



# ENCORPS eNews

Up to the minute developments at ENCorps •• Oct/Nov 2011

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## Garden Project Harvests Hope



Farm Manager, Kodi (left) and ENCorps member Edgar Anderson share a moment in the garden.

For ENCorps members Dawud Ummah and Edgar Anderson, the annual harvest of the Center for African Heritage garden project at Tidewater Farm provides much more than food.

“Part of what we’re trying to do is really address food security and good, healthy food,” said Ummah, president of the Center. But, it also serves as therapy. “Farming can be healing,”

for refugees whose pasts are riddled with trauma, he said.

With thousands of immigrants arriving in the state over the last decade, Maine has the largest African immigrant population in the United States, many fleeing their homelands because of civil war and genocide.

Kodi, the farm manager of Tidewater gardens, is a Nuba Mountain refugee from Sudan who was tortured and hung upside down in a tree before fleeing to Egypt, Libya and several other countries, finally ending up in the United States.

As these “new Mainers” adjust to learning a new language and integrat-

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Traditional African dancers from the Rwanda Community Association of Maine invite community members to dance with them at the Harvest Fest in Falmouth held in August.

**Find the leaf!**  Find all of the fall leaves (not including this one!) in this issue of ENCorps eNews and enter email your total to [carol@encoreleaders.org](mailto:carol@encoreleaders.org) by October 10 to enter to win a \$25 LL Bean gift card!

## Harvest... from page 1

ing with a new population, they must also get accustomed to a drastically different food culture.

“They are used to eating different foods, shopping differently for food, preparing food differently,” said Ummah. While many have agricultural backgrounds, they lack the resources to grow food on their own.

The Tidewater gardens – which encompasses nearly three acres – are being leased from the Tidewater Conservation Foundation by nonprofit groups, including the Center for African Heritage, representing African immigrants and refugees. The goal of the gardens is to allow families to grow their own food and become more self-sufficient. The project also grows food for the Portland public schools and another will provide produce for food banks.

The Tidewater garden project began in April of 2010 with the help of Bob Shafto, Falmouth Conservation Officer. Support for the project has come from all corners, including the town of Falmouth – Falmouth Community Programs hosts an annual Harvest Festival for the gardens – and Skillins Greenhouses, which regularly donates money and products such as fertilizer. Inmates at the Maine State Prison recently donated \$1,000 to the NAACP, which also sponsors a garden plot. About half of that money is paying for families who otherwise couldn’t afford to participate.

Anderson, Vice President of the Center’s board of directors, says the gardens are part of a pilot project that, with commitment and funding, could eventually move to a larger site where they could be expanded and feed more people.

Future plans also include establishing a greenhouse, which will “allow us to get an early start on the growing season,” said Anderson.

To learn more about the garden project and the Center for African Heritage, visit [www.cfah.me](http://www.cfah.me).



Kodi shows off a garden plot (top). Dawud Ummah (middle) says many immigrants come to Maine with experience as goat and sheep herders and professional cattlemen. “There is a food industry right here, ready to work.” Tomatoes are among the varieties of vegetables grown at Tidewater Gardens.

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Email [carol@encoreleaders.org](mailto:carol@encoreleaders.org)



Everyone could see the steeple was leaning. The question was, "How long before it crashes into the sanctuary," said ENCorps member **NORMA ROSSEL**. Luckily for the Troy Union Church, she took an interest in preventing this eventuality.

Norma, who serves on the Board of Trustees of the Troy Union Church, decided to try to save the church by getting the steeple and its supporting beams repaired. The church, built in 1840 and located next to the hilly road between Bangor and Unity – now routes 202 and 9 – has always been a nondenominational Christian church, and served the community continuously until 1947 when the membership was too small and it closed.

Troy has never had a center and the other church in town, Beech Hill Church, has been closed for many years. The Troy Union Church serves not only as a piece of history but a gathering place for the small, rural community.

The first step to repairing the church was to assess the damage and with the old construction, they needed someone who specialized in antique timber framed buildings. Norma turned to the Maine Steeples Project, a collaborative project of Maine Preservation and the Maine Community Foundation, for guidance. Maine Preservation, a statewide resource and advocacy group for historic preservation activities, provides technical assistance to the project and the Maine Community Foundation administers the grant programs.

