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Public Outreach and Education Initiative

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Moose Mountains Regional Greenways

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Public Outreach and Education Initiative

A Final Report to NH Estuaries Project

**Submitted by Joyce El Kouarti
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September 30, 2005

This project was funded by a grant from
New Hampshire Estuaries Project as authorized by the
U.S. Environmental Protection Agency
Pursuant to Section 320 of the Clean Water Act

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Executive Summary

Moose Mountains Regional Greenways (MMRG) undertook a comprehensive public outreach campaign designed to educate landowners, community leaders and the public about the importance of and tools for preserving critical natural resources within the MMRG region. In the process, MMRG also hoped to enhance regional awareness of and appreciation for our organization and its mission. The initiative included workshops, mailings, media outreach, information delivered online, and printed brochures and handouts. This comprehensive, targeted strategy was implemented in four MMRG communities: New Durham, Middleton, Brookfield, and Wakefield.

Project Goals and Objectives

The project goals were to educate landowners, community leaders, and local residents/voters about the importance of their community's land and water resources and conservation options through:

- 5 public workshops and 1 Trail Day event
- media outreach resulting in at least 12 articles published in local newspapers
- 2 new brochures
- MMRG's redesigned and updated web site
- a comprehensive direct mail launch to all the residents of 4 towns within MMRG's service area

Methods and Activities

Workshops and Other Events

Over the grant period, Moose Mountains Regional Greenways organized and presented:

- Two workshops on “Land Protection and Estate Planning” featuring Phil Auger and Tom Masland in the communities of New Durham and Middleton.
- Two workshops on “Growth, Taxes and Open Space” featuring Phil Auger in the communities of New Durham and Middleton.
- One “Community Conservation Roundtable” featuring Phil Auger and wetlands scientist Mark West in the town of Wakefield, NH.
- One day-long Trail Day event in Milton, NH.

Media Outreach

Over a one-year period, Moose Mountains Regional Greenways drafted and distributed 19 news releases:

- promoting the aforementioned workshops and other public outreach activities readers
- describing the content of the aforementioned workshops and activities after they took place
- announcing grants received by MMRG, including the NH Estuaries Project grant, a strategic grant from NH Charitable Foundation, and a Kodak American Greenways Award
- Letters to the editor in support of LCHIP funding, thanking the community for supporting Trail Day, and thanking the Cub Scout troop that helped stuff 3,500 direct mail packets

All news releases described natural resource values and tools for conserving them.

New Brochures

Within the grant period, MMRG developed and printed:

- 5,000 2-color brochures describing MMRG, its mission, and land conservation tools.
- 10,000 heavily pictorial 4-color fliers describing the benefits of land and water resources.

Updated Web Site

Within the grant period, MMRG revised old content and developed new content for its web site, www.mmrinfo.com. To assist us in the execution of our goal, MMRG engaged the volunteer services of a NH Technical College student who updated & redesigned the site to give it a fresh look and feel.

Direct Mailing

Over a one-year period, MMRG mailed the 4-color natural resource flier along with other materials to more than 7,800 households in four communities. The direct mail packets were mailed to all households listed on the tax parcel lists provided by each of the 4 towns’ assessor’s offices.

Results

Workshops and Other Events

The two New Durham workshops, the Community Roundtable in Wakefield, and Trail Day were well attended by the appropriate target audiences:

- A majority of landowners attended the “Land Conservation and Estate Planning” workshop
- A majority of conservation commissioners, planning board members, and selectmen attended the “Growth, Taxes and Open Space” workshop
- A majority of conservation commissioners, planning board members, and selectmen attended the Community Roundtable in Wakefield.

Audience attendees completed surveys rating the workshop quality and their knowledge of topics before and after the workshops; a strong majority of attendees indicates that they found the events informative and useful and left with much greater knowledge of conservation needs and techniques than they had arrived with.

- Members of the public, particularly families with children, attended Trail Day. The event activities were deliberately designed to appeal to families with the goal of reaching “beyond the choir,” of drawing in individuals who previously had little or no exposure to natural resource conservation.

Attendance at the two Middleton workshops on “Land Conservation and Estate Planning” and “Growth, Taxes and Open Space” was disappointing. However, those who attended received the information offered with enthusiasm.

Media Outreach

All news releases received excellent coverage in *The Rochester Times* and the *Granite State News*, the two newspapers that serve the communities within MMRG’s service area. The news releases also received moderate coverage in *Foster’s Daily Democrat*, in *NH Town and City*, and in the state’s *Conservation Commissioner’s Journal*.

In addition, reporters from *The Rochester Times* attended several MMRG events and wrote and presented a three-part front-page series on MMRG’s mission and goals.

New Brochures

- MMRG distributed its new organizational brochures and 4-color fliers to attendees at all organizational events.
- The four-color flier was recognized by the highly competitive national Kodak American Greenway Awards as an example of innovative land conservation efforts. In addition, we have reason to believe that this 1-page document featuring a few well-chosen photos and captions with simple, straightforward messaging had a far greater impact on readers than a longer, more textual document would have.

Updated Web Site

The reorganized web site provides visitors with much easier access to information about MMRG’s mission, programs and accomplishments; upcoming events; information on land conservation strategies; and additional resources. Visitors to the site have commented that its new look is inviting and easy to navigate.

Direct Mailing

The 4-color brochures were mailed to more than 7,800 households within 4 communities as part of a membership solicitation package. The four communities were New Durham, Middleton and Wakefield – the same communities in which MMRG had presented community workshops – and Brookfield, a small town whose residents don't hesitate to make the 10-minute drive to downtown Wakefield for such events. Again, the mailings were distributed to "cold" lists of tax data.

