b>Net Income</b>	<b>(23,300)</b>	<b>(11,410)</b>	<b>(8,450)</b>

## Proposed Revisions to Bylaws

### *Revision of ARTICLE III, 1(a) Voting Members, to make non-graduate members Voting Members*

**Revision of Nominating Committee ARTICLE VII, 5(a) to simplify committee to 4 members, the chairperson, Master Class Director and two other voting members**

**Revision of ARTICLE VII, 6(b)(3) Omit (3) to reflect treasurer duties**

#### **ARTICLE III      Membership**

##### **1. Types of Membership**

- a) **Voting Members.** A Voting Member is a person is current in his or her annual dues.

#### **ARTICLE VII   Committees**

##### **5. Nominating Committee**

- a) Composition.** The Nominating Committee shall consist of four members: the chairperson, the Master Class Director and two other voting members.

#### **ARTICLE VII   Committees**

##### **6. Budget Committee**

- b) Duties.** The Budget Committee shall
- (1) prepare an annual budget and submit it to the Board for approval two months prior to the beginning of each fiscal year;
  - (2) present the approved budget to the Voting Members at the Annual Meeting;

Click on the link below to review the current Environmental Forum of Marin Bylaws.

[https://marinefm.org/resources/Documents/Bylaws/Environmental\\_Forum\\_Bylaws\\_2017.doc](https://marinefm.org/resources/Documents/Bylaws/Environmental_Forum_Bylaws_2017.doc)

## **2017–2018 Slate of Officers and Directors**

The Nominating Committee respectfully submits the following nominees for the slate of Officers and Directors for Environmental Forum of Marin, for a term of service starting June 1, 2017, through May 31, 2018:

### **Officers**

Susan Rusche\*\* (24), President  
Helene Marsh (43), Vice President  
Karen Mendelow-Nelson\* (38), Secretary  
Sarah Loughran (43), Treasurer

### **Directors**

Norma Fragoso\* (42), Master Class Director  
David Kunhardt\*\* (42), Program Director  
Nancy Benjamin \* (42), Communications Director  
Open – Membership Director

\*continuing in the same position from 2016–2017

\*\*continuing in a new position from 2016–2017

## **2017–2018 Off-Board Positions and Standing Committees**

Kim Rago\* (38), Executive Director  
Tamela Fish\* (39), Social Media Coordinator  
Nancy Vernon\* (41), Nominating Committee Chair  
Thomas Arthur (43), Master Class Assistant Director  
Open – Master Class Recruitment Coordinator

## Environmental Forum Members

### Lifetime Members

Inka Benton  
Barbara Boxer, former Senator  
Ann Christensen  
Kathy Cuneo  
Nona Dennis

Phyllis Faber  
Martin Griffin  
Gini Havel  
Pam Lloyd  
Kathy Lowery

Barbara Perlman-Whyman  
Karol Raymer  
Barbara Salzman  
Ginger Souders-Mason  
Kraemer Winslow

### Members

#### Supporter (\$35)

Cynthia Abbott  
Cathy Ainsworth  
Robert Archer  
Anne Baele  
Nelson Barry III  
Jan Bass  
Dan Bell  
Andria Benner  
Ed Boisson  
Edward Briggs  
Andra Brosh  
Tish Brown  
Sally Burr  
Eva Buxton  
Gayle Cerri  
Pamela Cook  
David Coury  
Julie Dashiell  
Suzan Dexter  
Cathleen Dorinson  
David Fix  
Betty Gandel  
Louise E Gilbert  
Lindsey Going

Rika Gopinath  
Laurie Gottlieb  
Karen Halvorsen  
Tom Heinz  
Helen Heitkamp  
Hilary Hyde  
Kathryn Hyde  
Kay Karchevski  
Kent Khtikian  
Sita Khufu  
Jocelyn Knight  
Kiki La Porta  
Martin Lowenstein  
Sue Mace  
Susan Mackenzie  
Don Magdanz  
Roger Marsden  
Gayle Marsh  
Katherine Martinez  
Stephen Mason  
Kathleen Mcginn  
Dan Monte  
Cheryl Pole  
Norma Pomerance

