



CELEBRATING 85 YEARS

ANNUAL REPORT 2009



While many changes have affected the Appalachian Trail Conservancy in its 85-year history as an organization, our mission remains essentially the same:

*“ATC is a volunteer-based organization dedicated to the preservation and management of the natural, scenic, historic, and cultural resources associated with the Appalachian Trail in order to provide primitive outdoor-recreation and educational opportunities for Trail visitors.”*

But, our goals and objectives, and even more so our strategies, have evolved over time and continue to evolve and adapt as circumstances affecting the trail, its visitors, and the volunteers who support it change.

ON COVER: PHOTO OF RELIEF MAP BY ROBERT HYATT;  
AND WOMAN PAINTING BLAZE BY TED MARTELLO



One example of this adaptation is our approach to land conservation bordering the A.T. For the past 30-plus years, ATC has been the principal advocate to secure congressionally appropriated funds through the Federal Land and Water Conservation Fund to support the land-acquisition programs of the National Park Service and the USDA Forest Service to establish a permanent right-of-way and protective corridor or “greenway” surrounding the legendary footpath. Those efforts have been remarkably successful and that success continued in 2009 as ATC helped to secure \$9.8 million in new appropriated funds to support trail-protection projects in New Hampshire, Vermont, Pennsylvania, and Tennessee. In each of those projects, however, ATC has worked with strong private-sector partners, such as The Conservation Fund, and, in many cases, also has garnered private financial support to provide a partial match or to support pre-acquisition work, such as surveys and appraisals. Once those projects are completed, nearly 20,000 acres of newly-conserved lands will border the A.T. in those states.

In 2009, ATC also laid important groundwork for its new Appalachian Trail Community program, which was officially launched in 2010, complete with a new community-designation logo and signage. Five communities in several trail states already have received official designation and still more are waiting in the wings. While on the surface that program appears to be mostly a community-recognition program, the ultimate aim is to promote greater community awareness of the A.T. and its visitors as an important local as well as national asset and to aid communities in conserving lands bordering the A.T. as well as other “green infrastructure” that contributes to the unique character of each community. In Pennsylvania, where in 2008 the legislature passed amendments to the Pennsylvania Appalachian Trail Act, all eleven counties and 58 municipalities or townships bordering the A.T. are now mandated to develop trail-friendly land-use ordinances and ATC is working to disseminate reference materials and to develop a web-based community forum where communities can share their experiences and best practices. In the long term, ATC views the Appalachian Trail Community program as an important grass-roots strategy to broaden its trail-protection and land-conservation goals.



*Left: Flint Mountain, Rocky Fork, Tennessee.*

PHOTO BY DAVID RAMSEY

*Above: Franklin, North Carolina, and Boiling Springs, Pennsylvania, each an Appalachian Trail Community™.*

PHOTOS BY JEAN GREGORY EVANS AND LINDA NORMAN.



*Citizen scientists expand the A.T.'s tradition of volunteerism.*

Since the beginnings of the trail project in the early 1920s and 30s, volunteers have been critical to first constructing and then maintaining the trail and other trail-related facilities and, more recently, to caring for the countless natural and cultural resources bordering the A.T. That is no less true today. In fact, in 2009, yet another record was established for volunteer participation in the many facets of trail management with more than 6,800 volunteers contributing almost 220,600 hours. And yet the dynamics of that remarkable outpouring of volunteer engagement are evolving: While the lion's share of volunteers continue to be drawn from the 30 ATC-affiliated trail-maintaining clubs, hundreds of new, non-affiliated volunteers also are contributing, particularly as "citizen scientists" in one of our newer programs: the A.T. MEGA-Transect environmental-monitoring program. Through that program people who may have little interest in traditional trail-construction and -maintenance activities nevertheless can contribute to the health of the A.T. and adjacent lands by sampling water quality, counting alpine bird species, monitoring wildlife migration patterns, or eliminating invasive or exotic species that threaten the health of the more than 500 natural-diversity sites along the A.T.

