

Education for Environmental Action



**Environmental Forum of Marin**  
**2017–2018**  
**Report for Annual Meeting**



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

Since 1972, Environmental Forum of Marin has provided community-building, environmental programs to inspire and advance effective advocacy for the natural world.

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

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

## Report from the President

**By Susan Rusche**

And the beat goes on...

It has been another successful year for Environmental Forum of Marin! Highlights include impressive projects coming out of the Master Class, several wonderful lectures and film showings, the addition of new members from the business community, and a streamlining of communications via our website, newsletter, social media, and video library expansion.

Our Strategic Plan goals continue to guide Forum Activities. The board reviewed the Strategic Plan from 2015 and determined that the goals identified within the three pillars of success are as valid as ever. Here are the accomplishments for the year as they relate to the three pillars — Education Programs, Inclusivity, Organizational Effectiveness.

### Education Programs

#### **Master Class 44**

This year's Master Class was a diverse and engaged group of environmentalists. Inspired by our founder and founding teachers, they accepted the challenge "to become the rebels of their day."

The urgency of climate change has required the Master Class to take a deeper dive into local environmental issues in Marin County. To do so, we have focused and expanded our student project component by introducing local environmental issues and networking with elected officials, government program managers, and community leaders; and by preparing students to develop impactful stewardship projects. We have recently filed for 501(c)(4) status so that Forum membership can better support our students by engaging in their advocacy work.

Our new Mentor's Program assists in developing and successfully implementing student's class advocacy efforts. Students are teamed with a Mentor who is an expert or community leader in their field of interest. This successful program brings together EFM members and former Master Class graduates with a current student. In this way, members are given an opportunity to actively participate in Forum and Master Class-sponsored projects and activities. We plan to grow our Mentor Program so there will be increased opportunities for member engagement (contact Kim Rago).

Finally, we place greater emphasis on collaborative advocacy efforts to maximize the impact of student projects. One example was student participation in a regional collaboration with our partner environmental organizations, requesting that the Transportation Authority of Marin accelerate vehicle electrification in Marin with Measure A and B funding, resulting in reduced GHG emissions in Marin County. This advocacy project was a tremendous learning opportunity, and developed new partnerships (Carleen Cullen with Cool the Earth/Drive Clean Marin), and will potentially protect our most valued resources.

We are excited to begin another Master Class Program on September 8th. We have a new curriculum planned to explore state-of-the-art adaptations to sea level rise and community resiliency. We are expanding our Advocacy Education component, and of course, will continue to facilitate our historic field trips of West Marin, Plant Communities and Baylands, and Marin's Public Lands.

## Lectures and Programs

Seeking to broaden attendance and deepen the appeal of EFM lectures, we set out to engage a wider audience with multiple media approaches, partnerships with like-minded organizations, and connections to current events in Marin and beyond. We also utilized new locations for events — specifically City Hall in Novato, BioMarin’s conference space in San Rafael, and the Marin Art & Garden Center in Ross. The 2018 Series has been influenced heavily by Drawdown: Marin’s campaign launched in October 2017, and focused on six strategies for reduction of GHGs and their impacts. All five program events were well attended with an average of 100 registrants per event.

### **Late 2017/spring 2018 Lectures, Workshops & Films Series:**

**1. On October 24, 2017** in partnership with Marin Art & Garden Center: “Climate Change: Six Easy Ways you can Make a Difference” with Cory Bytof, Christine O’Rourke, Dana Armanino.

**2. On January 18, 2018** in collaboration with Sustainable Novato and Mayor Josh Fryday, we had a showing of Jamie Redford’s independent film: *Happening: A Clean Energy Revolution* at Novato City Hall, and were fortunate to have Jamie Redford as well as Gretchen Schubeck, Sustainability Director of Novato, join us for Q&A after the showing.