Martha Proctor  
Pamela Reaves  
Jean Rhodes  
Ann Rivo  
Betsy Rosenberg  
Conn Rusche  
Shema Satya  
Judy Schriebman  
Donna Shoemaker  
Eleanor Siperstein  
Trevor Stevenson  
Susan Stompe  
Mark Swoiskin  
Jill Templeton  
Jody Timms  
Rona Weintraub  
Jill Whitebook  
Nita Winter  
Richard Wodehouse  
Sandra Kay Wollenberg  
Chip Wray  
Ruth Zamist

#### Master Class 43 Graduates

Thomas Arthur  
Barbara Bogard  
Cory Bytof  
Betsy Clark  
Colleen Daly  
Kathi deFremerly  
Mary Fraser

Marabeth Grahame  
Terrie Green  
Linda Jackson  
Kristin Jakob  
Alan Jones  
Sarah Loughran  
Helene Marsh

Laura Riley  
Iris Saligman  
Mark Strauss  
John Thomas  
Sanna Thomas  
Terri Thomas

**Advocate (\$50)**

Leslie Alden  
Bruce Bell  
Nancy Bell  
Nessa Brady  
Bob Brown  
Peter Clare  
Douglas Cooper  
Suzanne Crow  
Tamela Fish  
Veda Florez  
Renee Goddard  
Diane Griffeth  
Maureen Groper

Anne Irwin  
George D Jelatis  
Alex Kahl  
Steven Katz  
Cynthia Koehler  
Carolyn Lenert  
Claire Mcaulife  
Donna Miller  
Pat Nelson  
Vicki Nichols  
John Nygren  
Maureen Parton  
Tamra Peters

Kate Powers  
Victor Rago  
William Ring  
Ellen Seh  
Carrie Sherriff Rosenberg  
Vicki Sievers  
Sue Spofford  
Ben Toland  
Marsha Torkelson  
Wanden Treanor  
Ellen Weber  
Madeleine Wood

**Steward (\$100)**

Bruce Ackerman  
Julie Allecta  
Ann Bauer  
Nancy Benjamin  
Susan Bierzychudek  
Nancy Boyce  
Greg Brockbank  
Bob Bundy  
William Carney  
Deborah Coburn  
Anne Devero-Rosenfield  
Sharon Farrell  
Norma Fragoso  
Dianne Fruin  
Heather Furmidge

Gary Tracy  
Katy Hallal  
Bettina Hughes  
Tamara Hull  
Sarah Kelley  
David Kunhardt  
Mardi Leland  
Cheryl Longinotti  
Nancy McKlveen  
Mary Morgan  
Stephanie Moulton-Peters  
Marilyn Norman  
Ellen Obstler  
Barbara O'grady  
Mary O'mara

Mia Pelletier  
April Powers  
Robert Reyff  
Katie Rice  
Judy Teichman  
Steven Thal  
Gabrielle Tierney  
Nancy Vernon  
Christina Waldeck  
Ken Waldeck  
Arlin Weinberger  
Sally Wilkinson  
Barbara Winter

**Benefactor (\$250)**

Ann Fricker  
Peter Joseph  
Barbara Meislin

Karen Mendelow Nelson  
Kathryn Olson  
Kim Rago

Liselott Spangberg  
Bob and Sue Spofford

**Guardian (\$500)**

Vera Meislin  
Vicki Rupp

**Protector (\$1000)**

Lynn Horowitz  
Susan Rusche

## Business Partnerships

### **\$500**

Lions Club of Corte Madera

### **\$250**

Golden Gate National Parks Conservancy  
Book Passage

### **In Kind Donations**

KRCB – North Bay Public Media  
CMCM- Community Media Center of Marin  
Good Earth Natural Foods

## Environmental Forum Donors and Contributors to the President's Challenge

### **\$5000**

Vicki Rupp

### **\$1250**

Kathy and Bob Cuneo

### **\$1000**

Conn and Susan Rusche Fund  
Bob and Sue Spofford

### **\$500**

Barbara Perlman-Whyman  
Mia Pelletier

### **\$250**

Nancy Benjamin  
Heather Furmidge  
Kathryn Olson  
Kim and Vic Rago  
Judith Teichman

