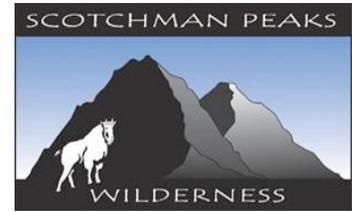




# *Friends of Scotchman Peaks Wilderness Inc*

## *2008 Annual Report*



### *SCOTCHMAN PEAKS INVENTORIED ROADLESS AREA*

*Roughly 60 miles south of Canada, the 88,000-acre Scotchman Peaks roadless area spans the Idaho-Montana border. The Scotchman Peaks are shared by Bonner County Idaho, Sanders and Lincoln County Montana. Management of the Scotchmans is split between the Kootenai National Forest and the Idaho Panhandle National Forest. Since the 1970s, when the U.S. Forest Service carried out extensive evaluations of lands suitable for wilderness, this rugged, scenic and biologically diverse portion of the West Cabinet Mountains has been managed for its wilderness potential.*

### WHO WE ARE

The *Friends of Scotchman Peaks Wilderness* (FSPW) is a grassroots, volunteer organization formed in January, 2005 by citizens of Montana and Idaho to preserve one of the last and largest wild areas in our region, the Scotchman Peaks roadless area. We have a dedicated group of ordinary and extraordinary folks who have volunteered time, effort and determination to preserve a key part of the Yellowstone to Yukon corridor.

From our inception in 2005 until January 2007 we operated as a program under the fiscal sponsorship of the Cabinet Resource Group. In 2007 we filed articles of incorporation in Idaho as “Friends of Scotchman Peaks Inc.” and received a ruling from the IRS approving our non-profit tax status as a 501c3 organization. Our current Board of Directors with changes made to the board in 2008 is listed below, along with estimated hours each of us spent in 2008 as a FSPW volunteer:

## BOARD OF DIRECTORS /KEY VOLUNTEERS                      ESTIMATED HOURS

### Board of Directors in December 2008

Phil Hough, Chair	25 hours/week
Doug Ferrell, Vice Chair, Montana Outreach Coordinator	15 hrs/week
Jacob Styer, Treasurer	12 hours/week
Sarah Lundstrum, Secretary	10 hours
Neil Wimberley, East Bonner County Outreach Coordinator	8 hours/week
Carol Jenkins	15 hours
Bill Martin	4 hours/week
Will Valentine	3 hours /week
Charlie Clough	8 hours/week

### Changes to the Board in 2008

- In March 2000, Sarah Lundstrum added as Director
- During July – Sept 2008, Phil Hough was on sabbatical; Carol Jenkins became Acting Chair and Sarah Lundstrum Acting Secretary.
- In October 2008, Lexie de Fremery resigns as Treasurer and as Director and was replaced by Jacob Styer. Sarah Lundstrum becomes permanent Secretary and Carol Jenkins retains her seat as a Director

We are joined by several key volunteers who edit our newsletter, manage our merchandise and coordinate outreach activities. As dedicated volunteers, we are able to make maximum use of our contributions by having zero expenses for salaries.

Key Volunteers	Estimated Hours
Ann Wimberley, Newsletter Editor	5 hrs/week
Pama Bangeman, Newsletter Design	1 hr/week
Jim Mellen, Merchandise Coordinator	3 hours/week
Ernie Scherzer, Sanders County Outreach Assistance	3 hours/week
Trisha Miller, Webmaster	2 hours/week
Don Clark, Community Advocate	5 hours/week

In addition to our Key Volunteers, many other volunteers assisted with special events, led hikes, staffed tables or booths or helped with various other tasks.

Together, the hard work of our all-volunteer organization has built a support base of over 1900 people by the end of December 2008. We continue to use a model where we ask for “support” rather than to join as a “member”. Instead of asking people to *join us against* something negative, we ask people to *support us for* something positive. This has allowed us to bring together people reluctant to “join” groups, or who may not ordinarily support environmental causes. This has opened up a positive community dialogue around wilderness values. We believe this has allowed us to grow quickly in size and diversity. The result is a large network through which we can distribute our educational material and action alerts.

We have received resolutions of support or endorsements from Montana Governor Schweitzer, Bonner County Commissioners, cities of Thompson Falls, MT and Sandpoint and Ponderay, ID, Sandpoint Mayor Ray Miller, Sanders County Ledger, River Journal, Bonner County Daily Bee, Greater Sandpoint Chamber of Commerce, Idaho Native Plant Society, Spokane Mountaineers, and many area businesses. In 2008 we received additional endorsements from The Libby Rod and Gun Club and the Bull Lake Rod and Gun Club.

