



ANNUAL REPORT

JANUARY 1, 2005 TO DECEMBER 31, 2005

MISSION AND VISION

The Mission of Environmental Educators of North Carolina (EENC) is to enhance the professional development of educators and promote quality environmental education, which results in responsible decision-making and action in North Carolina.

EENC's vision is to be seen as the professional organization educating citizens as dedicated stewards of all natural resources and the environment in North Carolina and beyond.

2005 BOARD OF DIRECTORS

Officers

President: Robert A. Sweeney, Pisgah Forest Institute, Brevard College

President-Elect: Laura Webb Smith, City of Durham Stormwater Services

Past President: Deb Hall, Duke Environmental Leadership Program, Nicholas School of the Environment & Earth Sciences

Secretary: Bianca Bradford, City of Raleigh Solid Waste Services

Treasurer: Lynn Cole, North Carolina Botanical Garden

Section Coordinators

Central Section: Mickey Jo Sorrell, Morehead Planetarium and Science Center, and Debra Branson, O'Neal School

Eastern: Sara Canfield, North Carolina Museum of Forestry

Western: Alice Cohen Goldstein, Cradle of Forestry in America

Committee Chairs

Communications / Newsletter: Sara Ashenburg, Duke Environmental Leadership Program, Nicholas School of the Environment & Earth Sciences and Julie Worth

Education: Rachel Golden, North Carolina Office of Environmental Education

Membership: Sheila B. Jones, Wake County Soil and Water Conservation

Partnership: Diane Silver, North Carolina Cooperative Extension Service

Policy: Lois Nixon, Wake County Keep America Beautiful

Resource Development: Marc Dreyfors, Forests of the World

THE YEAR IN REVIEW – 2005 HIGHLIGHTS

Board of Directors Retreat – 22 January 2005

During this gathering at Brown Summit, NC, which was organized by Deb Hall and facilitated by Don Wells, Director of the Duke Program in Nonprofit Management, the roles and responsibilities of Board and Committees Members of not-for-profit organizations were explored. Suggestions were offered as to how EENC might be more effective in achieving objectives. There was a productive discussion regarding the value of clearly relating objectives of

the organization to current and potential members as well as potential donors. Lessons from the Needs Assessment conducted in 2004 by Mallory McDuff were reviewed by Sara Ashenburg. Measures to make use of those findings were explored along with steps that might be productive in identifying and cultivating individuals for future leadership positions within the organization. Don shared his observations regarding what are the qualities of a good leader. The session concluded with a charge to reconsider the EENC Mission Statement.

The 15th Annual EENC Conference

This gathering, which took place at the most aesthetically pleasing Eastern4-H Environmental Conference Center in Columbia, NC, was efficiently chaired by Laura Webb Smith. The meeting was an educational, financial and social success.

The keynote address, “Our Children’s Ocean” delivered by Susan Lozier, professor of physical oceanography at Duke University, provided informative and sobering information regarding potential consequences of global warming. Her remarks stimulated much discussion. The Coca-Cola Foundation underwrote the cost of the keynote as well as the delicious eco-reception.

The contra-dance as well as the silent and live auctions, which were led by Diane Silver, were enjoyed by all. As were the many field trips which exposed attendees to the natural and cultural resources of the Northeastern Coastal region.

The quality and the breadth of the papers presented in the concurrent sessions provided a wealth of useful information for the participants.

Of no less importance, the skillfully orchestrated program provided ample opportunities for networking.

Kudos to Laura and all others who contributed to the unqualified success of this conference.

New Procedure to Select Recipients of EENC Awards

The Membership Committee developed new procedures for nominating and selecting recipients for the awards given by EENC. Instead of being handled by the Board, five individuals from the general membership were recruited by Sheila Jones to manage this important task. As a result we felt that more individuals and organizations were nominated and more objective consideration was given to the selection process.

Regional Meetings Throughout the Year

Efforts were undertaken to sponsor more activities on a regional basis. The Board thought that such sessions could highlight programs of potential interest, facilitate more interactions among members as well as broaden recognition of and interest in EENC. While these initial efforts met with only moderate success, including our piggybacking on Joseph Cornell's and E.O.Wilson's talks respectively at Duke University and the Morehead Planetarium, they did lead to more successful gatherings in 2006. Appreciation is expressed to Mickey Jo Sorrell and Alice Cohen Goldstein for taking the leadership in these efforts.

