



2024 HIGHLIGHTS

Welcome! We Believe In

TEACHING people how to care for Torch Lake

With your help, we are reaching out to Teach, Conserve, and Connect. We've developed simple, easy to use materials, accessible at the TRUE BLUE Gallery and online.

- Tips for a lake-friendly lifestyle to Keep Torch Clean!
- Information on easy lawn-care habits to Keep Torch Clear!
- Do-it-yourself landscaping projects to Keep Torch Blue!

CONSERVING natural beauty, fish and wildlife

We offer information on:

- Identifying and planting native species
- Getting rid of invasive species
- Providing individual consultation to discuss steps you can take to conserve your property

CONNECTING people, land and water

We created the TRUE BLUE Gallery as a center for all things Torch Lake. We're excited for our 9th summer in Alden with new and exciting things to come.

- Educational displays and materials about the watershed
- A variety of works by local artists
- Lake gifts for family and friends
- Friendly, knowledgeable docents to answer your questions

<< Cover photo courtesy of Paul Beaupre; inside back/back cover photos courtesy of Ethanology Distillation

Envisioning the Future

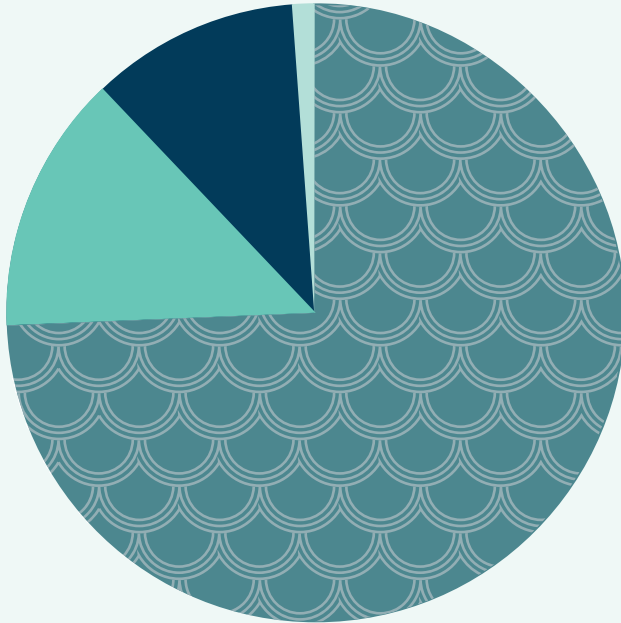
We're growing and supporting a well-informed community of landowners, businesses, and visitors working together to ensure safe drinking water, healthy local food and fish to eat, and clean water for swimming and boating in Torch Lake.

As our knowledge of this amazing place deepens, so does our commitment to *Keep Torch Lake BLUE...Forever!*

conservetorch.org



Our Impact



-  26,000 Website Users and 17,900 Facebook and Instagram Reaches
-  Approximately 6,000 Gallery Visitors
-  Approximately 5,000 Direct Mailings
-  900 TRUE BLUE News Subscribers and Growing

Serving Our Community

TRUE BLUE Mission

Our mission is to serve our community by promoting stewardship in the Torch Lake Watershed. We love chatting with you, answering your questions and listening to your concerns about the future of this beautiful place. We enjoy creating new ways to meet your needs.

TRUE BLUE Gallery

The “One-stop Shop” for all things Torch Lake. Stop in and pick up free materials to keep toxins out of our water. Recipe cards for lake-friendly cleaning and gardening make it easy to Care for Torch!

TRUE BLUE News

Sent to your Inbox every month with a simple tip for lake-friendly living. We explain the science behind the tip and provide a few steps you can take to Keep Torch Lake BLUE!



CONSERVETORCH.ORG is your online resource for information about Torch Lake. It's packed with information about ways to conserve the land, water and natural resources in the Torch Lake Watershed. Our Facebook page features beautiful photos and connects you to key pages on our website.



Strengthening Local Partnerships

We have engaged a total of 68 Community Partners

Collaboration is the key to a strong community. We're proud to partner with local businesses, landowners (both on and off the lake) and nonprofit organizations to Care for Torch!

MSU Master Gardeners:

Karen Swanson our MSU Master Gardener and Louise Austin our experienced gardener replaced many of the non-native plants with pollinators. Their tireless work kept our gardens beautiful.

Torch Lake Protection Alliance:

Two TCC volunteers continue to serve on the project team for the Torch Lake Comprehensive Monitoring and Evaluation Project being conducted by the U.S. Geological Survey.

