



Friends of Scotchman Peaks Wilderness

“For our Families, For Tommorrow”

Annual Report 2009

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Pama Bangeman,
Newsletter Design

Jim Mellen
Merchandise Coordinator

Trisha Miller
Webmaster

Don Clark
Libby Community Advocate

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.*”**

*In January 2005, a group of concerned citizens from Idaho and Montana gathered together to chart the course of what became the **Friends of Scotchman Peaks Wilderness, Inc.** Our 2009 Annual Report provides an opportunity to look back and celebrate everything that, together, we have accomplished in 2009 as well as the last five years.*

Most of those who started with us on this “Wilderness Journey” in 2005 are still active as board members or key volunteers today. And, we continue with the same passion, conviction and confidence we have had since January 2005!

We have come a long way, passing important benchmarks, and enjoying many intermediate successes. We are particularly proud that we have helped to elevate the community conversation about Wilderness and for having created a positive atmosphere for thoughtful discussion and consideration of conservation issues in our communities.

In late December we topped 2,700 friends on our supporter list! We now distribute our free newsletter and hiking maps at over 70 locations throughout the region from Spokane to Kalispell and Missoula and many points in between!

In fall 2009 we launched a coordinated Social Media campaign featuring a redesigned website, a Face book Fan Page, and a You Tube Channel. Mr. Scotchman, our Spokesgoat, appears daily on Twitter!

But we are not done yet. We continue to work towards achieving the level of community support required for Wilderness designation. We will not let up, or lose sight of our final goal. With your continued help and support we will succeed in bringing about the community consensus needed for the Scotchman Peaks to be designated as Wilderness!

*Phil Hough
Chairman and Executive Director*

ABOUT THE FRIENDS

The Friends of Scotchman Peaks Wilderness, Inc. (FSPW) was formed in January, 2005 by residents of north Idaho and northwest Montana who believe the Scotchman Peaks roadless area deserves permanent protection as wilderness. In the 5 northern counties of the Idaho Panhandle there are no acres of designated wilderness. Additionally, the Kootenai National forest has the smallest percentage of wilderness (<4%) of any national forest in Montana. No wilderness has been designated on the Kootenai since the Cabinet Mountain Wilderness area was designated as part of the passage of the wilderness act in 1964.

Wilderness designation for the Scotchman Peaks area would offer the highest level of protection for key habitat, in the heart of the Yellowstone to Yukon corridor, vital to the conservation of a number of threatened, endangered, and sensitive species including: Grizzly Bear, Bull Trout, West slope Cutthroat Trout, Canada Lynx, Wolverine, Mountain Goat and Grey Wolves. This botanically rich landscape includes mid level Cedar Hemlock forests and some of the southernmost occurrences of Interior Rain forest, neither of which are well protected in the National Wilderness Preservation System. Our primary goal is conservation of this landscape through Wilderness designation.

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 benefit from good stewardship of our natural resources for current and future generations.

We are a grassroots, non-profit, 501c3 volunteer-driven organization with limited part-time staff. Our board, staff and volunteers are a dedicated group of ordinary and extraordinary folks whose passion, effort and determination will succeed in preserving the Scotchmans. 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 increased community awareness and support which will make wilderness designation politically inevitable for the Scotchmans. Some of our most effective outreach strategies include a coordinated media presence, the publication and distribution of our free newsletters and hiking maps, our summer and winter guided hike series, dynamic website and social media content, community events and presentations by our staff and volunteers.



FSPW Fall Planning Session

We ask for “supporters” rather than “members”. Instead of asking people to join us against something negative, we ask people to support us for something positive. This has brought together people reluctant to “join” groups, or who do not ordinarily support environmental causes. The result is positive community dialogue around wilderness values and conservation issues. 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 alerts and sizable attendance for hikes and other events.

For more information about the Friends of Scotchman Peaks Wilderness visit us at:

www.ScotchmanPeaks.org

A LOOK BACK AT 2009

We entered 2009 on a rising tide of wilderness activity in our region. The passage of the Lands Omnibus Bill, in March 2009, designated the Owyhee Canyonlands as Wilderness, the first newly designated wilderness area in Idaho in 28 years. In the summer, Montana Senator Tester introduced the Forest Jobs and Recreation Act. If it passes, this bill would designate Montana's first new Wilderness in 24 years. Attitudes, the political landscape and the possibilities for more Wilderness are rapidly evolving in our two states. During 2009 we felt an increasing sense of opportunity and expectation. And, our organization and supporters responded with renewed vigor.