### **\$200**

Nona Dennis  
Marty and Joyce Griffin  
Mardi Leland  
Stephanie Moulton-Peters

### **\$50–100**

Leslie Alden  
Jayni Allsep  
Christin Anderson  
Robert Archer  
Bruce and Nancy Bell  
Barbara Boucke  
Dottie Breiner  
Bob Bundy  
Damon Connolly  
Phyllis Faber  
Maureen Groper  
Cherly Longinotti  
Martin Lowenstein  
Kathy Lowrey  
Nancy McKlveen  
Mary Morgan  
Barbara Rothkrug  
Carrie Sherriff and Steve Rosenberg

### **Up to \$50**

Kim Burnett  
Ava Buxton  
Veda Florez  
Alex Stadtner  
Ben Toland

## Director's Reports

### Master Class 43

#### **Norma Fragoso (42), Director**

Master Class 43 was a tremendously successful experience resulting in an engaged and collaborative group of inspired environmental activists. Students took advantage of class introductions to current environmental issues, scientists and leaders; including municipal staff and County representatives, to develop projects of significant import to their communities.

Master Class 43 had several environmentalists in their own right, several people with land use planning interests, government employees, and seasoned political climate activists. Predominately professionals, half of the class was retired but many still in the work force. Starting with 24 participants the class was reduced to 22 by October, losing: a grant recipient whose schedule could not be accommodated; and a world traveler who missed 5 classes and decided to quit. All students were actively engaged, some missed a class or two due to work obligations or travel plans; but the group bonded extremely well and participated fully in each class. Several partnerships for student projects were developed enabling them to have a broader impact on their selected topics. A few students are participating in broader regional creek assessment efforts through the Marin Watershed Alliance and the Gallinas Sanitary District.

Most significantly, in November 2016, 18 out of 22 total students presented at Advocacy Speeches Day with a tremendously inspiring range of environmental issues, including: reducing municipal green house gas emissions on a regional level; creating a native plant database, undertaking assessment of creeks throughout Marin County; eliminating pesticides in their neighborhood; among others.

The relationship between the Master Class and Lecture Series is a regenerative one. The Class provides the Lecture's with students developing in depth analysis of an environmental issue of the day. The Series introduces the Forum in the community, providing current information to the broader base and a venue for cutting edge environmental efforts. We may want to reinforce or strongly encourage that MC Class should attend all Lectures. Three Student Project Lectures presented cutting edge issues generating extremely high attendance and positive dialogue in response:

Laura Riley's Lecture, Why Do We Waste So Much Food?, Feb. 4, 2017, brought together Activists Against Waste to show how 30% of our food is wasted. On May 1, 2017, at Dominican, Paul Hawken presented his book Drawdown the Most Comprehensive Plan Ever Proposed To Reverse Global Warming. His book ranks the 100 most effective solutions that avoid or remove the most green house gases from the atmosphere, on a global basis. The book identifies the #3 most effective solution to emissions as Reduced Food Waste!

Linda Jackson, Karen Mendelow-Nelson and I presented a Lecture on 4-18-17, YES, We Can! The Marin Solution for Housing, a half-day session with experts in their fields of architecture and sustainable affordable housing development which included a group exercise to select an appropriate site, scale and design for a sustainable housing project in their selected neighborhood. A field day for environmentalists!

Cory Bytof's Lecture Project, presenting a regional perspective of Marin's Climate Goals and Where We Stand; highlighted the regional efforts and impacts of reducing emissions and ways that people can get involved in their community's Climate Action Plan.

The Project, 100% Renewable Electricity (Deep Green) for Municipal Use in the County of Marin, delivered an organized and extremely convincing community request to the Board of Supervisors on



April 24th, advocating for deep green electricity generation for all municipal uses. Two weeks prior, successful community advocacy efforts were orchestrated convincing the City Councils of Mill Valley and Larkspur to adopt deep green sources for all municipal electricity. Supervisor Sears, at the Board of Supervisor's budget meeting, complimented Helene Marsh and Sarah Loughran on their impressive regional organizing effort.

While some class members are not able to attend Project Presentations and Graduation, their project partners will present their collaborative work. In total, 20 out of 22 students are graduating this year. MC 43 students were interviewed extensively and our Nominating Committee successfully recruited our new Assistant Program Director, Environmental Forum Vice President and Treasurer from amongst the Class.