To get assistance from the Steeples Project, the church had to be active or formerly active, have cultural or community significance, and the town in which it resides must have fewer than 50,000 residents – all of which was true for the Troy Union Church. Norma applied for and received an Assessment Grant from Maine Preservation and in



Norma Rossel outside the Troy Union Church (top) and the Troy Union Church.

the summer of 2010, Aaron Sturgis of Preservation Timber Framing Inc., of Berwick, Maine, came to assess the leaning steeple. Evidently, a leaking roof had rotted the wood of major supporting beams and repair work needed to begin immediately.

Meetings were held at the church to explain the extent of the damage, how to repair the belfry for the short term, and what was needed to restore the church for the long term. His ten page report proved very interesting reading with a hefty price tag for the

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## Church... from page 3

restoration. The work for the short term repair took place shortly thereafter.

Norma then applied for a Restoration Grant and learned that in order to be eligible for this grant, the Troy Union Church had to be listed on the National Register of Historic Places. Norma proceeded to write the nomination and supply supporting history and photos, saving the church \$10,000. The National Park Service committee met on July 22 and the Troy Union Church was approved as a National Historic Place.

Now, as Norma awaits official notification from the National Parks Service, she knows that applying for a Restoration Grant is a competitive process. She also knows the small congregation will have to raise about \$80,000 to finish the restoration. But the group has many fundraising ideas, including a new website where interested people can follow the progress of the restoration and send donations.

To help Norma reach her goal, please send your donation to:



Inside the Troy Union Church undergoing renovations.

Treasurer at Troy Union Church  
Gail Piper  
230 Bangor Road  
Troy, Maine 04987

For more information visit  
[www.troyunionchurch.org](http://www.troyunionchurch.org)

## Botanical Gardens Tour

The Coastal Maine Botanical Gardens in Boothbay was the destination of ENCorps members and staff on a sunny Saturday in August. Amanda Russell, Volunteer Coordinator for the gardens, met the group upon arrival. She gave a little history about the gardens and spoke about recruiting and coordinating the many volunteers required to staff such a large effort. She also pointed out that there are many volunteer opportunities other than weeding the gardens! There is a gift shop, café and many educational projects where volunteers really make a difference. If you are interested in learning more, please contact Amanda at [ARussell@mainegardens.org](mailto:ARussell@mainegardens.org).

After Amanda's presentation, the group toured the gardens, enjoying the late summer blooms. The Coastal Maine Botanical Gardens are a wonderful place for all ages. Consider a visit with friends or with your grandchildren, as there is a children's area with a teepee, tree house, lobster boat and Peter Rabbit's Garden. It's a truly magical place.



Elaine DuBois at the Coastal Maine Botanical Gardens (top). Hydrangeas in bloom (bottom left). ENCorps staff Jen Crittenden, David Wihry and Patti Foden enjoy the black-eyed susans.

## Upcoming Events

### ENCORPS Bangor Regional Meeting

Date: October 5, 10 AM-12 PM

Location: UMaine Center on Aging Conference Room, 25 Texas Ave, Bangor. Coffee and a light snack will be served.

### Move Your Board to Inspired Leadership

Date: October 19, 6-8 PM

Location: The Hutchinson Center, Belfast  
Deb Burwell of Paddling the Rapids LLC will lead this workshop for ENCorps volunteers who may be struggling with less than enthusiastic board members. While most boards aim to fulfill their governance responsibilities, a vibrant and sustainable organization requires the focus of an inspired board of leaders. Every action you initiate as a board member is a leadership action. Fierce dedication to the organizational mission, values and vision as a governance body is a critical component. The courage to be bold and strategic is a necessary mindset. Explore your role in moving yourself and your board to the next level. The result will be increased organizational vitality. A light dinner will be served. ENCorps is planning to pilot video-conferencing of this event. Stay tuned for more information. FREE for ENCorps members.

### Strengthening Our Leadership Muscles

Date: November 16, 6-8 PM

Location: TBD, Augusta

Deb Burwell of Paddling the Rapids LLC will present this workshop. A light dinner will be served.

### Healthy Aging Lunch & Learn

Date: December 6, 11 AM – 1 PM

Location: Katahdin Area Training & Education Center, Millinocket

The Health Access Network will discuss healthful living in your 50's and beyond. Lunch will be served.