Since 2005, our organization has gained valuable experience and grown in size. Our campaign has become more sophisticated. In short we have "matured". Along the way, we've enjoyed critical success and have made many positive impacts. We have gained support from both a large number as well as a wide range of individuals and groups. As a result we found ourselves at a critical junction, asking several key questions: How do we capitalize on emerging opportunities and our increased capabilities? How do we leverage our base of support as well as the endorsements and enthusiasm we have garnered into further achievements?

*We decided that taking our efforts to the next level would require refinements in the way we work. We spent time strategizing with partners and allies. We looked at the various successes, and setbacks, that others have experienced. To take advantage of emerging opportunities and best utilize our resources, we added 3 part time paid staff positions to our previously all volunteer group, We remained a **volunteer-driven** organization, with active engagement by our board and key volunteers, but decided that creating staff positions would allow us to proceed more effectively during this critical time. We hired Charlie Clough as our Lincoln County Coordinator, to spearhead our efforts in Troy and Libby. We hired Sandy Compton as Program Coordinator to plan events, produce effective communications, and work on programs and activities. And we hired Phil Hough as a part time Exec Director, coordinate our activities and lead an increasingly complex strategic vision.*

We continued to enjoy generally strong support in Bonner County and Sanders County. And, while we work to increase support from all areas, in 2009 we focused much of our grassroots organizing efforts in Lincoln County in order to increase the community consensus needed for support from elected officials. The need (and potential rewards) for outreach and education are greater than ever.

Our fall strategic plan tune up was a great opportunity to bring together our staff, board, volunteers and key partners to evaluate and refine our new working models and to plan for 2010.



Friends Adopt Part of Hwy 200



Friends at Huckleberry Festival in Trout Creek

Social Media

In the fall we launched a coordinated social media campaign. We began with a redesign of our website. More than just a cosmetic makeover, the new site was redesigned to make more information both readily available as well as enjoyable. Whether you are a first time visitor or a reporter looking for information for a story, our website is a great place to visit. We know others agree: since November the number of visitors, the number of page views and the amount of time individuals spend on the site have all increased substantially.

At the same time we launched a Face book Fan Page, a You Tube Channel, and Mr. Scotchman, our "Spokesgoat" began tweeting! Our Website and Social Media goals are twofold: 1) to expand our outreach to individuals who are not yet on our support list and 2) to more deeply engage our current supporters so that they can interact and feel a closer connection to our campaign..

These are powerful tools for our outreach and education. We invite you to join us in utilizing them for maximum effect. To read our (not quite daily) blog and to stay up on all our events, hikes, news and announcements don't wait for our newsletter, the Peak Experience, become a Face book fan! Help us spread the word - tell your friends to become fans too!

Hiking

Our organized hikes, both summer and winter, continue to bring a large number of people into the Scotchmans for a firsthand experience. Over 80 people in the winter and over 200 people in the summer of 2009 joined us. We kicked off four summer hikes with a Special weekend of hikes to commemorate National Trails Day.

Countless more were inspired and empowered by our free hiking map to venture into the Scotchmans on their own.

But more than numbers, we sought to engage our hikers in a deeper and more personal connection through our second annual photo contest.

An end of season special outing included a 2 day trail maintenance project done in coordination with the "Spokane Inner City Youth Program"

Our hiking map, distributed free of charge, has transformed the way that we are able to engage people. Our maps have become a valuable resource, a readily identified "face" of the campaign and a conversation starter every time we bring one out at a meeting or event.