**3. On February 27, 2018** “Getting to 100% Clean Energy” — the evening was opened by Supervisor Damon Connolly reviewing how this event fits within the Drawdown: Marin campaign. We were then treated to an excellent keynote address by Dan Reiker, Executive Director of the Steyer-Taylor Center for Energy Policy & Finance at Stanford, and who was joined in a panel discussion including J.R. Killigrew, Community Development Manager at MCE, Joe Herr, Team Leader on Grid Integration at PG&E, and Robert Gould of SolarCraft Services.

**4. On March 14, 2018** “The Future of Transportation: Cleaner, Quieter, Faster, Cheaper” This event focused one of the central Drawdown: Marin campaign themes. Stephanie Moulton-Peters, Mayor of Mill Valley, as well as current Chair of the Transportation Authority of Marin, spoke and moderated a panel that included Carleen Cullen, Executive Dir. of Cool the Earth and Drive Clean Marin, Molly Cohen D’Agostino, Policy Dir. of the 3 Revolutions Future Mobility Program at UC Davis, and Jon Haveman, Principal of Marin Economic Consulting, who spoke on the future of Autonomous Vehicles.

**5. On April 25, 2018** in partnership with Marin Art & Garden Center: “Protecting Our Oceans: Perils and Progress in California” — this event combined a film trailer from the exceptionally talented youth advocacy group, Heir to Our Oceans, plus a keynote address by Dr. Ellie Cohen, President of Point Blue Conservation Science, and a panel that included Jeff Boehm, Executive Dir. of the Marin Mammal Center, and Michael Stocker, Executive Dir. of Ocean Conservation Research, national expert on ocean noise pollution.

## Inclusivity

We have successfully broadened our outreach in several ways. We worked closely with funders and received critical feedback about our website and online presence. With the help of MC 44 student and videographer, Tom McAfee, we are expanding our website’s video library, thereby documenting the impact of student projects and highlights of our lectures|workshops|films series. Communications worked closely with Programs to promote our lectures|workshops|films series to wider audiences. The Forum has grown its local business and nonprofit support, and through our program series, has added over 450 new contacts to our database.

The Forum has been awarded funds from the County and from a board initiative which allows us to provide more scholarships and subsidies for Master Class students — especially those from underserved communities.

Additionally, we have cooperative advertising partnerships with Marin Conservation League (MCL), Golden Gate National Parks Conservancy and One Tam, DRAWDOWN: Marin / Marin County Offices, among others.

The Forum tabled at the Center for Volunteer and Nonprofit Leadership's "Bay Area Human Race" event; Marin's first Sustainable Enterprise Conference led by VenturePad and modeled after Sonoma's successful 13-year old conference; and Marin Art & Garden Center's Summer Concert & Conservation Evening. EFM was a community partner of the California Film Institute's Mill Valley Film Festival Environmental Series celebrating winners of the Goldman Prize. Kim Rago presented twice at Marin Green Drinks, hosted by Lotus Family of Restaurants. Kim was interviewed by Barbara McVeigh and Charlie Siler for "People's Environmental News" on CMCM TV. Kim and Norma Frago appeared on Novato Community Televisions program, "Public Advocate." KRCB again produced a PSA for us to advertise MC44.

## Organizational Effectiveness

This year we fully transitioned to Wild Apricot, our website host and database manager. We continued to streamline communications to members, like-minded organizations and interested contacts. The Board reviewed and simplified the Forum's mission statement, online messaging and printed materials. An e-newsletter focusing on current accomplishments of Forum students and members is sent every other month to over 1500 contacts. While word of mouth remains the most effective way to spread the word to future MC students and new members, we bring our signature bookmarks and flyers to community centers, public libraries, and local booksellers throughout Marin. We also list our events through a variety of news outlets, both online and via print.

The Forum still continues to build its funding base through appeals to donors and grantors to help support the Master Class and provide funding for the Project Incubator for Climate Change Solutions and other initiatives. Growing our membership is essential to the continued viability of the Forum. Next year we are going to take a different approach to the Membership function by linking it to Programs. Helene Marsh and Sarah Loughran will jointly manage both areas so that we can create a greater synergy between the two functions by promoting greater member involvement in our programs along with greater inclusion of the public into our membership.

