



A P U B L I C A T I O N O F T H E N O L S D E V E L O P M E N T O F F I C E

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 • J U N E 2 0 0 7

The Tapley Gallery

NOLS' History Open To All

By DAVID C. COWLES

A new exhibit gallery that just opened in the Noble Hotel has a story to tell. It's a story of nearly a century of adventure, highlighted by the boldness and outdoor experience that NOLS is so well known for. Located just off the Main Street entrance of the Noble, a life-sized mannequin dressed in the early, 1960s-era wool clothing rappels down the wall in vintage climbing gear. At the other end of the room, a 1940s-era Western-style hotel guest room on display is reminiscent of the hotel's pre-WWII heyday. Sandwiched in between is a 30-foot mural of the Wind River Range with a life-sized photo cut-out of NOLS founder, Paul Petzoldt and a 42-year timeline of NOLS' rich history.

In the new Tapley Gallery, named after one of the first NOLS instructors, "Tap" Tapley, the story of the Noble is told alongside the history of NOLS. "By doing this gallery, we can educate the community and our students about our history and growth as a school. By including the history of the Noble, we tie into the

history of Lander and the emotional attachment the local community feels toward the Noble as

well," points out Diane Shoutis, NOLS Alumni Relations Coordinator.

When the idea came up to include a history gallery in the renovation of the Noble Hotel, there was strong support in the school and the local community. But the museum-quality exhibits NOLS staff envisioned for the gallery were costly. Peter Roy, president of the NOLS Board of Trustees at the time, approached Terry and Mark Retzloff about teaming up to fund the gallery and naming it in honor of Terry's brother-in-law, Tap Tapley.

According to Terry, honoring Tap through the Noble Archive Gallery was a perfect fit. "Tap is revered in our family; our kids call him Uncle Tap, but he is so much more. Tap is a renaissance man on so many levels and we are thrilled to acknowledge the role he's played at NOLS, in outdoor education and in our lives." The idea of the Tapley Gallery caught hold and a matching grant from the Retzloffs motivated others close to NOLS

to recognize Tapley's impact on wilderness education in the U.S.

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The renovated gallery space (top photo) is transformed as workers install exhibits (bottom photo).

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*Diane Shoutis
NOLS Alumni Relations Coordinator*



The historic Tapley Gallery provides a gateway to explore the school's rich history.



NOLS LEADERSHIP QUOTE

"Through a program of acceleration and enrichment, NOLS serves as a model for educating a global citizen. Teaching outdoor skills, leadership and environmental studies, NOLS helps its students understand that they can and should make a difference in the world."

Jane Fried, Dean of Admissions at Philips Andover, has been a member of the Board of Trustees since 2006.

SUMMIT TEAM PROFILE

Wally Long

BY KACY WHITE

"When I think back on my time as a student and a staff member, I am constantly in awe of the great opportunity I was provided through NOLS... If NOLS was such a great opportunity for me, it should be available to everyone."

NOLS' great reputation lured Wally Long onto a 1988 Semester in Kenya and his experience there was transformative. "The country, the outdoor experience, the skills I learned and the people I met all combined to form a unique set of circumstances that has impacted every day of my life since that course," he says.

Upon returning from Kenya, Wally began planning a way to get on a NOLS Instructor Course, and he landed on one the following spring. As an instructor, Wally fell in love with the work and the community of the school. Originally drawn to the school by the curriculum, he quickly realized what kept him here were the people. "Our staff are the most inspirational in the field of outdoor education and they are the ones that make NOLS what it is, the leader in outdoor education."

Today, Wally, who is the director of philanthropy for the Montana Nature Conservancy, contributes to NOLS as a member of the NOLS Advisory Council and is part of the NOLS Summit Team.

"The bequests that Val and I made to NOLS were simply a way to show the NOLS community that we were already thinking about leaving a legacy for the school years from now."

Over the next few years, the Longs plan to create deferred gift annuities to help with their retirement income, as well as allow them to create an ever-growing web of financial support for NOLS.

"These gifts allow Val and I to do a lot more in the long run for NOLS than we could ever do through a simple cash or stock gift today; there is flexibility, planning for the future, and a belief that long after I am gone from this earth someone else will be able to come to NOLS and wonder why they ever slept indoors to begin with."