Most direct mail managers get excited when a mailing's initial return rate reaches 0.5 percent. Conventional wisdom suggests that for a first-time, unqualified mailing, the sender is lucky if s/he breaks even on the cost of producing and mailing the packets.

MMRG's efforts generated average return rates between 1 and 1.5 percent and more than \$10,000 in revenue to date – well in excess of the \$7,000 required to produce, develop, print and distribute the mailing. MMRG's membership more than doubled during the grant period as a direct result of these mailings.

In addition, targeting the general population of a town via tax lists had the added benefit of engaging newcomers in the natural resources conservation cause.

Final Summary

MMRG sought to reach well beyond the choir with its Public Outreach and Education Initiative, and we not only met but exceeded our expectations. While each of the individual project components was worthwhile in its own right, the value of the whole is truly far greater than the sum of the individual parts.

It is nice to teach people new things about the value of our natural resources at workshops. However, the lessons learned at such events are not likely to stick without ongoing reinforcement. The combination of workshops plus follow-up letters, articles in the local paper, information available online and via handout, and mailed invitations to join MMRG succeeded because they were ongoing...The same messaging continually repeated in a variety of formats.

By targeting one town at a time, MMRG had an opportunity to learn about the specific interests of each community – high taxes, rapid growth, concern about water quality due to a heavy summer tourism population, or the need to build a new school because so many of the tourists had decided to put down roots. We were able to tailor each workshop and town mailing to those specific interests.

At the end of the day, the results of the direct mailing – the 1.5% response rates, and the corresponding increase in organizational membership – tell the story.

Afterthoughts

MMRG's Public Outreach and Education Initiative left another legacy as well: each of the communities that MMRG targeted during the grant period have initiated additional efforts to conserve local land and water resources:

- **New Durham** is currently working with the Natural Resources Outreach Coalition to develop strategies for preserving its land and water resources. The town has invited MMRG to cosponsor another Land Conservation workshop in concert with NROC this fall.
- Earlier this year, **Wakefield** residents voted to add \$100,000 to the town's conservation fund, and to raise the cap on the change of use penalty taxes so that conservation funding would be further increased. Like New Durham, the town working with the Natural Resources Outreach Coalition to develop strategies for preserving its land and water resources, including the refinement of an Open Space Subdivision ordinance and greater buffers around the town's many lakes.
- Earlier this year, the town of **Middleton** Planning Board voted to adopt an interim residential growth ordinance for the next year. During this time, the town plans to rewrite its Master Plan to include greater protections for conservation resources. In addition, the town is taking steps to donate a 200-acre town-owned parcel to the Forest Society.

Moose Mountain Regional Greenways raises funds at second trail party

MILTON— More than 100 families and nature lovers enjoyed a day outdoors at Moose Mountains Regional Greenways' second annual Trail Party. Moose Mountains members, kids and visitors from eastern NH and western Maine gathered for a day of fun in the sun at Branch Hill Farm, a 3,000-acre farm in Milton Mills. Kids and others enjoyed pony rides, hands-on craft activities, hayrides and live music - with a little education thrown in. Whether they came for a walk in the woods, a tour of a working farm, a hayride, or a barbecue lunch accompanied by live music, those who attended the event left a little wiser to the wonders and benefits of the natural world. "We wanted to host an event that would be both fun and educational," said Moose Mountains Regional Greenways Executive Director Joyce El Kouarti. "We wanted something that would appeal to both confirmed and future nature

lovers."

Moose Mountains volunteers and staff were joined by some outstanding presenters, including N.H. Farm Museum Education Director Kathleen Shea, who offered attendees an insider's look at the Farm Museum and its environs. Tom Henderson from the Upper Saco River Valley Land Trust led a walking tour of a working tree farm, and Dave Kellam from NH Estuaries Project dazzled both kids and adults with his presentation about the seawelling creatures that depend upon fresh-water rivers for survival.

"I liked the eels," said Chris Fargo (10) from Dover, who attended the event with his father Tom Fargo.

Trail day was made possible through the generous support of Branch Hill Farm/Carl Siemon Family Charitable Trust, D.F. Richard, Downeast Energy, Eastern Boats Inc., Hanaford Food and Drug, Meet-

inghouse Data Communications, Middleton Building Supply, NH Estuaries Project, Ransmeier & Spellman, PC, The Siemon Company, W.C. Colbath Electrical Contractors, and Wentworth Hunt.

In addition, numerous additional businesses and individuals donated time, talent, goods and services, as well as smaller cash donations, to make the day a success. "With the support of the community, we were able to raise more than \$20,000 to help protect some of the region's most special natural areas," said Moose Mountains Chairman of the Board Cynthia Wyatt. Moose Mountains Regional Greenways is a non-profit conservation organization that works to conserve and connect the most special undeveloped lands of northern Strafford and southern Carroll counties in New Hampshire.

For more information, visit www.mmrg.info or call 817-8260.

Rochester Times



NEWS & SPORTS OF ROCHESTER, FAIRBURY, MILTON & SURROUNDING TOWNS

U.S. POSTAGE
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FREE

8A Rochester Times, Rochester, N.H., Thursday Evening, September 30, 2004



John Nolan/Times photo

THE HAYRIDE WAGON at Branch Hill Farms in Milton Mills fills up last Saturday, as part of Moose Mountains Regional Greenways Trail Day festivities.

Rochester Times



NEWS & SPORTS OF ROCHESTER, FARMINGTON, MILTON & SURROUNDING TOWNS

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4A Rochester Times, Rochester, N.H., Thursday Evening, September 23, 2004

CLUBS & ORGANIZATIONS

Moose Mountains Regional Greenways to hold Trail Day

MILTON MILLS — Moose Mountains Regional Greenways will hold their second annual Trail Day on Saturday, Sept. 25 (rain date Sunday, Oct. 3) from 9 a.m. to 3 p.m. at Branch Hill Farm in Milton Mills.

