

SCOTCHMAN PEAKS



Friends of Scotchman Peaks Wilderness

Annual Report 2010

"For our Families, for our Future"

Board of Directors

Phil Hough
Board Chairman

Doug Ferrell
*Vice Chair, Montana
Coordinator*

Carol Jenkins
*Vice Chair, Idaho / Grant
Writer*

Jacob Styer
Treasurer

Sarah Lundstrum
Secretary

Neil Wimberley
*East Bonner County
Coordinator*

Bill Martin
Board Member

Will Valentine
*Board Member, List
Coordinator*

Staff

Phil Hough
Exec Director

Sandy Compton
Program Coordinator

Molly Kieran
Lincoln County Coordinator

Key Volunteers

Ann Wimberley
Newsletter Editor

Jim Mellen
Merchandise Coordinator

Trisha Miller
Webmaster

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."

Building a Legacy for the Scotchman Peaks

It takes time, energy, personal effort and commitment from many people to build a legacy. Many people feel wilderness is a legacy worth investing their time and energy. We are 6 years into this project and we are making progress, but Wilderness Designation takes time. After all, these Wildlands themselves are the result of eons of natural processes at play.

The Friends of Scotchman Peaks Wilderness are building a legacy for our communities and for future generations, one supporter at a time, one hike at a time, one presentation at a time. With each event, activity, article, letter and op-ed, our community support increases. My own energy and enthusiasm is renewed again watching the passion and commitment in every volunteer who works with us towards Wilderness.

While it sometimes seems like an endless process, we know that we will get there, even if we do not know when. We hear from many people in the community who believe there will eventually be a Scotchman Peaks Wilderness. While we work towards that goal the value of being good stewards of the Scotchmans to maintain its Wilderness qualities and opportunities becomes ever more important.

This work is a community effort and a community legacy, not just something we do for our own sake. Many people step up because they want to give back. We rely on, and value, help from many folks and look forward to engaging even more supporters and volunteers. The coming year will be one where we call upon our community to invest time, energy, financial support and the "sweat" it takes to be good stewards as well as advocates. Working with passion and dedication, we know that together, one day, we will have a wilderness to call our own, or to call the "Scotchmans", right in our own backyard!

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 (less than 4%) of any national forest in Montana.

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. Studies have indicated that there is a strong link between protected public lands and diverse, vibrant economies. As we shift from extraction based industries to a more diverse and vibrant economy based, in part, on the natural beauty and outdoors “quality of life”, our communities benefit from preserving and protecting our natural resources. We are a grassroots, non-profit, 501c3 with limited part-time staff, supported by passionate and dedicated board who are at the center of a large cadre of volunteers. Our single focus is protecting the Scotchman Peaks Roadless area through Wilderness designation and good stewardship practices which will preserve these unique assets for current and future generations.

Through education and outreach we are building community awareness and support, making wilderness designation politically inevitable for the Scotchmans. Our most effective outreach strategies include a coordinated media presence, publication and distribution of our free newsletters and hiking maps, our year round guided hikes and trail maintenance series, a dynamic website and social media presence, educational events and presentations done by ourselves and resource specialists.



FSPW 1st Prize at Clark Forth July 4 Parade

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 2010

Our committed board, staff and volunteers were busy in 2010 with our many outreach and educational programs. As the year comes to a close we have over 3,100 supporters and are growing strongly each month. Over 80% live within a 2 hour drive of the Scotchmans! We continue to build the strong local community support so critical to Wilderness stewardship and designation.

It takes time and energy, as well as personal effort and commitment from many people to build a legacy of wilderness. We are building that legacy, one supporter at a time; one hike at a time, one presentation at a time.

Our presentations, events, editorials, hikes, trail maintenance, educational workshops and outreach activities all generate continuous and positive media coverage in local and regional publications. Most importantly all these activities continue to build support for protecting and preserving the Scotchmans.

We are particularly proud that we have helped to elevate the conversation about Wilderness and for creating a positive atmosphere for thoughtful discussion and consideration of conservation issues in our communities.

Social Media

Our Social Media outreach includes blog postings, a dynamic Facebook Page and an exciting You Tube channel! In a little over a year we have gathered approximately 650 Facebook Fans who exchange messages and engage with our hikes and events.

Our Website and Social Media expand our outreach to individuals who are not on our support list and 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 blog and to stay up on all our events, hikes, news and announcements don't wait for our newsletter become a Face book fan! Help us spread the word - tell your friends to become fans too!

<http://www.facebook.com/ScotchmanPeaks>



***Photo Contest 2nd Place
"Two Goats" by Noel Phillips***



Mr. Scotchman Poses



Hikers on Top of Scotchman Peaks

Hiking and Trail Maintenance

In just under 2 years we distributed 7,500 free hiking maps, so in spring of 2010 we updated the map and printed another 7,500. And they are flying off the racks! These maps show trail details on one side and tell a compelling story about the natural resources on the other. Our maps have become a valuable resource, a readily identified “face” of the campaign and a conversation starter at every meeting or event.

