



# FRIENDS

Welcome to *Friends*, a newsletter for people committed to helping NOLS provide the world's best education in wilderness skills and leadership. This publication aims to provide useful and interesting information on charitable gift planning and the people who support NOLS.

S U P P O R T I N G E X C E L L E N C E A T N O L S • S E P T E M B E R 2 0 0 6

## Commitment and Counsel

### *Doug Luke Helps to Shape NOLS' Path*

BY KIRSTEN JOHNSON

**"N**OLS is unique in the world," says Doug Luke. "There is no one else out there doing what we do." As a past member of the NOLS Board of Trustees and Advisory Council, NOLS parent and grad himself, Doug not only understands the exceptional nature of the school, he has been a cornerstone of its evolution. The growth and change that he has helped to steward has positioned NOLS as the unparalleled leader in wilderness education and provided a platform for future progress.

Doug's initial connection to NOLS was as a parent. Introduced to the school through his son Haven's experience on a Spring Semester in the Rockies in 1987, he later became a member of the Advisory Council. In that role Doug encouraged the school to take a long view of its student relationships; the position also gave him the opportunity to gain larger insight into the school's mission. As an avid angler and horseman, the importance of the NOLS wilderness ethic was a known quantity, but the quality of the leadership skills paired with that sensibility was impressive. "Leadership at NOLS

is as good as I have ever seen," he says.

Doug's role with NOLS later expanded past the Advisory Council as he took a place on the Board of Trustees. As a member of the board, he stepped up to a challenging role as the Chair of the Development Committee and has helped to guide the school's current International Base Camp Initiative.



*Doug takes the helm on a recent Board of Trustees sailing trip.*

"This campaign is an important fundraising effort," says Doug. "When I first came to NOLS, it had not culturally matured; it was still in its adolescence in terms of capital giving." The Base Camp is critical to ensuring the school's future success; and Doug has provided invaluable leadership and capital support for the campaign through

joining the NOLS Explorers. The Explorers, the name given to those who joined Gene and Susie Tremblay in making benchmark gifts to our current campaign, recognizes the unfailing commitment of these donors. (See insert for an update on the campaign.)

Dedication to the Base Camp has only been one of the ways that Doug has reached out to NOLS. We often find that our supporters are *continued on page 4*

**“The thing that impresses me about Doug is his passionate commitment to NOLS as a whole. He is constantly asking, ‘What does the school need? What can I do?’”**

*Dave Glenn  
NOLS Rocky Mountain Director*



#### NOLS LEADERSHIP QUOTE

**“Recently I looked at a photo of my 1982 Wind River Wilderness course. The fierce joy, pride, and confidence evident on the faces of all students and instructors is a testament to the impact of that experience. The lessons we learned in the Winds about judgment, team-building, goal setting, and celebrating success—all lessons of leadership—are still vivid and very useful. Thanks NOLS!”**

*Trina Peterson has worn hats at NOLS as varied as student to instructor to member of the Board of Trustees. She lives with her husband and two children in the mountains west of Boulder, Colorado.*

## Dave Neary: Confidence in NOLS

BY CHELSEA EAKIN

“NOLS builds in its students the courage and confidence to be comfortable with uncertainty,” says Dave Neary, who has experienced NOLS from the perspective of a student, instructor, and administrator. “NOLS helps you build faith in yourself.”

Dave began instructing the same year as he completed his first course in 1971. After instructing he moved on to serve as Director of NOLS Rocky Mountain for several years in the 1980s.

A NOLS memory that stands out in Dave’s mind is when he instructed a woman who struggled through her course. “At the end she came up with tears in her eyes and the most outrageous sense of gratitude for what we had shared and helped give her,” he says. “I think that gratitude affected me in a way that made me realize that giving to others can be a really powerful experience.”

Dave has chosen to give to NOLS by including the organization in his estate plan. “I’m convinced that nonprofits are the engine that will drive the 21st century and make the world a better place,” he says, “and it strikes me that NOLS is one of the best managed and best organized nonprofits not just in outdoor education but in the whole country.”

Wanting to lead by example, Dave strives to support nonprofits and started with NOLS because it is an organization he knows, respects, and has seen the results of firsthand. “It’s important to invest in entities that you are confident in,” he says. “NOLS is so grounded in the reality of what it does and it does deliver on its promise.”

By including the school in his estate plan, Dave is helping NOLS continue to build courage and confidence in its students that will last a lifetime.