Our campaign directly involves two national forests, two states, three counties, and small, scattered rural communities. Our region's nearest urban center is Spokane, Washington and Missoula Montana. More information about our organization, our outreach and educational efforts and key volunteers can be found on our website: [www.scotchmanpeaks.org](http://www.scotchmanpeaks.org).

## OUR MISSION

*“We believe that the 88,000-acre Scotchman Peaks roadless area, spanning the Idaho/Montana border, deserves permanent protection as wilderness. Faced with growth and change, we want to make sure that this special place stays the same.*”

We are singularly focused on working to bring about wilderness protection for the Scotchman Peaks. Through education and outreach we work to bring about the community awareness and demand for action, which will make wilderness designation politically inevitable for the Scotchmans. In the 5 northern counties of the Idaho Panhandle there are *no acres of designated wilderness*. And, the Kootenai forest has the smallest percentage (4%) of wilderness of any national forest in Montana. No wilderness has been designated on the Kootenai since the wilderness act passed in 1964, in part creating the Cabinet Mountain Wilderness.

Wilderness designation for the Scotchmans will protect water quality as well as rare plants and wildlife including endangered grizzly bears, mountain goats, wolves, Canada lynx and bull trout. The Scotchmans, part of the Yellowstone to Yukon corridor, would add habitats (low boreal forests and cedar/hemlock communities) not well represented in the National Wilderness Preservation System.

Our local communities will benefit from the unparalleled recreational and economic opportunities which wilderness provides. Many studies have indicated that in the west there is a strong link between protected public lands and diverse, vibrant economies. Our region is shifting from extraction based industries to one which recognizes the economic value of natural beauty and the associated “quality of life” features. Our communities also recognize the inherent value of being good stewards of our natural resources for current and future generations.

Our goal is to increase awareness within our communities of the value of wilderness designation for the Scotchmans. By engaging individuals and groups on many levels within our region, we believe we can elevate a citizen's proposal for action, making wilderness designation politically inevitable for the Scotchman Peaks. To bring about this change will require us to do more work towards the education and outreach necessary to increasing community support. As we grow the number of individual supporters, and endorsements from businesses, civic groups, community leaders, our communities' call to action will create a need for wilderness to which our congressional representatives will need to respond with positive action.

## OUR ACCOMPLISHMENTS

FSPW began in 2005 with twelve citizens from Montana and Idaho who believed that the time was right to work diligently to achieve wilderness designation for the Scotchman Peaks roadless area. Most of those 12 continue to be involved and, along with other individuals who have stepped forward since then to volunteer for many tasks, form the core of our volunteer efforts. The highlights of our efforts and accomplishments, in 2008, include:

### Outreach and Education-Programs and Events

Education and outreach has resulted in growing our support list from about 1,400 to over 1900 individuals, including supporters from 34 states. Over 90% of our supporters are from the region of eastern Washington through northwestern Montana.

- In 2008 our hiking programs continued to be popular, bringing 80 people in on 9 Winter Walks and over 80 people in on 14 summer hikes, including trips lead by expert botanists and mycologists (mushroom expert).
- In August, our first annual Troy Music festival had over 200 people turn out to generate community goodwill and support for the Scotchmans. This will become an annual event.
- In March Phil Hough went to “Quiet Commotion” and participated on a panel presentation on collaboration with Chris Ryan USFS and others.
- In September we held our first “Plein Air” event involving about 15 artists who painted and sold art featuring scenes from and of the Scotchman, resulting in increased awareness of the value of wilderness in the arts community and helping to raise funds for our campaign.
- Continued to engage local community leaders, elected officials and forest service as well as other agency personnel in discussions of the value Wilderness would bring to the Scotchmans.
- Participated in many community events (fairs, festivals, parades) in the three states, including the Bonner County Fair, the Huckleberry Festival in Trout Creek and 4<sup>th</sup> of July parades in Sandpoint, Clark Fork, and Noxon..
- In June we held our third annual “State of the Scotchmans” -- a gathering of our supporters to share a progress report and inspire action and our third annual “Bull River Picnic” – bringing together our supporters in a celebration of wilderness. We also held our first annual Lincoln County Picnic.
- Gonzaga University continued to use the Scotchman Peaks campaign as a case study for an undergraduate class on “Ecological Thought, Green Practice” which included a presentation by the FSPW as well as a field trip to the Scotchmans for trail maintenance and educational opportunities.
- Continued opportunities to present Scotchman materials at events throughout the region including the local stops for the Banff Mountain Film Fest, Radical Reels, Patagonia Wild & Scenic Environmental Film Festival in Spokane, and Earth Day Festival in Sandpoint.
- Hosted Tom Deluca, a senior ecologist with the Wilderness Society who spoke about “Wilderness and Climate Change.”
- Co-hosted, with the Kinnikinnick Chapter of the Idaho Native Plant Society a presentation and field trip by Larry Evans, noted mycologist.
- Conducted our first summer hike’s Photography Contest with winning photographs featured in our newsletters.