### **Class Logistics and Sequencing**

I have great admiration for the dedication and caliber of our class presenters; each one is exceptional and their knowledge base and willingness to dialogue with students creates a wonderful learning environment. I'd like to find a way to show appreciation to our cadre of presenters who tirelessly provide service to EFM without compensation.

Without an Assistant Director for MC 43, Kim Rago stepped up to ensure that classes had venues and presenters, and buses for field trips, and that students found Class materials on our website. Kim adroitly handled the technology, organizing a multitude of slide presentations for each class, presenter bios, class reading materials and contacts, without a glitch! She contributed enormously to the facilitation and production of the MC43 classes and shares in the credit for its success. David Kunhardt, Karen Mendelow-Nelson and Tamela Fish were also a part of the team that kept things happening as presenters, tech assist, and social media guru respectively, throughout the series. **I am grateful to them for a wonderful working experience and to the entire Board for it's full support during the year.**

With the Board's direction to focus our efforts on climate change; a new class added to the MC 43 series was titled Getting in Front of Climate Change. Two speakers were paid an honorarium, to set the tone for MC 43's dive into climate change, and just how one gets in front of it. Mark Hertsgaard made connections between root causes of climate change around the world and how it directly impacts our communities. Renee Lertzman brought people face to face with their own concerns, fears, and "inability to discuss climate change with their friends or at times themselves". People begged for more time with them, they had so many questions; Mark and Renee spent an hour or longer than agreed in response to the class interest.

MC 44 will have several classes specific to climate change: Face to Face with Climate Change; Adapting to Sea Level Rise; the film "Time to Choose"; and a new 1/2 day session about broad causes and impacts of climate change and the nexus between transportation and housing, including the exercise Developer for a Day. The intent will be to examine our personal connection to the systems that fuel climate change and how we may be (unwittingly) financially supporting the degradation of the environment. I've realized the power of film, graphics and interactive exercises to explain broad root causes of, and the dynamics of climate change, including a personal understanding of it's relevance in our day to day lives. My intent is to have MC 44 provide learning opportunities in various formats such as film, and interactive exercises, with games and dialogue, rather than strictly lecture formats.

Generally, classes and presenters received high praise. One common theme among the class was a request to slow down a bit. While coordinators attempted to provide as many presenters, and current information regarding their topics; the students asked for fewer presenters and more time to take a deeper dive into specific topics. This made sense, and I've decided to limit the number of presenters for all classes and emphasize interactive learning opportunities rather than lecture time.

I found that once agendas were submitted, there was never time to take care of class logistics, class projects, or advocacy speech expectations. I believe by limiting the number of presenters and carving out time in advance of each class we can provide a better understanding of what is expected with regard to projects. I've learned that for maximum success, project assistance must be provided from the beginning to develop rapport with the group and often requires making quality contact time outside of class. This year Kim and I learned that we need a Project Person providing brainstorming and guidance to students, from the first class; developing a personal relationship, working with students to explain project parameters, and providing ideas and examples of previous MC projects.

I'm delighted that we have Tom Arthur as our MC 44 Assistant Director (AD) but we will still count on Kim for class logistics, field trips, and the web interface. It may be that we all attend certain classes but we cannot all three be expected to attend every class. Every week the demands of responding to coordinators and students, and preparing class materials in advance of the next class, makes the schedule from August to November very demanding. We will attend classes based on work needs for the week, training needs of our new AD, and allow sufficient time to respond to students.

### **Scholarship**

We had three scholarship recipients in MC 43, two for the Joseph Kohn Memorial fund and one from the Jerry Friedman Memorial Scholarship, who unfortunately could not continue with the Classes. He has been invited to audit MC 44 classes.

### **Other Contributors to the Success of Master Class 43**

The Master Class program is supported and made possible by the significant contributions of many volunteers. To Class Coordinators and Project Presenters in particular, we extend deep, and truly heartfelt, appreciation for their help; without whom the production of weekly classes of this caliber would not be possible. Other key efforts made by EFM Recruitment (Nancy Benjamin) and Membership (Vera Meislin) Directors, the Nominating Committee (Vicki Rupp and Nancy Vernon and Leslie Alden), the Project Review Committee (Nancy Vernon, Jayni Allsep), Reviewers, (Karen Mendelow-Nelson, Jill Whitebook, Barbara O'Grady, Patricia Nelson), Still Photography – Jocelyn Knight, Graphic Art Support – Gayle Marsh, Video Photography – David Fix, Website Maintenance – Bruce Bell and Susan Rusche.