➔ RSVP to Patti Foden, Program Coordinator, at 207-767-5352 or [info@encoreleaders.org](mailto:info@encoreleaders.org). All ENCorps meetings and workshops are free for ENCorps members and their guests.

## Welcome New ENCorps Staff!



MIA NOYES

Mia Noyes has come on board as ENCorps' new Graduate Assistant. Mia is a graduate student in the Master of Social Work program and she comes to us with experience in program planning and implementation from her service in the Peace Corps. She delved into her work this past September starting with learning more about ENCorps and the work we do throughout the state.

Contact Mia at [mia.noyes@umit.maine.edu](mailto:mia.noyes@umit.maine.edu)

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## Benefits of ENCorps Membership

- Free attendance to trainings
- Stipend awards
- Referral program
- Networking opportunities
- Two-day annual Summit
- Education from local and national experts
- Staff support

The opportunity to make a difference!

## 10 Tips for Effective Marketing & PR

ENCORps members in the Portland area recently gathered at the Peter A. McKernan Center at Southern Maine Community College for “10 Tips for Effective Marketing & PR,” a workshop presented by Connie Gemmer of Barton & Gingold. As they arrived, attendees enjoyed refreshments made by the college’s culinary arts students while looking out over Casco Bay. Once the program began, however, it was all business.

Connie divided the presentation into three areas: Building Awareness, Generating Positive Interest & Support, and Achieving & Sharing Project Success.

### Building Awareness:

1. Develop a (multi-faceted) communications plan. Specify goals, determine a budget, outline necessary communications tools and outline your target audience. Consider all the communications options: earned, paid and social media; direct communication and mail; electronic communication; events and meetings.
2. Prepare all the necessary communications tools: fact sheets & flyers, brochures and posters, Q&A’s, website, Facebook page, Twitter and Enewsletter.
3. Facilitate community conversations. Answer who, what, when, where, why and how.
4. Be proactive with media. Educate the media. Consider yourself a resource and make friends with key reporters.

### Generating Momentum and Support:

1. There’s nothing better than a good list. Identify your target audience: local leaders, friendly neighbors, supportive pockets of ‘your community’, like-minded groups.
2. Specify a goal of how large your supporter base should be in order to succeed.
3. Work your list. Update your list. Reach out to your list.
4. Communicate regularly with those who are supportive. Support builds more support. Keep your supporters engaged, and in doing so you will build more support for your project. Regular communication is time consuming but it pays off. You can provide email updates,



facilitate neighborhood/public meetings, distribute pertinent materials and answer questions on your website, etc.

5. Empower your team. As you generate support, identify those who are willing to take on responsibility. Identify third party supporters who are willing to help spread the word, provide endorsements, speak at an event and write a letter to the editor. Keep it manageable.
6. Work the media. Meet with a reporter to provide factual information, meet with the Editorial Board, get supporters to write to letters to the editor and, if appropriate, contact a local TV station to do a news or human interest story.

### Achieving & Sharing Project Success:

1. Define Success. Is success a winning vote, a permit, a well attended event, or a well-funded initiative?
2. Stick to your message. Accentuate the positives. Answer all the questions by re-stating your message. Don’t get sidetracked or caught up in the weeds. Remove all hurdles OR “if anything smells, throw it out!”
3. Celebrate the Success with the Community. Express gratitude & recognize everyone involved. Consider your success as the community’s success. And remember that regular communication needs to continue.

The workshop wrapped up with Connie answering questions regarding ENCORps members’ specific projects. It was a very informative evening and we all thank Connie for her inspiring presentation.

## Volunteer Hours to Date

### 20+ Hours

Mary Andrews  
Candace Austin  
Lynn DeGrenier  
Steve Demaio  
Elaine DuBois  
Jane Fairchild  
Oscar Feagin  
Roberta Goodell  
Jim Goodson  
Harold F. Goodwin  
Tina Harnden  
Dorothy Havey  
David Howe  
Sherry Miller Welch  
Ingrid Perry  
Gail Peters  
Sharon Phelan  
Nancy Rosalie

### 50+ Hours

Alice Bolstridge  
Kate Harris  
Ardis Mayo-McNeil  
Judy Merck  
Peter Reilly  
Marianne Reynolds