Shoreline Stewardship Campaign:

Torch Lake Watershed Stewardship: Developed and distributed over 5,000 maps of Torch Lake promoting watershed stewardship.

Elk River Chain of Lakes Watershed Protection Plan Implementation Team WPIT:

We meet regularly with over 20 other nonprofits and government reps to implement the plan.



Working with Our Partners

ANTRIM CONSERVATION DISTRICT PRESENTS

LAKE LEADERS

OCTOBER 9TH
10:00 A.M. - 12:00 P.M.




TRUE BLUE GALLERY
9046 HELENA ROAD,
ALDEN, MI

HEALTHY LAKES LANDSCAPING Q&A


Learn More at www.AntrimCD.com/healthy-lakes-landscaping

JOIN US FOR A Q&A PANEL
DISCUSSION WITH LOCAL EXPERTS ON
USING NATIVE PLANTS AND
SUSTAINABLE LANDSCAPING TO
ENCOURAGE LAKE HEALTH AND HIGH
WATER QUALITY AND LEARN DIRECTLY
FROM THOSE WHO KNOW OUR LOCAL
ECOSYSTEMS BEST!


PANELISTS FROM:



BIRDSFOOT
NATIVE NURSERY







HABITAT
Landscape, Inc.



PINE HILL

If you have any questions you'd like our panelists to address, please scan the QR code or see our website to get to the questionnaire form.

SCAN HERE TO
SUBMIT QUESTIONS



Antrim Conservation District

Torch Conservation Center and Antrim Conservation District share a common goal of promoting and educating the public about protecting the natural resources of the county. Both organizations focus on awareness for property owners as well as visitors to the area.

The ACD partners with several local, statewide, and national groups. In October they held a Lake Leaders meeting at the TCC Gallery in Alden, bringing a panel of three representatives to present and answer questions on Healthy Lakes Landscaping. The panel members discussed the use of native plants and sustainable practices.

The event brought in an audience from around the region, some of whom had never visited the TCC Gallery space. One member of the ACD staff commented on



the number and quality of educational materials available. The TCC, for its part, is grateful for the resources and support that the ACD can provide. Clearly both organizations benefit greatly from this partnership.

Community Partners

Thank you community partners who help us all “Care for Torch.”

Alden Outfitters
Anderson Aerial Photography
Antrim Conservation District
Barker Creek Nursery
Bellaire Chamber of Commerce
Birdsfoot Native Plant Nursery
Blue Ribbon Events
Blue Star Landscape Supply
Brownwood Acres Foods
Butch’s Tackle and Marine
Cayer Gardens
Central Lake Chamber of Commerce
Cherry Lake Publishing
Claige Properties
Creative Characters
Dockside Torch Lake
Downtown Alden Business Association
Durkie Heating and Cooling

Elk Rapids Chamber of Commerce
Elk Rapids Garden Club
Elk Skegemog Lakes Association
Ethanology
Fisher Insurance Agency
Friends of Clam Lake
Grand Traverse Regional Land Conservancy
Grass River Natural Area
Gurr Farm
Habitat Landscape, Inc.
Helena Township
Helena Township Historical Society
Hidden in the Mitten
Higgins Store
Horizon Books
Inacom Computer Center
King Orchards
Lakeside Properties
Land Information Access Association
Mezinets Design
Michigan Maps Online
Muffin Tin
Naturescape Nursery
Northwest Michigan Health Department

Old Mission Investment Company
Oryana Food Cooperative
Paddle Antrim
Paradise Properties
Pine Hill Nursery
Pro Image Design, Inc.
Proof Positive Design
Resolutions LLC
Rocky Top Farms
Rodger’s Grass-fed Beef
Rosetta Hardscapes/Aster Brands
Short’s Brewing Company
Sleepytime Press
Smokehouse Bellaire
The Pear Tree
The Watershed Center
Three Lakes Association
Torch Lake Beer Company
Torch Lake Cellars
Torch Lake Protection Alliance
Village Market
VP Demand Creation Services
Water Fire Vineyards
Whistling Frog Tile Company
Widow’s Peak Design

Gallery Artists

Thank you gallery artists who share their unique visions of Torch Lake.