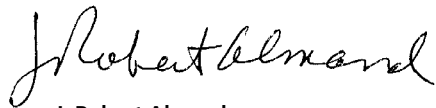
Still other volunteers help to monitor and maintain the more than 1,700 miles of boundaries along the narrow trail corridor to discourage encroachments, timber theft, rare-plant collection, and other incompatible activities. Others who like to "dig in the dirt," can sign up for one of our seasonal trail-crew programs, while those with a gregarious bent can assist trail visitors by becoming a volunteer shelter/campsite caretaker or a roving ridge-runner. To better serve the trail-maintaining clubs as well as to better engage new volunteers, in 2009 ATC launched its Volunteer Clearinghouse program, including an on-line database of a wide range of volunteer opportunities and with the capability of matching those opportunities with the interests of prospective volunteers from throughout the United States and even foreign guests. ATC also continues to support the club network with matching financial aid through the L.L. Bean grants-to-clubs program and through a variety of volunteer-training and certification programs.

ATC also is investing in the next generation of A.T. volunteers through the Trail to Every Classroom program, developed in partnership with the National Park Service. Only in its fourth year, by the end of 2009, about 175 primary- and secondary-school educators had participated in that professional-development program, ultimately engaging an estimated 10,000 students in placed-based learning activities as well as a variety of public-service projects utilizing the A.T. as an outdoor classroom. The Conservancy also supported other youth-engagement programs, including a concert series that reached an estimated 15,000 students and families in most of the 14 trail states.

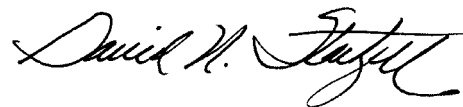
Millions of people also were introduced, perhaps many for the first time, to the wonders of the Appalachian Trail through a National Geographic Television program focused on the A.T. that initially debuted in late 2008 and was rebroadcast in 2009. The program also was aired in at least one community-engagement forum to standing-room-only crowds.

As the financial highlights included in this annual report suggest, the Conservancy ended the year with a modest operating surplus—a reversal of fortune from the previous year and the related global economic downturn—due in no small part to the support of ATC members who contributed generously throughout the year but especially to our year-end appeal.

To all of our members and supporters, to the volunteers who give unselfishly of their time and their labors, and to our many partners in both the private and public sectors, we thank you.



**J. Robert Almand**  
Chair



**David N. Startzell**  
Executive Director



*Engaging students with place-based learning activities.*

## finances

In November 2008, the Appalachian Trail Conservancy (ATC) Board of Directors adopted a balanced budget for 2009. Prompted by the global economic uncertainty at the time, ATC also prepared a contingency plan, including potential cost reductions, to be implemented if certain revenue targets were not met. Early in the new year, the contingency plan was implemented and the budget amended. ATC ended 2009 with a modest increase in general fund net assets.

The revised 2009 budgeted revenues and expenditures for the General Fund were each \$5,608,571. Actual revenues were \$5,464,502, while actual expenditures were \$5,197,099. The net result was a general fund “surplus” for 2009 of \$267,403. During the difficult economic climate of recent years, ATC has proven its ability to manage within tight budgetary constraints while maintaining its Trail-related programs.