The family farm fun will include hayrides to the Salmon Falls River. Wagons depart hourly at 9, 10 and 11 a.m. Hop aboard a wagon for a short ride to the banks of the Salmon Falls River, where you'll rendezvous with Dave Kellam of NH Estuaries Project. Kellam will introduce visitors to the plants and creatures that make their homes in and along the river. There is no charge for the hayride.

Annie's Craft Corner will be ongoing from 10 a.m. to noon. Team up with crafty nature lover Annie Robbins, who'll help kids design and paint T-shirts with plant and animal block prints. Kids keep T-shirts they decorate. Cost is \$10 per shirt.

Kids are also invited to paint their own pumpkins and bring them home for free.

Pony rides will be ongoing from 10 a.m. to noon. Take a guided pony ride through the field. Cost is \$3.

"A Walk in the Woods: Walking the Greenway" will be held from 9:30 a.m. to noon. Get your exercise during a five-mile guided walking tour with Kevin McEneaney from Strafford Rivers Conservancy. Discover the importance of greenways to plants and animals, water quality, farming and local culture. Starting from Branch Hill Farm, the birthplace of Moose Mountains Regional Greenways, you'll hike through the greenway that connects Branch Hill Farm to the NH Farm Museum and Jones Forest. The walk is free.

A tree farm tour will be held from 10:30 to 11:30 a.m. Learn about the important role that sustainable forestry plays in maintaining a healthy natural landscape. Join forester Don Black from UNH Cooperative Extension on a three-mile walking tour of Branch Hill Farm's managed forest, visiting historic

landmarks along the way. There is no charge for the tour.

"Exploring Branch Hill Farm on Horseback" will be held from 9 a.m. to 3 p.m. The Wentworth Hunt will organize this fun annual pacing event on a beautiful, well-marked course along the Salmon Falls and Branch rivers at Branch Hill Farm. The Wentworth Hunt has paneled several trails so that all level jumpers can find good sport. Riders will stop for sherry and lemonade. For more information, call Cheryl Niles at 749-0452. Cost is \$20.

The lunchtime barbecue is offered from noon to 2 p.m. The barbecue picnic lunch includes hamburgers, veggie burgers, grilled chicken and hot dogs, plus an array of traditional New England salads and desserts. Food will be priced individually.

A live concert featuring Hoipolloi will be held from noon to 2 p.m. Enjoy this free, live concert featuring contemporary and classic rock and blues.

For more information, call MMRG at 817-8260.

arts & entertainment Showcase

A publication
of Foster's
Daily Democrat,
Sept. 23-29, 2004

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Calendar, Continued



Underwritten by:

Branch Hill Farm/
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Sponsored by:

D.F. Richard
Downeast Energy
Eastern Boat Inc.
Meetinghouse Data Communications
Middleton Building Supply
NH Estuaries Project
Ransmeier & Spellman, PC
W.C. Colbath Electrical Contractors
Wentworth Hunt

*Moose Mountains Regional Greenways
works to conserve and connect the
region's most special natural areas.*

TRAIL PARTY

Saturday, September 25

(rain date Sunday, October 3)

9 a.m. - 3 p.m.

**Branch Hill Farm
307 Applebee Rd., Milton Mills, NH**

Outdoor Family Fun!

Guided Tree Farm tour & nature walks
Hay rides to the Salmon Falls River
Kids' crafts
Pony rides
Live music
Barbecue lunch

Directions: Spaulding Turnpike, to exit 18,
follow signs to Route 125 South and Applebee Rd.

Admission: Free for all Moose Mountains
Regional Greenways members and kids under 12;
all others \$5 per person.

For more information: Call 603-817-8260;
email info@mrmg.info; or visit www.mrmg.info.

WEEK AHEAD

SATURDAY/25

Family-Friendly Trail Party, Branch Hill Farm, Milton Mills. Hike a greenbelt, you're a Tree Farm, and discover creatures that make their homes along the edge of the Salmon Falls River. For more information, call 817-8260.

Rock Band presented by Moose Mountain's Regional Greenways, Hoi Polloi, 5-member band performs noon-2 p.m., Branch Hill Farm, Milton Mills. Hoi Polloi plays a blend of contemporary and classic tunes. For more information, call 817-8260.

THE WEIRS TIMES, Thursday, September 23, 2004

CALENDAR OF COMING EVENTS

SEPTEMBER

Sat 25th

Regional Trail Party

Branch Hill Farm, Milton, NH. A fun-filled family day of events including guided nature walks, hayrides, kids crafts, pony rides and a barbecue lunch. Hoi Polloi, A five member rock band, will perform from noon-2pm. The cost for the day is \$5 per person, children under 12 are free. Call 817-8260 for more info.

Rochester Times



NEWS & SPORTS OF ROCHESTER, FARMINGTON, MILTON & SURROUNDING TOWNS

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8A Rochester Times, Rochester, N.H., Thursday Evening, September 23, 2004

AROUND THE TOWNS

Milton Planning Board considers new building developments

BY MARYLIN PIKE

Community news

Moose Mountain Regional Greenways' second annual Trail Day will be held on Saturday, Sept. 25. Trail Day will be held at Branch Hill Farm, a 3,000-acre farm in Milton Mills. Cost is \$5 per adult, kids 12 and under free. For more information, call 817-8260.

