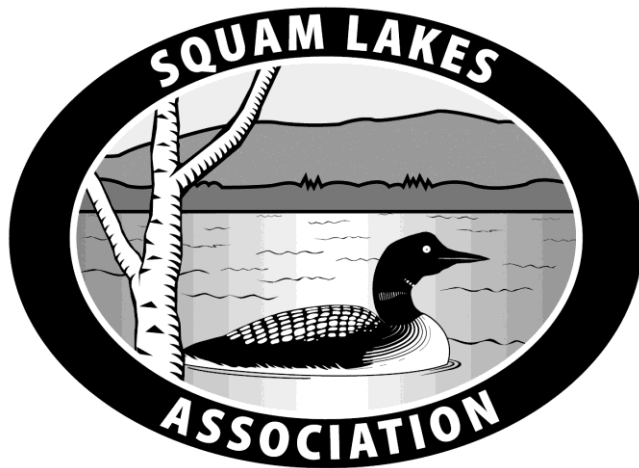


2009 ANNUAL REPORT



SQUAM LAKES ASSOCIATION
HOLDERNESS, NEW HAMPSHIRE

PRESIDENT'S REPORT

This year I'm finding it difficult to prepare the 2009 annual report for our organization eight months into the year 2010. It's not that we don't have a lot to report; 2009 was both a challenging and productive year for the organization. I'm just excited about all of the 2009 plans that we have put into action despite two years of summer rain and a cloudy financial climate. So, please forgive me for sprinkling a bit of 2010 into this 2009 report.

During 2009, our organization made significant contributions in each of our four primary focus areas: (1) conservation, (2) government relations, (3) outreach and education, and (4) communications and development. The committee reports detail accomplishments in each of these areas; however, these reports fail to mention the underlying strength of the organization from the perspective of support and dedication. During the year, I was struck with numerous examples of how your generosity, coupled with the hard work of staff members and volunteers, allowed us to continue the pursuit of our mission. This report is dedicated to that spirit in hopes that the following examples serve as a reminder of how our combined efforts are needed to continue enjoying this beautiful watershed.

Updating and publishing the third edition of *Fifty Ways to Save Squam* was one of our 2009 objectives and turned out to be somewhat of a metaphor for our operational challenges due to the state of the economy. Anticipating the impact of lower income from dues, contributions and grants, coupled with lower returns from our endowment investments, the board and staff formed a sub-committee to analyze the situation and develop action plans to meet objectives within a restricted budget. One consideration was to delay publication of the *Fifty Ways* booklet; however, the staff reached out and received donations in the form of volunteer hours for editing and updating, as well as funding for the printing costs.

We also decided to continue with our plans to launch a capital campaign to build a Youth Activity Barn. While some questioned the timing given the state of the economy, there was never a question of need in relation to the pursuit of our goal to continue engaging children in outdoor recreational programs with an emphasis on environmental education. Your support was overwhelming, beginning with the donation of locally harvested timber, followed by the attainment of our funding goal, and the donation of time and material by individuals and local businesses. We now have a magnificent Youth Activity Barn that will serve the needs of future generations of watershed stewards. Thank you!

In conclusion, I want to take this opportunity to thank Becky Sinkler, her committee and staff for developing the new venue for our annual meeting centered on our youth. In addition I would like to: thank retiring board members Julian Coolidge, Jim Colthart, and Peter Francesco for their service; wish office assistant Brenda Lemke the best in retirement; and thank you for granting me the privilege of working with our dedicated staff and volunteers.

Respectfully Submitted,

Earle Jenkins
President

EXECUTIVE DIRECTOR'S REPORT

Last year was once again a challenge to our operations budget, which we had entered into the year predicting a second year with a negative net income. The Board and Staff made a commitment to not compromise our mission, and it became evident in the first quarter that the economy was not improving and that we had to develop an action plan for our budget. I am very pleased to report that we were able to adjust our expenses down another 15% in pace with decreased revenue such that we ended the year up \$15K from where we had budgeted.

On top of surviving this, we decided to launch a capital campaign for our new Youth Activity Barn in mid 2009 and as of the today, we are almost complete with both our fundraising goal and the barn itself. In late 2009 we began the design and permitting process and by November we were well on our way with the timber harvested and John McRae stepping in to volunteer as our clerk of the works. I can't thank John enough for all of his effort. Also occurring during this same time, you may have noticed that the Squam Lakes Conservation Society (SLCS) offices in our main Resource Center building were expanded to provide some much needed space to our partners in conservation. The SLCS project and campaign were managed by SLCS and they did a fantastic job at both.

