

**Appalachian Mountain Club
Southeastern Massachusetts Chapter**

2011 Annual Report

Presented to the members of the
Appalachian Mountain Club
Southeastern Massachusetts Chapter
at the SEM Annual Meeting
Saturday, November 5, 2011



Chapter Chair Report

Respectfully submitted, Jim Plouffe, Chapter Chair

The year 2011 has been what I would term, a transition year. Throughout the previous 12 months, several of our Executive Board Members were readying themselves for LBA (Life Beyond the AMC) while the remainder were thinking up new and exciting ideas for the coming year. Those leaving us were preparing their leaders for the new committee chair, tying up projects so that the future committee can continue without interruption, or beginning a process that will bring the SouthEastern Massachusetts Chapter further in both technology and Vision 2020, the vision set forth by the Club in general. Below, I have outlined the changes and programs that the Chapter has witnessed throughout this transition year.

Website: Over the past year, our communications committee has embarked on an exhaustive project of transferring our website from our old format to a new template that was developed by the AMC. Our Communications Chair has spent countless hours working with a vendor and volunteers to port the site.

Consolidating Communications: Our website and our Short Notice listserv have not had a “home”, instead existing under the umbrella of the Executive Board instead of a distinct committee. Now, both are under the direction of the Communications Committee. This will help to coordinate and maintain both entities through one chain of command instead of through the Board as a whole.

Instituting New Communications: Starting last year, under our Past Chapter Chair, Wayne Anderson, and continuing through to the current day, the Chapter has worked to move forward with technology and electronic communication. The Communications Committee has developed a Facebook, LinkedIn, and Twitter Account. The Communications Committee is committed to keeping up with the times and will continue to seek out new and innovative social networking ideas. (Watch for our new website that will show real time posting of Twitter “Tweets”!)

Newsletter Re-vamping: In keeping with an initiative brought forth by “Joy St” (AMC Headquarters), the Chapter has embarked on a new program to produce our newsletter, The Southeastern Breeze, by electronic means. For the past 3 years, we produced both a paper

and an electronic version. In 2012, we will eliminate the paper version. By not printing and mailing 3,000 newsletters, the Chapter will save \$7,000 annually. In addition, this change promotes the ideal of becoming more “green” as the reduction in printing will result in the reduction of trash/recycling that is required after our newsletter is read.

Re-invention of the Chapter Hut Night event: Four years ago (2008), I embarked on the mission to assist our Hiking Chair and Chapter Chair in creating the annual Chapter Hut Night event. We chose the AMC’s Cold River Camp for our event and expanded it to be two nights instead of just one. Due to its success and avid requests by attendees (25 attendees), we decided to again have it at Cold River Camp (2009), but this time, extending it to include a third night. Its success was overwhelming (48 attendees) and we felt that this was an event that needed to continue. We scheduled yet another Chapter Hut Night at CRC (2010) and were not surprised at all about the attendance (47 attendees) for the second straight year. This year, 2011, has eclipsed, not only our history at Cold River Camp, but also, from all records I could find, every Chapter Hut Night (Currently Named Chapter Hut Weekend) on record. We had 67 people attend the weekend at Cold River Camp, with hikes, bikes and paddles, as well as outdoor movies, campfires, and card games. The continued success at the camp has concentered the idea that we continue the tradition of attending Cold River Camp and rename the Chapter Hut Weekend to a more aptly named SEM Annual Cold River Camp Weekend.

New committees: Over the past couple of years, we have seen the need for some diversity in our activities committees. Therefore, I created two Ad-hoc committees: the Social Committee and the Family Events Committee. The Social Committee is charged with creating monthly events, such as pub nights, trips to baseball games, museum trips and harbor/river cruises. The Family Events Committee is charged with creating programming, such as hikes, bikes, paddles and social events that will be appropriate for families as well as all other AMC members. This committee will be headed in 2012 by Chris Pellegrini, my former Hiking Chair. For the past couple of years, the Hiking Committee has scheduled several family-friendly hikes themed to the appropriate season. This will continue but will also include additional fun activities, both hiking related and not hiking related.

Minor Change to Executive Board: Everyone likes to hike, bike, and paddle, but not many want to sit in Executive Board Meetings. So, to get a more cohesive board, I have decided to change the number of Executive Board meetings from 9 to 4. These 4 meetings will be mandatory, but will decrease the time commitment that Board members will need to schedule. Items that are pressing but which do not need to be voted upon will be communicated via e-mail.

Educational Offerings: Following a very successful Spring Wilderness First Aid Offering, the SEM Chapter has decided to sponsor two classes of WFA each year. The first, in the Spring, will be held at AMC’s Nobleview Outdoor Center. The second offering will be held at a local facility to allow for members, who cannot travel, to attend.

