



The Mountain Matters

1997

Annual
Meeting
Edition

Go tell it on the mountain...

A message to our Members from the mountain Board of Trustees

There is **GOOD NEWS** to tell and *the mountain* Staff and Trustees have been going out to tell it to as many members as we could since Thanksgiving - we've told our story to over 100 of you! Now in this election edition of *The Mountain Matters* we're taking the opportunity to "spread the good news" to *all* of our members.

We ask that you read this important information and then vote (see Page 7) for the Trustee candidates chosen by the Nominating Committee, and for a change in our Bylaws adopting a new corporate name!

Good news!

For the past few years, your Trustees and Staff have worked together to create a Business Plan. We have now completed the Strategic Action Vision which will serve as the foundation for this plan.

Often, the most exciting changes occur in response to unexpected events. The burning of our Lodge in 1989 is an example—out of that disastrous fire rose a building that we can't imagine doing without now. Fortunately, such an event has not been the impetus behind the Strategic Action Vision, but we know we must respond to some very sobering realities!



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go tell it on the mountain!!! join us on this journey . . .

Sobering Realities:

- ✓ Our annual average **rate of occupancy** 1994-1996 was 49% ... but for efficient operations, it should be 75%
- ✓ Increasing costs of normal **maintenance and upgrades** of our aging cabins far exceed the current levels of operating profit margins and donor support
- ✓ Current levels of donor support generate only enough dollars to "service" the debt with **NO additional dollars for debt reduction**
- ✓ We must proactively address the fact that **our market and constituencies are changing rapidly** due to
 - shifts in values,
 - the "explosion" of the Internet
 - privatization of public services
 - individual and/or institutional funding priorities
 - a "been there, done that" attitude, a perceived apathy among members
- ✓ Our current **member base is not large enough** to programmatically and financially support **the mountain**

If **the mountain** is to realize success we need to **CHANGE**. In our January, 1997 Trustee/Staff retreat, internationally-known management consultant, **Michael Kami** told us that change is necessary to survival... and

You can't just accept change: You have to LOVE It!

But first, what **won't** change is our commitment to Unitarian Universalist values, to the environment, to youth, to ethical behavior and to fiscal responsibility!

Our first **change** is a new name! We've learned that most of our members aren't aware that for all these years our official corporate name has been "Highlands Camp & Conference Center". You've known us as "**the mountain**"! Our new name,

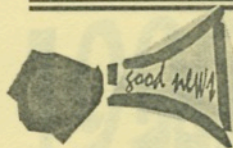
Mountain Retreat & Learning Center, Inc.

retains the familiar "**mountain**" and more accurately reflects the purpose of the institution. We need you to embrace this **GOOD NEWS** by **CASTING YOUR VOTE** on the enclosed ballot. We have received unanimous affirmation of our intentions from those of you with whom we've directly spoken. Now it's time for all of our members to "put it in writing". Say **YES** to the proposed new name, allowing us to change "Highlands Camp & Conference Center" wherever it appears in the Bylaws to "Mountain Retreat & Learning Center".

Your Trustees strongly recommend your positive vote!

*Choose to be a part of making it happen ... **the mountain** is changing*

go tell it on the mountain!! Cast your vote — it's important!!!



Under the "umbrella" of the
Mountain Retreat & Learning Center, Inc.
(MR&LC), a 501 (c)(3) religious/educational nonprofit,
there will be **three organizations**:

- 1 **the mountain** - the institution we know and cherish today—a year round center for youth programs and camps, retreats, programs for families and seniors, leadership schools, outdoor adventure
- 2 **The Endowment Fund**—established in 1994, has accumulated \$105,000 to date and is steadily growing
- 3 **Milestone Learning Center... new news!!!**

This year-round 501 (c)(3) educational nonprofit corporation will offer programs on topics of **ethical decision-making** on a personal and corporate level contributing toward a more just society. **Milestone** initiatives include research, education (including "distance education"), publications and consultations.