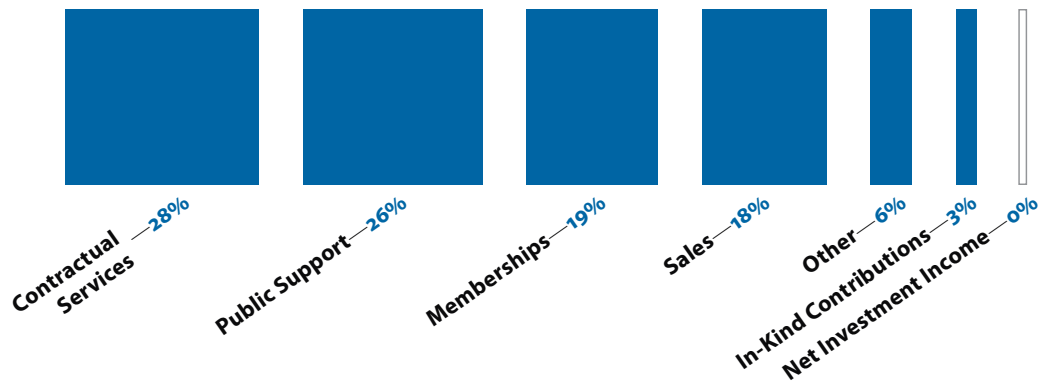
Total assets increased \$1.6 million in 2009, largely due to increases in the value of our investments and an increase in federal accounts receivable. Net realized and unrealized gains in investments totaled \$1,097,753 in 2009, compared to a loss of \$(1,771,039) in 2008. Liabilities at December 31, 2009, increased \$0.3 million, and net assets increased \$1.3 million.

The fieldwork for the 2009 financial statements audit was completed on February 24, 2010, and we received an unqualified “clean” opinion from our independent auditors, Yount, Hyde & Barbour, P.C.

*Rhododendron Gap, Virginia*

PHOTO BY TED MARTELLO

## Comparison of General Fund Revenue and Expense for 2009 and 2008 ended December 31 of each year



### Revenues

	2009	2008
Public Support	1,417,180	1,329,010
In-Kind Contributions	175,218	123,058
Memberships	1,056,533	1,153,647
Contractual Services	1,543,817	2,216,485
Sales	960,889	901,930
Net Investment Income	8,303	17,367
Other	302,562	293,556
<b>Total Revenues</b>	<b>5,464,502</b>	<b>6,035,053</b>

### Expenses

	2009	2008
Conservation	2,130,597	2,967,669
Land Trust	69,355	73,674
Membership Services	328,919	440,936
Public Information	32,045	75,747
Education and Outreach	129,236	128,171
Publications	1,456,720	1,489,608
Supporting Services	1,050,227	1,068,717
<b>Total Expenses</b>	<b>5,197,099</b>	<b>6,244,522</b>

**Increase (Decrease) in Net Assets**    267,403    (209,469)

# foundations & corporations

## A.T. Diamond

\$25,000+

American Honda Foundation  
Conservation Alliance  
Independent Charities  
of America  
J.P. Morgan Chase Foundation  
NewPage Corporation, Inc.  
Patton Boggs, LLP  
Quimby Family Foundation  
Rodale Press, Inc.  
The UPS Foundation, Inc.  
UPS

## Platinum

\$10,000 to \$24,999

Bank Of America  
F. M. Kirby Foundation, Inc.  
Fidelity Charitable Gift Fund  
Harney And Sons Fine Teas  
L.L. Bean, Inc.  
Leki USA, Inc.  
National Forest Foundation  
National Geographic Society  
Peter and Cynthia Kellogg  
Foundation  
Recreational Equipment, Inc.

## Gold

\$5,000 to \$9,999

Anonymous(1)  
Bank of America  
Bear Naked, Inc.  
Davis Hartman Wright PLLC  
Eastman Chemical Company  
Exxon Mobil Foundation, Inc.  
Fontana Village  
Green Mountain House  
Hiker Hostel  
H. O. Peet Foundation  
Hollis Declan Leverett  
Memorial Fund  
Hyde and Watson Foundation  
Maine Appalachian Trail Club  
Mountain Club of Maryland  
Mountain Hardware  
Sevier County Choppers  
The Research Foundation  
of State University  
of New York  
Virginia Environmental  
Endowment

## Silver

\$1,000 to \$4,999

Allentown Hiking Club  
Anonymous (1)  
American Backcountry  
Appalachian Power  
Campmor, Inc.  
Canyon Ranch in the Berkshires  
Cumberland Valley Appalachian  
Trail Club

