From Executive Director Hans Voss

WE ARE ADVOCATES

That might be obvious to you, but for those of us on the staff and Board, winnowing down the many, multi-faceted roles we play to a single word is a big challenge.

We’re researchers, diving deep into data or studying models from other places. We’re communicators who believe a well-written article or an artfully told story has the power to inspire. We’re organizers committed to delivering tangible results. We’re motivators who convene broad coalitions to get the outcomes we’re after.

But behind it all is one specific mission: We advocate to protect Michigan’s environment, strengthen its economy, and enhance our quality of life. And we take that mission very seriously.

Michigan has all it takes to thrive in the 21st century, but we need to create that bright future together. I recently had the pleasure of sitting down with the MLUI Board and staff to envision the Michigan we want to see. It’s an optimistic picture of a state with a strong and diversified economy that offers opportunity for people from all walks of life. We see a place that prioritizes our unparalleled natural resources as assets to be enjoyed and protected; new jobs in clean energy and agriculture; vibrant towns and cities that are exciting centers of community, arts, culture, and commerce; more options to get around with an infrastructure that makes it easy to choose walking, biking, public transit, and a well-maintained road network.

As a supporter, you are the backbone of the Institute, and I hope that vision resonates with you. We’ve been pushing toward it for nearly two decades, and while we’ve had some twists and turns along the way, our strategic focus is rooted in a core set of values: We are a solutions-based organization that brings forward well-researched ideas in a clear, honest, compelling, and respectful manner. We believe diverse collaborations and unconventional partnerships bring strength and breadth to our mission. And we believe in reasoned advocacy, doing our homework first, and then taking a stand on the tough issues.

Our work is rooted in people. People who believe MLUI plays an important role in creating a better future for Michigan. People who are generous with their time and volunteer, get involved, and partner with us. People who find room in their budget to donate year after year to keep our programs moving forward.

People like you.

On behalf of the entire staff and Board, thank you for all that you do to make this good work possible.

Onward toward a stronger Michigan,

HANS

“Energy not used is always the cheapest, and energy not used is always the cleanest.”


MICHIGAN BOLD
[velvet * cocoa * spice]

TURN YOUR DAILY RITUAL INTO YOUR FIRST GOOD DEED OF THE DAY!

A portion of the proceeds from each bag of coffee goes to MLUI. Roasted by Higher Grounds in Traverse City. Available in grocery stores statewide, at HG Coffee Bar, and at highergroundstrading.com

MLUI loves to commute BY BIKE!

CLEAN ENERGY
FOOD AND FARMING
THRIVING COMMUNITIES
mlui.org
Clean Energy

Cozy and Cost-Effective
The weather outside is about to get frightful, but MLUI is on track to help more than 500 homes in Traverse City stay cozier this winter and less expensive to operate all year. TC Saves provides low-cost home energy assessments, and access to low-interest loans, rebates and incentives for efficiency improvements. It’s a partnership among the City of Traverse City, Traverse City Light and Power and two local nonprofits—SEEDS and MLUI.

Efficiency Means Green
Being green doesn’t have to be expensive; in fact, Grand Traverse County could cut its overall energy costs between 50 and 70 percent and create dozens of new jobs by adopting an aggressive energy efficiency program. That was the message to nearly 200 community leaders at MLUI’s Community Leadership Summit in June. The Institute presented its new report, co-authored with SEEDS, that shows a comprehensive energy efficiency program will produce nearly 100 jobs and return millions of dollars annually to the local economy.

Proposal 3: Common Sense
This November, Michigan voters have a chance to point the state toward a bright economic and environmental future by approving Proposal 3, which requires that 25 percent of Michigan’s energy come from renewable sources by 2025.

Thriving Communities

A Modern Odyssey
After the Greeks won the Trojan War, it took Odysseus about 10 years to get from Troy to Ithaca. Unless you’re in a car or an airplane, getting around Michigan can be just as difficult. Just ask MLUI’s Transportation Policy Specialist James Bruckbauer, who this year organized the Michigan Transportation Odyssey, a three-day trek using only buses and trains to get from Detroit Metro Airport to downtown Traverse City stopping in Kalamazoo and Grand Rapids. We shared the effort online to highlight the gaps in the state’s transportation system.

Local Motion Gets Going
This fall, MLUI is launching “Local Motion,” a new program to encourage people to consider options other than a car when getting from A to B: carpooling, using the bus, biking or walking. We’re working closely with local businesses to get their employees to consider leaving their cars at home. It’s not only good for the environment and local traffic, but easy on the pocketbook, too.

Food & Farming

Snyder Gets A Taste of MLUI
In late 2011, Gov. Rick Snyder issued a number of special messages to Michiganders and the Legislature. He touched on several topics that align with MLUI goals—transportation, placemaking, and healthy food for children—so we reached out and asked if he’d come visit. In a whirlwind stop through Traverse City in March, Snyder toured a home helped by TC Saves; visited Traverse Heights Elementary School to learn about efforts to spend an additional “10 Cents a Meal” on local food for students; and praised the Grand Vision as a role model for the rest of the state before hundreds of community leaders.