In many ways, the formation of the **Milestone Learning Center** is one of the most significant initiatives undertaken by this institution since our original founding. For the foreseeable future, **Milestone** programs will "buy services" from **the mountain**, allowing us to increase our occupancy and our calendar year through programs both on and off site. Its constituency will be multi-generational, multi-cultural and multi-faith, which will dramatically "increase the reach" of the MR&LC. **Milestone** programs will not just be "think tanks". With a strong emphasis on the arts and the nature glory of this site, programs will be interactive, experiential, and designed to **incite action** and change.

What other strategic actions do we envision?

There will be **facilities upgrades and changes** to meet the needs of both ongoing **mountain** programs and new **Milestone** offerings. Picture this:

- ✍ the **Dining Hall** extended 20' west toward the cliffs, with huge windows, sound proofing and round tables . . .
- ✍ a new **Mini-Lodge** (currently the Director's home and finance offices) for small retreats, and cabin time share options for Members
- ✍ sound proofing and lighting enhancements in the **Lodge**
- ✍ a new **Office Building** to safely house all computers and provide quality work space

We understand that you may have questions so we encourage you to come up for **Memorial Day Weekend!** Our staff will be "**telling it on the mountain**"—the Strategic Action Vision, **Milestone**, the whole story . . . the **Good News!** You will hear about how we've progressed from a **PLACE**-driven, to a **PROGRAM**-driven, to a **MARKET**-driven center; about our plans to fund all of these initiatives—about our commitment to see it through!

Join us on this journey!

go tell it on the mountain!! evolution of a dream . . .

Board of Trustees



Top Row, From Left to Right:

Jeannette Manning, Financial Advisor

Charlotte, NC (704) 365-3125 manningj@res.queens.edu

John Rakestraw

Macon, Ga. (912) 742-7924 jrake@hom.net

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Tom Warth, Executive Director

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Seated, From Left to Right:

Jeri Moulder

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Tony Stringer, Corporate Secretary

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Bob Sorrells

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go tell it on the mountain!!! building relationships—our future . .

1996 New Members

Here are the folks who responded to
the mountain's call in 1996—Thank you all most sincerely!

Memorial Life Memberships for—

Kay Cherry Stan Birch

Patron Members:

Emilu Bailes, Dunwoody, Ga.

John Beck & Marian Kern, Atlanta, Ga.

Marty Beech, Tallahassee, Fl.

Dan & Sue Boyce, Troy, Mi.

Barbara Burnham, Atlanta, Ga.

Virginia Carver, Athens, Ga.

Bill Cherry, Atlanta, Ga.

Elizabeth Ellis & James Lawrence, Atlanta, Ga.

Bill & Fran Gimby, Atlanta, Ga.

Charles & Susan Kimball, Boca Raton, Fl.

Bill & Lucia Pulgram, Atlanta, Ga.

Hank Raichle, Athens, Ga.

Gerald Robison, Dunwoody, Ga.

David & Anna Smillie, Durham, NC

Alan Wilcox, Atlanta, Ga.

Barbara & Richard Arends, Highlands, NC

Gary & Terry Beale, Atlanta, Ga.

John Beck & Marian Kern, Atlanta, Ga.

Betty & Houston Brice, Birmingham, Al.

Cindy & Michael Bignault, a gift from Betty & Milt Rahn, Savannah, Ga.

Julia Chansen, a gift from, Charles & Susan Kimball, Boca Raton, Fl.

Jean & Joe Chulak, Tallahassee, Fl.

Bill Forwood, Greenville, SC

Bonnie & Mark Gramlich, Atlanta, Ga.

Mark Andrew Hunter, a gift from, Leah Ann Sarner, Kennesaw, Ga.

Martin Isganitis, Atlanta, Ga.

Kristen Krone, Cincinnati, Oh.

Mary Ann Lawrence, Whispering Pines, NC

Jeannette Manning, Charlotte, NC

Jay Noe, Jacksonville, Fl.