*Dave Neary is a member of the NOLS Summit Team, a recognition society for donors who include the school in their estate or other long-term giving plans. If NOLS is in your plan, please let us know (800.332.4280 or [development@nols.edu](mailto:development@nols.edu))*



*NOLS Summit Team  
Member Dave Neary*

# The Difference is in the Course to Security

BY STEVE KRAL

**O**n the surface, climbing a rugged mountain peak, descending a swirling rapid, or sailing in rough seas present complex challenges.

For many people, estate planning presents a similarly daunting task. Wills, estate taxes, and the IRS can be as intimidating as the complicated logistics of an extended expedition—but given the proper mix of tools, preparation, and experience, your goal can be achieved.

For most people the goal of estate planning is relatively simple: to pass the greatest possible amount of their estate on to their intended beneficiaries while paying the least amount of taxes. Estate planning also allows a tremendous opportunity for achieving philanthropic goals. Reaching your goals requires evaluating your resources and deciding how best to apply them, and just as climbing a series of smaller summits can give you the experience and fitness necessary for tackling a bigger peak, understanding estate planning basics can help you make adjustments as your financial assets grow and diversify.

### *The Basics: Creating a Solid Foundation*

The most basic place to begin formulating your estate plan is with a will. It seems basic, but when handling end-of-life questions, even small steps

can seem overwhelming. For most, a will is a straightforward document that allows you to direct the distribution of your estate and detail your wishes on important topics such as guardianship of minor children. A will can also act as a vehicle to detail philanthropic gifts that support the nonprofit charities, such as NOLS, that have been important to you. Remember, a will is only as current as you make it. Major life events such as marriage, divorce, or the birth of a child are all changes that warrant reviewing your will to ensure that it continues to reflect your wishes.

Prudent estate planning also entails reviewing the beneficiary instructions of your common financial assets such as life insurance policies, IRAs, 401k’s, pensions, and annuities. Establishing beneficiaries can be complex, particularly when you have an eye to reducing unnecessary tax burden. Planning these in conjunction with a will and other documents will help to ensure that your goals can be accomplished.

### *Options for Assets*

For those with large or diverse sets of assets and charitable intent, a more complex estate plan may be better suited to your goals. Instruments such as charitable lead trusts, charitable remainder trusts,



# Life Planning: Charting a Course for Your Future

and gifts of securities or real estate are philanthropic options that can help to maximize income, reduce tax burdens and support your favorite philanthropic causes. Working with a financial professional will help you explore options, get the most current tax information and find the best vehicle for your situation.

## *Share Your Plan: An Important Step Often Overlooked*

Looked at from a planning perspective, a successful estate plan is one that not only addresses the technical aspects of distributing your assets, but also is one that has been shared with your beneficiaries. Many people spend a lifetime building an estate and nurturing relationships with their loved ones. But not everyone takes into account the importance of explaining their estate plans to loved ones personally, while they are still able to do it. By constructing an estate plan and sharing it and your goals with family members, you can lay the best possible foundation for creating a legacy of which you will be proud.

Yes, estate planning can be challenging. But as with wilderness challenges, the greater the challenge, the greater the reward when a plan is successful.

## *Charitable Gift Planning yields numerous benefits for you and your loved ones:*

- Increase current income.
- Obtain current income tax deductions.
- Reduce or eliminate capital gains tax.
- Increase the amount you are able to leave to heirs.
- Reduce estate taxes and probate costs.
- Further the goals of NOLS and your other charitable interests.



*Active NOLS volunteer  
Elyssa East*

## VOLUNTEER IN ACTION

### Elyssa East: Linking Alumni Through Literature

BY CHELSEA EAKIN

There are many ways to bring NOLS graduates together, and not all of them involve being outside. For the past few years, Semester in the Rockies graduate Elyssa East has been organizing a monthly book club for NOLSies in New York City.

“It has been a great way to bring people together who maybe don’t have the time to go on a weekend hike,” says Elyssa.

“I think there is something about the spirit of a NOLS experience that literature can replicate.”

The books discussed range in topic, yet each in some way reflect the NOLS ethos, which Elyssa describes as consciously engaging in the world and with other people. Most of the books focus on travel or adventure and how an individual responds to encounters with a certain place.

“You really do come around to understand how the NOLS experience affects people and their sense of imagination and interests,” says Elyssa. “Apart from gaining leadership and hard skills, there is also a real cognitive shift that people experience where they start thinking differently about places they inhabit or venture through—and I think that this book group gives people a way of reliving that.”

For Elyssa, the NOLS experience greatly influenced her decision to become a writer. “I was so profoundly and positively overwhelmed, especially by the canoe section of my course,” she says. “The sense of place and people and history that was on the San Juan was so complex. It was during this time that I first started reading authors such as Edward Abbey and Gretel Ehrlich and they totally changed my sense of what good nonfiction writing could be.”