Shawn Allen
Kathy Amerman
Kristin Atkinson Ettema
Ruth Bloomer
Patty Clark
Tom Clark
Paula Cordes
Diane Craighead
Christie Drees
Jane Falion
Rosemarie/
Mimi Franco-Bell
Scott Geland
Lauren George
Mary Guntzville
Mary Haley
Samantha Hall
Camille Hamilton
Lisa Hebb

Susan Howard
Megan Huntington
Steve Jessmore
Dani Knoph-Davis
John Langin
Lisa Lirones
Beth/James Manning
Teresa McGill
Stacy McKellip
Wendy McWhorter
Debbie Northup
Robin Rich
Beth Schuster
Denise Smychynsky (Angott)
Jane Theobald
Karen Tomlinson
Kim Tuggle
Cathy VanLeit
Barb Van Pelt
Sherry Westenbroek
Ron Wilkie
Jenn Wright

THANK YOU!

Community Partner Profile

Our vision is to support a well-informed community of local businesses, landowners and visitors who actively care for Torch Lake.

Jan and Jim Schilling

Jan Schilling's family has had their home on Torch for 100 years. She and Jim have lived permanently in the area for a long time and opened The Pear Tree shop in Alden's former bank building 15 years ago when Jan decided to have a permanent space to show her artwork.

One way that the Schillings have supported keeping Torch true blue clean is by giving permission for a box on their property that accesses and monitors Spencer Creek water flowing into the lake. With her knowledge and experience in retail, Jan also provided invaluable help to the TCC as a consultant while the Gallery was developing as a shop.

The Schillings believe that it's important for TCC's work to be valued and supported by shops in the area because the quality of the lake is vital, first for the sake of the lake itself, but also for local businesses since Torch is the main draw for visitors to the area. The TCC is proud to have Jan and Jim as community partners.



Meet Our Teams

Thanks to our teams of dedicated volunteers and committed community partners, our small organization has a Big Impact!

Leadership Team

Paul Beaupre
Nancy Brown
Brian Huffman
Trish Narwold
Rob Nissly

Linda Oxford
Keith Ross
Stacy Sollenberger
Emilee Syrewicze

Admin Team

Kathy Amerman
Anissa Bittner
Maryl Kohl
Kathryn Perrin
Rob Nissly
Theresa Schurman

Gallery Team

Kathy Amerman
Louise Austin
Amelia Beatty
Connie Brigham
Peg Comfort
Lucy Dueck
Trish Fox
Chris Coulter
Julie Coulter
Marlene Hulteen
Maryl Kohl
Barb Lockrey
Trish Narwold
Rob Nissly
Kathryn Perrin
Mike Perrin
Linda Oxford
Ann Roessner
Debbie Ross
Karen Swanson
Diane Verploegh
Lynn West

Creative Team

Marie Beaupre
Paul Beaupre
Jack Bodis
Creative Characters
Eric Campbell
Proof Positive Design
Peg Comfort
Trish Fox
Alan and Tara Hubbard
Pro Image
Jen Kellogg
The Place
Maryl Kohl
Liubov Matviyevskyy
Mezinets Design
Trish Narwold
Diane Verploegh



THANK YOU!

Volunteers of the Year

Our volunteers continue to amaze us with their willingness to lend a hand, their enthusiasm for our stewardship program, and their commitment to caring for Torch Lake.

Lynn West 2024 Volunteer of the Year

After vacationing in Northern Michigan for many years, Lynn West and her family found their home base on Torch Lake in 2022. When she discovered the TCC, she was immediately impressed with the organization's mission. She started volunteering in order to learn best practices for keeping Torch blue, driving over from the west side of the lake to help spread the word from the Center.

On their property the West family has saved trees by getting rid of invasive

grapevines and are installing an advanced septic system to ensure the best possible filtering. Lynn's family cares for Torch in her neighborhood by encouraging those around them.

One of the aspects of the TCC educational program that Lynn appreciates is that it meets people where they are in their knowledge. She also recognizes the importance of connecting with future generations of locals and visitors. Thank you Lynn for supporting the outdoors, arts, and Torch Lake!



Gallery Sponsors Make a Difference

Jack and Patti Findlay have been part of the Alden community for almost forty years. She ran a Bed and Breakfast overlooking Torch for fourteen of those. In 1995, they wrote grants for sidewalks and lighting downtown. As Alden volunteers since then, they've been a part of too many projects to list here.