Rochester Times



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NEWS & SPORTS OF ROCHESTER, FARMINGTON, MILTON & SURROUNDING TOWNS

2A Rochester Times, Rochester, N.H., Thursday Evening, September 23, 2004



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Wentworth Hunt

Moose Mountains Regional Greenways
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Outdoor Family Fun!

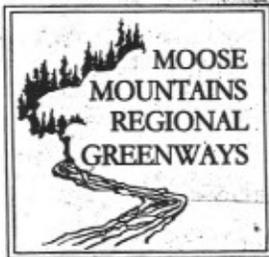
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Hay rides to the Salmon Falls River

Kids' crafts
Pony rides
Live music
Barbecue lunch

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Admission: Free for all Moose Mountains
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arts & entertainment Showcase

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Making noise

A concert for the Hoi Polloi

MILTON — "Hoi Polloi", a five-member rock band, will perform live on Saturday, Sept. 25 from noon - 2 p.m. as the grand finale of Moose Mountains Regional Greenways' Second Annual Trail Party at Branch Hill Farm in Milton Mills.

Hoi Polloi plays a blend of contemporary and classic tunes to guarantee everybody a rocking good time. Performing songs by The Beatles, Chuck Berry, Sheryl Crow, Aerosmith, No Doubt, Pink and others, Hoi Polloi puts their stamp on some of your favorites. Hoi Polloi is fronted by versatile rock vocalist Dona Masi; John Layton and Steve Wallace back it up with scorching electric guitar action. Scott Crane and Deirdre Williams (aka D.B. Cooper) supply the swinging backbeat on bass and drums.

The concert is sponsored by the Dover-based business D.F. Richard.

Both the concert and Trail Party will be held at Branch Hill Farm, a 3,000-acre farm in Milton Mills, N.H. This fun, family-friendly event will also feature guided nature walks with natural resource experts, hayrides, kids' crafts, pony rides and a barbecue lunch. Take Spaulding Turnpike to Exit 18; follow signs to Route 125 South and Applebee Road.

The cost for the day is \$5 per person, but free for kids 12 and under.

For more information, call 603-817-8260 or email info@mmrg.info.

Moose Mountains Regional Greenways is a non-profit conservation organization that works to conserve and connect the most special undeveloped lands of northern Strafford and southern Carroll counties in New Hampshire. For more information, visit www.mmrg.info or call 817-8260.

the **WiRE**

informing the Seacoast // Sept 22 - 28, 2004

Sept 22-28, 2004
www.wirenh.com **WiRE:27**

DON'T MISS MOOSE MOUNTAIN



Yes, The Moose Mountains are real! They exist in a place not so far away, just north of Rochester and south of Wolfeboro, in Middleton and Brookfield, the very heart of Moose Mountains Regional Greenways. MMRG is also a nonprofit conservation organization—everyone's invited to their second annual trail party on Saturday, Sept. 25—bring the family to the 3,000-acre Branch Hill Farm to hike a greenbelt, tour a tree farm, and discover the creatures that make their homes along the edge of the Salmon Falls River. There will also be guided nature walks with natural resource experts, hayrides, kids' crafts, pony rides and live music by Hoi Polloi, plus a barbecue lunch. Take Spaulding Turnpike to Exit 18; follow signs to Route 125 South and Applebee Road in Milton Mills. The cost is \$5 per person, but free for kids 12 and under and current Moose Mountains Regional Greenways members. Proceeds benefit MMRG. For more information, call 603-817-8260 or visit www.mmrg.info.

FRIENDS AND NEIGHBORS

Trail Party to celebrate natural resources



CHILDREN GET READY for fall festivities at Moose Mountains Regional Greenways Trail Party. This year's event will be held Saturday, Sept. 25, from 9 a.m. to 3 p.m. at Branch Hill Farm in Milton Mills.

Courtesy photo

MILTON — Hike a greenbelt, tour a tree farm and discover the creatures that make their homes along the edge of the Salmon Falls River. Participants at Moose Mountains Regional Greenways second annual Trail Party will have the opportunity to do this on Saturday, Sept. 25, from 9 a.m. to 3 p.m. This fun, family-friendly event will feature guided nature walks with natural resource experts, hayrides, kids' crafts, pony rides and live music performed by the band Hoi Polloi, plus a barbecue lunch.

"This will be our second annual trail party," said Moose Mountains Regional Greenways Chairman of the Board Cynthia Wyatt. "We've tried to build on the most popular activities from last year's event to create an experience that's fun and educational for both children and adults."

Other outdoor recreational groups and conservation organi-

zations have partnered with Moose Mountains Regional Greenways to ensure the day's success. Educators and experts from N.H. Estuaries Project, the N.H. Farm Museum, Strafford Rivers Conservancy and the UNH Cooperative Extension Services have agreed to lead discussions and nature walks.

The Wentworth Hunt will hold their annual pacing event on site and agreed to donate all proceeds collected at the event, and the Society for the Protection of N.H. Forests, which holds a conservation easement on Branch Hill Farm, is also promoting the event to its members.

The Trail Party is Moose Mountains Regional Greenways' main fundraising event of the year. "We received challenge grants from The Siemon Company and Branch Hill Farm/The Carl Siemon Family Charitable Trust," Wyatt said. "The local business community

has been incredibly supportive."

The Trail Party is sponsored by D.F. Richard, Downeast Energy, Eastern Boat, Meetinghouse Data Communications, Middleton Building Supply, Ransmeier & Spellman, PC, and W.C. Colbath Electrical.

"We're thrilled with the support," said Wyatt. "This is a great opportunity to generate interest and awareness of the uses of undeveloped lands, from recreation to wildlife habit, farming and sustainable forestry."