## Lecture Series 2017

**Ann Bauer (41), Director**

**Cynthia Abbott (39), Assistant Director**

The Lecture Series included high-quality lectures. Some directly addressed climate change and its impacts, while other lectures focused on current environmental topics and issues. Expert speakers presented the facts plus actions and resources to help the audiences get involved, change behaviors and practices. Each lecture offered the audience resources to be more involved. In addition to the speakers, a dozen local organizations enhanced lectures by sending their staff to engage the audience at resource tables and provide engagement options. At the lecture, *Yes We Can! Marin Solution for Housing* audience members worked in small groups to consider a current housing project in Marin from the point of view of the developer, planner and architect. Each group was asked to develop housing units that met the needs of the community and environment. The lecture, *A Trip North: Researching Climate and Working for Change in Alaska* veered from the local focus. Dr. Zach Brown, a recent Stanford graduate shared his research experience and educated us about how populations of algae that fuel food chains in the Arctic now show the environmental consequences of climate change. He also shared his trek on foot and kayak from CA to AK where he is establishing the Inian Institute an environmental education center. He was joined by MSEL high school student Paloma Taylor, who also shared her experience and impressions of climate change while traveling with *Students on Ice*. The audience was awed by the firsthand accounts of climate change realities and inspired to know that these two “young”, intelligent and passionate people are involved in climate education.

At the last lecture, *Marin’s Climate Goals and Where We Stand* audience members proudly wore stickers that identified the climate change mitigation actions/programs they currently have done from the list below.

1. Switch to Deep Green electricity—Marin Clean Energy
2. Sign up for Resilient Neighborhood—Resilient Neighborhoods
3. Do a Project Sun Roof assessment—County Energy Watch
4. Sign up for a home energy audit—Rising Sun Energy Center and Energy Upgrade CA
5. Test drive a 0 emissions vehicle—Cool the Earth
6. Start food composting—Zero Waste Marin

The engagement goals for the audience were to be an advocate for what you already do, and to learn about and/or sign up for program(s) you do not do. This fun activity empowered the audience to engage each other about their successes, and share their commitments to learn and do more. **The result: another successful EFM lecture (and series) that provided current information, local resources and engagement opportunities while empowering our members and the public to take action in their own lives, and consider more involvement as an advocate.**

Seven total lectures were presented from January 25th to April 26th. Five took place on Wednesday evenings at either the First Presbyterian Church in San Rafael, or at the Corte Madera Community Center. Two lectures took place on Saturdays at the Bay Model in Sausalito. Two lectures were videotaped by the Community Media Center of Marin (see \* on the table below). New this year; the first lecture was preceded by a wine and cheese reception that was well attended and appreciated. The average attendance at each lecture was 57 participants, with 35 EFM members and 22 non-members. Three lectures were coordinated by current Master Class (43) students for their projects.

## The 2017 Lectures

### Climate Action in the New Administration

**Wednesday, January 25** / Corte Madera Community Center

**Coordinator:** David Kunhardt (42)

**Speakers:** Bruce Riordan, *Climate Readiness Institute*  
Peter Joseph MD, *Citizens Climate Lobby*  
Sarah Loughran (43)

**Total Attending:** 93 (Pre-Registered: 86)

### Hungry for Answers: Why do We Waste so Much Food?

**Saturday, February 4** / Bay Model in Sausalito

**Coordinator:** Laurie Riley (43)

**Speakers:** Jordan Figueiredo, *UglyFruit.org*  
Nick Lapis, *NRDC and CA Against Waste*  
Julie Hanft (36), *Marin Open Garden Project*  
Jacquie Phelan, *Marin food activist*  
Kathy Carver, *Extrafood.org*  
Tabling by *ImperfectFood.org*

