

From Executive Director Hans Voss

MOVING FORWARD



What do you think of when I say “Michigan Land Use Institute?”

Seriously, what comes to mind?

It’s an important question that we’re asking all our supporters—and the general public, too—because this year we are tackling the “MLUI Brand.”

Branding can be a confusing concept, but here’s what I’ve learned: It isn’t so much what we say, it’s how you see it.

Are we an environmental group? A local economy organization? Is it our advocacy that inspires your support? Our journalism? Do you like that we partner with businesses? Is it the citizen organizing that moves you? Do you value results on the ground in northwest Michigan or leadership on pressing state level issues?

Of course, we’re all these things. But the MLUI brand we created nearly two decades ago doesn’t necessarily reflect that.

While our mission of protecting the environment, strengthening the economy, and building community in the great state of Michigan will not change, everything else is on the table for scrutiny: the name of the organization, the words we use to communicate our work, the visual dimensions—all of it.

It’s personal for me. I was 27 years old when I jumped in to help get things off the ground in 1995.

While I am very proud of all that we have accomplished, I know—and you know too – our work is about the future. Successfully pushing our mission to create the best possible future for Michigan is about strengthening our connection with you, our supporters, and recruiting tens of thousands of new people to join this important work.

I know you have other things you’d rather do than fill out a survey, but if we are going to nail the new MLUI brand, we really need to hear from you. Completing a survey won’t enter you in a drawing for an iPad or a cruise in the Caribbean. The incentive is simply the satisfaction of helping us make informed decisions that will ultimately make us more effective.

So, please if you can, take a moment and go to www.mlui.org/survey and fill out our survey.

It’s a major moment for us. I am really excited about it. And I’ll be sure to let you know how it unfolds.

Thanks for your help,

Hans Voss

PS: We really value your thoughts. Flip the page to hear from some of our members on why they support MLUI’s work.

BUSES WITHOUT BORDERS.

Spend an afternoon with transportation experts as they share a strategy to build a network beyond county borders.

FEB. 24, 2-4 P.M.
HAGERTY CENTER
www.mlui.org/buses

HELP US SHAPE OUR FUTURE

Please take a few minutes and visit mlui.org/survey to fill out a short survey.

YOU DID IT! THANK YOU.

Thanks to your amazing support, we exceeded the Board Match Challenge of \$75,000 for increased donations in 2013.

RAISED:
\$104,692

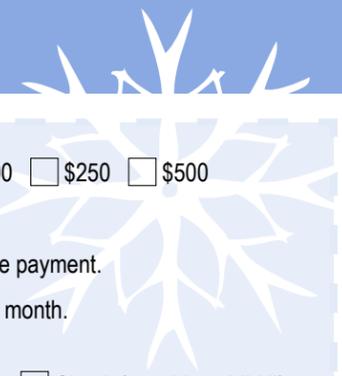
GOAL:
\$75,000

Michigan Land Use Institute
148 East Front Street, Suite 301
Traverse City, MI 49684



Nonprofit Organization
US Postage PAID
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BECOME AN MLUI MEMBER!
mlui.org/member



DONATE!
mlui.org/donate

or it's
easy to
donate
online!



Contact Name _____

Business Name (if business donation) _____

Mailing Address _____

City/State/Zip _____

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Phone _____

\$10 New Member \$50 \$100 \$250 \$500

Other

I would like to donate \$ _____ in one payment.

I would like to donate \$ _____ each month.

Visa Master Card Discover Check (payable to MLUI)

Card # _____ Exp. Date _____

Signature _____

MEMBER VOICES We asked several MLUI members to put down on paper why they support our organization.

Food and Farming



Credit:
Leelanau
Conservancy

MLUI's Farm to School and FoodCorps programs do the important job of teaching our kids where their food comes from. Children are able to meet the farmers who provide food for the school lunches, along with samples of truly local and delicious food. It is amazing to watch the faces of the students when they taste it for the first time. The programs also help schools create vegetable garden plots or raised beds. There is a sense of excitement and anticipation seeing those little fingers work to carefully plant the tiny seeds. Then days or weeks later, words can't describe the absolute wonder and marvel on their faces when it is time to pull a radish or carrot out of the soil.