AMC’s Vision 2020: Vision 2020 is a set of four goals that the AMC created that, if achieved, would benefit both the club and the people within our region. These goals are: 1. Build A vibrant and diverse AMC community; 2. Get Kids Outdoors; 3. Lead Conservation Action; and 4. Maine Woods Initiative. The SouthEastern Massachusetts Chapter has embarked on a project which would encompass three of these four goals. Within the past couple of months, I, as Chapter Chair, have submitted a letter to the City of Brockton in the hopes of developing a partnership with the City to revitalize D.W. Field Park after hearing of an effort

by the city to restore it to its glory of the 1930's. Donated to the city by its namesake, the National Historic Registered park has given refuge to countless city dwellers over its 80+ years. However, due to dwindling city budgets and invasive undergrowth, the park has become a less glorious rendition of itself. In the vision of our partnership, the Chapter hopes to help lead Conservation efforts to return scenic and recreation areas to their original beauty, assist in creating programs for the diverse children of the city at the park and expand the AMC's community through education and programming at this park.

Summary: Although we will be seeing a changeover in many areas of leadership this year, I am happy to say that the Board endeavored on some large and amazing changes that will continue to bring the Chapter into the 21st century and will help to reach new heights through both expanded communication and expanded outreach to our members.



Treasurer's Report

Respectfully submitted, Leslie Carson, Treasurer

The year of 2011 is rapidly coming to a close and with it, my tenure as the SEM AMC treasurer. It has been my pleasure to have worked with such a wonderful group of people for the past three years and I am very grateful for the support and encouragement everyone has given me. I would like to welcome the incoming treasurer, Patty Rottmeier, and wish her all the best. With her accountant background, I am sure she will have no difficulty handling the demands of the position.

We continue to spend conservatively and operate within the black. Committee chairs have had an active year with Leadership Training, Wilderness First Aid and CPR Training, Trail Work, Open House for New Members and other worthwhile projects. We were able to provide eight of our members with WFA scholarships this past spring.

This past year has seen a change to the expenditures of the Southeast Massachusetts Chapter. A major part of our expenditures has been the printing and mailing of our newsletter, The Breeze. The 2011 Fall edition was the last paper version to be mailed out and from now on, The Breeze will be available electronically. Not only will it save trees, ink, and postage, but there is more space for more articles and pictures to showcase the Chapter activities. The money saved will be available for other Chapter equipment, training, scholarships and presentations. One recent purchase was a projection screen to use with last year's purchase of a projector so the Chapter can utilize that equipment for presentations at various venues.

In closing, I would like to thank the Board and Committee members for their support during the past year and wish my successor all the best.



Membership Committee Report

Respectfully submitted, Len Ulbricht, Membership Chair

Our 2403 memberships are up slightly from one year ago and reflect a 2.8% increase in membership over the past three years. Overall the number of SEM members remains in excess of 3300.

A successful Open House principally for prospective and new members was held on a March evening. Over 40 attendees enjoyed a pot luck supper, socializing with each other and a number of SEM leaders, and heard brief presentations about SEM activities and programs from the leaders. A slide show of various SEM trips and activities was also viewed.

Twenty-three SEM members were awarded AMC's 25 year pin in recognition of their continuous uninterrupted membership for that period.



Canoe / Kayak Committee Report

Respectfully submitted, George Wey, Canoe/Kayak Chair

The paddling group scheduled 60 trips for the 2011 season. These trips were scheduled in December of 2010 for the paddling season that extends from the first of April to the end of October. This year because of adverse weather conditions during April and May, nine trips were cancelled. The summer brought better weather that continued into the Fall. The 2011 season was very successful with approximately 400 people participating in paddling trips along the coast and ponds of Cape Cod and Southeastern Massachusetts, the South Shore of Boston, and Boston Harbor.

The success of this paddling group is due largely to the enthusiasm and dedication of trip leaders. The 2011 leaders were: Gifford Allen, Paul Corriveau, Wesley Ewell, Bill Fischer, Ed Foster, Louise Foster, Betty Hinkley, Jean Orser, Don Paladino, Haven Roosevelt, George Wey, and Nancy Wigley.



Cape Hiking Committee Report

Respectfully submitted, Pat Sarantis, Cape Hiking Chair

The number of participants for Cape Hikes continued at the same rate as previous years. Thursday hikes were consistently attended by mostly Cape residents while the weekend hikes also attracted visitors from the Boston area and beyond. The annual Chili Party in February was the social hit of the year.