**Total Attending:** 24 (Pre-Registered: 37)

### Twin Tunnels and SF Waterways: Where is the Balance? \*

**Wednesday, March 8** / First Presbyterian Church in San Rafael

**Coordinator:** Dan Monte (41)

**Co-Sponsor:** Gallinas Watershed Council

**Speakers:** Peter Drekmeier, *Tuolumne River Trust*  
Gary Bobker, *The Bay Institute*  
John McManus, *Golden Gate Salmon Association*  
Gerald Meral, *NHI California Water Program*  
Tabling by *Gallinas Watershed Council*

**Total Attending:** 81 (Pre-Registered: 97)

### Yes We Can! Marin Solution for Housing

**Saturday, March 18** / Bay Model in Sausalito

**Coordinators:** Linda Jackson (43), Norma Fragoso (42), and Karen Nelson (38)

**Speakers:** Bob Brown, *Novato Community Development Director*  
Andrea Osgood, *Director of Development at Eden Housing Inc.*  
Rick Williams, *Van Meter Williams Pollack LLP*  
Group task activity throughout

**Total Attending:** 31 (Pre-Registered: 44)

## **A Trip North: Researching Climate and Working for Change in Alaska**

**Wednesday, March 22** / Corte Madera Community Center

**Coordinator:** Ann Bauer (41)

**Speakers:** Zachary Brown, PhD, *Inian Islands Institute AK*  
Paloma Taylor, *MSEL Student, Students on Ice*

**Total Attending:** 55 (Pre-Registered: 41)

## **Wildlife and Habitat Connectivity**

**Wednesday, April 12** / First Presbyterian Church in San Rafael

**Coordinator:** Ann Bauer (41)

**Speakers:** Trevor Stevenson (42)  
Megan Isadore (30), *River Otter Ecology Project*  
Courtney Coons, *Bay Area Puma Project*  
Tabling by *SPAWN, River Otter Ecology Project, and Bay Area Puma Project*

**Total Attending:** 43 (Pre-Registered: 65)

## **Marin Climate Goals and Where We Stand \***

**Wednesday, April 26** / First Presbyterian Church in San Rafael

**Coordinator:** Cory Bytof (43)

**Speakers:** Christine O'Rourke, *MarinClimate and Energy Partnership*  
Dana Armanino, *County of Marin Sustainability Team*  
Cory Bytof (43), *City of San Rafael Sustainability Coordinator*  
Seven groups tabled  
Group engagement activities

**Total Attending:** 63 (Pre-Registered: 52)

\* Videotaped by The Community Media Center of Marin

## **Other**

- 20 people paid for the entire series
- Free admission to: speakers, tabling staff, current Master Class (43) students, EFM Board and to the following EFM Member levels: Life, Benefactors and Guardians

## Membership

### **Vera Meislin (41), Director**

This year in addition to making membership available to everyone we combined graduates and non-graduates at all giving levels. We also introduced a business membership category at \$250. We created a new fall event at Book Passage at which we recognized our top level donors. It was well received and attended.

We switched our platform from Memberclicks to Wild Apricot. This reduced our costs and improved the tracking of our members, their renewal, notification, communications and our website which have all greatly improved ease of use.

Our campaign began in November with email blasts to renew for 2017. We continued with emails, follow up phone calls and a select hard copy mailing. Reminders to renew were included in our newsletters, which were revived this year emphasizing our members in action including the support of MCE, lecture series and other communications to our community.

### **As of May 1, 2017:**

Supporters (\$35) – 87

Advocates (\$50) – 38

Stewards (\$100) – 43

Benefactor (\$250) – 8

Guardian (\$500) – 2

Protector (\$1000) – 2

Lifetime – 15

Business members – 1

Total membership as of May 2017: 196 members

This is up almost 5% from last year.

Thank you to the Board for helping with this effort!

## Marketing and Communications

**Nancy Benjamin (42), Communications Director and  
Kim Rago (38), Executive Director**

### Internal Communications

This year our priority was to streamline communication to our members and interested contacts. We accomplished this first by updating our technology. In the past, our membership database (Memberclicks) was not directly connected to our email platform (Constant Contact), making communication difficult and hard to track. We have streamlined the process within Wild Apricot, which makes it much easier not only to generate the mailing lists and event announcements, but also gives us increased visibility and email tracking. Wild Apricot also hosts our website and is user friendly — thus making it easier to keep webpages current and relevant. Our thanks to the FPP Team (Forum Platform Project): George Jelatis, Susan Rusche and Bruce Bell for making this transition so smooth.