Despite much tightened belts, we did manage to conduct business as usual with all of our important programs and activities going on without a hitch. Many details on this are provided in the Committee reports which follow and a separate brochure distributed at the Annual Meeting this year provides information on the wonderful Youth Activity Barn project.

The staff found very creative ways to trim expenses, and they were also willing to make sacrifices. We run a lean operation here as a matter of course, so this wasn't easy. I would like to take the time to thank our staff who rolled up their sleeves, took on more and more work and did this all with no complaints and smiles on their faces.

Respectfully Submitted,

Christopher P. Devine
Executive Director

OFFICERS & DIRECTORS

Earle Jenkins, *President*
Peter Webster, *First Vice President*
Sarah Thorne, *Second Vice President*
Maria Furman, *Treasurer*
Ethel Hamann, *Secretary*

Jane Beck
Thomas Enright
June Hammond-Rowan
Rebecca Sinkler
Peter Walcott
Christopher Williams

John Coolidge
John Fernandes
Eve Porter-Zuckerman
Daniel Stack
Kathy Wheeler
John Zahr

STAFF

Christopher Devine, *Executive Director*
Priscilla Bartholomew, *Office Manager*
Brett Durham, *Director of Recreation*
Rebecca Harvey, *Ecological Manager*
Kayte Knower, *Office & Outreach Assistant*
Jennifer Walker, *Youth Program Manager*

COMMITTEES

Conservation
Education & Outreach
Government Relations

Communications & Development
Finance & Asset Management
Nominating

TASK FORCES

By Laws
Development
Research

VOLUNTEER OPPORTUNITIES

Boating Census
Loon Census
Marine Patrol Auxiliary
Special Events
Water Quality Monitors

Boating Literature Distribution
Mailings
Sailing Events
Trail Adopters
Weed Watchers

REPORT OF THE CONSERVATION COMMITTEE

What is the recreational carrying capacity for the Squam Lakes? How do shoreline development, water quality, and boating practices affect it?

To help answer these questions, the Water Resource Opportunity Spectrum (WROS) pilot study was completed in 2009 by Dr. Joshua Carroll of UNH. The study was funded by SLA, SLCS, and the NH Lakes Association. The model is being fine-tuned to include recommendations for the Squam Lakes. SLA provided logistical support to Dr. Carroll throughout the study.

Rebecca Harvey, a master's student at PSU, developed a method to detect pharmaceutical and personal care product compounds in surface waters in central New Hampshire. She has completed her analysis and did not detect significant amounts in the Squam Lakes. Rebecca served as a Research Associate for SLA while she completed her master's degree and was hired as a staff member this spring. She also continues working with UNH on a study to trace septic system effluent in surface water bodies.

Under Brett Durham's direction, the SLA trail crew made needed upgrades to the Old Bridle Path on West Rattlesnake in the fall of 2009. Across the entire 50 mile trail network, volunteer trail crew and trail adopters spent 1,752 hours. SLA staff labored another 643 hours to keep the trails in shape for us to enjoy.

At SLA campsites, there were a record number of camping nights, 948, in the summer of 2009. This was in spite of unfavorable weather.

There was a significant infestation of invasive variable milfoil in Evans Cove on Little Squam Lake in 2009 that kept the SLA divers very busy. However, the crew managed to (at least temporarily) eradicate milfoil from a couple of other locations. SLA is quadrupling its staffing and adding another DASH equipped boat for its milfoil management team for 2010.

Respectfully Submitted,

Sarah Thorne
Chairperson

REPORT OF THE COMMUNICATIONS & DEVELOPMENT COMMITTEE

The committee is delighted to report that the communications function of SLA has been happily upgraded with the arrival of Kayte Knower, who joined the staff in March 2010 as Office and Outreach Assistant.

In coordination with the Outreach & Education Committee, we have concentrated strongly this year on youth, using the campaign for the Youth Activity Barn as a focus of our efforts not just to raise funds, but to spread the word of SLA's mission to serve youngsters in every way possible. The message is spreading rapidly with the good efforts of the staff in expanding social networking via a Facebook page and frequent e-mailings, together with strong and consistent attention to our lively website and the tri-annual Loon Flyer.

For last year's annual meeting, a fine turnout was greeted by the Board and Staff, in anticipation of a gathering of friends, a delicious barbecue, and a talk by Gary Hirshberg, Chairman, President and CE-YO of Stonyfield Farms, the yogurt maestros of Londonderry NH. Hirshberg's speech on the subject of his recent book Stirring it Up: How to Make Money and Save the World was inspirational and lively, delivered in his inimitable blend of entertainment and environmental advocacy. This year's annual meeting will feature a talk by Amy Seidl, author of Early Spring: an Ecologist and her Children Awake to a Warming World. Children have been invited to attend the event with tours of the Youth Activity Barn, games, and a barbecue of their own at the new barn.