### 100+ Hours

Bill Brown, Sr.  
Dick DuBois  
Leslie Gilliland  
William Gilliland  
Nancy Hoffman  
Sandra Hopkins  
Sue Kircheis  
William McPeck  
Heidi Munro  
Mary Neal  
Sandy Olson  
Jim Pierce  
Norma Rossel  
Joan Shapleigh  
Toby Simon  
Lorraine Taft  
Donna Waterman

### 200+ Hours

Mary Berger  
Chris Corbett  
Michael Costello  
Hugo Diaz  
Thomas Gruber, Jr.  
Julia Emily Hathaway  
Beverly Johnson  
Eileen Kreutz

Sue Mackey Andrews  
Frank Ober  
Leelaine Picker  
David Stansfield  
Phyllis vonHerrlich  
Warren Wind

### 500+ Hours

Edgar Anderson  
Kerry Corthell  
Pamela Matthews  
Richard Matthews  
Alice Morgan  
Debbie Mullen  
Donald Nodine  
Patricia Wurplel



## Why Report Hours?

The purpose of ENCorps is to support your efforts to improve your community with training and networking opportunities. All of our programming – the Summit and training events – are free for ENCorps Volunteers.

Since we are privately funded through grants, we need to report how you're doing. One tangible way is to keep track of our Volunteer's hours each month. It's also a great way for us to acknowledge your good work!

Please help us by reporting your hours by the 15th of the following month (for September hours, please report by October 15). To do so go to [www.encoreleaders.org](http://www.encoreleaders.org)

- Click ENCorps Volunteers tab
- Click Submit Your Hours tab
- Fill out the form and hit SEND

**Thank you for your help!**

## Volunteer Opportunities

### Two Hands Project

Takes the spirit of huge national and international cleanup days and brings it back to the individual, allowing you to care for the place most important to you, anytime you want. Thirty minutes, Two Hands. Clean up your world.

<http://www.twohandsproject.org>

### Adopt-a-Stop

Works to provide safe access to primary bus stops within 12 hours of municipal snow plowing in Portland. They are looking for volunteers to reach out to businesses and neighborhood groups promoting the program and asking for volunteers in mid-October through early winter. Contact Robert Wagner at [robertwagner@adopt-a-stop.org](mailto:robertwagner@adopt-a-stop.org).

## Congratulations!

ENCorps member, Julia Emily Hathaway, of Veazie, has been elected Vice Chair of the Board of Directors of Regional School Union 26. (RSU) 26 includes Orono High School, Orono Middle School, Veazie Community School, Glenburn Elementary School and the Asa C. Adams School.

## Welcome New ENCorps Members!

Julie Gatz, Falmouth  
Thomas Feagin, Readfield  
Wendy Severson, Phippsburg  
Kyle Allen, Windham

## Encorps Members Help Develop Americorps Program

In October of 2010, the UMaine Center on Aging received a grant from the Corporation for National and Community Service (CNCS) with additional support from ENCorps to develop an AmeriCorps program that would engage AmeriCorps members to provide energy conservation services to lower-income older adults in the state. The end goal of this grant is to apply for funds from CNCS to implement a program which would address the critical needs of this population.

AmeriCorps and its administering body, CNCS, was founded in 1993 as part of the National and Community Service Trust Act. The goal of AmeriCorps is to utilize adults of all ages to engage in service during the course of a year to communities across the United States to address human, environmental, educational and public safety needs and mobilize community volunteers. Over 700,000 individuals have been AmeriCorps members in communities across the United States, providing 860 million hours of service in the nation. In 2010 alone, AmeriCorps members mobilized or managed 2.6 million volunteers in the community.

The grant allowed staff at the Center on Aging to bring together a group of individuals from organizations around the state including six ENCorps members, and representatives from Efficiency Maine, Area Agencies on Aging, the UMaine Center on Aging RSVP, the City of Auburn, Piscataquis County Cooperative Extension, Community Energy Challenge, SeniorsPlus, Maine Community Foundation, Margaret Chase Smith Policy Center, Maine Energy Education Program, and Community Action Agencies. This community advisory group has helped to provide vital input in the design of the AmeriCorps program by participating in a community needs assessment, letting us know about the types of organizations that should be engaged in the process, providing feedback on the work that has been done, and much more.

