Annual Report

Pocono Environmental Education Center

Celebrating 38 Years
OF QUALITY ENVIRONMENTAL EDUCATION IN THE DEALWARE WATER GAP NATIONAL RECREATION AREA
PEEC Board of Trustees

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Dr. S. Marie Kuhnen

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PEEC PEOPLE 2009
Executive Director/CEO (January-May) Jim Rienhardt
CEO (June-Dec) Jeff Rosalsky
Director of Business Management Mariann Oswald
Director of Development Flo Mauro
Facilities Manager Ted Wetzel
Associate Director for Education Allison Owczarczak
Associate Director for Education Heidi Normand
Office Manager Marlene Aceto
Public Relations/Marketing Robin Scandura, Bessy Vega
Maintenance Jim Haskell
Program Planning Assistant Kristen Heckrote
Program/Office Assistant Barbara Derrenbacher
Camp / Volunteer / Special Events Mgr Mike Liese
Naturalist, Workshop Manager Jeremy Phillips

INSTRUCTORS & INTERNS
Barbara DeBenedictus, James Maloney, Katelynn McDonald, Hannah Taylor, Molly Check,
Miranda Luckie, Paul Balik, Serena Barausky, Lauren Carley, Dana Columbias, Kelly Good,
Angela Gutierrez, Kelly Lecko, Anthony Pittala, Caitlyn Shortt, Sean Smith, Andrea Ace,
Laura DeWolf, Amy Hobbs, Ryan McLaughlin, Jessica Thompson

“Just one day in the field at PEEC transforms children to better appreciate our natural world.”  ~ Barbara Brummer
Overview and Program Highlights

Despite difficult economic conditions in 2009, PEEC’s school group residential environmental education programs, weekend nature retreats, local school programs, and day camp were only modestly lower.

PEEC had several significant achievements in 2009. We received a First Bloom Grant, funded by the National Park Foundation and the Lady Bird Johnson Wildflower Foundation, to bring local economically disadvantaged children to PEEC and the Delaware Water Gap National Recreation Area for a yearlong natural gardening program. We also hosted an Operation Purple/ National Military Families retreat for veterans recently returned from Iraq and Afghanistan and their families. The retreat focused on participants becoming reacquainted with both nature and their families in a National Park. In conjunction with Easter Seals of Monroe County, PEEC ran a summer day camp for severely disabled children. This was in addition to our Biondo Foundation funded, inclusive day camp for children with learning disabilities. The program was so successful that we will be running a PEEC/ Easter Seals overnight camp for disabled adults and children for 6 weeks in summer 2010. The focus will be on teaching basic gardening, trail maintenance, and life skills combined with recreational therapy. We are also planning a BioBlitz for September 24-25, 2010 to inventory as many living creatures as possible within the Park in a 24-hour period.

PEEC’s public 2010 calendar has over 30 free programs for the community and other Park visitors.

During 2009, PEEC has continued to try to reduce our operating costs. We have moved from an institutional food service provider to a local one and next year we will be taking food service completely in-house to reduce costs and provide staff flexibility. We have reduced the number of vehicles we own and maintain to three vans and two pickups, which saves operation, maintenance and insurance costs. We have instituted strict heat and hot water shutoff for facilities not in use and have installed on-demand water heaters in the main building. We have engaged a firm to conduct an energy audit of our main building and when we receive the results, we will be examining ways to finance the implementation of their recommendations. Our challenges continue to be our utility costs, health and general insurance costs, and the deteriorating state of our older buildings.

Major personnel changes at PEEC in 2009: Jeff Rosalsky was named CEO; Mariann Oswald was hired as Director of Business Management; & Dr. Barbara Brummer was named Chairperson of the Board of Trustees.

Our prime focus for 2010 is to get more large groups to PEEC for environmental education, especially for the fall and summer season—which in 2009 was not as full as it could have been. The more people that visit PEEC for our overnight environmental programming, the better PEEC fulfills its mission.

We are optimistic for 2010, as booking and deposits are coming in faster than in prior years. This is both a positive sign for the upcoming year and it has improved our cash flow during the winter season.