Effort to Broaden External Funding / Membership Benefits

Throughout the year there was considerable discussion and several initiatives to secure more money from a greater breadth more grants to support scholarships for teachers from schools with a high percentage of children receiving free lunches to attend the 2005 EENC Annual Conference. Sheila Jones led the effort to identify and recruit "green businesses" who would offer discounts to our members.

Improved Website

Rachel Golden, Deb Hall and several others worked with consultant Stephanie to upgrade the EENC website. As a result that site is more attractive, user friendly and has numerous additional features. An effort to create a "member's only" component that also would be another benefit for those who joined our association.

New Display Board

The Board authorized the purchase of a new display board to aid in for advertising EENC at other statewide and regional meetings. The new board is lighter, easier to erect and take down and considerably more attractive than the old display platform. Rachel amassed a wide variety of photographs and other materials such that the display could be "customized" for the gathering at which it would be shown. The new board was initially used at the 2005 annual conference where it drew considerable favorable comments.

EENC News Notes

The quality of the EENC newsletter continued to improve under the able leadership of Sara Ashenburg and Julie Worth. The article in each of the four issues in 2005 covered a breadth of timely and pertinent subjects. The Professional Development calendar was expanded. That section is one of the most comprehensive sources of workshops and other experiences needed to achieve NCEE certification. (Workshops offered at the annual conference also qualify towards the latter.) EENC also uses more biodegradable soy ink to print this publication.

Participation in 34th Annual NAAEE Conference

EENC was strongly represented at the annual meeting of the North American Association for Environmental Education (NAAEE) which was held during 25 – 29 October in Albuquerque, NM. Papers presented by our members were well received. Our table that was part of the State Affiliates Cakewalk drew many visitors and favorable comments. Deb Hall played an active role in the emerging Southeastern Affiliates organization. That group, which met at this conference, included representatives from affiliates in Georgia, Tennessee, Kentucky, Florida, Alabama, and Mississippi South Carolina as well as North Carolina. Bob Sweeney accepted the NAAEE President's Award on behalf of NC Congressman Charles Taylor.

CONFERENCE SUMMARY

The 15th Annual EENC Conference was titled "Connecting EE for a Greener Future – A Natural Convergence at the Scuppernon." It took place November 4 – 7, 2005 at the Eastern 4-H Environmental Conference Center on the south shore of the Albemarle Sound in Columbia, NC. This was a most attractive and ecologically rich site for what proved to be a highly educational and stimulating meeting. Participants gained useful knowledge and skills as well as contacts that could prove worthwhile in their professional endeavors.

The papers presented were grouped into four different strands: Trends and Techniques, Sustainable Education, Coastal Connections and Integrating EE Into the Classroom. A total of fifteen presentations were made in four concurrent sessions.

As was the case in 2004, a concerted effort was made to attract K – 12 classroom teachers who are instructing environmental subject matter. Progress Energy and Weyerhaeuser grants made it possible to award scholarships to some educators employed at underserved North Carolina counties so that they could attend this conference. Also scholarships in the form of reduced registration fees were awarded to college students interested in careers in environmental education.

A total of 103 individuals registered for the conference representing 38 NC counties and one other state – Virginia. All three regions of North Carolina – coastal, Piedmont and the mountains were well represented.

Feedback from attendees indicated nearly all profited from the experience.

The conference agenda was as follows:

Friday, November 4:

Noon – 1:00 pm Lunch

1:00 – 5:00 pm Workshops

4:00 – 10:00 pm Registration

6:30 – 7:30 pm Dinner and Opening Remarks

9:00 – 11:00 pm Stargazing

Saturday, November 5

8:00 – 9:00 am Breakfast

8:00 am – 4:00 pm Registration

9:00 am – 4:00 pm Workshops (Advanced Project WILD: Tracks and Signs with GPS; Leopold Education Project; Nature Tile and Trading Beads With Pocosin Arts; Pettigrew State Park Environmental Education Learning Experience (EELE); Tools for Non-Formal Environmental Educators)