Wally and Val Long are members of the NOLS Summit Team, a recognition society for the donors who include the school in their estate or other long-term plans. If NOLS is in your plan, please let us know. Contact us at (800) 332-4280.



Wally and Val Long take advantage of every opportunity to get out with their children.

Beyond Bequests: Choosing a Planned Gift that Meets Your Goals

Planning and preparation are two keys to success taught to every young student on a NOLS course. Living the connection between thoughtfully planning a travel route and successfully arriving at a destination at the end of the day makes that lesson real for our students. Applying those skills to creating a thoughtful planned gift to NOLS means a successful outcome for both you and the school.

The impetus to begin planning a long-term gift is personal to each of us; the spark can be thinking about providing for your family after your death, realizing the need to achieve tax relief, or the desire to create a meaningful legacy through philanthropy. Being clear on your objectives will help you to choose the right gift to meet your goals.

For many of the school's supporters all of those objectives are involved, incorporating the desire to meet both philanthropic and personal goals.

Considering a more complex gift such as a charitable remainder trust or a charitable gift annuity opens up your options.

In addition to fulfilling your philanthropic goals, these gifts provide the additional benefit of an income for you or other beneficiaries of the trust.

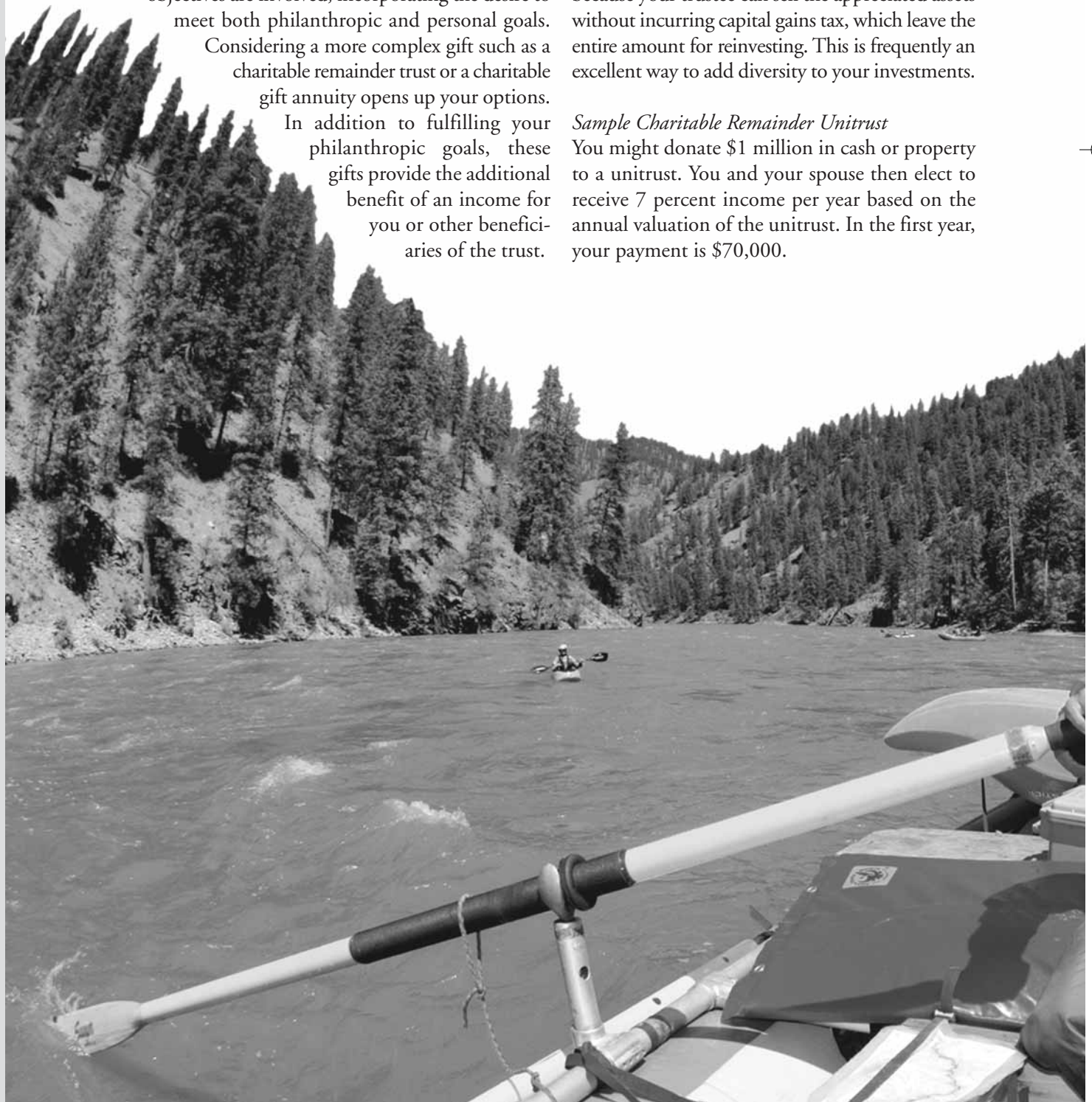
Charitable Remainder Trusts

There are two kinds of charitable remainder trusts, a unitrust and an annuity trust, each of which is tailored to meet different financial goals. If you are looking for the highest possible annual income from your trust, a unitrust is more appropriate. If, however, it is more important to have a stable, reliable income, an annuity trust is the better choice.

In creating either type of charitable remainder trust, you transfer assets of cash, securities or other property to a trust for NOLS' benefit. In return, you or your beneficiary receives an income for life or for a term of years. After the trust term ends, the assets in the trust become a splendid charitable gift for NOLS. When you create a charitable remainder trust, you receive a generous income tax deduction. You also save capital gains tax, because your trustee can sell the appreciated assets without incurring capital gains tax, which leave the entire amount for reinvesting. This is frequently an excellent way to add diversity to your investments.

Sample Charitable Remainder Unitrust

You might donate \$1 million in cash or property to a unitrust. You and your spouse then elect to receive 7 percent income per year based on the annual valuation of the unitrust. In the first year, your payment is \$70,000.



