PRESIDENT’S REPORT

2011 was a year of significant change for the Squam Lakes Association, the biggest being a “changing of the guard.” After 12 productive years as our Executive Director, Chris Devine decided to pursue other opportunities. The challenge to find a new Director was taken on by our Search Task Force chaired by Tom Enright. Their successful search culminated in August with the hiring of EB James as the SLA’s new Executive Director. We have confidence in his abilities and look forward to his leadership in the years ahead.

The SLA’s 2006 Five Year Strategic Plan was updated in 2011, establishing a new strategy to carry out our mission; Squam Watershed Wellness. Other initiatives include reaching back from the lake to more involve and educate local residents and businesses on the importance of the health of the Squam Watershed to our communities and to partner with other local area non-profits.

Another decision was to separate the Communications & Development Committee into two new committees, Membership and Development. Communications has been effectively handled by the Staff so we feel the two committees can more effectively concentrate on their respective tasks.

2011 saw the completion of the bridge connecting the Resource Center and the Fisher Family Barn creating a single SLA campus. The 2011 summer was the Barn’s first season as shelter for the JSLA in inclement weather, a huge success! A great decision and project, thank you, to all of those who supported it. The staff quickly found other uses for the barn; Movie Night, Barn Dances and other SLA functions. We’ve also been getting requests to rent the Barn for private functions so, it may in fact, become a revenue source.

A big “Thank You” to retiring directors Sarah Thorne and Maria Furman for their years of service; Sarah as Chair of the Conservation Committee and Maria as Treasurer and Chair of the Investment Committee. We would like to extend a welcome to our four new Board members; Barry Gaw, Sue Smith, Sandy Harris and Bob Lucic.

Rebecca Hanson was promoted from her summer position as Office Assistant to Ecological Manager. Her summer experience in the SLA office, her degree in Environmental Conservation and her wide experience in water resource issues make her a perfect fit for the job.

2012 will be a year of opportunity for our Association to act on our new initiatives and continue to improve our core programs. We look forward to reporting on these accomplishments next August.

We couldn’t do this without your continued dedication to Squam and your support of your Squam Lakes Association, Thank You All.

Respectfully Submitted,

Peter Webster
Board President
EXECUTIVE DIRECTOR’S REPORT

It is exciting and rewarding joining an organization so well put together and with such deep community roots. 2011 was a good year, continuing the SLA’s tradition of institutional sustainability. We are well poised to take advantage of the conservation opportunities we see approaching in 2012 and 2013.

Looking back, the Barn project is complete and this awesome building is beginning to see the high level of use we had hoped for. It is the summer home of the JSLA, providing them an exceptional base of operations. It is a place where, worst case scenario in a storm, they can still rock climb. It is being used for dances, and as space for other organizations. It is becoming a real community asset.

The JSLA has continued to rebound in enrollment. Last year was solid, and 2012 grew again. We have tweaked our staffing of the program and now have an assistant camp director who has really allowed the creative energy to flow through camp by reducing the administrative burden and rechanneling that energy into the development of excellent programs.

We are continuing our strong partnership with Plymouth State University and their Center for Environmental Studies. This year Masters candidate Andrew Veilleux is working on the continuation of the Water Recreational Opportunity Spectrum by working within the community to solicit values and your insights on potential management of this resource to protect it for our children and grandchildren and beyond to enjoy.

Our ongoing efforts with Milfoil have seen much milfoil harvested with our dash boats and a decrease in overall infested area over previous years. We have ramped up our efforts once again this year by implementing a more flexible summer crew who float between trail work, island caretaking, milfoil, and our other conservation activities. We have had them trained and certified in the boats, for SCUBA, and for diving removal of milfoil. By moving the team through their various duties we are able to keep more divers underwater more days of the week while still allowing each individual diver more time to recuperate between DASH sessions.

Financially, our investments continue to recover and our campsite rental and summer camps both are growing in enrollment. We have upgraded our database and are busy updating information to make it as powerful a tool for keeping connected with you as possible. We have also reworked our financial tracking system in order to better track specific program funds and funding sources, all of this we believe will allow us to continue and build on our powerful core programming.

In conclusion, I would add that I am delighted to be a part of the Squam Lakes Association and a member of the Squam Lakes watershed community. I look forward to getting to know everyone over the months and years to come.