“The outdoor experience was incredible, especially the beautiful giant trees. They’re nothing comparable to the trees in Central Park.” ~ Jessenia, Student
Year in Review

OPERATIONS
Installed 2 new walkways on the left side of the main building
Dug up and replaced hot and cold water lines behind cabins 6-9
Replaced roof on Loch Lomand
Replaced breaker boxes on several cabins
Installed new main power lines for cabin 50 and installed gas water heater
Started and finished Storm water project
Established the new butterfly garden

DEVELOPMENT
$31,000 Annual Support – contributions, memberships, Golf Outing Fundraiser.
$25,000 Geraldine R. Dodge Foundation – renewal grant for a year-round Environmental Education program for NJ students and teachers.
$5,000 PNC Foundation – support for PEEC’s public programs
$700 Pocono Arts Council Grant – support for PEEC’s public programs.
$10,000 Dancing Tides Foundation – support for PEEC’s Environmental Education programs.
$5,000 Kinney Foundation – support for PEEC’s Environmental Education programs.
$20,000 National Park Foundation 1st Bloom Grant – support year-round program with a group of boy scouts from Monroe County PA to plan and implement one of the targeted rain gardens project.

MARKETING
Reduced print media by 50% using digital publications and e-mail promotions.
Designed new data base systems for use in 2010.

SPECIAL EVENTS & PEEC’S ‘FRIEND RAISERS’
Special events at PEEC are important ‘friend raisers’ for us, our Trustees, the Friends of PEEC and the local community folks. All of our events were planned, manned, and delivered by our great PEEC staff, GREEN FEED caterers’ food service staff, and a host of fantastic volunteers!

In 2009, we actually had some decent weather for most of the events...always a positive... and the audience participation was better than ever. ‘Egg’stravaganza, Earth Day, Native Plant Sale, PEEC-A-BOO, Starry Nite and Yule Log were all successful events attracting over 2,000 participants.

Pennsylvania State Representative, John Siptroth, was honored at our Annual Earth Day Celebration. Representative Siptroth was named as PEEC’s 2009 Environmental Stewardship Partner in recognition for all of his work and support for, not only PEEC, but the entire Pocono region.
NEW FOR PEEC

The First Bloom program, funded by the National Park Foundation and the Lady Bird Johnson Wildflower Foundation, brought local children to PEEC and the Delaware Water Gap National Recreation Area for a yearlong natural gardening program. The National Military Family Association partnered with PEEC to offer its ‘Operation Purple’ Family Retreat at PEEC in October ’09.

All agree that this program was one of, if not the, highlight of 2009. With Easter Seals as a partner, we hosted a new summer day camp program for 20 local children with special needs. It received rave reviews from everyone. Look for this program to expand in the future.

Formal Education (36%) 8500
Non-formal Education (6%) 1500
Workshops (4%) 1000
Family Programs (2%) 500
Public Programs (5%) 1100
Scouts (3%) 700
Summer Day Programs (1%) 300
Special Events (8%) 2000
General public, walk-ins, hikers (34%) 8000

On-site guests & visitors 23,600
Outreach 9000

32,600

Formal Education

Formal education is indeed the primary focus at PEEC. 8500 students and teachers from PA, NY, and NJ participated in the hands-on study of nature and natural systems.

Non-Formal Education

Nature study does not stop on the weekends. 1500 participants from Nature clubs, hiking clubs, youth groups and special interest groups stayed and studied at PEEC in ’09.

Workshops

We are forever teaching here at PEEC…offering workshops for 1000 participants looking to enhance and improve their personal and / or professional development including; birders, botanists, hikers, photographers, quilters, and teachers.

Family Programs

PEEC hosted 6 family weekend programs for 500 family members. Families took advantage of the fact that one tank of gas brought them to a great destination & even greater program for their families.

Public Programs

A full calendar of public education programs including Frog Frolics, Bats, Birds, Wildflower Walks, and Interpretive Hikes attracted 1100 participants.

Scouts

700 scouts studied at PEEC in ’09, all taking advantage of our great rates and the opportunity to get a lot of badge work in!

Summer Day Programs

We did not turn anyone away, offered more options, more services before and after camp, broadened our horizons, engaged a few new partners, and served over 300 local kids!!

Special Events and ‘Friend-Raisers’

PEEC is not the ‘best kept secret in the Poconos’ anymore. Over 2000 community members participated in our year-round events from PEEC-a-BOO to the Golf Outing.

General Public – Walk-Ins and Hikers

Our doors and trails, picnic areas, parking lots, and bathrooms were open for 362 days serving 8,000 walk-ins and hikers.

Outreach

PEEC staff reached out to 9,000 people through 20 off-site programs, workshops, and exhibits throughout the tri-state area.

How did you hear about PEEC? “From talk in the neighborhood about how great (the) 6th grade trip is. It’s legendary.” – Gwyneth, Chaperone
120 individual volunteers accumulated over 2500 hours of service for PEEC in 2009.