Dominion Resources  
Services, Inc.  
FPL Energy Maine Hydro, LLC  
Garden Homes Management  
Corporation  
General Electric  
Georgia Appalachian Trail Club  
Goldman, Sachs & Co.  
Goldthwaite Foundation  
Higher Ground Roasters, Inc.  
IBM  
Jetboil, Inc.  
La Sportiva  
Long Trail Brewing Company  
MADA Design, Inc.  
Maryland Charity Campaign  
Mattlin Foundation  
National Park Foundation  
Natural Bridge Appalachian  
Trail Club  
New Hampshire Charitable  
Foundation  
Piedmont Appalachian Trail  
Hikers  
Sacramento Region Community  
Foundation  
Susquehanna Appalachian  
Trail Club  
Tennessee Eastman Hiking  
and Canoeing Club  
The Brink's Company  
The Miller-Wehrle Family  
Foundation  
The Sally & Peter Parsonson  
Foundation, Inc.  
The Thomas Rosato Charitable  
Foundation, Inc.

Three Z Printing  
United Way Special Distribution  
Westport Fund  
Wilmington Trail Club  
XL Insurance

## Bronze

\$500 to \$999

Air Engineers, LLC  
AT&T United Way Employee  
Giving Campaign  
American Express  
Blue Mountain Eagle  
Climbing Club  
Cabot Hosiery Mills, Inc.  
Coille Limited Partnership  
Elinor Beidler Siklossy  
Foundation  
Greenlife Grocery  
Morgan Stanley  
Network for Good  
Okun Family Foundation  
Redwood Creek Wine  
Smoky Mountains Hiking Club  
The Thackston Family  
Foundation  
Tidewater Appalachian  
Trail Club  
Trailspace.com  
Travel Country Outdoors  
USG Foundation, Inc.  
Wellpoint Associate Giving  
Campaign  
Wintergreen Performing Arts,  
Inc.



**Leadership Circle**

\$10,000+

- Anonymous (1)\*#
- Bob & Lynn Almand\*#
- David W. Appel
- Bruce & Mary Cunningham
- Estate of Edna W. Williams
- Estate of Jay Michaud
- Estate of Lonnie S. Smith
- Estate of Carl R. Leathers
- Estate of Randall T. Breiner \*
- Daniel Gold
- David A. Keith\*
- Peter & Cynthia Kellogg\*
- David H. Raymond\*
- David N. Startzell\*#

**Myron Avery Society**

\$5,000 to \$9,999

- Danny & Lenny Bernstein\*
- Audrey H. Duane\*
- Ken Honick\*#
- Chris Brunton & Sandi Marra\*#
- Kenneth O. Mick
- Robert Salerno\*
- Clark Wright\*#

