



# Leading the Way



Mass Audubon



Winter 2020

A newsletter for our most special supporters

## Honoring President Gary Clayton



Mass Audubon President Gary Clayton

Few people celebrate more than 30 years in one organization. And even fewer can look back on a career marked with distinguished leadership and proven success.

Gary Clayton stands out as a leader who has spent his career ensuring conservation achievements through a unique combination of expertise, determination, leadership, and humility. A hallmark of his tenure has been investing in innovation and new ideas that move the organization forward while staying laser-focused on our core mission and values.

In his first 25 years with Mass Audubon, Gary served with distinction as Vice President for Conservation Programs. Overseeing two-thirds of Mass Audubon's staff, he inspired the remarkable growth in our education and camp programs, expanded the wildlife sanctuary system to over 100 properties, and enhanced our statewide leadership in science and advocacy.

Gary Clayton's tenure as President of Mass Audubon from 2015-2020 is distinguished by many significant accomplishments, notably:

- ◆ Creating major additions to our wildlife sanctuary system, including the multimillion-dollar campaign to acquire Tidmarsh Wildlife Sanctuary in Plymouth, as well as other major additions in Princeton, Wareham, and Wendell.
- ◆ Facilitating the remarkable donation of Brewster's Woods in Concord—the single largest gift in Mass Audubon's history.
- ◆ Building financial support by expanding membership to 135,000 members, growing annual giving by 45%, and raising over \$20 million for facilities, land protection, and special initiatives.
- ◆ Growing nature heroes of every age including at our Nature Preschools, now in five locations, and through internship programs with UMass Boston, Terracorps, and the Posse Foundation that create opportunities for a diverse group of young adults to pursue meaningful careers in the environmental and nonprofit sectors.
- ◆ Developing and implementing a comprehensive climate action strategy with 10,000 acres of Mass Audubon forested lands serving as dedicated carbon offsets, plus facilitating the passage of the state's Climate Adaptation Management legislation—the first in the nation.

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# Honoring Gary Clayton, continued.



Boston Nature Center Youth Leaders with Gary at the 31 Nights of Lights event in Boston.

To honor his career and contributions to Mass Audubon, we're inspired to create the Gary Clayton Fund for Innovation in Conservation and Climate Action.

This fund will allow Mass Audubon to build on the values

ensure the organization stays responsive and relevant with the requisite support for exciting opportunities developed by our professional staff.

The fund will include:

- ❖ \$250,000 for an endowment, the proceeds of which will support the Clayton Award, to be presented at least biennially to staff so they can pursue innovative efforts in conservation and climate action.

- ❖ \$500,000+ for current use dollars to help immediately jump start near term initiatives, including elements of the 2019 Climate Action Plan.

We welcome your support of this effort. Please visit [massaudubon.org/claytonfund](http://massaudubon.org/claytonfund) to learn more.

that have defined Gary's extraordinary 31-year career. Our goal is to raise a minimum of \$750,000 to support cutting-edge efforts in conservation and climate action, helping

## A Strong Foundation and a Bright Future

In 1896, Mass Audubon's founding mothers, Minna Hall and Harriet Hemenway, planted a seed with their persistence and determination in working to cease the slaughter of birds for the use of feathers in women's fashions.

Inspired by their efforts, our mission has been driven forward ever since by the devoted support of our donors and staff, creating the strong organization Mass Audubon is today.

Lisa Linnehan and Marianne Lampke are two such supporters. In 2010, they established the Tern Foundation and its signature initiative the TernSOLAR challenge grant, designed to expand renewable energy in Massachusetts communities by helping nonprofits purchase solar arrays. As a matching grant, recipients are given the opportunity to leverage the support, while also engaging the public. Mass Audubon's President Gary Clayton says, "Thanks to the commitment and generous support of Lisa and Marianne and the Tern Foundation and its TernSOLAR initiative, Mass Audubon moves closer to the complete elimination of our carbon footprint—the critical aspiration of our Climate Action Plan."

One of the Tern Foundation's first TernSOLAR grants was awarded to Wellfleet Bay Wildlife Sanctuary for the

installation of ground-mounted solar arrays. Additional matching grants supported arrays on the sanctuary's manager's house and nature center.



Marianne Lampke and Lisa Linnehan with Drumlin Farm's Environmental Learning Center in the background.

In 2014 the Tern Foundation supported Solarize Wellfleet, part of Massachusetts Clean Energy Center's Solarize Mass initiative. The program increases the adoption of small-scale solar electricity statewide through aggregated homeowner buying power, which reduces installation prices. TernSOLAR funding helped Wellfleet Bay to spearhead educational outreach in a unique collaboration with Mapdwell, an MIT start-up company that developed sophisticated software to map solar feasibility on roofs town-wide. The result: Solarize Wellfleet became one of the most successful initiatives in the state, with over 655 kilowatts of capacity installed.

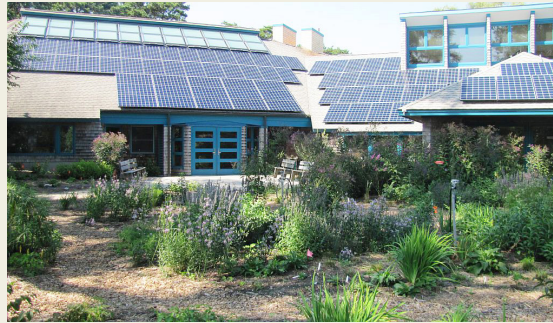
"Lisa and Marianne have been key to the sanctuary's energy independence and public education around solar," says retired Sanctuary Director Bob Prescott.