Elyssa is currently working on her first book, scheduled to come out in the next few years. It is a nonfiction story about an abandoned colonial settlement on Cape Ann in Massachusetts. The underlying theme of the book focuses on how people influence place and how place influences people.

*Alumni are one of NOLS’ greatest resources. Graduates support the school by organizing local NOLS events, networking, cultivating students and organizing regional chapters. Please contact the NOLS Alumni Department (alumni@nols.edu) with your interests and ideas to be a volunteer in action.*

# US Naval Academy Enlists NOLS Professional Training

BY STEVE KRAL

First NASA took NOLS leadership skills into space, now the Navy is taking them out to sea. NOLS Professional Training, which customizes the NOLS curriculum to meet specific client needs, is working with the US Naval Academy to provide outdoor skills and leadership training for midshipmen.

This partnership was the vision of Captain Bob Schoultz, the Academy's recently retired Director of Character and Officer Development. "I saw NOLS as an outside-the-box learning experience for those who wanted and could do more," he says. The thirty-four midshipmen who shouldered packs in 2004 returned to Annapolis energized by the challenges presented and skills learned. The popularity of the program has continued to grow and this summer, nearly a hundred midshipmen completed mountaineering, canoeing and sea kayaking courses.

NOLS is especially popular with aspiring SEAL and Marine Corps Officers, including 2006

Academy grad and SEAL candidate, Ensign Brian Robinson. "Many of my friends agree it was the best training we've had in four years at the Academy. NOLS instructors enhanced our analytical decision-making skills and allowed us to learn from what we did right as well as by our mistakes."

NOLS adds a unique dimension to midshipmen's leadership training. Master Chief William Guild, who helped organize the partnership, sees value in training students in a leadership model outside of the typical Naval hierarchy. "NOLS uses a team concept to inspire each person to accomplish the goal. In the wilderness students must command respect rather than demand it."

Meanwhile, although he has retired from the Navy, Captain Schoultz has stayed in touch with NOLS. He completed a NOLS Instructor course, and this summer helped lead a course of Academy students on a NOLS course in the Wind River mountains of Wyoming.

PHILANTHROPIC TIDBIT

## Surf (the web, that is) for NOLS

BY KACY WHITE

Featured in several publications from the Wall Street Journal to Oprah's O Magazine, GoodSearch.com is making a name for itself as savvy business with lofty goals. Looking to direct a portion of the billion-dollar web advertising industry to philanthropic causes, sibling team Ken and JJ Ramberg partnered with Yahoo! to launch GoodSearch.com.

Why and how are they supporting NOLS? Well, with each search done on GoodSearch.com, about \$0.01 is donated to the nonprofit designated by the user. Choose NOLS from the nonprofits listed on the GoodSearch site and each search earns a donation to NOLS. Share the site with your family and friends and the momentum builds. If 1,000 people with the same charity search twice a day for a year, the charity earns \$7,300. You can even follow our progress right there at GoodSearch.com!

GoodSearch

[www.goodsearch.com](http://www.goodsearch.com)

## Commitment and Counsel *continued from page 1*

eager to lend a hand in unique ways and Doug and his wife, Sarah, are no exception. Both graduates of a horsepacking course, they have grown especially fond of the Three Peaks Ranch in Boulder, Wyoming. When Rio, a hardworking Three Peaks packhorse, was no longer able to carry the heavy loads so common on NOLS courses, the Lukes gave him a place in the pasture of their New York farm.

From that initial connection nearly 20 years ago, Doug has played a role in the course that NOLS has taken. Dave Glenn, Director of NOLS Rocky Mountain, noted this: "The thing that impresses me about Doug is his passionate commitment to NOLS as a whole. He is constantly asking questions about how to help; what does the school need? What can I do?" The depth of Doug's dedication and his valuable leadership have left an important imprint at NOLS that will last well into our bright future.