Social Media

Join us on Face book at:
www.Facebook.com/ScotchmanPeaks

Follow us on Twitter at:
www.Twitter.com/MrScotchman

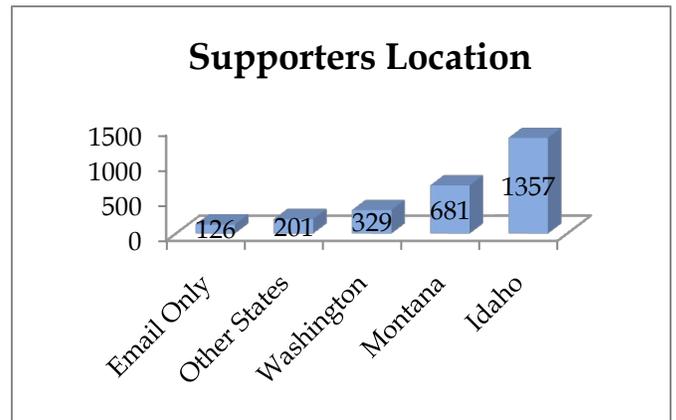
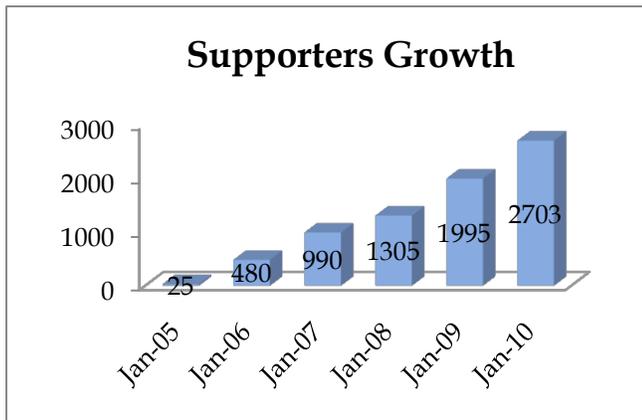
Visit us on YouTube at:
www.YouTube.com/ScotchmanPeaks



**Colleen Reynolds Hiking Photo Contest
Winner for Scotchmans' Spirit**

Supporters

We remain a non-membership organization. No dues or membership fees are required to become a supporter, or "friend." In fact, becoming a "friend" does not even requiring "joining." We simply ask for people who support us to give us their contact information so that we can send them a free newsletter. At the end of Dec 2009 we had 2,700 "Friends!" Over 90% of these supporters reside in our region, from Spokane, Washington to Missoula, Montana and north to the Canadian border.



Newsletters

We produce an inspiring and informational newsletter every other month, or 6 times a year. Our newsletter is perhaps our most valuable outreach tool, with current event information as well as truly "timeless" articles. We have an excellent group of regular columnists and contributing authors who are experts in fields ranging from geology to native plants, birds and other wildlife. Unique first person accounts offer cultural history and personal perspectives. Due to an over abundance of content we have expanded from a standard of 8 pages to 12 for each issue. We send these newsletters free of charge to our Friends List, by email and snail mail. We also distribute free hard copies at over 70 business and organizations throughout the region. They are a staple handout at our presentations and events.



Presentations and Endorsements:

From large groups to small we continued to present our proposal for wilderness to clubs, organizations, civic and business groups throughout the region. Our power point story has evolved and allows us to bring the audience on an "armchair journey", especially useful for those who have not been to visit the area firsthand. Some of the significant new endorsements we received in 2009 included the Federation of Western Outdoor Clubs as well as Plains and Paradise (MT) Chamber of Commerce.

Outreach and Events

It was an active year for events organized and sponsored by the Friends of Scotchman Peaks Wilderness. Putting on events brings in new supporters and brings our existing supporters together so that everyone feels a connection to each other, a sense of community and progress.

Our 2009 events schedule highlights included:

- *Our annual “State of the Scotchmans” meeting which included a presentation by Wilderness author, advocate and historian Doug Scott as well as a visit by Congressman Walt Minnick.*
- *In November, Doug Scott returned to speak about citizens’ involvement in wilderness designation at our Libby Montana fall volunteers’ dinner meeting.*
- *Our summer picnics in Noxon and Libby as well as our summer music festival in Troy were fun and well attended celebrations of our “Scotchmans community” with engaging conversations.*
- *Our second annual Plein Air Paint Out included events in August and September and brought together a diverse combination of supporters, artists and members of the “arts community.”*
- *We also held the inaugural “Scotchmans Story Telling” fundraising event at a private home on Lake Pend Oreille.*

In addition to making presentations, and hosting events, we continued to find very effective “outreach” opportunities by attending and participating in events sponsored by other groups. From chamber of commerce meetings, to marching in Fourth of July parades throughout the region to “tabling” at many fairs, film festivals and special events such as Earth Day and National Trails Day we sought out ways to bring our message to as many corners of our communities as possible.



Jacob Styer & Lindsey Larson at a Scotchmans Table at the Panida



Libby Volunteers Dinner



Plein Air Artists Aaron and Jared Paint at Little Spar Lake

Additional Highlights

We introduced our Scotchman Peaks Bandana featuring an image of our popular hiking maps, in five different colors!