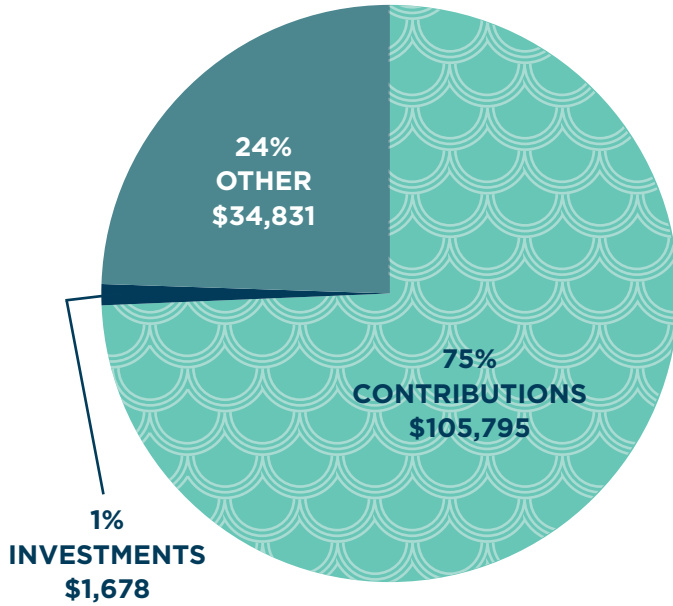
One signature project was the reclamation of the coastline along Depot Park, a direct improvement for the lake. Jack and Patti believe that, "Whatever it takes to preserve natural resources and maintain a healthy lake we need to be a part of." Their commitment is exemplified by the energy, publicity, and financial support they've provided to the TCC over a long period of time.

It's a matter of pride for the Findlays to do the right thing for the lake and Alden because they feel blessed to enjoy the treasures of Torch every day as well as live among the wonderful people in the area, "where neighbors care." The TCC is grateful for the support of the Findlays.



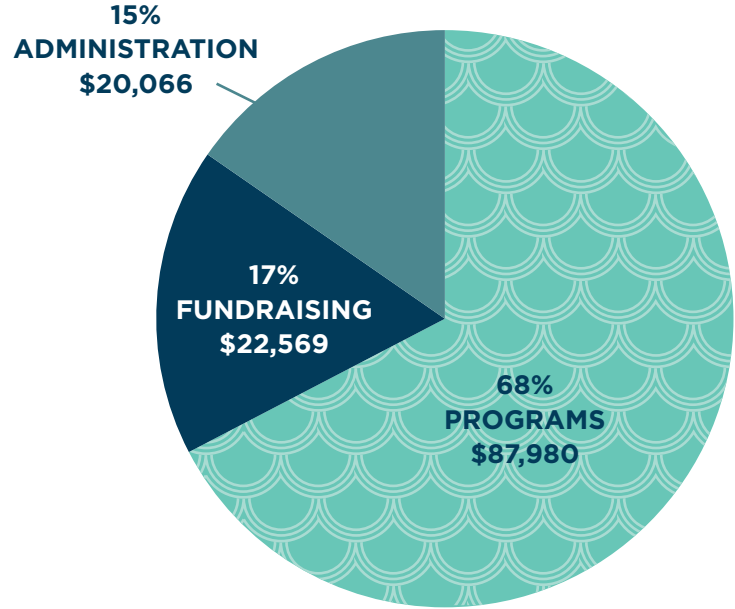
Jack and Patti Findlay

2024 INCOME



TOTAL: \$142,304

2024 EXPENSES



TOTAL: \$130,615

42 Volunteers contributed Goods and Services worth \$151,214.97

Our Generous Supporters:

GALLERY SPONSORS

Mr. and Mrs. Jerry Bloom
 The Bruce and Nancy
 Brown Family Charitable
 Foundation
 Mr. and Mrs. Thomas
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 Mr. and Mrs. William Fenn
 Mr. and Mrs. Jack Findlay
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 Laurie and Dan Roche
 Family Fund
 Mr. Keith Ross and
 Ms. Louise Doud
 Mr. and Mrs. David Schon
 Ms. Theresa Schurman
 Sollenberger Charitable
 Fund
 Mrs. Karen Swanson and Mr.
 Ralph Pearlman
 Ms. Wendy Wagner
 West Family Charitable
 Fund

VOLUNTEERS

Kathy Amerman
 Louise Austin
 Amelia Beatty
 Marie and Paul Beaupre
 Connie Brigham
 Peg Comfort
 Chris and Julie Coulter
 Lucy Dueck
 Trish Fox
 Marlene Hulteen
 Maryl Kohl
 Barb Lockrey
 Gretchen Loss
 Trish Narwold
 Rob Nissly
 Linda Oxford
 Kathryn and Mike Perrin
 Ann Roessner
 Debbie Ross
 Theresa Schurman
 Stacy Sollenberger
 Karen Swanson
 Emily Syrewicz
 Diane Verploegh
 Lynn West