**Trail Explorers Society**

\$2,500 to \$4,999

- Anonymous (2)
- Richard F. Blake \*
- Goodloe E. Byron, Jr.\* #

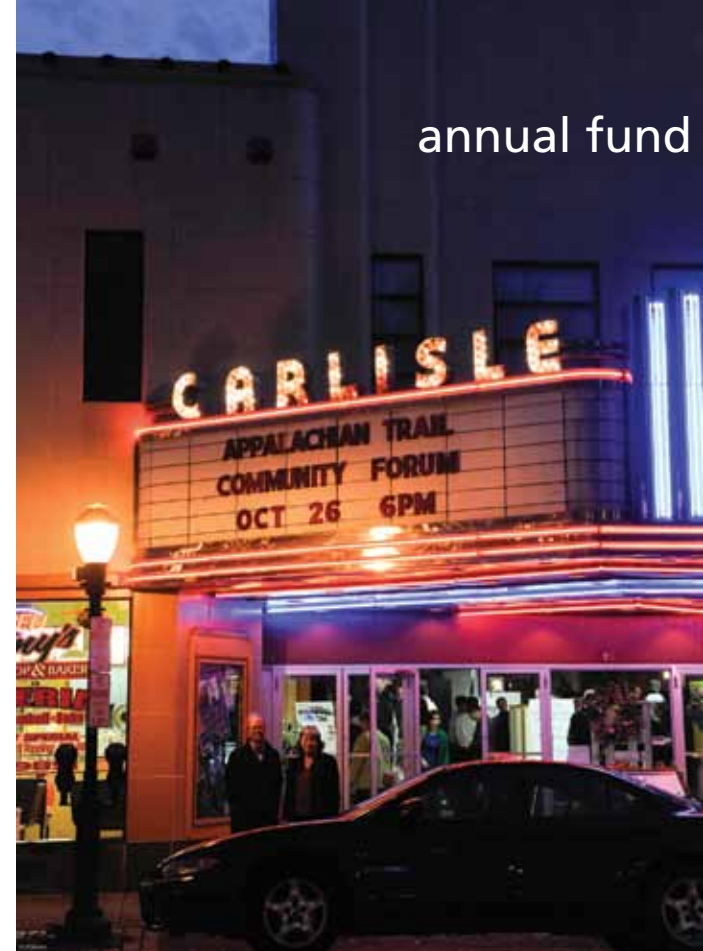
- Charles Clarke
- Courtney A. Daragan\*
- Christopher C. Dematatis
- E. Roberta Dobbs\*
- Robert Hyman & Deborah Atwood\*
- Claude L. Leitzsey\*
- Dan & Deanna Lentz\*
- Gary Monk\*
- Steve Paradis\*
- Rick Schafer
- Kathleen Donaghue & Kimball Simpson\*
- Calvin Sossoman\*
- Jennifer K. Wilson\*

**Arthur Perkins Society**

\$1,000 to \$2,499

- Thomas F. Amsler\*
- Anonymous (3)
- Kara & Jim Ball #
- John R. Ball\*
- Greg Beckham\*
- Frank & Lucia Bequaert
- Donald Beyer, Jr.\*
- Mary Blanton\*
- Ralph & Jennifer Blumenthal\*
- Carolyn & William Branner\*
- Wayne Brown\*
- Michael S. Brown
- Kathleen & Robert Burney
- Cathy & Ron Butler\*
- Tom & Gay Carman
- Bennett & Anne Cowan\*

- Michael & Denice Dan
- Brett A. Davis\*
- William A. DeLoache
- Brian & Roberta Eason
- Donald M. Eckels
- Jane Catherine Erskine\*
- Nick Eskelinen\*
- Michael & Ellen Esposito
- Estate Of Leon S. Geoffrey
- Jackie Estes
- Kathleen Etherington\*
- Faith Lutheran Church
- Thomas Fiore\*
- Arthur P. Foley & Denise C. Beasley-Foley\*
- Adam Rockwood Foster\*
- Robert L. Fromme, Jr.
- Chris Fuller\*
- Michael & Margaret Garvin
- Marit Gay
- Royce W. Gibson
- Enid & Martin Gleich
- Scott Goldthwaite
- Zeb & Jan Gray\*
- Jay & Kathryn Hassinger
- Cathy Heberding
- Nathan V. Hendricks, III \*
- Christine M. Herpfer\*
- Mary Higley & Kyran Kennedy\*
- Arthur & Eloise Hodges\*
- Sarah Hovater-Varkony & Robert Varkony\*
- Robert & Tess Hueston
- Robert E. Hutchinson, Jr.\*
- John Killam



- Ned Kuhns\*
- Charles T. Kumpas
- Mary Lambert & David Litwack
- Marta Jo Lawrence\*
- G. Robert Lee & Sue H. Kellon\*#
- Kenneth & Patricia LeRoy\*
- Bruce Lightsey\*
- Peter Lugo
- Douglas & Carol MacPhail\*
- Gayle Maslow
- Jane Mattlin
- Russell & Sandi McKnight
- Steven & Debra Meyers