Our summer and winter hikes programs continue to be a popular way to engage people first hand with the Scotchmans – over 250 people participated in over 20 organized walks. Our photo contest turned in many unique perspectives and visions of the Scotchman Peaks Wilderness character.

Countless more people were inspired and empowered by our free hiking map to venture into the Scotchmans on their own. More significantly than seeking to increase the number of hikers using the trails of the Scotchmans, we seek to engage hikers in a deeper and more personal

connection through our annual photo contest and help them to carry their vision to the public.

2010 will be known as the year that our trail maintenance and stewardship program took off. We had three crews clearing trail on two ranger districts, re-opening wind damaged sections of trail and restoring trail tread to prevent erosion. Our stewardship work is gaining such momentum that in December we hosted a joint meeting with the District Rangers and the Trails and Recreation staff from all three forest service districts to coordinate plans and set priorities for 2011. Once again we picked up trash along the 2 miles of highway 200 which we have “adopted”.

Our hiking and stewardship programs have profoundly impacted individuals and communities engagement with protecting and preserving the Scotchmans.

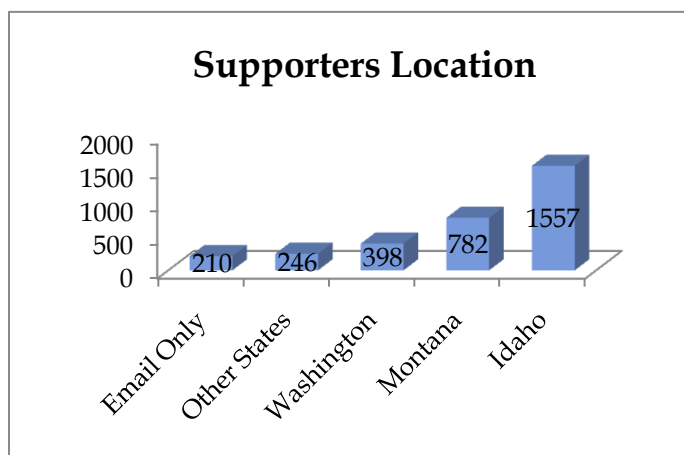
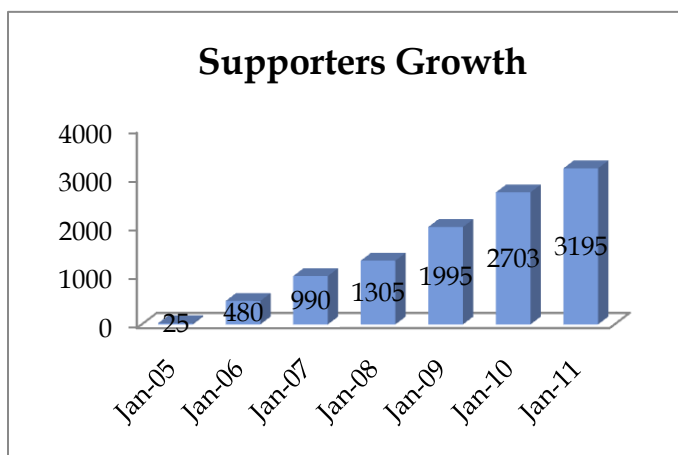


**Friends of Scotchman Peaks
Wilderness Volunteer Trail Crews**

Supporters

As the year comes to a close we have over 3,100 supporters and are growing strongly each month. The vast majority, over 80%, live in our region, from Spokane, Washington to Missoula, Montana and north to the Canadian border, within a 2 hour drive of the Scotchman Peaks.

We are a non-membership organization. We require no membership fees or dues to become a supporter, or "friend." In fact, we don't even ask people to "join." We simply ask for people who support us to give us their contact information so that we can send them a free newsletter.



Newsletters

We produce an inspiring and informational, 12 page newsletter every other month, or 6 times a year. Our newsletter is perhaps our most valuable outreach tool, with news, event updates and 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.

We send these newsletters free of charge to our "Friends List", by email and snail mail. We also post on our website and distribute free hard copies at over 75 businesses partners throughout the region. Newsletters are a staple handout at all of our presentations and events.

Click here to subscribe:

<http://www.scotchmanpeaks.org/subscribe/>





Raising Young Supporters Right!

Presentations and Endorsements:

We continued to present our proposal for wilderness to clubs, organizations, civic and business groups throughout the region seeking individual support and group endorsements. Most importantly we address questions and create positive dialogue, leading eventually to broad and diverse community support.