Secondly, we re-introduced the Forum newsletter so Members can stay in touch with our current activities. Non-members will also be able to subscribe to our electronic newsletter. Our e-news is sent every other month and contains a note from our Forum President as well as information on our upcoming events and lectures. We have included a section where members can update us on the status of their ongoing Master Class projects. Newsletters are available via email and are posted on our website. Thank you to Karen Mendelow Nelson who compiles all the articles and puts the newsletter together.

### Outreach

We have continued outreach to like-minded organizations to help us grow our membership and publicize our current programs. This year GGNPC joined so that the interns of the GGNRA can attend our Lecture Series. We had 13 interns join us for two of our lectures this year bringing in a younger demographic. We also partnered with MCL, One Tam and Resilient Neighborhoods, all of which posted our events on their online calendars or newsletters. We also hosted a Forum table at The One Tam Science Summit and a Wells Fargo Volunteer Fair. Lastly, with gratitude, we thank KRCB who aired two 30 second announcements during prime-time programs — one to promote Master Class 43 and the second for the 2017 Lecture Series.

We will be holding the August Master Class preview at VenturePad, a co-working and business incubator space, in San Rafael. Going forward, we are partnering with several other nonprofits in preparation for the Sustainable Enterprise Conference which will be held in Marin for the first time on October 26. This conference is modeled after the conference held in Sonoma for 10+ years. While we have not clearly defined our role in this conference, we will reach business contacts outside of our organization. Book Passage partnered with us on two occasions this past year to promote membership — one in fall 2016 at the Corte Madera location, and an event co-sponsored with Private Ocean and Bank of Marin at Dominican with Paul Hawken speaking about the release of his book, Drawdown. We are also partnering with Marin Green Drinks to promote the MC 44.

Word of mouth always seems to be the most effective way to get new folks interested in the Forum. We have continued to produce our signature bookmarks and flyers and most recently distributed our bookmarks at the Book Passage/Project Drawdown event to an audience of 300. We bring bookmarks and flyers to community centers, public libraries, and local booksellers throughout Marin. We will produce a list of all MC and lecture series speakers, along with their organization/business affiliation, over the last several years to share with prospective students and business members thereby illustrating the caliber of our experts and our track record. We plan to promote our lecture recordings and record short videos of MC student projects to use in our marketing.

Kathryn Olson and Susan Bierzychudek contributed an OpEd piece in the Marin Voice summer 2016 as we were actively recruiting for MC43. Posting on online calendars with like-minded organizations, Marin Voice, the Marin Independent Journal, local Patches, and Marin Magazine are other outreach sources.

Our thanks goes to David Kunhardt for suggesting and solidifying our involvement with Project Drawdown, and to Gayle Marsh for her continued professional graphic design on our bookmarks, event announcement and invitations. Our thanks to Tamela Fish who continues to handle all of our Social Media channels. Her Twitter posts keep us current and are now featured on our home page. Lastly thank you to the Board and Membership who continually promote all of our programs.

## Online and Social Media Director

### Tamela Fish (39), Acting Social Media Director

Online and Social Media Director is a technical role supporting Environmental Forum of Marin programs and mission. The director is responsible for managing the organization's online communication resources; Facebook, Twitter, Vimeo, You Tube, and more as required. The purpose of online media is to provide low cost outreach to a wide and diverse audience while maintaining control of brand and message. Social Media offers bi-directional communication and has been proven to be an effective agent of change. Successful outreach is achieved through a combination of marketing strategy and maintaining good relationships both on and off-line.

### Overview of Accomplishments

Environmental Forum of Marin offers an interactive Facebook Master Class group as a communications commons and we utilize multiple channels to display: lecture flyers, Master Class announcements, event photos, topical news, special events, and public comments.