Conservation Committee Report

Respectfully submitted, Joanne Jarzowski, Conservation Chair

SEM celebrated Earth Day at the annual Cape Cod Canal Cleanup, with several members, board, and former board participating in the clean up. SEM members and board participated in Park Serve Day, helping out at Myles Standish State Forest and South Cape Beach. A new conservation chair has been appointed; SEM welcomes Maureen Kelly (former Conservation Vice Chair) as the new Conservation Chair for SEM.



Biking Committee Report

Respectfully submitted, Joseph Tavilla, Biking Chair

The SEM Chapter had scheduled rides throughout Southeastern Massachusetts which includes the following areas:

- The Massachusetts South Coast – Wareham to Seekonk
- The South Shore – Hingham to Plymouth
- Cape Cod – Bourne to Provincetown

The biking program consisted of both recurring rides and scheduled rides.

Recurring Rides:

- Tuesday Rides – late day/early evening on Cape Cod
- Wednesday Rides – late morning / mid-day rides on Cape Cod (late Spring / Summer)
- Thursday Rides – late day/early evening in the South Coast area
- Weekend Ride – enjoy the spectacular New England seasons on your bike

Scheduled Rides:

- **4C Ride (College Cafe Cycling Series)** which features a lunch stop at a college campus in Southern New England.
- **Special Event Rides** - which feature a lunch stop at a local community event. This year's ride was integrated into the world famous Head-of-the-Charles Regatta in Cambridge/Boston
- **Easy Rider rides** – designed for those who enjoy a casual day on the road. There were 2 Easy Riders in the Dennis/Harwich area of Cape Cod.
- **Follow-The-Leader Rides** where all riders stay together at a group pace

There continues to be growing interest in the *2000 Mile Club*. Riders report their monthly mileage and all who achieve a cumulative total of more than 2,000 miles in a calendar year are recognized and receive a specially designed *2000 Mile Club* embroidered insignia.



Trails Committee Report

Respectfully submitted, Kevin Mulligan, Trails Chair

Trail work has been limited this past year as key leader Kevin Mulligan has been on assignment in New York for the better part of the year. However, it is important to mention key AMC members that continue to provide solid support on local trails. Ken Jones has lead several cleanup efforts in the Blue Hills, with Dexter Robinson continuing to lend his support as well. Bob Vogel continued to support a number of local parks, most notably Borderland, working with family and friends to keep trails in pristine shape. Wayne Anderson has been maintained his adopted trail in the White Mountains along with other members of the South Eastern Massachusetts AMC chapter. A group of volunteers spent a May weekend doing trail work on our adopted trail, Lonesome Lake in the White Mountains. Thanks to Wayne Anderson and Leslie Carson for leading the group of volunteers.



Cross Country Skiing Committee Report

Respectfully submitted, Barbara Hathaway, Skiing Chair

During the 2011 winter season, the following cross country skiing activities took place: Two very popular and successful overnight cross country trips to the White Mountains with lodging at Applebrook B&B were led by Barbara Hathaway of SEM and Wayne Cardoza of the 40+ chapter. The traditional Martin Luther King weekend filled the B&B with 22 participants. The second trip the first weekend in March, also led by Barbara and Wayne, surprisingly drew 22 avid skiers and once again filled Applebrook. An added feature that was a big hit on the March trip was a Friday night pizza and salad dinner followed by snowshoeing on the golf course behind the inn. Unfortunately, there wasn't any moonlight, but Chris Pellegrini guided us in the darkness – with help from our headlamps – and kept us from falling in the streams that crossed our paths. We enjoyed the camaraderie of a great group, a sing-a-long, fun and games, and the coziness of Applebrook.

Bob Bentley held an instructional workshop at Great Brook Ski Touring Center in early January and together with Art Paradise, and Marc Bober led two back country overnight trips in mid-January and early March, respectively.

The Ski Cape Cod trips planned by Farley Lewis were canceled due to lack of snow and the February day trip to Great Brook was canceled because of icy conditions.

Len Ulbricht led a mid-week downhill ski trip to Mt. Sunapee and will continue to offer them this season.

I invite all of you skiers to participate in our 2012 activities. See the e-Breeze, Outdoors and online trip listings for details. And don't forget the short notice and e-mail blasts for "last minute" activities. See you on the trails!!



Chapter Youth Program (CYP)

Respectfully submitted, Sally Delisa, CYP Chair

This past year has been exciting and disappointing. We have accomplished many of our goals. However, finding a good match with an active youth group has continued to elude us.