The Trail Party will be held at Branch Hill Farm, a 3,000-acre farm in Milton Mills. Take Spaulding Turnpike to Exit 18; follow signs to Route 125 South and Applebee Road. The cost is \$5 per person, but free for kids 12 and under and current Moose Mountains Regional Greenways members. For more information, call 817-8260 or e-mail info@mmerg.info.

Moose Mountains Regional Greenways is a non-profit conservation organization that

works to conserve and connect the most special undeveloped lands of northern Strafford and

southern Carroll counties. For more information, visit www.mmerg.info.

ARTS & ENTERTAINMENT



Hoi Polloi to perform at Trail Party in Milton Mills

Dover-based energy provider D.F. Richard presents Hoi Polloi, a five-member rock band performing live on Saturday, Sept. 25 from 12-2 p.m. The band will perform a live concert as the grand finale of Moose Mountains Regional Greenways' Second Annual Trail Party at Branch Hill Farm in Milton Mills.

Hoi Polloi plays a blend of contemporary and classic tunes to guarantee everybody a rocking good time. Performing songs by The Beatles, Chuck Berry, Sheryl Crow, Aerosmith, No Doubt, Pink and others, Hoi Polloi puts their stamp on some of your favorites. Hoi Polloi is fronted by versatile rock vocalist Dona Masi; John Layton and Steve Wallace back it up with scorching electric guitar action. Scott Crane and Deirdre Williams (aka D.B. Cooper) supply the swinging backbeat on bass and drums. Bring the whole family, because Hoi Polloi will make you want to rock all night and day.

The concert is sponsored by the Dover-based business D.F. Richard, which has provided complete heating and cooling services throughout southeastern New Hampshire since the 1930s, including retail fuel oils and propane gas.

Both the concert and Trail Party will be held at Branch Hill Farm, a 3,000-acre farm in Milton Mills. This fun, family-friendly event will also feature guided nature walks with natural resource experts, hayrides, kids' crafts, pony rides and a barbecue lunch. Take Spaulding Turnpike to Exit 18; follow signs to Route 125 South and Applebee Road. The cost for the day is \$5 per person, but free for kids 12 and under.

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Rochester Times



NEWS & SPORTS OF ROCHESTER, FARMINGTON, MILTON & SURROUNDING TOWNS

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10B Rochester Times, Rochester, N.H., Thursday Evening, September 16, 2004



TRAIL PARTY

Saturday, September 25

(rain date Sunday, October 3)

9 a.m. - 3 p.m.

Branch Hill Farm
307 Applebee Rd., Milton Mills, NH

Outdoor Family Fun!

Guided Tree Farm tour & nature walks
Hay rides to the Salmon Falls River

Kids' crafts

Pony rides

Live music

Barbecue lunch

Underwritten by:

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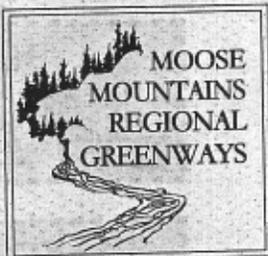
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Branch Hill Farm
307 Applebee Rd., Milton Mills, NH

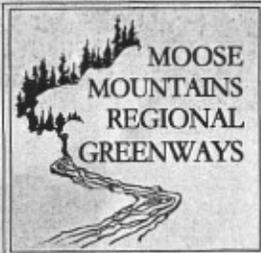
Outdoor Family Fun!

- Guided Tree Farm tour & nature walks
- Hay rides to the Salmon Falls River
- Kids' crafts
- Pony rides
- Live music
- Barbecue lunch

Directions: Spaulding Turnpike, to exit 18; follow signs to Route 125 South and Applebee Rd.

Admission: Free for all Moose Mountains Regional Greenways members and kids under 12; all others \$5 per person.

For more information: Call 603-817-8260; email info@mmsg.info; or visit www.mmsg.info.



Underwritten by:
Branch Hill Farm/
Carl Siemon Family Charitable Trust
and The Siemon Company

Sponsored by:
D.F. Richard
Downeast Energy
Eastern Boat Inc.
Meetinghouse Data Communications
Middleton Building Supply
NH Estuaries Project
Ransmeier & Spellman, PC
W.C. Colbath Electrical Contractors
Wentworth Hunt

*Moose Mountains Regional Greenways
works to conserve and connect the
region's most special natural areas.*

TRAIL PARTY

Saturday, September 25
(rain date Sunday, October 3)
9 a.m. – 3 p.m.

Branch Hill Farm
307 Applebee Rd., Milton Mills, NH

Outdoor Family Fun!

- Guided Tree Farm tour & nature walks
- Hay rides to the Salmon Falls River
- Kids' crafts
- Pony rides
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For more information: Call 603-817-8260; email info@mmsg.info; or visit www.mmsg.info.

Hoi Polloi brings rock to Milton

MILTON — Moose Mountains Regional Greenways presents Hoi Polloi, a five-member rock band performing live on Saturday, Sept. 25, from noon to 2 p.m. The band will perform a live concert as the grand finale of Moose Mountains Regional Greenways' Second Annual Trail Party at Branch Hill Farm in Milton Mills.

Hoi Polloi plays a blend of contemporary and classic tunes to guarantee the whole family a rocking good time. Performing songs by The Beatles, Chuck Berry, Sheryl Crow, Aerosmith, No Doubt, Pink and others, Hoi Polloi puts their stamp on some of your favorites. Hoi Polloi is fronted by versatile rock vocalist Dona Masi; John Layton and Steve Wallace back it up with scorching electric guitar action. Scott Crane and Deirdre Williams (aka D.B. Cooper) supply the swinging backbeat on bass and drums. The concert is sponsored by D.F. Richard.