DONATIONS

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Patrick and Sue Kelly
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Randy and Amy Kummier
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Blackbaud Giving Fund
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Barbara Lockrey
Robert Logee
Gretchen Loss
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Joe and Norma Mariage
Catherine Marshall
Raymond Matuszak

Lucy McArtor
Nancy McCoy
Lillian McLachlan
Robert and Karen Medsger
Duane and Jill Meyer
Mezinets Design
William and Kathryn Moeller
Ann Moening
James and Janet Montgomery Jr.
Roberta Mylan
The Muffin Tin
Andrew and Patricia Narwold
Drew Narwold
Norm and Ann Neuenschwander
Gregg and Carolyn Nowfel
Patrick and Linda O'Leary
James and Heidi O'Neil
Oryana Food Cooperative
Kevin and Deb Osterfeld
Linda Oxford
Paradise Properties
PayPal Giving Fund
The Pear Tree

Patricia Pellett
Michael and Kathryn Perrin
Stephanie Pfeiffer
Pledgeling Foundation
F. Verne Powell
George and Nancy Powell
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Lawrence Richmond and Kathryn Ostien
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John S. Ross, III
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David and Colleen Schon
Theresa Schurman

Karen Sheffres
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Judy Sierota
Sollenberger Charitable Fund
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Geoffrey and Shoshanah Sternlieb
Judith Strickland
Susan Family Foundation
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Karen Swanson and Ralph Pearlman
Kimberly Sylvester
Emilee Syrewicze
James Templin, Jr.
Theresa Terteling
Edward Theisen
Donna Thie
Scott Thompson
Susan Thompson
The Harry A. and Margaret D. Towsley Foundation
Nan Twiss
Village Market

Thomas N. and Kathleen Volle
Wendy Wagner
Kent and Suzanne Walker
Laura Weakland
Nicole Webb
Anita Weinraub
West Family Charitable Fund
Whistling Frog Tile Company
Thomas and Sandra Wight
Ronald and Susan Wilkie
Williamson Ross Family Giving Fund
Harold and Esther Wills Foundation
Linda Woodward
Maureen Yahrmatter
Barbara Young

Giving in Different Ways

Honorarium Recipient
Gifts were made in honor of the
names shown in bold.

Patti Causemaker

Wendy Wagner
Barbara Young

Peg Comfort

Laura Weakland
Wendy Wagner

The Comfort Family

Robert and Jennifer Comfort

TCC Board of Directors

Ethanology Distillation

The Davidson Clan

Christina Roberts

Theresa Schurman

Craig and Dianne LeMieux

Trish Narwold

Geoffrey and Shoshanah Sternlieb
Richard and Judith Blum

Memorial Recipient
Gifts were made in memory of the
names shown in bold.

Gregory M. Adamek

Candy Adamek

Barbara Beupre

Paul and April Beupre

MaryAnn Beird

Thomas and Sandra Wight

Aunt Betty

Holly MacMahon

Justin Beutel

Theresa Schurman

George and Faith Bushnell

Elizabeth Dowling

Todd Collins

Kathleen Babb

Doris Dimond

William Dimond

Cecil and Elsie Gregware

Bruce Burns

Dale Hanson

Barbara Hanson

Pamela Thompson Hawley

Robin Hawley Crumrine

Patricia Heyl

Paul and Kelly Judge

Betty Kohl

Maryl Kohl

Chuck and John Melfi

Stephen and Lisa Bain

Lois Nestor

Christine Chesny

Bill Ross

Andrew and Patricia Narwold

Bruce and Susan Ross

Keith Ross and Louise Doud

Susan Thompson

Williamson Ross Family Giving
Fund

Dick and Judy Sharkey

Andree Dolan

Betty Wills

Theresa Terteling

Join Us



The best way to show your love of the Torch Lake Watershed is by supporting stewardship through the Torch Conservation Center.

**Be a part of the solution by getting in touch through:
conservetorch.org/contact**

Theresa Schurman, Executive Director
execdir@conservetorch.org 989.860.4283

**Or stop by the True Blue Gallery:
9046 Helena Road, Alden, MI 49612**



We all share a love for Torch Lake and care about its future. All of us want to continue traditions with our family and friends, or start new ones that will last for generations to come. You've contributed your ideas, times, and hard-earned money to the Torch Conservation Center, while spreading the word to others who can also show that they care.

We're hoping that you'll continue to participate and support our efforts, as we continue to Care for Torch and educate the community about how best to do that.

Thanks for ***all*** you do!

— Your Board of Directors



P.O. Box 1142
Bellaire, MI 49615

contact@conservetorch.org
www.conservetorch.org