Highlights of our many goals and activities are:

1. We became an official SEM Committee.
2. Two CYP Leaders were added to our group. One has met all training requirements and the second person will be completing hiking co-leads soon. Six others have expressed an interest and they will be kept informed of Leadership Training Workshops.
3. Our first official meeting was held in April. Four leaders met to discuss and plan goals and objectives. Two were unable to attend. The group decided that, when formal meetings are needed, we will try to meet prior to Executive Board Meetings. However, most communication can be completed via email or phone.
4. Five CYP Leaders took a CYP Leadership Webinar Refresher which is required every two years.
5. We borrowed the educational PEAK Pack from REI and now have a copy of their short 'Leave No Trace' slide presentation. Plans were made to use the slide presentation prior to taking a group on hikes.
6. Two of our leaders attended a weekend of training and met qualifications to teach Leave No Trace Awareness.
7. The Chair worked with AMC to revise our CYP brochure.
8. A facility in a large city requested that we work with them and AMC approved the group. Two hikes were planned for August. The contact person also requested plans for several hikes on weekends throughout the school year. In order to meet their stated needs, it appeared that several more CYP Leaders would be needed.
9. A former CYP Leader became a CYP Helper and previewed trails in a nearby state park where we planned to have the two August hikes.
10. Unfortunately, the facility cancelled our planning meeting and August hikes. Due to personnel changes at the facility, we have not yet scheduled a meeting to plan Fall hikes.
11. Attempts to recruit more youth groups were halted when it appeared that the large facility would require all of our available leader time. We are now actively searching for additional youth groups. Positive communication has been initiated with another boys and girls club. Please email or call the CYP Chair with additional names and phone numbers if you would like to recommend a youth group.
12. We need a Vice Chair who would be interested in attending Executive Board meetings and in working with the current Chair.



Education Committee Report

Respectfully submitted, Mike Woessner, Education Chair

2011 was another successful year in the education and training of the AMC SEM members and public.

This year we explored a whole new venue for our Wilderness First Aid course. We held it at the Noble View AMC facility in the Berkshires. The double cabin was rented out for the weekend and Joyce Wallis prepared delicious meals for the attendees. CPR was also offered for those interested. 18 leaders successfully completed the course.

On the following weekend Leadership Training was held at Borderland State Park in Easton. Thirteen participants completed the training; many also lead for Friends of Myles Standish State Forest.

We will also have a second WFA/CPR course on November 12 & 13. Presently there are 20 people signed up to receive this training which is a requirement to lead hikes in the Whites.



Hiking Committee Report

Respectively submitted, Chris Pellegrini, Hiking Chair

The 2011 hiking season has been a success. Starting this year, the Hiking Committee developed several series to go along with our existing hiking series. They include a series of section hikes on the Mid State Trail, Full Moon hikes in Borderland State Park, and a Fast-and-Hilly Series.

This fall, we continued with last year's Family hike series and scheduled 4 hikes: The Tully Trail in Western Massachusetts (with apple picking); a Halloween hike in October in Gilbert Hills State Forest (with a small cookout afterwards); a Thanksgiving hike in Blue Hills; and a cookies and eggnog hike to be held mid December at Borderland State Park. We have worked to try and encourage the youngest people to find the joy that the rest of us older people have already found. In the coming year, the SEM Board and Hiking Committee will consider making Family Hiking into its own group with an objective of building up a Family Outdoor Program within SEM.

In addition to the existing hikes, the Hiking Committee has produced several returning series. These include the ever-popular Red Line the Blue Hills Series, the Summer and Winter Series, the Snowshoe Series, the Tuesday Morning Training hikes, and the Thursday Morning Local Hikes series. Each of these programs has proved to be a success and it appears that more and more members are taking advantage of these offerings.

Overall, the 2011 hiking year has been productive. However, success doesn't come without our volunteer leaders. We are still running low on leaders Class 2 and above. In the past, it was not uncommon to have many leaders for each trip. This year, this has not always been the case. The Hiking Committee will evaluate solutions to this problem. We are asking the Education Committee to offer Wilderness First Aid two times a year instead of only once. We hope this will give leaders ample opportunity to keep their WFA certification active. Although the crowd is small right now, we have several volunteers working on advancing their leadership Class and along with the active leaders will work hard to make 2012 hiking season another successful year.

My thanks go out to all our active leaders and co-leaders and also a special thank you to Walt Granda, my Vice-Chair of Hiking who has assisted in many visible and invisible ways.



Communications Committee Report

Respectfully submitted, Cheryl Lathrop, Communications Chair

This year, I'd like to depart a little from the usual format. Instead of summing up the past year, I'd like to sum up all three years of my term as SEM Communications Chair since there have been so many changes.