Both the concert and Trail Party will be held at Branch Hill Farm, a 3,000-acre farm in Milton Mills. This fun, family-friendly event will also feature guided nature walks with natural resource experts, hayrides, kids' crafts, pony rides and a bar-



HOI POLLOI

becue lunch. For more information, call 817-8260 or email info@mmrg.info.

Moose Mountains Regional Greenways is a non-profit conservation organization that works to conserve and

connect the most special undeveloped lands of northern Strafford and southern Carroll counties in New Hampshire. For more information, visit www.mmrg.info or call 817-8260.

IN THE FIELD

critical piece of unfragmented forest to the regional land conservation puzzle. Explore the easements on these pristine ponds and learn more about local natural history and forest conservation priorities in the Quabbin-to-Cardigan regional focus area. 🌲 🌲

3 We sell no pine...before its time

*Saturday, November 13, 9 a.m. to noon
Foss Forest, Gilmanton*

When selling timber, it's difficult to time the harvest with ever-changing wood markets and ideal forest conditions. Join Forest Society forester Geoff Jones and logging professionals Jack and Jake Bronnenberg to learn about a new long-term forest management agreement designed to help settle the uncertainties associated with timber harvest timing. The field trip will take place on the Foss Forest in Gilmanton, site of on-going timber harvesting activity. Topics for discussion include: timing the cut with the markets and seed crops, minimum impact logging, frequency of entry for logging, timber market fluctuations and premiums — if any — for "green certified" timber. 🌲 🌲

4 Spruce Swamp ramble

*Saturday, December 4, 10 a.m. to 1 p.m.
Spruce Swamp, Fremont*

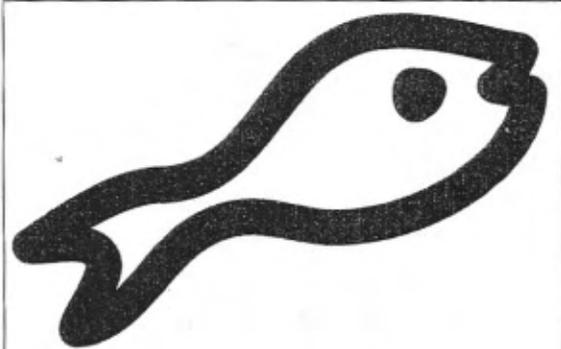
The headwaters of the upper Exeter River includes a remarkable series of wetlands. "Spruce Swamp" is a huge basin swamp dependent upon the surrounding upland forest areas to capture sufficient groundwater to maintain its hydrology. Conservation interests in Fremont are working to protect land surrounding the swamp. Join us for an early winter guided tour of the 328-acre Lawrence family tracts on the southwest corner of Spruce Swamp to learn more about wetland wildlife habitat and open space conservation efforts in Fremont.

Co-sponsored by the Fremont Conservation Commission and the Fremont Open Space Committee. 🌲 🌲

5 Trail party at Branch Hill Farm

*Saturday, September 25, 9 a.m. to 3 p.m.
Branch Hill Farm, Milton Mills
(raindate Sunday, October 3)*

Hike a "greenbelt," tour a tree farm and discover the creatures that make their homes along the edge of the Salmon Falls River. Attend the Moose Mountain Regional Greenways' Second Annual Trail Party. This fun, family-friendly event will feature guided nature walks with natural resource experts, hay rides, kids' crafts, and live music, plus a barbecue lunch. The trail party is held at Branch Hill Farm, a 3,000-acre award-winning Tree Farm on which the Forest Society holds a conservation easement. Cost: \$10. For more information, call Joyce at (603) 817-8260. *Sponsored by Moose Mountain Regional Greenways, Branch Hill Farm / Carl Siemon Family Charitable Trust and The Siemon Company. 🌲*



Fish or Fowl?

At PSNH, we're involved in everything from building fish ladders to protecting osprey nests because we know that each part of the ecosystem is vital to New Hampshire's quality of life. To learn more about our environmental programs visit us online at www.psnh.com



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Friday, September 17, 2004



Trail Party at Branch Hill Farm

Milton Mills - Outdoor Recreation Seacoast, All Regions
Saturday, September 25, 2004 - Saturday, September 25, 2004

Hike a "greenbelt", tour a tree farm and discover the creatures that make their homes along the edge of the Salmon Falls River. Attend the Moose Mountains Regional Greenways' Second Annual Trail Party.
9a.m.- 3p.m.

This fun, family-friendly event will feature guided nature walks with natural resource experts, hay rides, kids' crafts, and live music plus a barbecue lunch.

The trail party is held at Branch Hill Farm, a 3,000-acre award-winning Tree Farm on which the Forest Society holds a conservation easement.

Cost: \$10.

More Information Is Available

By Phone: **(603) 817-8260**

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Outdoors

Saturday, September 25, 2004

MILTON MILLS - Trail party at Branch Hill Farm

Hike a "greenbelt," tour a tree farm and discover the creatures that make their homes along the edge of the Salmon Falls River. Attend the Moose Mountains Regional Greenways' Second Annual Trail Party on Saturday, September 25. This fun, family-friendly event will feature guided nature walks with natural resource experts, hay rides, kids' crafts, and live music plus a barbecue lunch. The trail party is held at Branch Hill Farm, a 3,000-acre award-winning Tree Farm on which the Forest Society holds a conservation easement.

When: 9 a.m. - 3 p.m.

