



Belgrade Regional Conservation Alliance and Maine Lakes Resource Center

January 29, 2018

At our September 2017 Belgrade Regional Conservation Alliance Annual Meeting held at Alden Camps, I informed you of our imminent joining with the Maine Lakes Resource Center. By combining the talents of both groups, we are confident that we can better manage our efforts to protect our lakes.

All of the legal work has been completed and we are now one organization. Our employees are working seamlessly as one team, and we are all excited about our plans to grow.

We have secured the funds to hire a Chief Executive Officer to lead our new organization.

At the annual meeting you gave us the power to select a new name. Up to now we have continued to call ourselves the BRCA. We held a board retreat on January 25 and I'm pleased to inform you that we have written a new mission statement and selected a new name.

Our new combined mission is;

Conserving the lands and waters of the Belgrade Lakes Region for all.

Our new name is; **7 Lakes Alliance**

It will take several weeks to legally adopt the name change; we'll make an announcement once that happens.

Our new logo will accentuate the connection between the lakes and the land, emphasizing that we are both a lake and land trust. In addition to board members, our staff also attended the retreat, which exceeded all of my expectations. Logan Parker, our Program Director & Assistant Lake Science Manager, shared his thoughts after the meeting;

"We got to witness firsthand the passion of this board and it was really impressive to watch everyone come together behind the name and mission."

You'll hear more about our new name and mission as we make plans for a more formal rollout.

Thanks to all you for your continued support.

Mel Croft: 7 Lakes Alliance President and Interim Executive Director

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