Our part-time Executive Director, Kim Rago, continues to provide support to the all-volunteer working board. Kim's work is essential to the effectiveness of the organization and makes it possible to have continuity over time that cannot be provided due to the usual turnover in board positions. We continue to pursue fundraising avenues in order to support the ED position, and it has been challenging at times. In the coming year, a new development plan will be implemented with the help of an advisory group so that we may continue to build on this year's results over the next several years.

### **Susan Rusche** **President**

*With many thanks to all the board members who provided input to this report. This year has been a success because of the collaborative efforts with our members, partners, and each other, and because of a shared love for Environmental Forum of Marin, its history and its continued impact on environmental issues.*

## 2018 Annual Meeting Agenda

**May 20, 2018**

**Noon – 2:45pm**

**McGinnis Park Golf Club Restaurant**

350 Smith Ranch Road  
San Rafael, CA

**Noon** Registration, Art Exhibit “What Might Have Been” viewing

**12:30** Luncheon Buffet

**1:15** Business Meeting Called to Order

- Welcome and Introduction of 2017-2018 Board of Directors – Kim Rago
- Report on State of Environmental Forum of Marin – Susan Rusche
- Treasurer’s Report – Susan Rusche for Sarah Loughran
- Nominating Committee Report – Nancy Vernon
- Election of the 2018-2019 Officers and Directors – Susan Rusche
- Introduction of the Founders Fund
- Thank you to the 2017-2018 Board of Directors
- Adjourn Business Meeting

**1:45** Guest Speaker Mia Monroe, Site Supervisor Muir Woods National Monument — From “What Might Have Been” (art exhibit) to what is in danger today; different times/different threats.

**2:10 - 2:45** More art, class reunions, end of celebration



## SF Bay Area: What Might Have Been

### Art Exhibition

**Artist:** Alfred Twu

**Project conception, design, and production:** Victoria A. Bogdan Tejeda (MC40)

[www.whatmighthavebeen.org](http://www.whatmighthavebeen.org)



**Marincello:** The Iconic example of “What Might Have Been”

## **2017 – 2018 Officers, Directors, and Standing Committee Members**

### **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

Tom Arthur (43), Assistant Master Class Director

Nancy Benjamin (42), Communications Director

Veda Florez (44), Membership Director

David Kunhardt (42), Program Director

### **Off-Board Positions and Standing Committees**

Kim Rago (38), Executive Director

Tamela Fish (39), Social Media Coordinator

Nancy Vernon (41), Nominating Committee Chair

Norma Fragoso (42), Nominating Committee

Claire McAuliffe (41), Nominating Committee

Barbara Bogard (43), Nominating Committee



## Treasurer's Report

### Income/Expense Statement — Year 2017–2018

June 1, 2017 to April 30, 2018 (11 months)

Prepared by Sarah Loughran, Treasurer

	Unrestricted	Temporarily Restricted	Total
<b>Income</b>			
Membership Dues	\$12,590		\$12,590
Master Class	\$12,175		\$12,175
Public Events, formerly Lecture Series	\$3,946		\$3,946
Unrestricted Grants and Donations	\$5,566		\$5,566
Restricted Grants and Donations	\$0	\$5,025	\$5,025
Net Assets Removed from Restrictions	\$5,500	(\$5,500)	\$0
Interest Income	\$8		\$8
<b>Total Income</b>	\$39,784	(\$475)	\$39,309
<b>Expenses</b>			
Membership Communications	\$910		\$910
Membership Events	\$537		\$537
Master Class	\$5,156		\$5,156
Public Events, formerly Lecture Series	\$2,110		\$2,110
Professional Services	\$1,265		\$1,265
Office Supplies etc	\$1,735		\$1,735
Insurance and Tax Filings	\$889		\$889
Database and Web Hosting	\$3,117		\$3,117
Merchant & Banking Services	\$856		\$856
Executive Director	\$28,333		\$28,333
<b>Total Expenses</b>	\$44,909		\$44,909
<b>Net Income</b>	(\$5,125)	(\$475)	(\$5,600)
Non-Revenue Net Transfer From Restricted Acct.	\$475		\$475
<b>Net Change in Financial Position</b>	(\$4,650)	(\$475)	(\$5,125)