Cost: \$10

More info: Joyce at 603-817-8260



The Union Leader NEW HAMPSHIRE SUNDAY NEWS

Web Edition

The Online Edition of New Hampshire's Daily Newspaper

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Calendar of Events

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Outdoors

Saturday, September 25, 2004

MILTON MILLS - Trail party at Branch Hill Farm

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When: 9 a.m. - 3 p.m.**Cost:** \$10**More info:** Joyce at 603-817-8260

New Hampshire Equestrian's On~Line

NH Equestrians.COM



SEPTEMBER 2004

9/25/04 SECOND ANNUAL TRAIL DAY Wentworth Hunt Pace Event

Branch Hill Farm
Milton Mills, NH

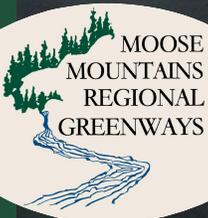
The Wentworth Hunt is sponsoring this pace event on a beautiful, well-marked course along the Salmon Falls & Branch Rivers at Branch Hill Farm. The Wentworth Hunt has paneled several trails so that all level jumpers can find good sport. However, all fences are gapable, so non-jumpers are comfortable here too. Riders will simulate a foxhunt ~ stopping for sherry & lemonade (called a stirrup cup) and checking occasionally for the hounds (who will be at the farm later in the season). There will be 3 divisions: · The Field Division (fast) \$20 · The Hilltop Division (moderate) \$20 · Non-Competitive \$18 (riders may relax and set their own pace ~ no ribbons) This event counts for annual points, and the proceeds from this day will be donated to Moose Mountains Regional Greenways in recognition of the Siemon Family's support of MMRG's efforts to preserve open space, and create greenways for multiple recreational uses. The Siemon Family is matching dollar for dollar all donations up to \$10,000. Cynthia Siemon Wyatt is founder and chairperson of MMRG. Contact: Cheryl Niles (603) 749-0452. Or email. Cheryl

Conserve the Beauty and Benefit of Our Natural Resources

Clean Water

New Hampshire's clear lakes and rivers are prized for their beauty and recreational opportunities. Both vacationers and residents enjoy swimming, fishing and boating along our waterways. Keeping the land surrounding our waterways in a natural state is one of the most effective ways to ensure that our lakes and rivers remain pristine.

- ∞ Conserved land that drains into lakes, rivers, and ponds creates natural buffers that protect water from fertilizers, septic runoff and other pollutants.
- ∞ Undeveloped wetlands and flood-plains maintain natural processes that filter water and control floods.
- ∞ Preserving the land above and around our wells and aquifer recharge areas helps keep our drinking water clean.



*Working to conserve and connect
Southeastern New Hampshire's most
special natural areas.*



A Place for Wildlife

Our state's native wildlife are challenged by the endless search for food, water, and shelter—all of which are increasingly in short supply. Southeastern New Hampshire has historically supported an unusually rich diversity of wildlife habitat; the region is home to 85% of the state's species. However, the rapid pace of development over the past two decades has led to a decline in deer wintering areas, heron nesting colonies, vernal pools, and breeding areas for both large and small birds. By saving a place for wildlife, we ensure continued diversity in our natural world.

Moose Mountains Regional Greenways

Moose Mountains Regional Greenways' mission is to identify and conserve important natural resource areas, including water resources, farm and forest lands, wildlife habitat, recreational areas, cultural and scenic areas; to educate others about these efforts; and to join protected lands to form greenways.

Moose Mountains Regional Greenways was founded in 1999 by conservation commissioners, planning and zoning board members from the towns of Brookfield, Farmington, Middleton, Milton, New Durham, and Wakefield. Today this grassroots, membership-driven organization represents a dynamic collaboration between community leaders, private landowners, concerned citizens, and public and private conservation organizations.

For more information:
Call 603-817-8260
Email info@mmerg.info
Visit www.mmerg.info
Write MMRG
PO Box 191
Union, NH 03887



Working Farms and Forests

Less than five percent of New Hampshire land is in active crop production. Many farmers have succumbed to tight profit margins and volatile markets. Farmland is often targeted for development because it has the fewest impediments to construction. Our state's timberlands are also at risk. New Hampshire depends upon sustainable forestry to provide syrup, Christmas trees, paper, lumber, and other wood products. When we conserve agricultural lands and working forests through conservation easements, we:

- ∞ Ensure a continuing supply of locally grown foods and timber products
- ∞ Support local economic activity and jobs
- ∞ Retain the rural landscape and scenery that help define New Hampshire's heritage



Funding for this brochure provided by



New Hampshire Estuaries Project



The Conservation Fund

Sign in Sheet
Community Conservation Roundtable
Wednesday, January 19, 2005

Name	Address	e-mail
Joyce El Kowart	PO Box 191, Union, NH	info@unurg.info
Nancy Colburn	114 Garrison Road ^{PO Box} 03820	nycolburn@aol.com
JOHN NOZAN	REGISTERED TIMES	THE TIMES@POSTNETS.COM
Annie Robbins	271 Wash Rd	C.P.R. 55, Philadelphia.net
Ralph Pugh	341 McCall St.	
Peter Pugh	P.O. Box 800 751 Main St Ctr Ossipee, NH 03871	peter.pugh@unh.edu
Mark C. West	122 Mast Rd. Lee, NH 03824	westm@lobo-software.com
Bill Wheeler	40 Flat Rock Bridge Rd. E. Rock.	
Dave & Anne	217 W. BIRCHWOOD RD	BIRCHFIELD NH 03872
Glenn Patch	86 Aulko Circle	G.Patch@adelphia.net
Shirley Lee	41 Westworth RD	
Sherry Bryant	PO Box 422 Sanbornville 03872	
Michael	2626 Wedgfield Rd.	verizon
Paul Morrill	PO Box 693, SANBORNVILLE	
Dick Beckham	47 Palmer St, Brookfield	richard@beckham@AZ.net
Al & Marsha Huntton	212 Carleton Av, Wakefield	ahuntton@adelphia.net
Dan Coons	PO 2165 Wolfeboro	-trailnrc@yahoo.com
Jim Martin	Box 537 Brookfield	sanbornfarm@verizon.net
Ron MURRAY	363 WESTWORTH RD	Brookfield
Charles Tatham	1 St Matthews St, Burrington	ctatham2@aol.com
Jack Sarape	Middleton	
KATE BUZARD	62 GARY ROAD	
Ken Silment	Oak Hill Rd Wakefield	schlentkewart@nh.net
Robert Craycraft	90 Ham Road New Durham NH 03824	