We presented the benefits of Wilderness Designation for the Scotchmans to over a dozen civic organizations from Rotary clubs to chambers of commerce and numerous sportsmen and conservation organizations. When the power went off and the lights went out during a presentation to the Palouse Audubon Society, Jon Isacoff kept on showcasing the “Birds of the Scotchmans” gathering the group close in and around his battery powered laptop!

Our power point story continues to evolve and allows us to bring the audience on an “armchair journey”; especially useful for those who may not be able to visit the area firsthand.



Jack Gladstone & Friends Perform in Libby

Outreach and Events

It was another very active year for the Friends of Scotchman Peaks Wilderness, putting our own events, being co-sponsors for other programs with partners, and showing up to hand out information at community fairs and festivals. All of these outreach activities bring us new supporters and bring together our existing supporters so that everyone feels more involved in making progress towards protecting and preserving the Scotchmans.

a series of concerts by Walkin’ Jim in Sanders County, the International Wildlife Film Festival stop in Libby, the Winter Wildlands Backcountry Film Festival in Sandpoint, the Banff Mountain Film Festival in Sandpoint and Coeur d’Aelene. We hosted a showing of the film “Forever Wild” in May and Jack Gladstone and Friends in Libby for concerts at the Riverfront Park and the Libby Care Center. For the second year, the Story Telling Company co-hosted a fundraiser and outreach event with a Scotchman Peaks theme.

Highlights of public outreach events included

We recognized our volunteers at our State of the Scotchmans annual meeting in Sandpoint, summer picnic in Sanders County and spring and fall volunteer events in Libby.

Our third annual Plein Air Paint Out included the main events in August and September bringing together a diverse combination of supporters, artists and members of the “arts community.” Then our Plein Air Art show went on the road to Fosters Crossing and Evans Brothers in Sandpoint and a showing planned for Lewiston in January 2011.



Will Work for Wilderness

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. Among other events, we met with crowds at the Huckleberry Festival in Trout Creek MT, Bonner County Fair and Earth Day events in Sandpoint and Bonners Ferry.

At the Fourth of July parade in Sandpoint we introduced our new theme “Will Work for Wilderness”, which our volunteers do at the many fairs, film festivals, special events and volunteer led hikes that are all part of our education and outreach. We seek out ways to bring our message to as many corners of our communities as possible.

Additional Highlights

In January 2010 we worked with our partners at Campaign for America’s Wilderness to put on “Wilderness Workshop” providing training on outreach and messaging skills to about 30 volunteers.

For the second year in a row we were honored by nominations for “Chamber Choice Awards” as both “Non-Profit of the Year” and “Green Business of the Year” by the Greater Sandpoint Chamber of Commerce.

Carol Jenkins, our Idaho Vice President was honored by the Idaho Business Review as one of their “Business Women of the Year” at a banquet in Boise.

Clark Fork our Fourth of July float took home a First Place Trophy!

Three students from Pennsylvania and Connecticut traveled to the Scotchmans in July to shoot video for two documentaries: one about our grassroots efforts to preserve Wilderness and the other about our unique work with the arts community – our “Plein Air” (and Extreme Plein Air) Paintouts!



Student Film makers Interview Bill Martin

Trailers of these two films “Grass Routes” and “En Plein Air” were complete at year end, as we await

the finished productions.

The fall 2010 “Headwall” magazine features an exceptionally nice article about the Scotchmans.

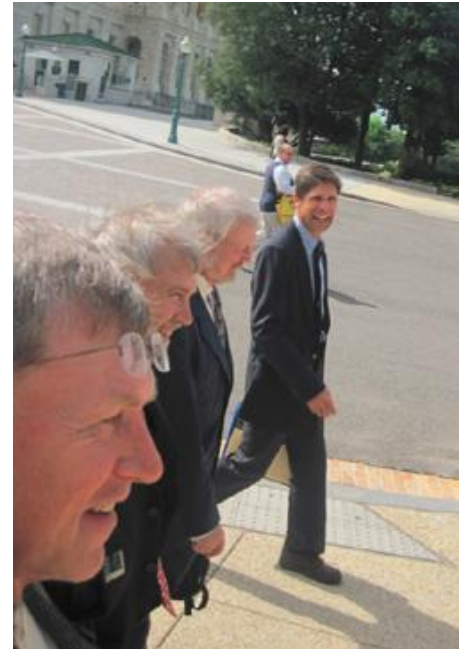
Our Scholarship and essay programs in all three counties continue to engage students at the high school and middle school levels.

In May, founding board member Bill Martin received a “Brass Lantern” award at the Montana Wilderness Association convention for his volunteer efforts.

Our collaboration with Gonzaga University entered its 6th year, using the Scotchmans as a case study in an undergraduate course “Ecological Thought, Green Practice” which included a classroom presentation by Phil Hough and Sandy Compton.