*“Service is a spark to rekindle the spirit of democracy in an age of uncertainty. When it is all said and done, it comes down to three simple questions: What is right? What is wrong? And what are we going to do about it?”*

*– President Clinton’s message to the first AmeriCorps members*

Activities that have been engaged in through the grant include such things as conducting a needs assessment of energy conservation and clean energy services in Maine and looking at the feasibility of having AmeriCorps members perform energy conservation activities such as weatherizing houses, and providing educational sessions to lower-income older adults about simple ways to help improve household energy efficiency. These

are crucial activities for the state, for reasons such as the high per-capita energy use in Maine compared to the rest of New England, as well as the potential threats to Federal funding for low-income heating assistance that other states are facing. For these and other reasons, we see an AmeriCorps program being a valuable service to this population.

The Center on Aging is now establishing partnerships with organizations in the state engaged in hands-on energy conservation and energy conservation education work who would like to host an AmeriCorps member to provide services in their community. If you know of any organizations who might be interested in this opportunity, we encourage you to let them know about this initiative!

We are really excited about this opportunity and we hope that partners across the state join us in creating an AmeriCorps program which will help us to address a critical need for older adults in the state, and if funding is attained for this program, we are looking forward to partnering closely with ENCorps.

If you would like to know more about this opportunity, please contact the program coordinator for the planning grant, David Wihry, at 207-262-7928 or by email at [david.c.wihry@umit.maine.edu](mailto:david.c.wihry@umit.maine.edu) and please feel free to pass on this contact information to organizations that might be interested in hosting an AmeriCorps member to provide energy conservation services.

## Join Us on Facebook

Want to join Facebook? To connect with other ENCorps members online, find out about special events, view photos from our Summit, read up on news related to ENCorps, and more, join in 5 easy steps.

**Step 1:** Type Facebook into the search box on your browser. Click on Welcome to Facebook and you'll get to the Facebook site. That's where you'll sign up for Facebook, which requires your first name/last name, email and a password you make up, plus gender and birthdate. The email has to be real, since Facebook sends a confirmation back to it. By real, I mean you can't use "info" or "webmaster" or another generic term, and it has to be a working account.

**Step 2:** Go to the email account you used and confirm your Facebook email.

**Step 3:** Back at Facebook, fill in the settings under profile with appropriate information. If you wish, upload a photograph of yourself.

**Step 4:** Go to the privacy settings under account and decide which parts of your profile you want viewed by everyone, and which should be limited to your friends.

**Step 5:** Find friends. You can search for friends individually in the search box, or ask for friends via school or workplaces past or present. Send friend requests. Let people know what's on your mind or what you're doing by clicking on status and writing something, and voila! You're on Facebook!

At Facebook, type "Encore Leadership Corps" in the search box and "like" us.

Or visit [www.encoreleaders.org](http://www.encoreleaders.org) and click on the Facebook link.

**Bonus step:** You'll find a help center under account that is filled with helpful information on managing your Facebook account, protecting your privacy and connecting with friends.

– Excerpted from Maine Senior Guide. Visit them at [www.maineseniorguide.com](http://www.maineseniorguide.com).

## Resources & Links

### Grants.gov

[www.grants.gov](http://www.grants.gov)

A database of federal grants. The search tool is easy to use and lists grants by topic or funding source. Grants.gov provides access to approximately \$500 billion in annual awards. This is a great place to look for grants, but realize the competition is often fierce.

### Smart Growth America

[www.smartgrowthamerica.org](http://www.smartgrowthamerica.org)

Provides introductory and in-depth information on all aspects of smart growth. This is a great resource for staying abreast of the issues.

### The Second Act

[www.ctn5.org](http://www.ctn5.org)

Featuring and presented by people over 50, the Second Act aims to entertain, educate, and enrich viewers by examining the gifts and vitality of those

in the second half of their lives. Second Act can be viewed on public access Community Television Network on Monday evenings, or via the CTN website.

### Library of Congress

[www.loc.gov](http://www.loc.gov)

Offer access to books, recordings, photographs, maps, and so much more.

“The ultimate expression of generosity is not in giving of what you have, but in giving of who you are.”

– Johnnetta B. Cole

## ENCorps Staff

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ENCorps is a program of the University of Maine Center on Aging in partnership with the Maine Community Foundation and with the cooperation of local, state, and national organizations. Initial project funding is provided by the U.S. Environmental Protection Agency's Aging Initiative and the Atlantic Philanthropies.

Call 207-262-7928

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community**experience**  
PARTNERSHIP