"They both deeply understand the importance of community engagement. Their challenge grants have made all the difference."

# A Bright Future, continued.

In 2018, thanks to TernSOLAR, Drumlin Farm mounted the largest Mass Audubon solar installation to date on top of their newly constructed Environmental Learning Center. The excess production powers the nearby Crossroads Barn, vegetable wash station, public restrooms, and deer pen, with remaining production sold back to the grid.

Recently, the TernSOLAR challenge grant was awarded to Mass Audubon's Felix Neck Forever Fund supporting climate education initiatives and the installation of solar panels, helping Felix Neck Wildlife Sanctuary achieve net-zero energy consumption.



Wellfleet Bay Nature Center with array installations

"We applaud Mass Audubon's engagement of young people through its climate cafés and youth summits, part of an overall climate action vision," say Marianne and Lisa. "This is mission development by design. Mass Audubon evolves, continually raising the bar to meet new challenges. It inspires action to protect our natural environment and the well-being of future generations."

Thank you, Marianne and Lisa! You've been a pivotal partner in helping Mass Audubon and your community reduce our carbon footprints.



Crows in Lawrence before settling into their roost



## Crows Connecting a Community by Craig Gibson

While by no means ubiquitous, winter crow roosts can be found in urban environments throughout the country. For decades, the city of Lawrence has been home to a winter roost that can grow to 25,000+ American and Fish crows from October to early April.

Just before sunset, these clever corvids stream in from daytime foraging grounds up to 20 miles away. They gather in groupings of hundreds or thousands, in locations referred to as staging areas. They then converge at a final roosting location to spend the night. The staging and roosting areas often change, making it a challenge to predict where the crows will be each night. However, The Crow Patrol is devotedly on the case.

Three birders, Dana Duxbury-Fox, Bob Fox, and Craig Gibson banded together a number of years ago. "At that point, we were just a group of birders doing what birders do, spending many nights observing and documenting the crows' behavior," says Craig Gibson. Their visibility quickly grew through regular posts on local states' listservs, eBird, and their blog at [wintercrowroost.com](http://wintercrowroost.com), which now clocks in with more than 7,000 visitors. This enthusiastic trio is now conducting informal guided tours and talks for academics, scientists, birding clubs and conservation groups, including Mass Audubon. Next season may involve a research project with Tufts Veterinary School and MassWildlife.

While many in the Lawrence community had, for years, witnessed the crows showing up in their neighborhoods by the thousands, most didn't understand why. Thanks to The Crow Patrol's outreach efforts, the winter crow roost has become a catalyst for artistic expression, community engagement, and citizen science in Lawrence.

If you would like to follow the adventures of The Crow Patrol, or experience the wonderment of the Lawrence crow roost for yourself, please visit [wintercrowroost.com](http://wintercrowroost.com) and contact Dana Fox or Craig Gibson to inquire about joining them on a patrol.

**If you enjoy writing about natural history, and would like to contribute to this column, please contact Sarah Arsenault at [sarsenault@massaudubon.org](mailto:sarsenault@massaudubon.org).**



The Crow Patrol: Dana Duxbury-Fox, Craig Gibson, Bob Fox



## Welcoming New Board Members

We thank Jim Saalfeld for his devoted service as he finishes his term on our Board of Directors. We're happy to welcome our new Board members:



Carol Gregory is Vice President of Communications and Marketing for Conservation Law Foundation. She's held leadership roles at a wide range of nonprofits including Greenpeace, YMCA of Metropolitan Washington, and Amnesty International USA. Carol served on the Board of Directors for the Audubon Naturalist Society from 2009 through 2012. She joined the Mass Audubon Council in 2018.

Brian Hicks is Assistant Vice President of Development Operations at Brigham and Women's Hospital. He's served in volunteer leadership positions at the First Unitarian Society of Newton and Year Up, among others. He and his wife, Robin, have been Mass Audubon members for more than 20 years, and Brian joined the Mass Audubon Council in 2017. He also serves on our Philanthropy Committee and Administration/Finance Committee.



Peter Rosenblum is Co-Chair of Foley Hoag's Mergers & Acquisitions Group and Co-Chair of its Private Equity Transactions Group. Peter serves on the Board of CERES, a nonprofit that focuses on economic and environmental sustainability by working in partnership with companies and investors. He and his wife, Peggy, have been Mass Audubon members since 2008 and have been active in supporting our land protection efforts across the state.

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## Join Us to Celebrate Gary Clayton



We hope you'll join us to celebrate the admirable 31-year career of Mass Audubon's president, Gary Clayton.

Sunday, April 5  
4:00 – 7:00 pm

Charles Hotel  
Harvard Square

Please save the date on your calendar. Your formal invitation will soon arrive.

*Leading the Way* is a production of Mass Audubon's Development Department.

For more information, contact Sarah Arsenault at [sarsenault@massaudubon.org](mailto:sarsenault@massaudubon.org) or 781.259.2127.

### Photography

- P 1: Gary Clayton-Henrietta Yelle©  
P 2: BNC Youth Leaders with Gary-Mass Audubon©  
Marianne Lampke and Lisa Linnehan-Sheridan Kahmann©  
P 3: Wellfleet Nature Center arrays-Wellfleet Bay staff©  
Lawrence Crows-Craig Gibson©  
P 4: New Board Members-Unknown©  
Gary Clayton-Henrietta Yelle©