Their numerous accomplishments included serving as Board Members, participating in ‘The Great Fish Rescue’ in the front pond, entering data, bulk mailing, making coffee, and answering the phones in the office. Our great volunteers also scraped and painted cabins, dug holes, and put up split rail fences. They mowed lawns, weeded gardens, planted trees, shrubs, and flowers and spread acres of mulch and wood chips. Our Special Event regulars helped us park hundreds of cars, hand out just as many maps and tickets, sell out our Native Plants and (in)famous s’mores-on-a-stick and lead dozens of groups on hikes and the Annual PEEC-a BOO trail. They can decorate and clean up as well as anybody.

PEEC VIP’s took special care of our veteran’s children and pre-schoolers during the Operation Purple programs and served all summer long as Junior Counselors and Counselors-in-Training for our ever-popular summer day camps. They come from all walks of life…and we are better for it.

“It was fascinating to see how the water cycle works, and also how animals live in water, and why they live in water. I loved how you explained how a beavers traits worked by dressing a student in my class as a beaver.”

~ Brenna, 6th Grade Student

Carol Rienhardt & Carolyn Shuttleworth were named PEEC’s 2009 “Volunteers of the Year”
Education Department Updates

- Allison Owzcarczak and Heidi Normand were promoted to new positions as Associate Directors for Education.
- Jeremy Phillips returned to PEEC as our Naturalist.
- Upgraded standard of qualifications for Environmental Education staff. EE staff salaries were standardized and increased to promote retention of staff.
- Implemented an enhanced staff training process for all PEEC employees.
- Continued revising and updating curriculum and field studies.
- Summer day camp programs included ‘additional’ program and age options for children and services for parents and guardians.
- Increased enrollment for summer day camp.
- With Easter Seals, hosted summer day camp program for children with special needs.
- Offered multiple workshops and programs for educators and others interested in pursuing his or her personal and/or professional development, beginner or advanced, in outdoor related areas.

Celebration of Life

In Memory of Dr. S. Marie Kuhnen
1917 – 2009

By Barbara Brummer—PEEC Board of Trustees Chairperson

She inspired generations of biology teachers; she created a love of the outdoors in thousands of people who otherwise would never have come to know the beauty and complexity of nature. A woman ahead of her time – she became the first Chair of Montclair State’s Bio Department when it was founded in the late sixties; she helped to found the School of Conservation in Stokes State Forest; she was a Founding Trustee of the Pocono Environmental Education Center; she worked tirelessly to preserve the hemlock forest in Valhalla Glen in partnership with The Nature Conservancy well before most people had an appreciation of protecting unique natural communities.

But most importantly, she touched so many of her students’ lives and instilled her spirit and enthusiasm for appreciation of the plants and birds around the world. She reveled in getting students outdoors – whether it was just up the street to Mill’s Reservation, the Montclair Hawk Watch (NJ Audubon), the Pine Barrens, Tillman’s Ravine, Brigantine, Delmarva Peninsula or the Adirondacks! Over 41 years, her teaching at Montclair State University was transformational for many students, myself included.

Yes, she gave us all a new perspective on the natural world and we all had a lot of fun in the process. And yes, we will always remember those days, but most of all we will remember her – the energetic, demanding but fair – Dr. S. Marie Kuhnen, a woman whose passion and energy made an impression that changed lives.

“Overall, great experience. The kids need more of this ‘hands-on experience’.” ~ Rich, Chaparone
“Ewww... what is that squishy thing under the rock?” ~ Student
“This is awesome, I love PEEC.” ~ Student
## Financial Reports

<table>
<thead>
<tr>
<th>Revenue, gains and other support:</th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instructional fees</td>
<td>$1,124,825</td>
<td>$1,055,616</td>
</tr>
<tr>
<td>State grants</td>
<td>—</td>
<td>300,665</td>
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<tr>
<td>Private gifts and grants</td>
<td>73,750</td>
<td>38,084</td>
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<tr>
<td>Contributions</td>
<td>45,320</td>
<td>15,062</td>
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<td>Memberships</td>
<td>—</td>
<td>11,333</td>
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<tr>
<td>Fundraising</td>
<td>24,486</td>
<td>66,014</td>
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<tr>
<td>Investment income</td>
<td>446</td>
<td>4,763</td>
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<tr>
<td>Net unrealized (loss) gain on investments</td>
<td>1,705 (4,217)</td>
<td></td>
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<tr>
<td>Other income</td>
<td>44,228</td>
<td>46,162</td>
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<tr>
<td><strong>Net assets released from restrictions (Note 6):</strong></td>
<td>—</td>
<td>—</td>
</tr>
</tbody>
</table>