Our decision to hold Winterfest on Martin Luther King weekend proved immensely popular again. Though ice was scarce until the last minute, it appeared in time to support games, ice skating and demonstrations galore. Indoors, the chili fest drew hungry testers with discriminating palates. The winner of the Recipe for Best Chili Contest was The Manor on Golden Pond, followed by the Yankee Trail Motel and All Out Wildlife. The crowd was estimated at 200 hungry, energetic folks and families, eager for a break from winter and re-energized by one of SLA's most well-attended annual events.

Memorial Day Weekend saw a highly successful Pancake Breakfast with a large increase in attendance from 24 to almost 100! The event drew people all morning, and without a speaker, the atmosphere was more relaxed and neighborly. In keeping with our focus on youth this year, children were admitted free (24 came). Excellent staff work on PR helped swell our numbers and solicitation of new sponsors kept costs low.

The Communications and Development Committee sponsored three neighborhood "Fundraisers" at members' homes on Little Squam and in Sandwich and Boston, hosted by: Earle Jenkins (Little Squam); Julian and Gail Coolidge; David and Becky Sinkler (Sandwich); Ethel and Charles Hamann; and Maria Furman (Boston).

Respectfully Submitted,

Rebecca Sinkler
Chairperson

REPORT OF THE EDUCATION & OUTREACH COMMITTEE

Education & Outreach programs at SLA were once again active in 2009. The Education & Outreach Committee acts as an advisor and guide in the support and development of educational programming, works to engage members and volunteers, and collaborates with external institutions in the active support of the SLA's programs and initiatives.

Jenne Walker, our Youth Program Manager, continued to develop and expand a spectrum of educational opportunities for area youth, working in collaboration with her colleagues at SLA as well as local nonprofits, recreational departments and schools. Despite genuine financial challenges, the quality and breadth of programs grew.

Last year the Junior Squam Lakes Association (JSLA) program had another great season despite a second consecutive summer of awful weather. Six of eight staff returned and put their experience to work, drumming up ever more innovative activities, rain or shine, and eliciting numerous positive reviews for the quality of their work and their professionalism. A total of 157 youth participated in JSLA, but attendance was down among younger campers, a trend seen by camps throughout the area.

In the Community Youth Sailing Program (CYSP), Garr Corcoran, along with two other returning staff, once again led a successful summer season of sailing instruction for youth with our fleet of Optimist, Club Junior and Lightning class boats. Seventy youths participated with 97% enrollment.

Our Squam Conservation Corps (SCC) program continues to provide an avenue for high school aged children to volunteer and learn through hands-on activities to assist conservation efforts in the area. They helped with trail work and lake monitoring and built a new rain garden to help mitigate excess water near the walkway to the boat shed. The SCC also participated in the River Water Quality Monitoring project with the Rey Center.

We are ever appreciative of the generosity and thoughtfulness of our volunteers, who help to make our programs successful. We are thrilled to be engaged in shepherding the next generation of SLA members and volunteers and look forward to the many opportunities the new barn will allow us to pursue.

Finally, on behalf of the committee, the board, and the broader SLA community, I would like to extend heartfelt thanks to Beverly LaFoley for her tireless and generous support of the SLAs many youth programs, as Chair of this committee and its predecessor, as an active supporter of the scholarship program, and as an enthusiastic volunteer and member of the SLA community.

Respectfully Submitted,

Eve Porter-Zuckerman
Chairperson

REPORT OF THE GOVERNMENT RELATIONS COMMITTEE

The Government Relations Committee, previously known as the Government Relations and Advocacy Committee, worked in 2009 to fulfill its mission. We seek to maintain open channels of communication with town officials in the Squam watershed and the State of New Hampshire on issues relating to the protection and preservation of the Squam Lakes Watershed.

The Committee strives to be a resource for local communities and state agencies on issues that promote the protection, careful use and shared enjoyment of the lakes, mountains, forests, open spaces and wildlife of the Squam Lakes and their watershed. The committee also helps the Board of Directors stay current on policy issues of interest to the Association and its membership.

This past year, the Committee focused on continuing to build relationships with area towns. We identified ways for SLA to work with our towns in the watershed including sharing information on the recently completed Water Recreation Opportunity Spectrum (WROS), completed by Josh Carroll at the University of New Hampshire to help guide land uses that impact the recreational experience on the Squam Lakes.

In the fall, we developed a solid set of objectives for 2010, and we are currently working on hosting a luncheon meeting with representatives of the Towns of Ashland, Center Harbor, Holderness, Moultonborough, and Sandwich to continue to promote the SLA as a resource for the towns and to discuss issues of common interest concerning the Squam Lakes Watershed.