## Balance Sheet as of April 30, 2018 (Cash Basis)

	Unrestricted	Temporarily Restricted	Total
<b>Assets</b>			
Checking Account	\$4,275		\$4,275
Savings Account	\$32,113		\$32,113
Restricted Funds (Scholarships)		\$4,825	\$4,825
Total Assets	\$36,388	\$4,825	\$41,213
<b>Retained Earnings</b>			
Beginning Retained Earnings	\$41,038	\$5,300	\$46,338
Change in Net Assets	(\$4,650)	(\$475)	(\$5,125)
Ending Retained Earnings	\$36,388	\$4,825	\$41,213

## Proposed Budget for Fiscal Year 2018–2019

### (June 1, 2018 to May 31, 2019)

	<b>2017-2018 Budget</b>	<b>2017-2018 Projected</b>	<b>2018-2019 Budget</b>
<b>Income</b>			
Membership Dues	\$17,500	\$12,990	\$15,000
Master Class	\$15,000	\$12,175	\$15,000
Public Events, formerly Lecture Series	\$4,380	\$3,728	\$3,500
Membership Events	\$0	\$1,750	\$1,750
Unrestricted Grants and Donations	\$12,500	\$5,566	\$8,000
Restricted Grants and Donations	\$7,500	\$11,025	\$7,500
Interest Income	\$10	\$10	\$8
<b>Total Income</b>	\$56,890	\$47,244	\$50,758
<b>Expenses</b>			
Membership Communications	\$1,250	\$831	\$1,500
Membership Events	\$2,000	\$2,487	\$2,500
Master Class	\$10,605	\$9,920	\$12,000
Public Events, formerly Lecture Series	\$2,200	\$1,914	\$3,000
Professional Services	\$2,500	\$1,365	\$1,500
Office Supplies etc.	\$1,500	\$1,735	\$1,800
Insurance and Tax Filings	\$2,300	\$2,088	\$2,300
Database and Web Hosting	\$1,800	\$3,117	\$3,200
Merchant & Banking Services	\$800	\$855	\$1,000
External Memberships	\$75	\$75	\$75
Board Development	\$300	\$0	\$300
Executive Director	\$40,000	\$28,333	\$20,000
Total Expenses	\$65,330	\$52,721	\$49,175
<b>Net Income</b>	<b>(\$8,440)</b>	<b>(\$5,477)</b>	<b>\$1,583</b>

## **2018–2019 Slate of Officers, Directors, and Standing Committee Members**

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, 2018, through May 31, 2019:

### **Officers**

Susan Rusche (24), President  
Helene Marsh (43), Vice President–Programs/Membership  
Karen Mendelow-Nelson (38), Secretary  
Open, Treasurer

### **Directors**

Norma Fragoso (42), Master Class Director  
Tom Arthur (43), Assistant Master Class Director  
Nancy Benjamin (42), Communications Director  
Sarah Loughran (43), Membership/Programs Director  
Bruce Richard (35), Member-at-Large (Operations/Development Planning)

### **Off-Board Positions and Standing Committees**

Kim Rago (38), Executive Director  
Tamela Fish (39), Social Media Coordinator  
Nominating Chair to be appointed at June 2018 Board Meeting

## Environmental Forum Members

### Lifetime Members

Nancy Bell  
Inka Benton  
Barbara Boucke  
Barbara Boxer  
Ann Christensen  
Kathy Cuneo  
Nona Dennis