Before my tenure, all communications materials were printed: newsletter (*The Breeze*), Annual Report, brochures, etc. During my term, I have endeavored to make all chapter communications electronic—to bring us into the 21st century, so the chapter is ready for the future. While a (very) small percentage of our members have not appreciated our move into the electronic age, the vast majority have. By going electronic, our chapter communications have become more efficient and more timely—and certainly more thorough and colorful, as we are not bound by the constraints of the black and white printed page. Not printing the *Breeze*, the Annual Report, and the brochures frees up a lot of our chapter funds (thousands of dollars a year) which we are using to bring additional services to our chapter members.

Our chapter newsletter, the *Breeze* has always been printed in black and white and mailed (USPS) to members, at great expense. When the AMC Kintera system became available for newsletter distribution, we then provided a choice of a mailed paper newsletter or an electronic newsletter; we provided this dual service for 3 years (all the while encouraging all the paper subscribers to please convert to electronic). Also during these 3 years, we polled chapter members to gather opinions on whether to go completely electronic, or not. The overwhelming response was that it was time to go electronic. The Fall 2011 newsletter was the last one published in paper format; all future *Breezes* will be electronic (the “e-*Breeze*”).

The Communications Committee officially took over the chapter website at amcsem.org, so it could have a ‘home’. For years it had been somewhat disconnected from the mainstream of chapter communications. To effectively rehabilitate the somewhat stale website, we acquired additional web staff (several assistant webmasters and a web proofreader). After this much needed rehab, the AMC came out with templates so the chapter websites could all have the same look and feel. SEM embraced this wholeheartedly and spent 2011 moving our web content into the new templates. See our brand new site at www.amcsem.org.

In addition to our newly refreshed and rehabbed website, we have taken a new approach to content. Both to offload the webmaster, and to put more control into the hands of the Committee Chairs, we have pushed the content down a level. Some regular hiking series have their own websites attached to amcsem.org which they maintain themselves (e.g., amcsem.org/RLBHWS/index.htm). Other groups have a linked-to google-doc under their control (e.g., amcsem.org/hikes.html, click on “Fast & Hilly”). And others use editgrid to keep their content (e.g., amcsem.org/biking.html, click on “Mileage Report”). This keeps the content in the hands of the interested parties, who have a vested interest in keeping it fresh and current.

Our website also uses PayPal (a secure online payment system) when chapter members need to pre-pay for an event. One click lets them both sign up and pay. Again we are using technology and getting away from mailing paper checks.

SEM made a technology jump and joined the “social networking” phenomena and created a chapter Facebook page (Find us on Facebook! “Appalachian Mountain Club, Southeast Mass Chapter”), Twitter account (Follow us on Twitter! “amcsem”), LinkedIn page, and MySpace page. We have a moderator who patrols these pages constantly watching for anything inappropriate, and promptly removing it. All social media are used to publicize chapter activities; it also gives the chapter members a place to provide input and share pictures.

The AMC invented the new electronic monthly Chapterwide Messaging (the “blast”) sent out by the Kintera system. We promptly took advantage of it as soon as it was available, and have sent out an informative message every month. Just another way to communicate with our chapter members!

This committee writes, prints, and distributes the SEM chapter brochure. In the past, many were printed for events, and many of those unfortunately went to waste. We moved from one standard four-page brochure, to four different formats and lengths of this brochure (4-pager, 1-pager, slim-jim, pocket-size), and in both black and white and color—eight brochures total. These are stored on our website in print-on-demand format, so only those needed will be printed.

We also write the SEM Annual Report with input from the Chapter Chairs. This report used to be confined to four pages and was printed and distributed. It too is now electronic, allowing the committee reports to be far more complete. It is available on our website (amcsem.org) and on the AMC main website (outdoors.org).

Our chapter archives are in paper format and have been languishing in various basements over the years. They have now been gathered up and taken in to the AMC archivist at Joy St. in Boston to be digitized and turned into electronic form. Instead of being available to no one, they will now be available to everyone.

The Communications Committee has also taken over the “Short Notice List” which had no ‘home’. It will continue to run exactly as it has before, it just now has a home.

The Communications Committee has a lot of different responsibilities; and the Communications Chair sincerely appreciates the efforts of all of the communications staff to keep the chapter communications functions running smoothly.

You can find additional information regarding the Communications Committee on our chapter website, amcsem.org. Click on “communications” in the committee navigation list.

**CHAPTER HUT WEEKEND 2011
COLD RIVER CAMP, NH**



Chapter Hut Weekend this way!



Chapter members
enjoying the weekend

The 2011 AMC SEM Annual Report was prepared by the SEM Communications Committee.
An electronic copy can be found at amcsem.org and at outdoors.org.