ices for Making the Your Complex Needs

Benefit: The unitrust frequently offers a hedge against inflation. As the value of trust rises, so does your income. You may also make additional gifts to the unitrust, increasing the trust's value and the income paid to you or another beneficiary.

Sample Charitable Remainder Annuity Trust

You might place \$60,000 in an annuity trust and wish to receive 6 percent of the trust's value. You will receive payments of \$3,600 for the rest of your life or for the trust term, regardless of how the trust's investments perform.

Benefit: In a charitable remainder annuity trust, the income you receive is set as a fixed amount when the trust is established. In this way, you obtain a reliable, stable income that is not subject to market fluctuations.

Charitable Gift Annuity

A charitable gift annuity provides expense-free management of property and a guaranteed, steady income for you or another person for life. Through an annuity contract, you contribute

your gift directly to NOLS and the school agrees to make periodic, fixed payments for a contracted term. Because this gift saves estate tax and provides partly tax-free income, it often results in a higher return for you or your beneficiaries.

Sample Charitable Gift Annuity

You may contribute \$10,000 to NOLS. If your income is 7 percent of that gift, you will receive \$700 every year for the rest of your life. Your payments are guaranteed by NOLS regardless of how the gift annuity investments perform.

Benefit: This life income gift provides a steady and reliable income source through a contract that is easy to establish.

VOLUNTEER IN ACTION

Tina Cunningham

BY KIRSTEN JOHNSON

Over 30 years of association with NOLS has given Tina Cunningham a unique perspective on the school and our history that has made her the perfect "volunteer archivist" for the Tapley Gallery in the newly renovated Noble Hotel. Through Tina's dedication, the original concept of creating a modest scrapbook to document NOLS' past has grown into a life-size work that chronicles our storied history.

Documenting the passing time is an important project for Tina. "When you dig into NOLS' history and the changes that have happened, you realize how key it is to record and track them," says Tina. "Current generations and older generations of NOLS grads are out of touch with one another. It's important to stay connected and I hope that this project helps that to happen."

As an instructor in the '70s, Tina spent much of her time paddling the waters of Prince William Sound, often with her husband, Willy, a long-time NOLS instructor who is now the alumni projects coordinator for the NOLS Alumni and Development department. After nearly seven years of fieldwork, and filling myriad other roles such as cook at the NOLS Three Peaks Ranch and re-rationing winter ski courses to name a few, Tina took on the full-time position of mom to two daughters.