| **Total revenue, gains and other support** | 1,314,760 | 1,533,482 |

<table>
<thead>
<tr>
<th>Expenses</th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instructional</td>
<td>1,124,420</td>
<td>1,556,050</td>
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<tr>
<td>Management and general</td>
<td>223,130</td>
<td>—</td>
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<tr>
<td>Development and fundraising</td>
<td>87,109</td>
<td>—</td>
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</tbody>
</table>

| **Total expenses**                   | 1,434,659  | 1,556,050  |

| (Decrease) Increase in net assets from operations | (119,899) | (22,568) |
| Capital grants and contributions       | 195,833    | —         |

| Increase (decrease) in net assets     | 75,934     | —         |
| Net assets, beginning                 | 1,802,264  | —         |

| **Net assets, ending**                | $1,878,198 | —         |
NEW JERSEY
Academy of Holy Angels
American Conference on Diversity
Anshe Emeth Memorial Temple
Ayllusuyu
BS Troop 51
Childrens Learning Center
Elysian Charter School
Ewing HS
GS Troop 1112
GS Troop 170
High Tech High School
Hilltop Country Day School
Lavallette School
Lindbergh Elementary School
Lindenwold High School
Louise Taylor
Montague Elementary School
Muslim American Society
Newark Museum Science Explorers
North East Florida College Camp
Oradell Elementary School
Orange Middle School
Park Ave School
Pocono Pines Improvement Association
PS 14
PS 14 Dodge Foundation Grant
Ramasami Family Group
Rosa Parks School
Shrewsbury Elementary School
St. Rose Mother/Daughter Group
Stonybrook School
The Healing Earth Center
Troop 20489
Upward Bound

NEW YORK
Berkeley Carroll School
Berta A. Dreyfus Intermediate School
Brandwein NJMA
Bronx Little School
Brooklyn Studio School
BS Troop 21 - Rev. Trails Council
Flushing Manor School: PS Q184
Franklin Square School
GS Troop 216-Newburgh
GS Troop 4029
Habonim Dror North America
HS for Leadership & Public Service
Information Technology HS
Inwood House
Kingsborough Early College School
Knowledge and Power Prep Aca.
Life Sciences Secondary School
Margaret Community Corporation.
Maria Montessori School
Mid Island Y JCC
MS 210
Nassau Hiking & Outdoor Club
New Settlements Bronx Helpers
New York Youth at Risk
NYS Outdoor Education Association
PS 38
PS 39
R. F. Wagner Middle School
Rudolph Steiner School
Satellite East MS
Community Prep HS
Sunset Park Prep: MS 821
Tuckahoe School
Valley Central HS
Wagner College
Washington Irving HS.
West Hempstead Middle School

Pennsylvania
Abington Friends School
Academy of Natural Sciences
Ann Street School
Bowman Professional Development
Bridle Path Elementary
Brubaker Family
BS Troop 31
Buckingham Friends School
Bushkill Elementary
Camp Hidden Falls
Chester Hill Academy
Conashonga Lakes Community Assoc.
Delaware Township Republican Club
De’Val Gifted Group
Delaware Valley School District
Delaware Water Gap Nat’l Rec Area
Dingman Delaware Elem School
East Stroudsburg-Middle Smithfield
Easter Seals
Easter Seals of Eastern PA
Elkins Park Middle School
Family Expo 2009
First Bloom Grant Program
Germantown Academy
Great Wolf Lodge
Grey Towers/USDA Forest Service
Keystone College
Kings College Kids at Kings
Lake Naomi Club
Lehigh University
Mariana Bracetti Academy Charter
Murray Avenue School
NEPA Energy Asst. Workshop
Northeast Asso. Of Science Teachers
PA Inst. For Conservation Education
PA Life Sharing
Palisades MS
Paxon Hollow MS
Penfield Middle School
Penn State - Lehigh Valley
Philly Zoo: Party for the Planet
Pike County Volunteer Fair
Pocono Mountain Visitors Bureau
Pocono Services for Families & Children
Representative John Siptroth
Resica Elementary School
Saw Creek Estates
Southern Lehigh S.D.
Springfield School District
St. Peter’s School of Philadelphia
Stephanie Anzman
Stetson Middle School
Stroudsburg Middle School
Troop #71 (BS)
University of PA: Penn Quest
University of Scranton
US Census Bureau
Welsh Valley Middle School
Wyoming Seminary Lower School

OTHER
CO     Davies
DE     Delaware Futures
VA     Operation Purple Family Retreat
VA     Scott Family

“There aren’t this many stars in Brooklyn.” ~ Student