In June, Backpacker magazine featured the Scotchmans in an article about hiking and wilderness preservation and the Idaho Conservation League chose Scotchman Peaks as one of five great places one should visit in Idaho.

In May, Phil Hough received a “Brass Lantern” award at the Montana Wilderness Association convention for his volunteer efforts.

Gonzaga University’s undergraduate course “Ecological Thought, Green Practice” continued to use the Scotchmans as a case study, including a classroom presentation by Phil Hough.

In January, we were nominated for the Non-Profit of the Year in the Sandpoint Chamber of Commerce’s first annual Chamber Choice Awards.

Author/naturalist Jack Nesbit reports on finding an uncommon variety of Lomatium on the slopes of Scotchman Peaks

We adopted a 2 mile stretch of Highway 200 in Clark Fork, ID, under the shadow of the Scotchman Peaks.

We inaugurated a Scholarship Program for high school seniors in Lincoln, Sanders, and Bonner Counties.

We inaugurated a “Why Wilderness” contest for Sanders County 1st through 12th graders, presenting four winning prizes including a savings bond.

Carol Jenkins received the “Watershed Warrior” award from the Tri-State Water Quality Council in recognition of her work to protect water resources.

Don Clark Accepted our annual “Old Goat” Award, given to an outstanding volunteer.

And, we furthered our staff/volunteer development by attending the Washington Wilderness Leader’s Conference, the Wilderness Mentoring Conference, and the Association of Fundraising Professionals Conference.



FSPW Volunteer Ernie Sherzer with Essay Contest Winner McKenna Krueger



Don Clark Accepts “Old Goat” Award

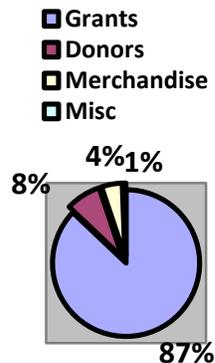


Ugly Car Contest & Mardi Gras Pirate Krewes Friends March in July 4th Parade in Clark

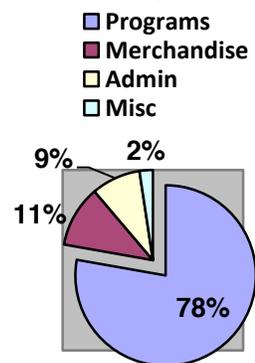
FINANCIAL INFORMATION

In 2009, we received \$92,500 in support from individual donors, merchandise sales, fundraisers, and foundation grants. The following foundations provided grants: Maki, Cadeau, Cinnabar, Campion, New Land, Wilburforce, and Campaign for America’s Wilderness. Our expenses totaled \$68,000. We ended the year with \$83,500 in reserves, in part from grants received in late 2009 targeted for expenses in the coming year.

2009 Revenue



2009 Expenses



A LOOK AHEAD

Our continued growth in support and ever improving community dialogue, combined with emerging support for various wilderness proposals across our region make this an exciting, and yet uncertain, time. As attitudes and politics shift in ways that generally support wilderness, multiple potential pathways emerge. Which ones are fast tracks and which ones are dead ends is not always clear at the time strategic choices needs to be made. But some things are clear as we look forward to 2010:

- In order to achieve the broad public support needed for Wilderness designation we will be need to continue to seek out opportunities for dialogue, presentations, and endorsements.
- We have the opportunity, and need, to continue increasing both the number and variety of supporters.
- Our area of greatest need and opportunity is in Lincoln County, where expanding on, and taking advantage of, our current level of support is important to bringing about a critical mass of community consensus.
- Meanwhile, we need to maintain and increase support in Bonner and Sanders County. We cannot afford to let up and be forgotten among the many issues which often compete for attention from a concerned public.



“Melissa Basin” by Plein Air Artist Aaron Johnson

As we “ramp up” our efforts in Lincoln County and continue seeking support in Bonner and Sanders County Public outreach and education are the best avenues to achieving our objectives. Our primary goal for 2010 is to continue to build momentum. Continued effort will bring about a community where wilderness is valued highly and sought after by a broad spectrum of the public.

As our staff, volunteers and supporters go about carrying out our community campaign we must prepare for multiple potential pathways. We must, plan and prepare, but always be nimble enough to take advantage of opportunities which emerge.