*Pennsylvania celebrates the Appalachian Trail*

PHOTO BY LINDA NORMAN

John & Tashia Morgridge  
 Paul H. Morrow\*  
 Joanna Nelson\*  
 James & Kerry Nici\*  
 John Norlund, M.D.  
 E. Russell Ottey, Jr.\*  
 Thomas Owens &  
 Kimberly Smith\*  
 Sue & Jack Peck\*  
 Catherine Pepe  
 George Perkinson\*  
 Andrew L. & Michele Petras  
 David Phillips\*  
 William Plouffe #  
 Dick Raines  
 Mary & F. Peter Rentz\*  
 J. Joe & Marlene Ricketts  
 David Robey  
 Joseph E. Robinson  
 David M. Roby  
 Peter Saiia \*  
 Henry R. Schaefer  
 Andrew Sessions  
 Patrick Setter \*  
 Gary E. Shealy  
 Candace Sinclair  
 Mark Sleeper\*  
 Charles W. Sloan\*  
 Brian Soucy\*  
 Mark F. Starnes\*  
 Andrew & Darlene Stokes  
 Larry Streck\*  
 Bill Strickland\*  
 Mary E. Szpanka\*

W. Gary & Pamela Turnley  
 Carrie M. Tweeten  
 Thomas C. Watts\*  
 William A. Weary  
 Ken & Audrey Weil  
 Martin & Sally P. Weinrich\*  
 Mike Weir  
 Jon Welkey  
 Walter G. Wells  
 Rev and G. Frank Williams  
 Robert O. Wolf\*  
 Nan M. Wyatt\*

## **Benton MacKaye Society**

### \$500 to \$999

Paul & Kathryn Abdis\*  
 Emory W. Ackley\*  
 John D. Adams  
 Lisa Andrews  
 Anonymous (2)  
 Bernard & Holly Arghiere\*  
 Bill & Liz Armstrong  
 Vincent & Julia Auletta  
 Tockie Baker  
 Patricia G. Barnett-Brubaker\*  
 George & Dianne Baskin  
 Henry & Sue Bass  
 Olin & Beverly Batchelor  
 Laura Belleville  
 Paul Berman  
 David Bessey  
 Frank Bohn  
 John H. Brantley

Jamie D. Bristol\*  
 Marcus & Lynda Brumfield  
 Kevin Burd  
 Barbara A. Busch\*  
 John & Cecilia Carey  
 Ted & Ann Cashion  
 Renate Chapman\*  
 W. Bates Chappell  
 David C. Chojnacky  
 Arthur L. Clayton\*  
 Thomas Clayton\*  
 Stephen L. Cloues\*  
 Harvey & Naomi Cohen  
 Bryan J. Collier  
 Stephen Cooke  
 Robert P. Coon\*  
 Beverly Cree  
 John L. Cromartie, Jr.  
 John W. Cutler, Jr.\*  
 George Danis  
 Kevin Darkes  
 Matthew & Stacy Davis\*  
 Joe DeLoach  
 Dale H. Dohner\*  
 Bob & Sarah Douthitt  
 Roy A. Dray\*  
 Walter C. Dunwiddie\*  
 Daniel Eisenbud\*  
 Steven Eiser  
 David Ewing\*  
 Charles & Shirley Feaux  
 Sam Ferguson  
 David B. Field\*  
 Fred & Joanne Firman\*

George & Phyllis Fischer\*  
 Robert Fisher  
 Brian Fitzgerald &  
 Brenda Clarkson\*  
 Charles W. & Jennifer B. Fortney  
 Patricia Freysinger  
 Elizabeth R. Galloway  
 Russell & Julie Gann  
 Linda Garrison  
 John George\*  
 Christopher & Nancy Gibbs  
 Barry Glenn  
 Nancy Glenz  
 Gerald & Jane Gold\*  
 Robert B. Gottschalk, Jr.  
 Bruce & Nancy Grant  
 Timothy Gray &  
 Mary Ellen Carter  
 Ron & Jonnie Grimm  
 John W. Grumm\*  
 David & Gina Gwinn\*  
 Carl Hagelin\*  
 Robert & Nancy Harvey  
 William R. Hauke Jr.  
 Ray M. Hawkins\*  
 Virginia Hegland  
 Paul & Nancy Herbert  
 Lance Herning  
 David C. Heston\*  
 Jane G. Heyward  
 Gary Hill  
 James & Penelope Hommeyer  
 June Horsman\*  
 Richard E. Hostalley\*  
 Will & Pamela Hueston\*