Brain Food
It’s been a busy 12 months for Daniel Marbury and Kirsten Gerbatsch, the two FoodCorps members working closely with MLUI to provide healthy food for students at area schools. Daniel and Kirsten helped a pilot group of schools purchase and serve healthy, locally grown food; build school garden programs; and connect education to nutrition, healthy eating, and a celebration of local farms. MLUI is the official service site for Daniel and Kirsten, and it’s been a privilege and honor to watch them work their magic. Tasty, too.

NEW BENEFITS FOR MLUI BUSINESS MEMBERS

Recognizing Your Support with a Few Perks
Our business communities are crucial to any long-term vision for Michigan that includes green-collar jobs, strong local food systems, and cities and villages where young Michiganders want to live. That’s why we are launching an effort to grow our business membership program and recognize the immense value business brings in moving our mission forward. We currently have 171 organizations, businesses, and corporations supporting our work and we are hoping to grow that number significantly in the coming year.

Whether you are a longtime supporter or brand new to MLUI, we have lots of new member benefits, and if you join or renew your business membership before the end of 2012 you will receive a bag of Michigan Bold coffee from our friends at Higher Grounds Trading Co. We will be sending you more details during our upcoming Annual Campaign, so stay tuned and check out all of the great new member benefits anytime at www.mlui.org.

As MLUI’s 2012 Energy Efficiency Program Sponsor, Fifth Third Bank is a lead example of a business whose support and community presence are furthering the mission of MLUI. “We want to invest in ideas and projects that will positively impact our community,” says Market President Mark Eckhoff, who welcomed a packed house at this spring’s Community Leadership Summit that focused on the job-creating and cost-saving benefits of energy efficiency.

As a Board Member for MLUI and the TC Area Chamber of Commerce, Eckhoff advocates for business development that will create long-term sustainability for our region. He described the efficiency summit as a perfect example of the Institute in action. “MLUI filled the room with business leaders, demonstrated the tangible economic benefits of energy efficiency, and now we are in early discussions of creating a community energy efficiency plan that would generate real jobs and real investment locally. No one needed a lot of convincing; we needed someone to move an idea forward, involve the right stakeholders, and lay out a strategy to create results.”
A. I heard about MLUI in their early days, but it wasn’t until 2005 that I really began noticing their work thanks to the orange “Taste the Local Difference” labels in area grocery stores. Being a staunch supporter of local, organic foods I was immediately drawn to the TLD program and wanted to know about the organization that connected consumers to local producers.

It wasn’t long before I met some of the amazing folks who lead MLUI, and I discovered their work extended far beyond that part of the state. One thing led to another, and a year later I was invited to join the Board of Directors. It’s been a good fit as I’ve been able to stay engaged with the work of the Institute, connect with year-round and summer residents, and share my expertise in public relations.

Q. What are you putting your energy into right now?

A. We’re deep into planning 2013 events to showcase the work and mission of this organization. Look for local food events, policy events, and events honoring our supporters. It’s going to be a remarkable year!

Q & A WITH NEW BOARD MEMBER LESLIE HAMP

Leslie Hamp

A. I’m happy to be a part of MLUI’s board. We’re working to educate the public on the importance of supporting local agriculture and the negative impacts of our food system. It’s an exciting time to be involved with MLUI.

Q. What inspired you to get involved with MLUI?

A. When I moved to Montclair, I was looking for a way to give back to my new community. I wanted to be a part of something that was making a difference and MLUI was a perfect fit. I was inspired by the work they were doing and the impact they were having on the local food system.

Q. How did you hear about MLUI?

A. I heard about MLUI through a local friend who was already involved with the organization. They were excited about the work that MLUI was doing and encouraged me to get involved as well.
MISSION: we advocate to protect Michiganders' environment, strengthen its economy and enhance quality of life.

WHERE OUR FUNDING COMES FROM

| Grants: 70% | Members and Individual Donations: 24% | Corporate Sponsors: 3% | Consulting and Events: 3% |

BUSINESS AND ORGANIZATION

Sponsors/Ads are vetted with care.