### Outreach and Education Materials and Merchandising

- Hosted a Ballpark Banner in Libby with our logo prominently displayed.

- In 2008 we created new collateral items to expand our campaign to distribute information and inspiration about the Scotchmans:
  1. Created a detailed hiking map with information on the benefit of wilderness designation for the Scotchmans. We printed 7,500 copies and are distributing them at over 100 locations throughout our region.
  2. Created campaign style buttons featuring a Mountain Goat in profile.
  3. Produced baseball style hats, in two colors with a stylized version of our logo.
  4. Developed a New T-shirt design to expand opportunities for branding and placing positive images of Scotchmans Peaks in the community.
- Our merchandising (shirts, posters, and bumper stickers) increases familiarity and recognition. Our Scotchman logo shirts are being sold at ten locations in Idaho Montana, and Spokane and are seen throughout the region.
- Our online merchandise store, through Café Press, offered a wide variety of Scotchman inspired products
- Continued distribution of an inspiring and educational 32-page booklet, 8 page newspaper insert and tri-fold brochure.
- Continued to distribute posters featuring information and photos of the Mountain Goats of the Scotchmans.
- Continued to distribute, free of charge, bumper stickers featuring our logo.
- Continued to expand the locations for distribution of printed copies of our newsletter.
- Our website content continued to expand, along with the volume of visitors. We feature links to our outstanding bi-monthly newsletter and schedule of year-round guided public hikes into the roadless area. Details at [www.scotchmanpeaks.org](http://www.scotchmanpeaks.org)
- We further refined a stunning PowerPoint presentation that we have delivered to a great variety of organizations and community groups including the Troy-Libby Realtors and the Libby Rod and Gun Club.
- Continued to work with Pend d'Oreille winery to produce special "Scotchmans" labeled wines, to promote the proposed wilderness and held our holiday "Sip and Shop" fundraising event at the winery.
- Placement of a Scotchman Peaks Photo as the featured photo for the month of December on the Hope-Clark Fork Community Calendar.

### Organizational Strengths

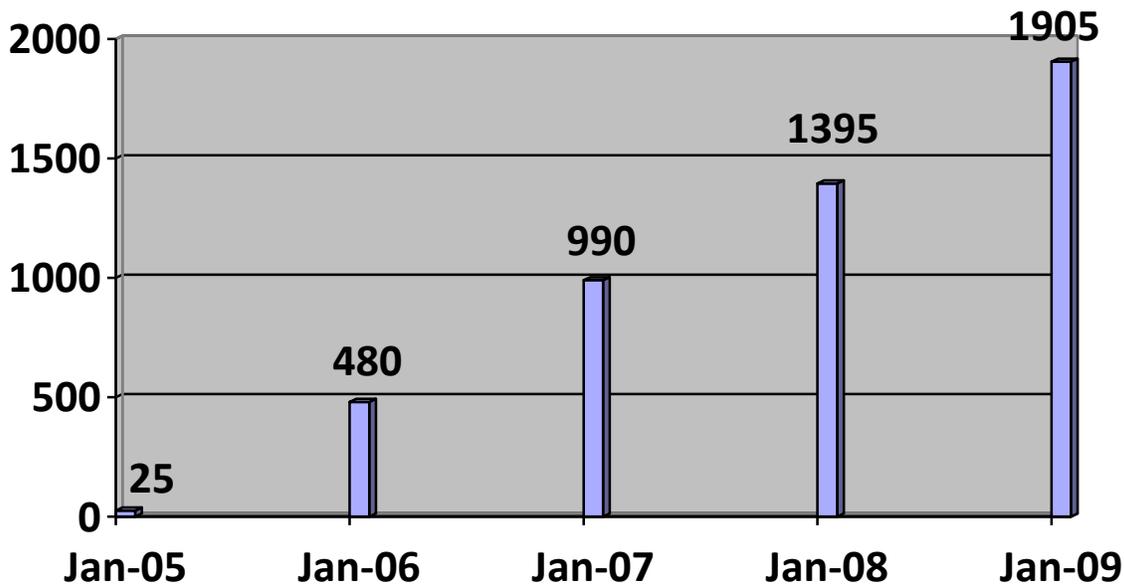
- In January 2008 we conducted a Messaging workshop in Lincoln County with Resource Media facilitating the process. The result was a message frame for us to use in our outreach: ***"For our families, for tomorrow."***
- In April, Carol Jenkins went to Patagonia's "Tools for Grassroots Activists Conference".
- Jacob Styer, a tax accountant and CPA joined our board as Treasurer.
- In September we sent 5 people (Carol Jenkins, Ann and Neil Wimberley, Don Clark and Doug Ferrell) to Washington Wilderness Week in Washington DC where they met other wilderness supporters, celebrated the anniversary of the Wilderness Act and met with congressional representatives from Montana and Idaho.
- In November we gathered 32 of our Lincoln County volunteers and held a meeting to recognize their efforts and get input on next steps, in the manner of a "focus group" style session.
- In December Phil Hough and Carol Jenkins attended Jim Thomas's "Negotiate to Win" Seminar sponsored by ICL and Campaign for America's Wilderness.