4:30 – 5:30 pm Concurrent Session #1

5:45 – 7:00 pm Dinner and EENC Annual Meeting and Awards

7:00 – 8:00 pm Section Meetings

8:00 – 10:30 pm Silent and Live Auctions, Contra-Dance

Sunday, November 6

6:30 – 7:15 am In Praise of Birds

7:15 – 8:00 am Reflections and Meditations – Nature and Spirit

8:00 – 9:00 am Breakfast

9:00 – 10:00 am Concurrent Session #2

10:15 – 11:15 am Concurrent Session #3

11:30 am – 12:30 pm Concurrent Session #4

12:30 – 1:30 pm Lunch

1:30 – 5:30 pm Field Trips (Aquarium at Roanoke Island; Canoe Deep Creek; Jockey's Ridge State Park; Pettigrew State Park; Pososin Lakes National Wildlife Refuge)

6:30 – 7:30 pm Eco-reception

7:30 – 9:00 pm Keynote Presentation ("Our Children's Ocean" by Dr. Susan Lozier

9:00 – 11:00 pm Campfire, Storytelling, Singing

Monday, November 7

8:00 – 9:00 am Breakfast

9:30 am Depart for Behind - the – Scenes Tours (Bennett's Millpond; Palmetto Peartree Preserve; Downtown Columbia)

For more information on the 2005 EENC Conference, please Visit the EENC website at www.eenc.org

2004 ANNUAL AWARDS

Each year EENC recognizes its members and other individuals, groups, and organizations across the state for outstanding contributions to the field of environmental education. The following Awards were announced by Sheila Nixon at the Annual Meeting on 5 November 2005. The following is her text.

Life Achievement Award – Tom Shepard

Tom, Head Naturalist with the Piedmont Environmental Center, was bestowed EENC's most coveted award for his long time dedication and outstanding service to EENC. Having worked hard to further EENC's mission, Tom has served in many capacities on the EENC Board of Directors – as President, 2000 Conference Chair at Castle McCulloch, Central Section Coordinator, and Policy Chair. Tom possesses a dramatic flair and a passion for the natural world in all his EE programs and eagerly shares his knowledge, techniques, and

enthusiasm with EENC members at our conferences and sectional meetings. Indeed, "Tom of the Trees" is a deserving dynamo to emulate.

Outstanding Environmental Organization – Duke Environmental Leadership Program

The Duke Environmental Leadership Program at Duke University was recognized as the organization that has given unselfishly to EENC in support of its vision and mission. Through its generosity and innovative spirit, DELP has funded the Coca-Cola keynote seminar bringing the biggest names in EE and environmental inspiration to NC and created the ever-popular Eco-Reception that delights us with local, organic food on sustainable dinnerware. DELP also has nurtured and supported four of its staff as EENC Presidents: Aaryn Kay, Charlotte Clark, Sara Ashenburg, and Deb Hall. No other organization has helped our nonprofit organization more than DELP!.

Environmental Educator of the Year – Anne Radke

Anne Radke, Principal at Piedmont Middle School, was named EENC's 2005 Educator of the Year for her strong EE support that empowers students, teachers, parents, staff and community partners to make EE and experiential learning a central theme at this rural school. Anne has

devoted many hours in writing grants to leverage the necessary resources needed for EE and created a position for an environmental educator on campus. While juggling the demands of higher education, Anne earned her NC EE Certification and applies it every day at Piedmont Middle School. Just think if all the school principals across the state embraced and upheld the EE principles of Principal Anne Radke.

Outstanding Partnership Award – Blue Gecko Web Design

Blue Gecko Web Design was announced as this year's outstanding partner for providing EENC with a powerful web presence since 2001. In the creative hands of web designer tephania Thirolle who has given unselfishly of her time and talents, EENC's website has recently undergone a transforming redesign and update that enhances the organization's professionalism and maximizes its outreach to environmental educators here at home and world over. Blue Gecko Web Design makes a very high quality website possible and affordable for EENC. Every EENC member needs to see this for themselves by visiting our wonderful "new" website at www.eenc.org !

Outstanding Newcomer Award

Marc Dreyfors, President of Forests of the World and currently EENC Resource Committee Development Chair, was named EENC's most outstanding newcomer for directing time, energy, and business savvy towards finding stable, long-term funding

for our organization. Marc is constantly working on grants, annual appeal letters, requests to foundations, and relationship building on behalf of EENC and its 350 members. Thank your Marc, for making EENC business your business.