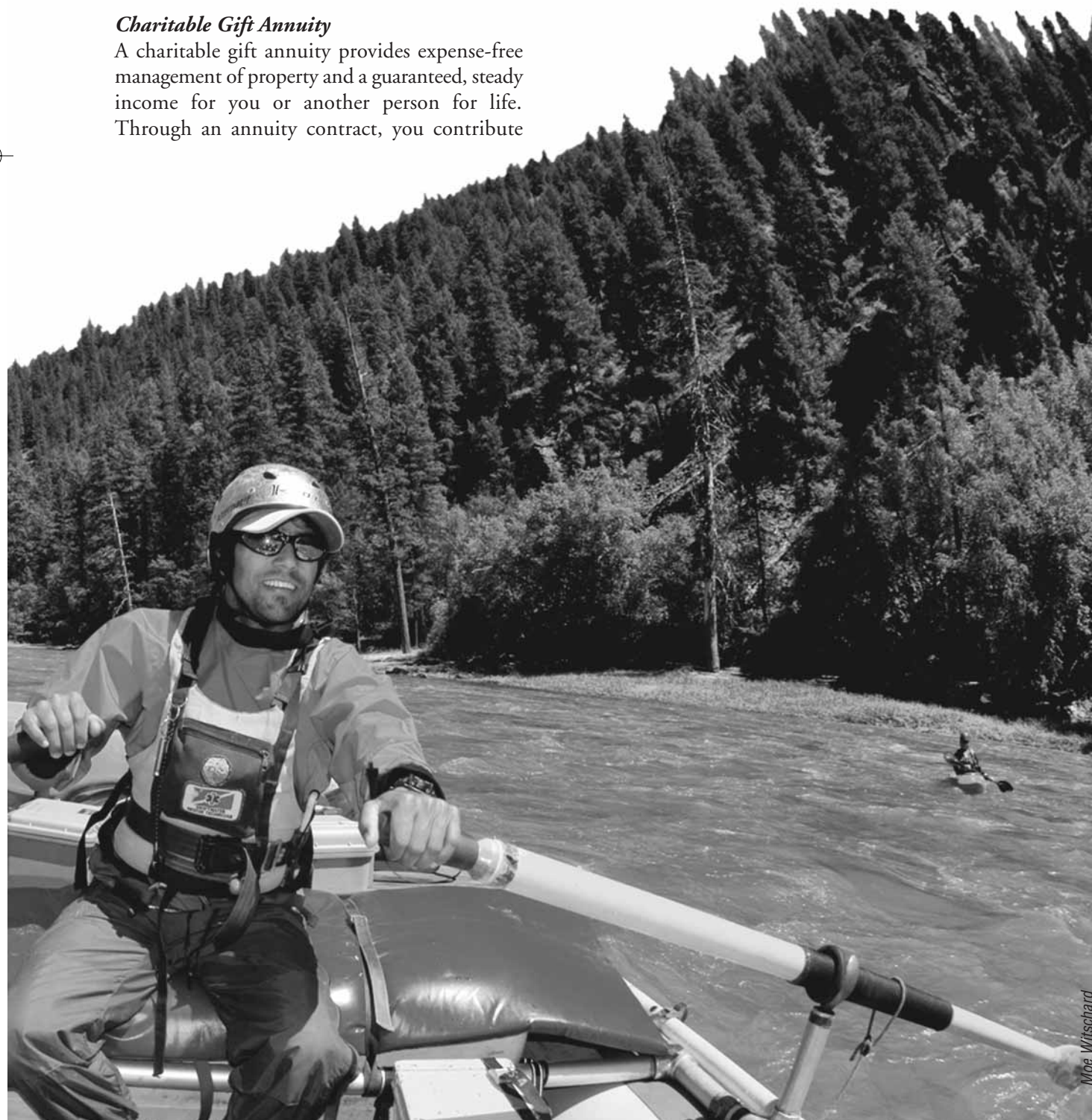
For David Cowles, NOLS Associate Development Director, Tina's help has been invaluable. "Her knowledge about NOLS and commitment to this project have helped to create a unique display that is an important addition to the Tapley Gallery," says David.

When the opportunity to participate in documenting NOLS' history arose, Tina was excited. Having recently researched her own family's genealogy she knew that there would be all types of interesting historical material to explore. "One of my biggest problems has been trying not to be distracted by the pieces of interesting history that keep popping up."