Newsletter editor Ann Wimberley accepted our annual “Old Goat” Award, given to our most outstanding volunteer.

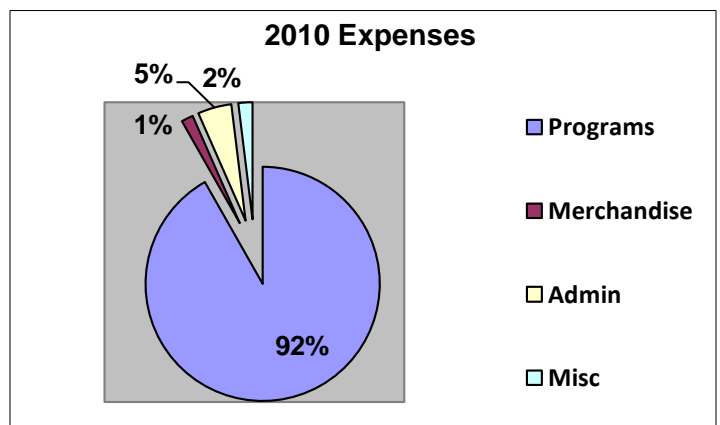
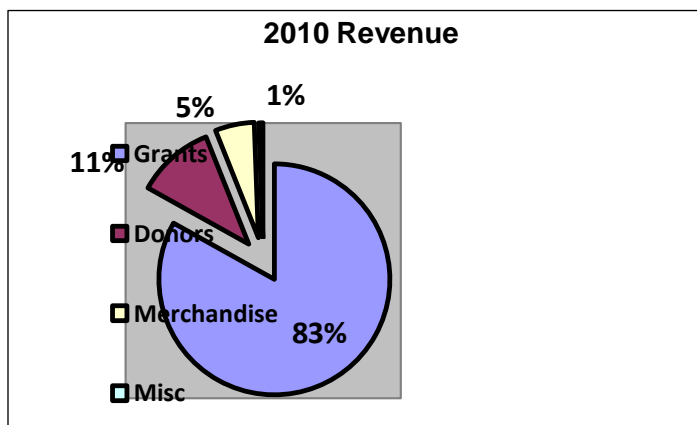
In September Doug Ferrell, Sandy Compton and Phil Hough travelled to Washington DC to join a group of Wilderness advocates from around the country to mark the anniversary of the passage of the Wilderness Act. We also visited our congressional representatives and their staffs. A few months later as both the calendar year and the current session of congress came to a close, a large number of wilderness proposals had made it through some level of the legislative process without passage. Still, this progress showed a great deal of underlying support for Wilderness designation and sets the stage to resurrect these as well as additional proposals in the next session of congress.



Sandy, Rick, Phil and Doug Walk Capitol Hill in DC in Search of Wilderness

Financial Information

In 2010 we changed from a Fiscal Year coinciding with the Calendar Year Jan 1 to Dec 30, to a Fiscal Year Beginning Oct 1 and ending Sept 30. We did this because yearend giving as well as many grant cycles bring our largest influx of revenues in the October to Dec time frame. Managing our budget



makes more sense if our major cash flow is at the beginning of the fiscal year. As a result, our 2010 Fiscal year was shortened to nine months, began on Jan 1st and ended on Sept 30th 2010.

In Fiscal 2010 we received \$46,000 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 \$92,700. We started the calendar and fiscal year on Jan 1st with a cash balance of \$68,700 including reserves targeted for expenses in 2010. We ended the shortened fiscal year on Sept 30 with \$39,200 in reserves, approximately where we predicted we would be based on our budget.

Our 2011 fiscal year began on Oct 1, 2010 and will end on Sept 30, 2011. It will be our first full fiscal year under this new cycle.

A Look Ahead

As we enter 2011 we are in a period of transition with no certainty as to how pending changes and development will impact our goals. A new congress convenes and it may take some time for processes and priorities for lands legislation to fully form. On the local scene we continue to await the release of a draft "Forest Management" plan for the Idaho Panhandle and Kootenai National Forests. Faced with uncertain prospects for Congressional designation, protecting and preserving the Wilderness character of the Scotchmans through education, outreach and good stewardship activities becomes increasingly important.

We do know that in order to achieve the broad public support needed for Wilderness designation we will need to continue to seek out opportunities for dialogue, presentations, and endorsements. And, we have the opportunity, and need, to continue increasing both the number and variety of supporters which will both help in our advocacy for Wilderness designation as well as help to develop



A Skier and his Dog Enjoy Quiet Winter Solitude in the Scotchmans

the resources to increase our stewardship efforts. Our primary focus for 2011 will be to continue to build a community where wilderness is valued highly and sought after by a broad spectrum of the public. We look forward to the challenges ahead!