Respectfully Submitted,

E.B. James
Executive Director
OFFICERS & DIRECTORS

Peter Webster, President
Eve Porter-Zuckerman, First Vice President
Sarah Thorne, Second Vice President
Maria Furman, Treasurer
Tom Enright, Secretary

Jane Beck
PJ Blankenhorn
John Coolidge
James Elcock
John Fernandes
Barry Gaw

June Hammond-Rowan
Scott Littlejohn
Cindy O’Leary
Sue Smith
Carolyn Tolles
Peter Walcott

STAFF

E.B. James, Executive Director
Priscilla Bartholomew, Office Manager
Brett Durham, Director of Recreation
Rebecca Hanson, Ecological Manager
Jennifer Walker, Youth Program Manager
Jennifer Mattrick, Office Assistant

COMMITTEES

Conservation
Education & Outreach
Membership

Development
Finance & Asset Management
Nominating

TASK FORCES

Cultural Heritage
Strategic Planning

VOLUNTEER OPPORTUNITIES

Boating Census
Water Quality
Trail Adoption
Weed Watchers

2010 SLA Annual Report
TREASURER’S REPORT

Fiscal year 2011 was a transitional year for the SLA in many regards. The barn campaign was finalized, we transitioned out of that campaign mode, and we went through a leadership change of President and Executive Director. Pledges of over $43,000 made and accounted for in 2010 were realized during 2011. Combined with over $56,000 in depreciation, our 2011 revenues appear depressed. However, after adjusting for barn contributions and depreciation the overall picture is in-line for a year without a capital campaign. With markets rebounding, less grim economic forecasts, and pro-active efforts by the SLA, the organization remains healthy and will continue to be so.

Total net assets of the Association at the close of 2011 were $6,757,288. Our Investment sub-Committee has actively positioned the portfolio in a well diversified, conservative manner consistent with our market outlook.

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. The SLA audit is available upon request.

Respectfully Submitted,

Maria Furman,
Treasurer
Finance & Asset Management
Committee Chairperson
Squam Lakes Association
Holderness, New Hampshire
2011 Financial Summary

Change from
Prior Year

Operating revenue
Program fees $ 172,405 0.6%
Dues 139,823 5.4%
Contributions 118,243 NM (A)
Grants 42,303 1.7%
Other 44,720 -37.6% (B)

$ 517,494

Operating expenses
General expenses $ 222,955 1.8% (C)
Natural areas 133,592 1.5%
Education 70,795 0.9%
Visitor information 56,318 0.6%
Junior SLA 48,283 -0.4%
Other 89,673 -5.0%

$ 621,616

Net Operating revenue $ (104,122)

Notes:
(A) Contributions from the prior year included monies raised from a special fundraiser for the Fisher barn. Excluding such special fundraiser from 2010, contributions in 2011 increased approximately 10 percent.
(B) The decline is primarily a result of lower interest income and dividends.
(C) Includes non-recurring expenses related to the Fisher Barn project. Such expenses contributed to the reduction of Net Operating revenue for the year.

Total Net Assets (at December 31, 2011)

Tangible Assets $ 7,405,299
Accumulated Depreciation (643,480)
Accounts Payable (4,531)
Total Net Assets $ 6,757,288

Distribution of Tangible Assets

N.B. Land and Buildings are stated on a historical cost basis. Marketable securities are stated at fair market value.

2010 SLA Annual Report
Three Year Summary of Tangible Assets

Cumulative Growth: 5.6%

Tangible Assets at Year End

- 2011: $7,405,299
- 2010: $7,552,429
- 2009: $7,011,329

2010 SLA Annual Report
REPORT OF THE DEVELOPMENT COMMITTEE

The Development Committee and the Membership Committee are now separate committees, though working cooperatively for the benefit of our Association. This year, the Development Committee began reviewing the opportunities laid out in the new Strategic Plan and developed a plan that includes:

- Improved donor relations
- Better and more targeted solicitation from foundations and grantors to support our programs
- Updating and making better use of our membership database including personalizing our communications with our members
- A more defined and orchestrated planned giving program

We waited to begin implementing this program until after our new Executive Director, EB James, started in mid-October. We hope you have noticed some of these changes as 2012 has unfolded and look forward to reporting their success next August.