Phyllis Faber  
Tamela Fish  
Martin Griffin  
Gini Havel  
Pam Lloyd  
Kathy Lowery  
Barbara Perlman-Whyman

Karol Raymer  
Vicki Rupp  
Susan Rusche  
Barbara Salzman  
Ginger Souders-Mason  
Kraemer Winslow

### Members

#### Supporter (\$35)

Cynthia Abbott  
Cathy Ainsworth  
Paula Alsterlind  
Anne Baele  
Julie Beach  
Dan Bell  
Olivia Beltran  
Zeinab Benchakroun  
Bonnie Bibas  
Jeff Bickner  
Lisel Blash  
Barbara Bogard  
Edward Boisson  
Sandi Bowman  
Gary Brand  
Bob Brown  
Cindy Brown  
Tish Brown  
Sally Burr  
Cornelia Calhoun  
Pat Carlone  
Martha Cherry  
Lily Cohen  
Avi Conant  
Pamela Cook  
Robert Cook  
David Coury  
Christine Mortonson  
Cathleen Dorinson  
Kathleen Gaines  
Betty Gandel

Joyce Gardella  
Louise E. Gilbert  
Randy Greenberg  
Bob Harlow  
Anne Harper  
Tom Heinzq  
Teresita Heiser  
Stella Huddleson  
Heather Itzla  
Kristin Jakob  
Kurt Johnson  
Ali Johnston  
Alan Jones  
Wendi Kallins  
Michael Kamerick  
Kay Karchevski  
Marie Kerpan  
Sita Khufu  
Carolyn Kohler  
Sandra Lambert  
Lynn Langford  
Louise Lipsey  
Don Love  
Don Magdanz  
Edward Mainland  
Gayle Marsh  
Tom McAfee  
Anahi Mendieta  
Dan Monte  
Callita Moore  
Arlene Morrison

Linda Novy  
April Orcutt  
Max Perrey  
Roger Peters  
Anne L. Petersen  
Norma Pomerance  
April Powers  
Martha Proctor  
Ralph Purdy  
Ken Rawles  
Ann Rivo  
Nancy Roen  
Barbara Rothkrug  
Conn Rusche  
Iris Saligman  
Carol Saysette  
Anie Schafer  
Judy Schriebman  
Donna Shoemaker  
Eleanor Siperstein  
Robert Stern  
Trevor Stevenson  
Susan Stompe  
Mark Swoiskin  
John W. Thomas  
Terri Thomas  
Jody Timms  
Rona Weintraub  
Sandra Kay Wollenberg



**Advocate (\$50)**

Leslie Alden  
Judy Alstrom  
Bruce Bell  
Douglas Cooper  
Diane Furst  
Diane Griffeath  
Maureen Groper  
Maika Llorens Gulati  
Katy Hallal  
Kathryn Hyde  
George D Jelatis  
Alex Kahl  
Kiki La Porta  
Claire Mcauliffe

Donna Miller  
Mia Monroe  
Pat Nelson  
John Nygren  
Barbara O'grady  
Tamra Peters  
Kate Powers  
Victor Rago  
Patricia Ravasio  
Pamela Reaves  
Robert Reyff  
Bruce Richard  
William Ring  
Steven Rosenberg

AJ Shepard  
Carrie Sherriff Rosenberg  
April Starke Slakey  
Sue Spofford  
Steven Stephens  
Rodney Stock  
Andrea Taylor  
Gabrielle Tierney  
Wanden Treanor  
Nancy Vernon  
Ellen Weber  
Nita Winter  
Chip Wray

**Steward (\$100)**

Bruce Ackerman  
Jan Alff Wiegel  
Julie Allecta  
Robert Archer  
Thomas Arthur  
Ann Bauer  
Greg Brockbank  
Bob Bundy  
Karen Chatham  
Chris Choo  
Deborah Clark  
Elizabeth Clark  
Deborah Coburn  
Belle Cole  
Sharon Farrell  
Veda Florez