- In December 2008 we conducted a “Strategic Planning Workshop” to update our strategic plan, with the FSPW board, key volunteers and representatives from key allies including the Cabinet Resource Group, Idaho Conservation League, Montana Wilderness Association and the Campaign for America’s Wilderness
- FSPW has built strong coalitions with conservation groups. We have been collaborating with Cabinet Resource Group (CRG), Montana Wilderness Association (MWA), Yaak Valley Forest Council, Idaho Conservation League, U.S. Forest Service, Spokane Mountaineers, and Campaign for America’s Wilderness.
- Our board of directors includes individuals also on the board or staff of CRG, MWA, and Idaho Native Plant Society, the Inland NW Mycological Society, and the Ice Age Flood Institute.

**Endorsements, Recognitions, Media Coverage**

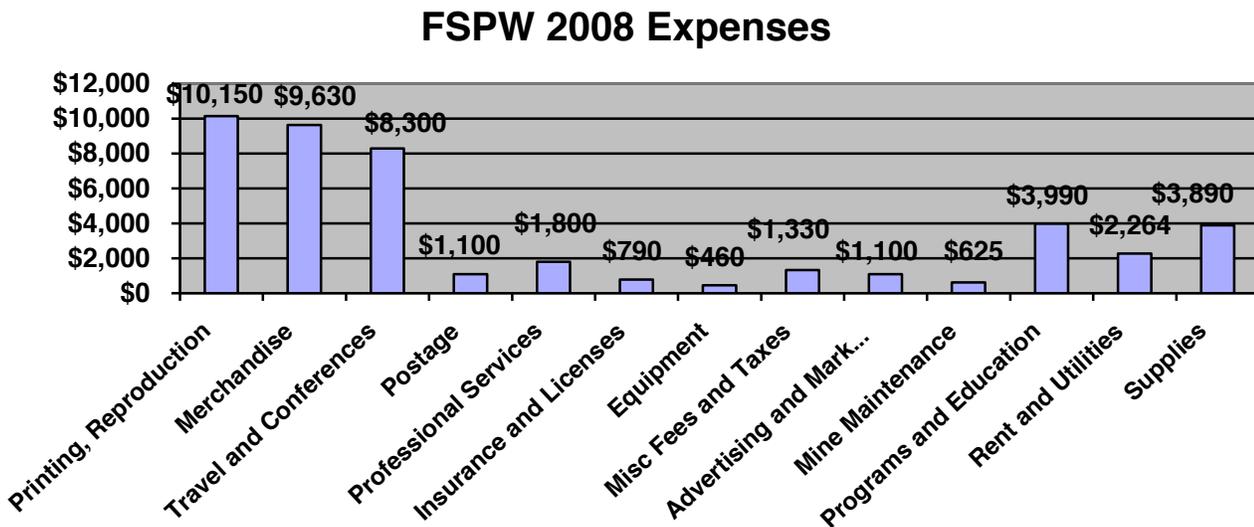
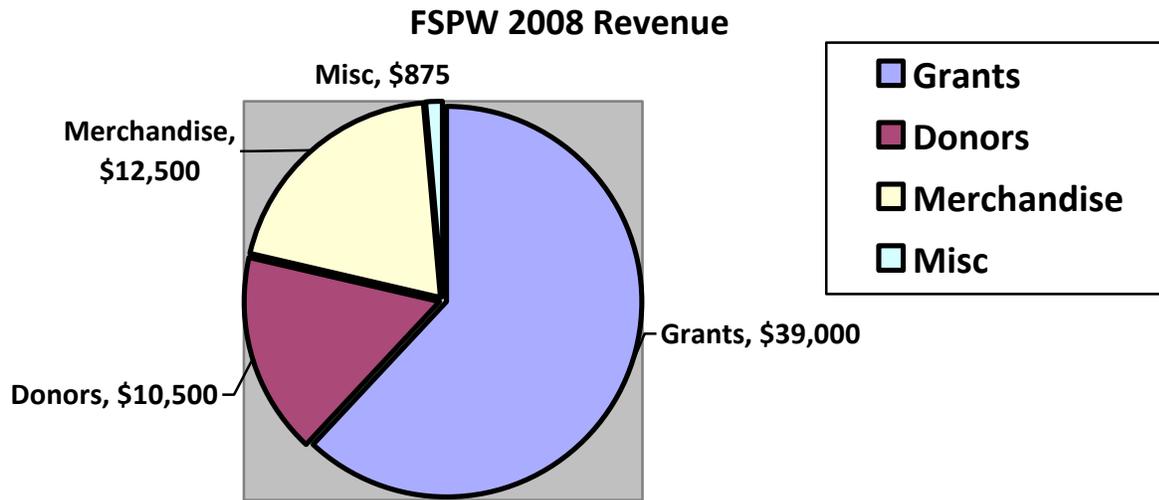
- Nominated for the Sandpoint Chamber of Commerce “Nonprofit of the Year” award.
- We have received excellent and continuous press coverage in local newspapers including the Spokesman Review, the Inlander, Bonner County Daily Bee, River Journal, Sanders County Ledger, Western News, Sandpoint Reader, and Sandpoint Magazine.
- In April, the Scotchmans were featured in the Inland Northwest Home and Lifestyle Magazine.
- In the spring, the Scotchmans were featured in an article with a cover photo in the “Bonner County Progress Magazine” published annually by our local newspaper, the Bonner County Daily Bee.

**Number of Friends 2005 to 2009**



### FINANCIAL INFORMATION

In 2008, we received approx \$62,900 in total support. Sources included individual donors, merchandise sales, fundraisers, equipment rental, interest income, and foundation grants. The following foundations provided grants: Maki, Cadeau, Cinnabar, Campion, New Land, Patagonia, Wilburforce, and Tri-State Outfitters.