We are so lucky to live in a part of the world where agriculture is a way of life. We can see acres of orchard and fields of crops throughout the region. It should be reasonably easy for all of us to make the connection between what we eat and where it comes from. Thankfully, Farm to School and FoodCorps are helping make sure this happens for our students in local schools.

- Candy Gardner, Farm to School volunteer
MLUI member since 2011

Bob Russell Resilience Reading Project

I'm so grateful to MLUI for honoring Bob Russell with this reading project. Raising awareness of the issues he found important is a great gift to our community. As an organic hops farmer and human resources professional in health

care, I found "Cooked," the topic of food, and its link to good health to be an excellent place to begin our journey together.

Michael Pollan has an art for dropping subtle bombs that never leave you, long after the book is passed on to a friend. The shift to industrialized food has had a tremendous impact on our health. Pollan cites Harvard Economist David Cutler, who discovered that obesity rates are inversely correlated with the amount of time spent on food preparation. Is it the preparation itself or the fact that whole, nutritious foods take more time to prepare? This is the genius of his subtlety.

You can't read this, live where we do, and not feel grateful for our agricultural abundance. I am also thankful that in the final chapter "Earth," Michael ended his story with a foray into brewing. He had me at bacon, but we really connected at beer.

-Amy Tennis, New Mission Organics
MLUI member since 2013



Clean Energy

The TC Saves program served as a great way to fix some of the major efficiency issues that my home had, ultimately making it more comfortable and raising the value. I own a 1912 Craftsman in Traverse City; before the improvements, the boiler was the original system from 100 years ago that had been converted to run on natural gas. Although everything in the system was mechanically sound, it was extremely inefficient and primitive enough that it didn't include

circulating pumps. Through TC Saves, the boiler was replaced with a brand new high efficiency unit.

They brought in experts who gave me a detailed plan of what improvements would save the most money and how to go about making them happen. The work simply could not have been completed otherwise, thanks to the low-interest loan offering. I am very appreciative that something like this exists here, and MLUI and its partners make it happen.

-Mike Coco, former Traverse City Light & Power board member, MLUI member since 2009

Thriving Communities

As someone who prides myself on leaving the car at home as much as possible, I have tremendous respect for the efforts put forth by the Michigan Land Use Institute to help the community rethink how we plan and invest in our transportation system. The discussion of transportation planning, and how it relates to economics and quality of life, for individuals, businesses, and communities, is shifting across the nation and in northern Michigan. MLUI is one of the leaders bringing that home.

-Gary Howe, Traverse City Commissioner
MLUI member since 2013



PLANNED GIVING

An easy way to support MLUI... a simple bequest in your will

For nearly 20 years, the Michigan Land Use Institute has been working to protect the environment while encouraging economic growth. With your help and the support of other donors like you, we have accomplished so much: farming and food entrepreneurs are thriving; communities are investing in energy efficiency and clean energy solutions; "complete streets" policies are taking root so that when decisions are made regarding roads, all modes of transportation are taken into consideration—walking, biking, busing—not just automobiles.

What will the future hold? We foresee, in some respects, even greater challenges to Michigan's natural resources as fresh water becomes more of an issue, population growth continues, and a great shift in energy sourcing takes place.

With a gift from your estate, you can ensure that MLUI will be there to

provide common sense solutions for future generations of Michiganders and to protect and preserve this amazing place we are fortunate enough to call home.

Making a bequest is easy! It simply requires naming the Michigan Land Use Institute in your will as the recipient of a given amount of money or a percentage of your estate. There is no right or wrong amount—we will be most appreciative of any gift. To learn more, call or email Valerie Kirn-Duensing at MLUI to discuss your options, at (231) 941-6584 ext. 702 or valerie@mlui.org