MILLKIN CIRCLE LEDGER (5,000+)

Cherry Creek Foods (sp)
Crystal Mountain Resort and Spa (sp)
Fresno Orchards Farm (sp)
Potter-Harvey Springs Community Foundation
Tom's Foods Market (sp)

MILLKIN CIRCLE ADVOCATE ($2,500-4,999)

Frisco Orchards Farm (sp)
Great Traverse Bay and Spa (sp)
Higher Grounds Trading Company
Primastra Printers (sp)
Trattoria Stelli (sp)

MILLKIN CIRCLE CHAMPION ($1,000+)

Bellevue Bay Furniture (sp)
Black Star Farms (sp)
Gran Traverse Natural Foods Market
Laser Printer Technologies
Light of Day Organic Farm and Tea Shop (sp)
Oryana Natural Foods Market (sp)
Public Sector Consultants (sp)
Smith, Hauge, Riga & Co. (sp)
St. Michael Catholic Community
 Traverse Area Assocation of Realtors (sp)
Wademic (sp)

PATRON CIRCLE (250-999)

5 Lakes Energy (sp)
Alma Area Cottage B&B & Breakfast (sp)
American Spoon
Amical
Art's Tavern
Burt's Fresh Meats Markets
Chautauqua Champlin
Cheyenne Corner Resort
Epicure Catering
Goodfellas
Great Lakes Ranch
Kaysen Farms
Lettuce Enterprise You Entertain (sp)
Lunds & Byerlys (sp)
Michigan Energy Options (sp)
Michigan State University–North (sp)
Muncie Health Care Regional Foundation (sp)
Northwest Michigan Council of Governments (sp)
Olds Brothers Maple Syrup
Oscoda's Food Store
Paradise Valley Farmer's Market (sp)
Perkins (sp)
Pike's Peak (sp)
Pike's Peak (sp)
Post Hill Farm (sp)
Sara Lee (sp)
Sears Architects (sp)
Shaver Dairy (sp)
Stafford's Hospitality/Per Restaurant
The Cottage Company (sp)
The Discount Club and Restaurant (sp)
The Riverside Inn (sp)
The Thirsty Hound (sp)
Towne City Creek (sp)

SUSTAINING MEMBER (200-499)

Architecture Artistry Interiors
Boulevard Brewery
City Park Grill
Claycraft Architects
Colonial Springs Farm/Leslie Natural Beef
Creamer Cuppa
Creative Baker
Detroiter Ales Maple Syrup
Dopath & Associates Builders
Field Works
Flower Farm
Food for Thought
Galvanized Farm Market
Galvanized Farmers Centennial
Castle of Michigan
Gillman Excavating
Irish Beef Shop
Kinner Cottage Bed and Breakfast
Lakefront Farms
Law Office of Andrew & Fred
Leslie Cheese
Leslie's Farmers Market
Leslie's Flowers
Leslie's Maple Sugar/Maple Sticks
Leslie's Table
Northern Express
Northern Michigan
Northern Michigan Environmental Action Council (sp)
Olson, Bloom & Howard, PC

Chad Waudy
Pat Farms
Petersen's Farm Market
Rain Bar Farmstand Center
Road and Toast
St. Clair Flat Fish
St. Clair Flat Fish Services
The Millers House
The Ugly Tomato
Traverse City Pet Stop
Ursa Starberry Farms
Wed and Eis Gallery
Yoga for Health Education

SUBSCRIBING MEMBERS (5-50)
Antem Farm's Market
Avangard Enterprises
Bazoo Blufarm
Bartlehoman Berries
Bartlehoman Berries
Bengry's Beef and Fruit Market
Blos Gardien Farm
Brazier Productions
Buchan's Blueberry Hill
Buffy's Birthday Farm
Cedar Ski-HydrO Farm
Columbien Centennial Farm
Coyland Communications
Cuscoy Farm
Duncan's Cottages
Earthwork Music
Ecological Inventory
Evergreen Market
Fair Food Matters
Farmer White's
Good Neighbor Farms
Gray-Ham Inn, Vineyard & B&B
Harbour Daughter Orchards
Harbinger Farms
Grisman Farms
Hall Farms
Harvest Moon Farm
Hilbert Orchards
Honey Boy Hop
Horizon Bro these
Hosmer's Farm's Market
Hubbell Farm Partnership
Indiana Farm Bureau
Joscelyn Farms
Jordan Valley Bistro
Julienne Tomatoes
Kasten Farms
Lake Superior State University
Kalamazoo Meadows Farms
Maple Creek Farm
Margot Cooking
Mancini Agriculture
Osceola Co-op Family
O'Brien Orchards
Oceanside Orchards
Owen Farms
Pamela Burke, LLC
Pine Marquardt—All Wild Turkey Hunters Asso-
Pinelands Farms
Plasquantin Brink Oven Bakery
Potter Roaster Farms
Putney's Blueberries and Peaches
Putney's UP Pick Berries
Rochester Market Garden
Rogers' Grass Fed
Scheer Building Services
Sloe Finch Farm
Sticks & Stones
The Potat o Shop
The Sleeping Bear
The Thirsty Hound
The Thirsty Hound
Three North Mariners
Walls Family Farm
Wells Orchard
Windsor Farm

MEDIA SPONSORS

9 & 10 News
Absolution Michigan
Edible Grand Traverse
ESPN 96.1
Hartley Light Newspaper
Interlochen Public Radio
Record Eagle
WCTM

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