Bea & Jim Percival, Cincinnati, Oh.

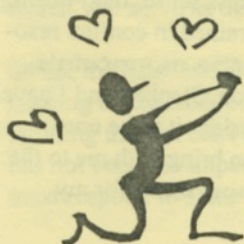
Carla Syverson, Atlanta, Ga.

Noland Thuss, Graham, NC

Alice Zawadzki, Raleigh, NC



Life Members



go tell it on the mountain!!! choose to be a part of the change . .

To: All current Members of **the mountain**:
RE: **Report of the 1996/97 Nominating Committee:**
Phil Sterner, Chair
Betty Green Richard Eason
Richard Phillips Linda Plummer, Trustee

We submit the following persons for nomination to the Board of Trustees of **the mountain**:

Gretchen Bremer-Hosken, Daytona Beach, Florida

A retired DuPont Engineer, Gretchen has served as President of two churches, Secretary of the T. J. Board, Past President of the Florida District; in addition she currently serves on the Annual Program Fund Continental Committee, John Buehren's President's Council, is Co-Chair of the UUA Capital Campaign (Handing on the Future) and the New Congregation Organizing Committee in Daytona Beach (Community UU Church)


Her experience in fund raising will undoubtedly benefit **the mountain**. She also brings computer skills, graphic design and PR experience and is a 'graduate' and former staff of **the mountain** Leadership School. She states: "I was on the T.J. board when **the mountain** was only a dream of Larry & Mo Wheeler. We were on the 'ground floor' of bringing that dream to reality. I would like to continue the vision of the future by participating in the process as a Board member, with particular interests in fund raising, education and promotion of Unitarian Universalism."

Melanie Morel Sullivan, Chattanooga, Tn.

Currently Minister of the UU Church of Chattanooga, Melanie brings a world of experience including: Alban Institute's Conflict Resolution Anti-Racism Training (1992-95), Leadership School, ACLU Board Member of the Year (1988) and excellent writing, public speaking and coalition-building skills.

As a member of **the mountain's** Board, Melanie is interested in upgrading financial stability, improving on-going fund raising and better use of volunteers. She says: "My experiences as a retail store manager, non-profit organization fund-raiser, and as a UU minister will benefit **the mountain's** future, contributing hard-headed business sense, fund-raising skill and a spiritual sense to the Board. As a person trained in conflict resolution and anti-racism, I would hope to contribute to **the mountain's** efforts to be proactive in these important areas. My son, Stephen and I have always felt a deep love for **the mountain** and consider it to be one of our hearts' homes. This abiding affection I would also bring with me to the Board, looking to both improve and preserve **the mountain** for my grandchildren."

The Mountain Retreat & Learning Center


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1997



Milestone
Learning
Center



Human Chalice
by Gilian Denham

The Mountain Retreat & Learning Center

1997 Annual Meeting
April 19, 1997 7:00 p.m.

Reception

Ingathering Song: "The Mountain"

Lighting of the Chalice

Greeting

Approval of 1996 Annual Meeting Minutes

Voting Results: Trustee Election and Name Change

New Officers for 1997

Reports:

- Finance - Jeannette Manning
- President - Hildegard Gray
- Executive - Tom Warth

Open Forum

Recognitions

Charge to New Trustees

Closing Words

Closing Song: "This Little Light"

Extinguishing of the Chalice

Trust Walk



**The Mountain Song
(Chorus)
by Shelley Jackson Denham**

For the spirit of life is in The Mountain
You can feel it in every tree and stone.
And the meaning of love is in The Mountain.
When I'm on The Mountain, I'm home.

**This Little Light of Mine
An African-American Spiritual**

This little light of mine, I'm gonna let it shine,
This little light of mine, I'm gonna let it shine.
This little light of mine, I'm gonna let it shine,
Let it shine, let it shine, let it shine.

Everywhere I go, I'm gonna let it shine . . .

Building up a world, I'm gonna let it shine . . .

We've got the light of vision,
I'm gonna let it shine . . .