In the future, the Government Relations Committee will be working on coordinating with other SLA committees on strengthening our collaborations with area communities and providing resources to address issues that are useful and meaningful to not only SLA, but our watershed as a whole.

Respectfully Submitted,

June Hammond Rowan
Chairperson

TREASURER'S REPORT

Fiscal year 2009 continued to be challenging for the Association; however revenue stabilized in comparison to declines experienced in the prior two years. Operational expenses were trimmed across the board with the staff rolling up their sleeves to take on many more tasks to cut costs and not compromise the level of activity and service to which our membership is accustomed.

STATEMENT OF ACTIVITIES

<u>Revenues</u>	<u>Year Ended</u>	
	<u>12/31/2009</u>	<u>12/31/2008</u>
Dues	\$ 146,082	\$ 152,345
Contributions	193,861	161,559
Program Fees	188,003	182,531
Grants	28,000	33,577
Interest & Dividend Income	50,939	69,194
Gift Store Income	6,452	12,777
Total Revenue	\$ 613,337	\$ 611,983
<u>Expenses</u>		
General Operations	\$ 220,052	\$ 237,743
Natural Areas	141,951	150,106
Youth Programs	62,269	66,723
Visitors Reception & Information	56,331	60,262
Education	70,697	75,563
Special Events	44,920	47,765
Ecological	26,591	33,213
Land Conservation	9,458	50,950
Fundraising	1,293	1,156
Total Expense	\$ 633,562	\$ 723,481
Gain/Loss on Investments	442,038	(767,836)
Gain/Loss on Sale of Assets	-	(825)
Net increase (decrease) in net assets	\$ 421,813	\$ (880,159)

Total net assets of the Association at the close of 2009 were \$6,474,564. Our Investment sub-Committee has actively positioned the portfolio in a well diversified, conservative manner consistent with our market outlook.

Continued on the next page...

STATEMENT OF FINANCIAL POSITION

	<u>Year Ended</u>	
<u>Assets</u>	<u>12/31/2009</u>	<u>12/31/2008</u>
Cash & Other Current Assets	\$ 263,675	\$ 249,746
Conservation Fund	552,696	446,176
Endowment Fund	1,614,140	1,295,291
Land	3,270,397	3,270,150
Buildings	1,038,842	1,035,759
Construction in Progress	20,147	-
Vehicles, Watercraft & Equipment	251,432	241,709
Depreciation	(536,765)	(477,749)
Total	\$ 6,474,564	\$ 6,061,082
<u>Liabilities</u>		
Current	\$ 5,978	\$ 14,309
Long-term	-	-
Total	\$ 5,978	\$ 14,309
Net Assets	\$ 6,468,586	\$ 6,046,773
Total Liabilities & Net Assets	\$ 6,474,564	\$ 6,061,082

Financial statements are audited by Rowley & Associates, P.C. using generally accepted accounting principles for non-profit organizations. I am pleased to report that the SLA has received a clear opinion from our auditors.

Respectfully Submitted,

Maria Furman,
Treasurer
Finance & Asset Management
Committee Chairperson
June 30, 2010



AREA CONSERVATION ORGANIZATIONS

Lakes Region Conservation Trust

PO Box 766, Center Harbor, NH 03226
(603) 253-3301

Preserving our heritage through land conservation in the heart of New Hampshire.

Loon Preservation Committee

P.O. Box 604, Moultonborough, NH 03254
(603) 476-5666

The Loon Preservation Committee exists to restore and maintain a healthy population of loons throughout New Hampshire; to monitor the health and productivity of loon populations as sentinels of environmental quality; and to promote a greater understanding of loons and the natural world.

New Hampshire Lakes Association

3 Silk Farm Rd, Concord, NH 03301
(603) 226-0299

Dedicated to preserving and protecting our lakes for the responsible and equitable enjoyment of everyone.

Squam Lakes Conservation Society

P.O. Box 696, Holderness, NH 03245
(603) 968-7900

The Society's mission is to preserve the unique quality and character of the Squam watershed by protecting lands for present and future generations.

Squam Lakes Natural Science Center

P.O. Box 173, Holderness, NH 03245
(603) 968-7194

Our mission is to advance the understanding of ecology by exploring New Hampshire's natural world.

2009 SLA PHOTO REVIEW



2009 SLA PHOTO REVIEW



2009 ANNUAL REPORT



SQUAM LAKES ASSOCIATION

534 US Route 3, P.O. Box 204
Holderness, New Hampshire 03245

(603) 968-7336

www.squamlakes.org

info@squamlakes.org