Nominations in the above categories, as well as for Outstanding Service, which was not made in 2005, will be solicited in mid-2007 for the next awards program. The results will be announced at the annual meeting during the conference to be held in the Fall. See the EENC website for guidelines regarding nominations.

TREASURER'S REPORT

INCOME

2005 Conference Auction	\$3,661.00
2005 Conference Registration	18,452.00
2005 Conference Donations	250.00
Grants	
Progress Energy	2,500.00
Coca-Cola Foundation	2,250.00
Weyerhaeuser	1,000.00
Light bulb sales	377.00
Membership Fees	2,470.00
Investment Income	10.45
Interest	313.49
2004 Conference Paypal Transfer	2,989.60
TOTAL INCOME	\$43,474.11

EXPENSES

2005 Conference	\$19,746.99
Board Meetings	1,227.35
Communications	3,613.11
Development	105.00
Bank Fees	75.13
Postage	341.42
Total Executive	522.10
Membership Expenses	540.22
NAAEE Dues	100.00
NAAEE Conference	1,028.25
Professional Development	1,600.00
Promotion	928.25
TOTAL EXPENSES	\$29,827.82

2005 FINANCIAL SUMMARY

Total Income	\$43,474.11
Total Expense	29,827.82
Overall Total	\$13,646.29

ACTIVE INVOLVEMENT

Would you like to become more involved in EENC? Consider joining a standing committee, participating in conference planning, or joining the Board of Directors. For more information, email eenc@rtpnet.org.

Committee Chairpersons are responsible for ensuring their respective committee fully completes assigned tasks, represents their committee on the Board of Directors, and provides a written report to the Secretary at each Board meeting. Chairpersons may appoint a Co-chair/Vice-Chair to assume their duties when necessary and will serve a minimum of a one (1) year term.

The **Communications Committee** publishes a quarterly newsletter; publicizes EENC events, solicits announcements, and news from the membership; develops, prints and distributes special publications as necessary.

The **Education Committee** assists the President-elect in organizing and conducting the Annual Conference; assists in planning regional environmental education activities; acts as a liaison with other organizations regarding environmental events and activities; coordinates the distribution of the exhibits to

EENC members for public display across the state.

The **Membership Committee** coordinates membership drives; re-recruits inactive members; distributes new member packets; coordinates ballot voting procedures for new officers/Board members; assists in Board membership leadership development; coordinates EENC awards programs.

The **Partnership Committee** represents EENC in all joint ventures, coalitions and partnerships that are beneficial to EENC; seeks new partnerships that will ultimately fulfill the goals of EENC.

The **Policy Committee** monitors government activities; makes recommendations to the Board regarding appropriate local, state, and national environmental legislation and activities; recommends any necessary bylaw revisions.

The **Resource Development Committee** researches, recommends, and implements strategies to the Board of Directors; investigates corporate sponsorships; coordinates fundraising endeavors such as silent and live auctions; EENC merchandise, and funding partnerships.

2005 BOARD OF DIRECTORS MEETINGS

For each meeting, a brief overview of the major topics is listed below. To obtain the agenda or minutes of any meeting, please email eenc@rtpnet.org.

January 23, HARP Conference Center, Browns Summit, NC

Transitional meeting with 2004 and 2005 Board members; 2004 Conference wrap-up along with preliminaries regarding 2005 Conference; new activities in the regions; need for new display; upgrading website.

April 5, Duke University, Durham, NC

Mid-year activities status and goals check; planning for

Annual Conference; revision of Communications Policy; scholarships; membership cards; fundraising; website management.

August 10, Eastern North Carolina 4-H Center, Columbia, NC

Annual Conference planning meeting; grant submissions; audit

November 4, Eastern North Carolina 4-H Center, Columbia, NC

Final preparations for Annual Conference; 2005 budget review; teacher scholarships; new awards selection procedures; regional activities; NAAEE Conference

November 7, Eastern North Carolina 4-H Center, Columbia, NC

Annual Conference debrief



Compiled by Bob Sweeney, 2005 EENC President

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