Alumni are some 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.



Tina paddles Prince William Sound on her sea kayak course in 1975.



Mobe Writschard

Gifts at Work

Robertson Scholars Start Off on the Right Foot

BY JIM SHERWIN

A NOLS scholarship is an extraordinary gift. It offers recipients the chance to learn the technical, wilderness and leadership skills that make our courses unique and the tools to incorporate experiential education into their lives.

Like all of our donors, NOLS parent Julian Robertson knows the importance of supporting a school that transforms the lives of its students. It is his faith in education that drives Robertson to extend his philanthropy to college students in his native North Carolina. Through the eponymous Robertson Scholarship Program, Robertson enables young people to pursue ambitious service, personal and academic goals. To lay the foundation for success, scholars begin their undergraduate tenure with an expedition whose curriculum produces the finest of leaders: a NOLS course.

Each fall 36 students entering Duke University and the University of North Carolina at Chapel Hill (UNC) receive Robertson Scholarships. Before stepping foot on campus, however, the students participate in a five-day custom NOLS course. The length of the scholarship program and the nature of the two-school consortium require that scholars exhibit teamwork, collaboration and communication. Class of 2006 scholar Mark Laab illuminates how the two programs complement each other. "NOLS builds and integrates new classes of scholars by drawing participants simultaneously out of their comfort zones and into a supportive environment for shared achievement," he says. "Moreover, NOLS provides scholars with a tangible experience of the Robertson Program's core values of leadership, creativity and collaboration." By re-

inforcing these principles, NOLS prepares the scholars to meet the demands and reach the goals of four very demanding years.

Expounding the similarities between the Robertson Scholarship Program and NOLS is the course of the scholarship itself, which plays out like an extended expedition complete with challenges, rewards and milestones. It allows students to add breadth and depth to their undergraduate years, and it provides the work, travel and research opportunities that foster growth and leadership. "Whether it is documenting the effect of coal mining in rural Kentucky, building a house in rural Vietnam, or spending a semester on a rival college campus during basketball season, Robertson Scholars are constantly exposed to different places, people and opinions," Robertson Scholarship Program Executive Director Dr. Eric Mlyn explains. "In the process they learn more about their own ideals, goals and potential."

Within the supportive structure of the scholarship program, students have the freedom to pursue personalized goals. In fact, the very success of the program relies on students blazing new paths while maintaining a commitment to common values. NOLS outlines a similar system in its mission. A good leader attends to the self, the group and the environment; they prioritize education and creativity and the courtesies that fall beneath the umbrella of expedition behavior. Consequently, NOLS graduates are well equipped to face the challenges associated with the Robertson Scholarship Program and are able to do so with confidence and deference.

PHILANTHROPIC TIDBIT

A "Conservative" Choice

The option of a conservation easement is becoming increasingly appealing for landowners with a bent toward protecting their holdings, and often their way of life, from change. Through a conservation easement, a landowner can meet critical conservation goals while achieving necessary tax relief and retain ownership of his or her property while the usage rights are transferred to a nonprofit land trust.

A change to the original tax incentive sparked this increased interest in conservation easements. Legislation set to expire at the close of 2007 allowed for landowners to receive a tax reduction of up to 50 percent of their gross adjusted income per year over the course of 15-years for their gift. The law also includes a special provision that engages farmers and ranchers who may be land rich but cash poor and feel an acute pressure to develop their land. Those meeting specific qualifications are allowed to deduct up to 100 percent of their income over the 15 year period. That increase has allowed more landowners to choose conservation, with the benefit of a larger public good, over financial pressures to develop their land holdings.

In fact, this tax relief has been so successful in encouraging increased participation with conservation easements that a current law extending the benefit past its current 2007 expiration is pending in Congress.

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Drawing the past to the present was one of the goals for the new gallery and one that NOLS hopes has been achieved. In the many displays, today's visitor will perhaps see themselves in the faces of students from NOLS' early years. "As a school, we have been expanding and

growing for over 40 years, but we need to remember where we came from and how we started as well as how we got to where we are today," says Diane. "Our grads have a strong emotional attachment to the school and we believe this gallery should touch them deeply."



NOLS employees Gary Wilmot and Katie Price enjoy an exhibit in the Tapley Gallery.

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