Website: [www.marinefm.org](http://www.marinefm.org)

Twitter: [www.twitter.com/Forum\\_Marin](https://twitter.com/Forum_Marin)

Linked In: [www.linkedin.com/company/the-environmental-forum-of-marin](http://www.linkedin.com/company/the-environmental-forum-of-marin)

Vimeo: [www.vimeo.com/marinforum](http://www.vimeo.com/marinforum)

You Tube: [www.youtube.com/user/MarinForumVideo](http://www.youtube.com/user/MarinForumVideo)

Facebook: [www.facebook.com/Environmental.Forum](http://www.facebook.com/Environmental.Forum)

Interactive Master Class 43 Facebook Group: <https://www.facebook.com/groups/278845742478454/>

Approximately 20-100 sources are monitored weekly for sustainable news to be shared with our students, members, and public fans. News articles are headlined with neutral framework and posted on a public Facebook page or in the Master Class Group. We also share news and events of graduates and allies. Cooperation and community are encouraged in our collaborative online environment.

### Social Media Summary

Environmental Forum of Marin maintains a strong online presence and is known both locally and internationally through our social media via:

- Supporting educational programs, recruitment, membership, and events
- Maintaining a consistent brand, voice, and presentation style for Environmental Forum of Marin



- Promoting awareness through email, Facebook, Twitter, LinkedIn, the Neighborhood, various online calendars, and news agencies
- Securing photo and/or video media for promotion of organization, collaborative events and provide distribution
- Strong and accurate messaging of climate topics continues to be a strong attribute of our organization.

Environmental Forum of Marin is ready to introduce webinars. Webinars offer a possible income stream and greater outreach.

Defined process, timeline, and access to the board are important to marketing our programs. Future goals include attending more board meetings and greater input throughout the lecture series and master class timelines.

Online media requires some budget, but can also play a role in supporting fundraising efforts. It is time to consider crowd sourcing fundraising and/or other development efforts and allocate funds to online marketing.

Online media is a vast resource that overwhelms the volunteer hours available. Strategic scheduling is required. Additional input from Gayle Marsh, Board Members, Executive Director – Kim Rago, and other professionals as needed is required for marketing success.

## Development

### **Susan Rusche (24, 1A), Director**

This past year has been a new experience for the Forum. For the first time since its inception, the Forum has had a paid staff, and now that there is an Executive Director, raising funds has become a priority. One of the outcomes of the Strategic Plan was the realization that for the Forum to survive as an organization, it would need to have an Executive Director to ensure the smooth running of operations. This past year with Kim Rago as the Executive Director, things have worked out beyond our expectations.

Applications for grants have yielded a grant from the Marin County Community Services Fund and the Lions Club, and the outreach for donations was very successful due to the President's Challenge (thanks to Vicki Rupp). The overall result was that total income was actually above what was budgeted. The budget for donations and gifts in fiscal 2016/17 was \$5000, and the actual amount received has been \$12,225, and \$10,000 was budgeted for grants while \$3000 was received, including \$2500 from the Marin County Community Services Fund. In the budget for 2017/18 there are more ambitious goals for grants (\$7,500) and a small step up in fundraising from individual donors (\$12,500). It is hoped that by increasing the membership base, the Forum over time will have the ability to be self-sustaining. During the 2017/18 fiscal, there will be much emphasis on boosting membership and a broader outreach to grantors.

## Master Class 43 Student Projects

<b>Redwood Creek Sedimentation</b>	Terri Thomas
<b>Piper Park Marsh</b>	Alan Jones, Betsy Clark, Kathi deFremery
<b>Marin's Climate Goals, Forum Lecture Series</b>	Cory Bytof
<b>Climate Education Survey of Marin Public Schools</b>	Sanna Thomas, John Thomas, Iris Saligman
<b>Hungry for Answers, Forum Lecture Series</b>	Laura Riley
<b>Pesticide Free Marin</b>	Mary Fraser
<b>Pesticide Reduction Coalition</b>	Barbara Bogard
<b>MCCSD – Community Disaster Response</b>	Terrie Green
<b>Marin Creek Survey</b>	Thomas Arthur, Mark Strauss
<b>Online Photographic Guides to Marin Grasses</b>	Kristin Jakob
<b>Wildland Gardening</b>	Marabeth Grahame
<b>Green Electricity for Marin Municipalities</b>	Sarah Loughran, Helene Marsh
<b>Resilient Neighborhoods</b>	Colleen Daly
<b>The Marin Solution for Housing, Forum Lecture Series</b>	Linda Jackson