Dianne Fruin  
Heather Furmidge  
Bettina Hughes  
Nancy Hughes  
Rachel Kamman  
Sarah Kelley  
David Kunhardt  
Mardi Leland  
Roger Leventhal  
Cheryl Longinotti  
Sarah Loughran  
Martin Lowenstein  
Sue Mace  
Robert Miller  
Mary Morgan  
Linda Mornell

Diane Nicolson  
Marilyn Norman  
Katie Rice  
Kathrin Sears  
Mike Swezy  
Ben Toland  
Marc Vendetti  
Christina Waldeck  
Ken Waldeck  
Arlin Weinberger  
Wilford Welch  
Sally Wilkinson  
Anthony Williams  
Ruth Zamist

**Benefactor (\$250)**

Nancy Benjamin  
Barbara Boylan  
Norma Fragoso  
Ann Fricker  
Helene Marsh

Karen Mendelow Nelson  
Kathryn Olson  
Mia Pelletier  
Kim Rago  
Bob Spofford

Judy Teichman  
Sanna Thomas

**Guardian (\$500)**

Vera Meislin

## Business Partnerships

### Tier Two (\$250)

Golden Gate National Parks Conservancy  
Marin Conservation League

### Tier one (\$100)

Marin Link  
Bellham Self Storage and Boxes  
Cool the Earth/Drive Clean Marin

### In Kind Donations

Straus Creamery  
KRCB and CMCM

## Environmental Forum Donors

### \$2225

Norma Fragoso

### \$1200

Helene Marsh

### \$1000

Sarah Loughran  
The Uplands Family Foundation  
(Lynn Horowitz)

### \$500

Kathy Cuneo

### \$500

Lions Club of Corte Madera

### \$250

Mia Pelletier  
Nancy Benjamin  
Susan Rusche

### \$200

Tom Arthur  
Kim Rago

### \$110

Veda Florez

### \$100

Karen Mendelow Nelson  
Heather Furmidge  
Barbara Meislin  
Andrea Taylor

## Master Class 44 Student Projects

<b>Sustainable Systems Design</b>	Teresita Heiser	
<b>Education to Build Local Civil and Environmental Education</b>	Max Perrey	
<b>Tiscornia Marsh Project</b>	Anahi Mendieta, Olivia Beltran	Avi Conant
<b>Restoring Hamilton Wetlands</b>	Bob Harlow	
<b>The Interfaith Earth Day Challenge</b>	Pat Carlone	
<b>Fire and Earthquake Safety Preparedness</b>	April Orcutt	
<b>Marin Agricultural Land Trust: Review of Best Practices</b>	Anne Harper	
<b>Ranch Land Conservation: A Transformative Approach</b>	Don Love	
<b>Food and Farming in San Geronimo Valley</b>	Wendi Kallins	
<b>Tell Me a Story about Climate Justice</b>	Zeinab Benchakroun	
<b>EFM video and media support</b>	Tom McAfee	
<b>Climate Change Museum Exhibition</b>	Jeff Bickner	
<b>Getting to Deep Green</b>	Michael Kamerick	
<b>Electrification of Marin County Transportation</b>	Kurt Johnson	Presented by Norma Fragoso
<b>No Idle in Marin</b>	Stella Huddleson	
<b>Fairfax-on- Foot</b>	Lisel Blash	
<b>Night Skies and Lighting: A Compromise</b>	Joyce Gardella, Marji Feliz	
<b>Highway 37 and Sea Level Rise</b>	Veda Florez	
<b>Watershed Alliance of Marin</b>	Ken Rawles	



**Tiburon Bridge:** Linking Telegraph Hill to Angel Island

**Artist:** Alfred Twu

**Project conception, design, and production:** Victoria A. Bogdan Tejeda (MC40)  
[www.whatmighthavebeen.org](http://www.whatmighthavebeen.org)