Respectfully Submitted,

Carolyn Tolles
Chairperson

REPORT OF THE CONSERVATION COMMITTEE

Our three objectives for 2011 were:

- **Progress toward Milfoil Eradication.** Staff and volunteers teamed up to remove 2621 gallons of milfoil, spending over 500 hours at work on milfoil eradication. We improved ways of quantifying and mapping the results of our milfoil control work and tracking it over time.

- **Complete Trail System Master Plan.** SLA, with collaboration from SLCS and a PSU graduate student, completed a master plan for its trail network. The plan sets goals for trail maintenance, natural resource conservation, parking and signage, trail corridor conservation, and trail easements. A task force was created in 2012 to implement the trail protection recommendations.

- **Continue Research.** What is the health of the lake, how is it being used, and what is the recreational carrying capacity of the lake? To help answer these questions, SLA is supporting the Lake Use and Management Study being conducted by a PSU graduate student, to be completed in 2012.

Respectfully Submitted,

Sarah Thorne
Chairperson
REPORT OF THE
EDUCATION & OUTREACH COMMITTEE

In 2011, the SLA maintained its active summer programming, collaboration with area nonprofits, and work with school and youth programs. We took some first steps to expand programming throughout the year, and to engage a broader range of participants.

JSLA (Junior Squam Lakes Association), in its 56th year, continued its program of lake and mountain activities for youths in grades 3 to 9, led by Jenne Walker. The camp enjoyed the use of the Fisher Family Activity Barn for its first full summer, and this was a reliable venue for regular activities as well as for when activities were driven indoors by the weather. For a camp that for much of its history had neither headquarters nor equipment, this was a wonderful development! Enrollment was fairly consistent with recent years. Enrollment was lower in the Discovery Group (grades 3&4), nearly full in the Explorer Group (grades 5&6), and a bit lower in the Expedition Group (grades 7-9) once again, with total enrollment of 136 participants, 65% of capacity. At the end of 2011 we distributed surveys to parents each week and online, and received very helpful feedback about all aspects of the program. It is worth noting in 2012 our enrollment has increased 10% over 2011 with 171 enrolled.

We were honored to receive support once again from the M.J. Foundation to sponsor scholarships to the JSLA program for students in the lake's five towns. These scholarships are awarded at the recommendation of the schools, and granted to youth who exemplify qualities of good citizenship and humanitarianism.

CYSP (Community Youth Sailing Program), once again led by Garr Corcoran, had 65 participants. CYSP has many loyal participants who have returned year after year to hone their sailing skills with others ages 8-16. The SCC (Squam Conservation Corps) program for high schoolers, with 16 participants, helped with a number of projects.

SLA's other programs, many in area schools and in conjunction with area nonprofits and youth groups, continued to help grow the broad community of stewards of the lakes and watershed we strive to support by building awareness and providing guidance and education. We are ever grateful for the help and counsel of our many volunteers who extend our reach, and our imaginations, as we work to pursue the SLA's mission.

Respectfully Submitted,

Eve Porter-Zuckerman
Chairperson
Report of the Membership Committee

The focus of this committee is primarily on the definition, maintenance, and retention of SLA Membership through several outreach programs. The membership committee is working on the following initiatives:

Develop our ‘watershed wellness’ message and working on the messaging and branding of the Squam Lakes Association, the image we put forth into the community.

Examining the membership data in order to better understand who makes up the membership of the Squam Lakes Association and ways we can better engage our membership and appeal to new members.

Determine the need for and the development of special events for the membership and the Squam Lakes Community.

Neighborhood Networking – this is happening very naturally - local folks are hearing about how to be advocates – we should all be turning our “parties” and social engagements into opportunities to talk about Squam Lake and how the SLA hopes to outreach for Supporters, Leaders, and Advocates – reminding all Board and committee members to network in this way.

Business / Corporate Memberships – Engaging Local business people and formulating a partnership program with those institutions who depend upon the health of the resource for the success of their businesses.

Respectfully Submitted,

Sue Smith
Chairperson
THANK YOU TO ALL OF OUR MEMBERS AND VOLUNTEERS!

The Squam Lakes Association appreciates the many volunteers that keep our programs and operations running successfully! (Apologies to those who were inadvertently omitted, please let us know so we can update our records!).

~Supporting the SLA more than 10 Years~


2010 SLA Annual Report
~Supporting the SLA 5-10 Years~


2010 SLA Annual Report

~Supporting the SLA the past 5 Years~


~New 2011 Donors~

2010 SLA Annual Report
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