Fred M. Hughson\*  
 Anne Humes\*  
 James Hunt  
 Paul E. Hunter  
 Doug & Gwenna Jacobson  
 Geoffrey James  
 Destry & Barbara Jarvis#  
 Kurt & Peter Johnson  
 Barbara J. Johnson-Foote\*  
 Ruth A. Justice  
 Julia A. Keiser  
 Catherine Kelleher\*  
 Graydon C. Kingsland  
 Donald H. Kirkland\*  
 David & Nancy Kleshinski  
 John & Junith Koon  
 Sherri Gale Kornfeld  
 Stanley D. Kornfeld\*  
 Robert & Kelly Kyle\*  
 Ralph E. Lamar, IV\*  
 Louis D. Lanier\*  
 C. H. & Jennifer W. Leavy  
 Ernest E. Lehman, Sr.  
 Paula Leicht  
 Clay & Katy Levit  
 Joseph Libera\*  
 Terry Lierman  
 Sanford & Gail Lipstein  
 Reese & Melinda Lukei\*  
 Rich R. Mackey  
 Matthew J. Madeira  
 Hagar & Peggy Marchand\*  
 James Martineau  
 Judy C. Matheny\*

Charles W. Maynard#  
 Chris & Ruth McDonald  
 Judith McGuire\*  
 Daniel McKenna\*  
 Vernon McMinn  
 Robert W. Messerschmidt  
 Scott F. Midkiff  
 Larry & Phyllis Miller\*  
 John R. Miniturn  
 Darryl & Jeana Mitchell  
 Preston Mitchell\*  
 Mark J. Morscher  
 Richard M. Morten  
 Stephen Moseley  
 Donald Mueller  
 Robert Nuckols  
 Jane E. O'Leary  
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 Emma Shelton\*  
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 Eryn Swanson  
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 Robert & Jean Wirth\*  
 Ed & Sandy Wood\*  
 Marc Wright  
 Frank & Jeanne Wright  
 Christina L. Wtulich  
 Jack Zackin  
 Joel Zook\*

*Trail to Every Classroom  
 program*

\* Life Member  
 # ATC Board of Directors



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P.O. Box 807  
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Massachusetts  
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Mid-Atlantic Regional Office  
Boiling Springs, Pennsylvania  
(717) 258-5771

Central & Southwest Virginia  
Regional Office  
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& Development*

Laura Belleville  
*Director of Conservation*

Brian B. King  
*Publisher*

### **Maintaining Clubs**

Maine Appalachian Trail Club  
Appalachian Mountain Club  
Dartmouth Outing Club  
Green Mountain Club  
AMC-Berkshire Chapter  
AMC-Connecticut Chapter  
New York-New Jersey  
Trail Conference  
Wilmington Trail Club  
Batona Hiking Club  
AMC-Delaware Valley Chapter  
Philadelphia Trail Club  
Allentown Hiking Club  
Blue Mountain Eagle Climbing Club  
Susquehanna Appalachian Trail Club  
York Hiking Club  
Cumberland Valley  
Appalachian Trail Club  
Mountain Club of Maryland  
Potomac Appalachian Trail Club  
Old Dominion Appalachian  
Trail Club  
Tidewater Appalachian Trail Club  
Natural Bridge Appalachian Trail Club  
Roanoke Appalachian Trail Club  
Outdoor Club of Virginia Tech  
Piedmont Appalachian  
Trail Hikers  
Mt. Rogers Appalachian Trail Club  
Tennessee Eastman Hiking and  
Canoeing Club  
Carolina Mountain Club  
Smoky Mountains Hiking Club  
Nantahala Hiking Club  
Georgia Appalachian Trail Club