*Horses from the NOLS Three Peaks Ranch traveling in the Winds.*

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# International Base Camp Initiative

FALL 2006  
CAMPAIGN  
UPDATE

*A campaign to update and strengthen the International Headquarters of the National Outdoor Leadership School in Lander, Wyoming through renovation and new construction.*

## Campaign Enters the Homestretch

### *NOLS Impressed By Your Generosity*

BY DAVID COWLES

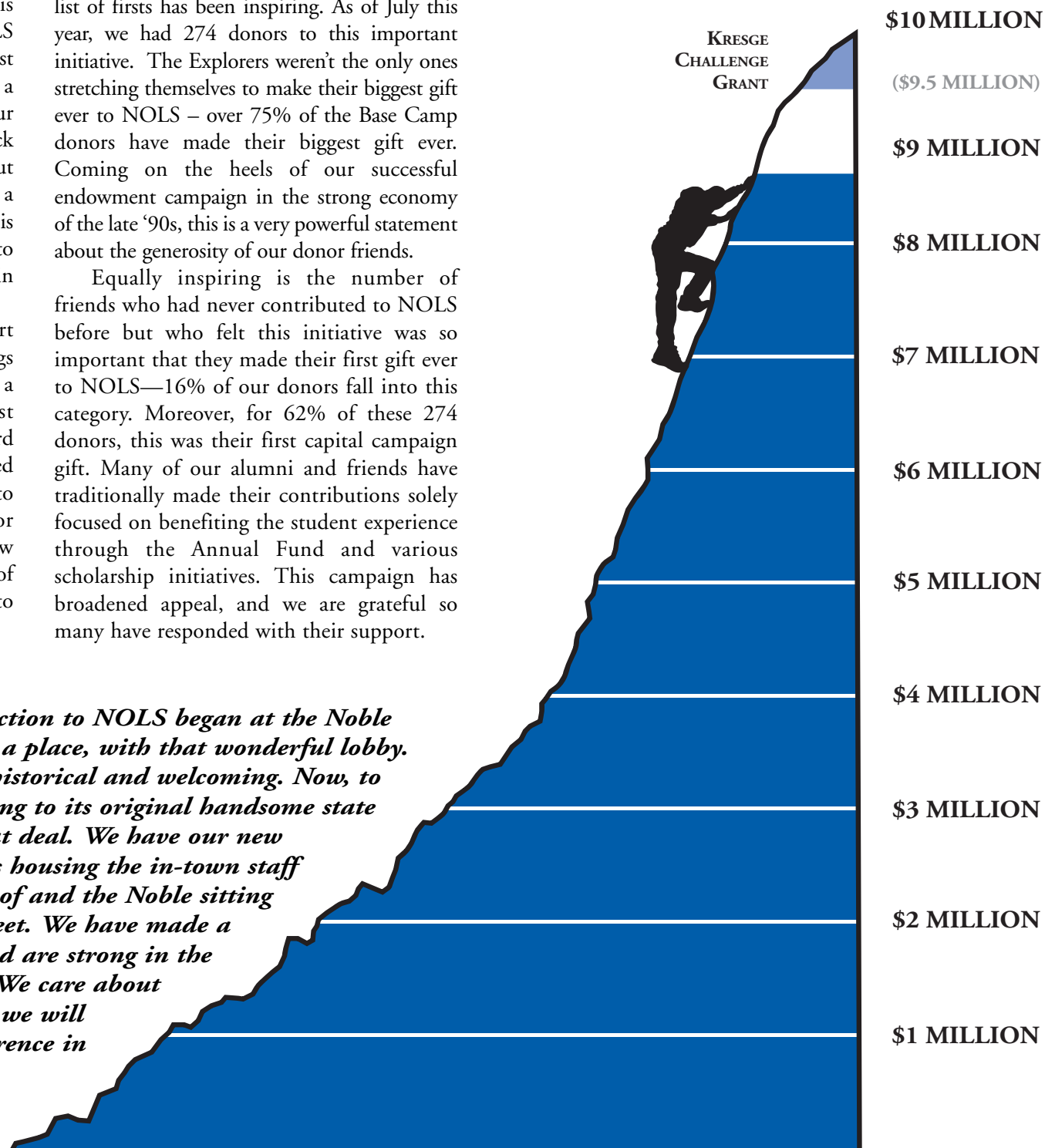
With just four months left in the five-year International Base Camp Initiative, this capital campaign will go down in NOLS history as a record setter. In this, our largest capital campaign ever, the numbers tell a wonderful story about the devotion of our friends. Over and over, we have been struck not only by the generosity of our donors but also their willingness to stretch to support a wide array of efforts at NOLS, including this important bricks and mortar campaign to create an integrated campus presence here in Lander, Wyoming.

After the quiet phase and a slow start during the post-9/11 economic lull, things started picking up for the campaign with a bold challenge by one of our closest supporters. Spurred on by former board chair, Gene Tremblay, six individuals stepped up to the plate and pledged \$500,000 each to the campaign, thus securing a spot for themselves as charter members of the new Explorers leadership group. For every one of these individuals, this was their largest gift to NOLS at the time.