Sign in Sheet
Land Protection and Estate Planning
 Tuesday, April 13, 2004

Name	Address	e-mail
James & Susan Davison	195 Esplanade	200127, 91.71
/ Jeff Whiting	346 Salmon Falls	Rody362@IWon.com
/ Bette Dean	280 Meeting House Hill Rd	FARMINGTON 03835
/ Neil Ouge	30 Box 335	
/ Joyce El Kowali	12 Bellamy Woods	joyce@tllc.net
/ Storm Sudaalaki	81 Meadenboro Rd	datacrack@workpath.net
/ Bill Murren	57 Mill Stou Rd	
/ Wes Ham	P.O. Box 5 F. Lebanon NH	
/ Steve Parish	355 Tenille Rd, Mil. N.H.	spanish@perc.com
/ Nicole Welch	774 Pleasant Valley Rd.	W.
Wolfeboro, NH		
/ Ken & Verna Emerson	3 Waverly St Rochester NH 03867	
/ Robert Gagnon	90 Ham Road	
/ Norma Jorney	500 Chestnut Hill Rd	jorney@metrocast.net
/ Sue Ducharme	3761 G Freedom Dr, Ftrn	
/ PETER RHODES	73 JENKINS NEW DURHAM	rhodes@tllc.net
/ DIANE LEOCHA	248 POOR FARM RD Farmington	
/ William A Bolwell	355 Drenthill Rd. Hill N	
/ Philip Zaeder	322 Star Rd	4-ton p2wood@auditor.ed
/ Walter Beckham	322 RIDGE ROAD	MIDDLETON NH
/ RON GEAR	54 JENKINS RD.	ALBANY you have it!
/ Ken Murray	363 Wentworth Rd	Brookfield
/ George GALE	Box 205 New Durham	ggale@metrocast.net
/ Phyllis & Sue Randall	135 RD 3RD New Durham	CRandall@unoldkth.net



CALL: 603-817-8260 **EMAIL:** Info@mmrg.info **WRITE:** P.O. Box 191 Union, NH 03887 **VISIT:** 9 North Main St., Farmington, NH

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greenways.

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Moose Mountain Regional Greenways

Our Mission

The purpose of MMRG is to identify and protect important natural resource areas, including water resources, farm and forestlands, wildlife habitat, recreational areas, cultural and scenic areas; to educate others about these efforts, and to join protected lands to form

BREAKING NEWS!

Conservation Organizations Partner to Preserve Moose Mountain

MIDDLETON, NH - Moose Mountains Regional Greenways has partnered with the Society for the Protection of NH Forests to raise \$2.4 million to conserve more than 2,100 forested acres in Middleton and Brookfield.

[more info](#) >

UPCOMING EVENTS!

The Changing Face of the Seacoast

November 9, 2005

The UNH Carsey Institute and NH GRANIT will present The Changing Face of the Seacoast forum on Wednesday, November 9 from 7—9 pm at the UNH Elliott Alumni Center in Durham. Presenters will discuss trends and issues related to growth and development over the past 40 years in the region. Please email changingface@unh.edu, or call 603-862-4240, for further information. This event is free and open to the public.

[more info](#) >

Estate Planning and Land Protection Workshop

On Monday November 14, 2005 Moose Mountain Regional Greenways will cosponsor an Estate Planning and Land



who WE ARE

CALL: 603-817-8260 **EMAIL:** Info@mmerg.info **WRITE:** P.O. Box 191 Union, NH 03887 **VISIT:** 9 North Main St., Farmington, NH

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WHO WE ARE

Moose Mountains Regional Greenways was founded in 1999 by conservation commissioners and planning board members from the towns of Brookfield, Farmington, Middleton, Milton, New Durham, and Wakefield. The newly-formed group named itself after the Moose Mountains range central to the region. Today this grassroots, membership-driven organization represents a dynamic collaboration between community leaders, private landowners, concerned citizens, and public and private conservation organizations.

Our Director

Moose Mountains Regional Greenways has hired Cynthia Belowski to serve as their new Executive Director. Holding a masters degree in natural resource management Belowski has worked for various conservation organizations over the last seven years and has a successful track record in building cooperative partnerships and facilitating regional collaboration for open space protection.

[more info](#) >

Our Board of Directors

Cynthia Wyatt (MMRG Chair), Steve Panish, Nancy Spencer Smith, Matt Chagnon, Kate Buzard, David Towle, Ron Murray, Robert Craycraft, Bill McGrew, and Jon Batson

[more info](#) >

Organization Bylaws

MMRG believes that the most urgent conservation need in Southern New Hampshire is the permanent protection of important natural resource areas. Conservation easements and outright ownership by land trusts and governmental stewardship organizations like NH Fish And Game Department are the most reliable way to ensure that we do not continue degradation of the environment, loss of our valuable recreation lands, and the reduction of important game and non-game habitat.

[more info](#) >

In Memory

July 8th, 1922 - February 14th, 2001
By Cynthia Siemon Wyatt, MMRG Chair