Summary: In 2008 we operated as an *all-volunteer* organization with *no staff salary expenses* allowing us to allocate funds directly to support our educational and outreach programs! Our revenue was approx. \$63,000 and our expenses were approx. \$45,000. We began the year with a balance of about \$41,000 in strategic reserves and ended 2008 with approximately \$58,900 in strategic reserves.

## OUR 2009 GOALS

In 2009 we intend to continue to build the broad base of support needed for Wilderness designation. We have solid support in North Idaho and strong support in Sanders County MT. We continue to build support in Lincoln County MT. Primary goals for 2009 include continuing this momentum. We are looking at several options for “ramping up” our efforts at building additional community support in Lincoln County. Outreach and education are pivotal to bringing about a community where wilderness is valued highly and sought after by a broad spectrum of the public. We have been successful in increasing public support through events, activities and presentations to various groups. We will continue to provide a wide range of outreach and educational opportunities. We will be conducting the same or an increased number of effective events as in 2008. These will include the Troy concert and Plein Air Art Event and Fundraiser. In 2009 we will hire a part time coordinator to assist with our outreach and educational campaign in Lincoln County.

We are actively identifying ways to create a “community consciousness,” an awareness of the Scotchmans which binds us firmly within the community. Sponsorship of events, donating Scotchmans Logo items to community fundraisers, seeking other advertising opportunities, adopting a 2 mile highway section, and establishing a scholarship essay contest for area schools are tangible ways to both do this as well as measure our efforts. Our success will be measured by growth in supporters, media coverage, funds raised, and further endorsements.

### First Annual Scotchman Peaks *Boogie* A Free Concert in Troy MT August 2008