From that point on in the campaign, the list of firsts has been inspiring. As of July this year, we had 274 donors to this important initiative. The Explorers weren't the only ones stretching themselves to make their biggest gift ever to NOLS – over 75% of the Base Camp donors have made their biggest gift ever. Coming on the heels of our successful endowment campaign in the strong economy of the late '90s, this is a very powerful statement about the generosity of our donor friends.

Equally inspiring is the number of friends who had never contributed to NOLS before but who felt this initiative was so important that they made their first gift ever to NOLS—16% of our donors fall into this category. Moreover, for 62% of these 274 donors, this was their first capital campaign gift. Many of our alumni and friends have traditionally made their contributions solely focused on benefiting the student experience through the Annual Fund and various scholarship initiatives. This campaign has broadened appeal, and we are grateful so many have responded with their support.

### CAMPAIGN PROGRESS SEPTEMBER 2006



Carolyn Rohlen  
Member, Board of Trustees

*“My introduction to NOLS began at the Noble Hotel. What a place, with that wonderful lobby. It was both historical and welcoming. Now, to see it returning to its original handsome state means a great deal. We have our new headquarters housing the in-town staff under one roof and the Noble sitting on Main Street. We have made a statement and are strong in the community. We care about the past and we will make a difference in the future.”*

# What's In a Name?

An exciting piece of the International Base Camp Initiative has been the special touch added by the school's supporters who have taken on named gift opportunities. A name can be so much more than the label; it is a way to honor the people, places, and experiences that we love. In both the new headquarters building and the renovated Noble Hotel, those supporters who wanted to add their own imprint to the Base Camp project have dedicated special places.

In addition to such dedications as a fireplace honoring instructors who taught us to keep warm in the wilderness and a room honoring a grad's semester in Australia, there are special memorial gifts. These special places, such as the Jim Ratz

Instructor Workroom and the Annie Rose Memorial Garden, have been given in honor of members of the NOLS community that we have lost.

Knowing that NOLS has played an important and powerful role for many people, we want to ensure that the opportunity to name a gift is open to supporters on many levels. In the renovated Noble Hotel, rooms on both the student and instructor floor have been made available at the giving level of \$10,000.

The opportunity to pursue this named gift has been taken advantage of by groups that include NOLS grads and their families, former instructors, and other school supporters who have pooled their philanthropic power and coordinated a collective gift.



***“The NOLS philosophy, ethos, and overall approach are ones that I value immensely. In our busy, stressful lives, NOLS provides perspective and life lessons that are invaluable. Helping to support the campaign is one small way I can support NOLS in the continuation of its development as a strong, vibrant institution that has an impact far beyond the boundaries of a normal school.”***

David Forster, NOLS Grad  
(Pictured above with his wife Michele)



***“NOLS courses are world class, and I believe where the experience begins and ends matter. Students and instructors deserve a place for starting and finishing their expedition that reflects the mission, the quality, and the lessons of the course. I'm happy to support NOLS' efforts to restore the Noble so it can reflect the courses that begin and end there.”***

Daryl Burnett  
Former NOLS Instructor

***“We at the Brown Foundation strongly believe in the importance of a solid platform for NOLS and its curriculum; the Base Camp will provide that platform for permanence. The school and its mission are more important than ever as so many people are deprived of a meaningful wilderness education.”***

Herman Stude  
President, The Brown Foundation



## Motivated to Meet the Kresge Challenge

The close of the Base Camp campaign is in sight but before we reach the finish line there is one hurdle yet to clear. The Kresge Foundation, which supports organizations representing the breadth of the nonprofit sector, demonstrated their belief in NOLS by awarding the school a \$500,000 challenge grant. Intended to connect the school with our supporters and drive private giving, the grant ensures capstone funding if the school is able to raise the initial \$9.5 million.

“The Kresge Foundation has given NOLS a unique opportunity to inspire our donors,” said John Gans, NOLS Executive Director. “This is an exciting campaign and I am confident that the school's supporters will rally to ensure that we have a strong finish.”

With \$8,744,000 in cash and pledges, we look forward to closing the gap and raising the remaining \$756,000 to meet the Kresge challenge.

**CONTACT US:** FOR MORE INFORMATION OR TO MAKE A GIFT TO THE NOLS INTERNATIONAL BASE CAMP INITIATIVE, PLEASE CONTACT PIP COE, ALUMNI AND DEVELOPMENT DIRECTOR, 307.335.2275, 800.332.4280, PIP\_COE@NOLS.EDU

**FALL 2006  
CAMPAIGN  
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