

Spring 2015 Campus Sustainability Fund Proposal

*Fall Fungi Fest in the Adirondacks:
Myco-Visionary Gary Lincoff's
Trip to the Adirondacks, Fall 2015*

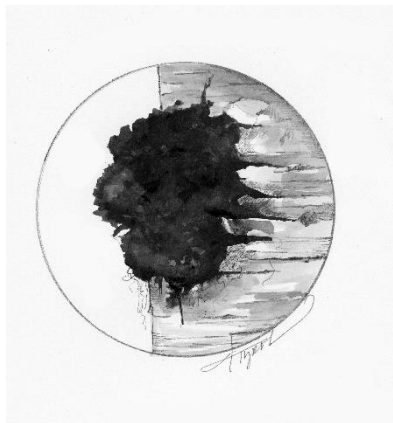
Project Leader: Tom Huber

Co-participants:

AMC members - Brittney Bell, Evan White, Sarah Harley, Ed Hart, Lydia Barnes, Wes Carey, Tyler Fisk, David Dean, Cora Woods, Brittany Peck, Andrew Olcott, Stephanie Mandakis, Cheryl Joyce, & Susan Hopkins

Co-sponsoring Organizations:

Adk Mycology Club (AMC), Student Activities, TRiO-SSS,
and the VIC at PSC



Amount Requested: \$2,900 + \$2,000 credit loan for pre-purchasing

Project Summary

Goal of Project

The primary goal of this project is to educate the PSC and surrounding community about the diverse fungi of the Adirondacks by organizing an inaugural Fall Fungi Fest in the autumn of 2015. Furthermore, it is expected that this festival will be held the first weekend of October every year, and although placed at PSC and the VIC, it will also be celebrated across the Adirondack region. The theme of the ADK Fungi Fest is: *Celebrating the Healing Nature of the 5th Kingdom*. The main objective of this proposal is to secure funding for sponsoring the lead mycologist and author to headline the event – Gary Lincoff - one of the most famous and well known mycologists in North America. Gary has been a mainstay at a variety of mycology conferences and forays over the past 30+ years, and authored one of the best mushroom identification books, the *National Audubon Society Field Guide to North American Mushrooms*, and other books.

Project Justification & Relevance

Considerable effort organized by the Adk Wellness Initiative has been made in the past year to promote the Adirondacks as an international wellness destination. The college has been a partner in this collaboration along with a host of wellness businesses and practitioners, and has resulted in the development of a business resource day, fall conference, Adk Wellness Trail map, and a number of other initiatives. Much of this wellness focus is directed on the natural scenic beauty of the region and using this to promote the Adirondacks as a sustainable ecotourism destination. The four season beauty of the place, the cultural value of the sustainable life, and its history as a place to seek solace and healing, and the biodiversity of the region are all considered key in marketing the region as a global wellness destination.

Along with the growing wellness movement is another fast growing field in public awareness, that of the field of mycology and the multi-uses of fungi and mushrooms for promoting human health and wellness. Fungi fit well within the wellness model given the outdoor mushroom hunting recreation component, the health benefits of mushrooms/fungi to humans and forest ecosystems, their potential to heal polluted environments (myco-remediation), and many other artistic, therapeutic and spirit-enhancing properties. Fungi festivals are “popping up” all over the country and the Adirondack region is home to one of the most diverse populations of fungi in the United States. It is surprising that although the college has been the location for previous conferences organized by the North East Mycological Federation (NEMF), the region’s fungi diversity has never been celebrated through an actual fungi fest. This proposal plans to change this by organizing the first of many fall fungi festivals in the Adirondacks during the first weekend in October 2015. Receiving “seed money” through the CS Fund is considered critical for launching the festival in the first year.

Methods

The AMC will take the lead in making all the arrangements for the ADK Fungi Fest (AF³), and hope that the event will be funded in future years with the help of many co-sponsors. These co-sponsors could include local businesses in the Saranac Lake such as restaurants serving special mushroom dishes over the weekend, The Community Store (selling mushroom crafts and books), The Wild Center (featuring a fungi fall weekend program), and the VIC at PSC where the festival would be held. However, in getting the event off the ground in its first inaugural year, having a well-known mycologist and author leading mushrooms forays and giving a keynote talk on Saturday (at the VIC) is considered to be the key component in bringing the event to the PSC community and local residents. The cost involved in covering an honorarium and travel expenses from New York City is too great for the AMC's annual budget, and is the primary reason for this proposal. However, what started as a simple talk and foray has *mushroomed* into an annual festival with a life of its own.

Project Budget & Timeline

Budget Table

All the costs for the budget proposal are summarized below. Lodging costs will be covered by the AMC, and the club will also fund the cost of the website (see below), and materials/supplies for the festival workshops. This proposal is also asking for no more than an additional **\$2,000** to fund the upfront cost of making t-shirts for the festival. The revenue collected for these sales will be returned to the CS Fund.

Description of Cost Item	Expenditure Amount
Travel Stipend & Honorarium for Gary Lincoff	\$1,000 (includes meals on travel days - Thurs & Sun)
-Forays on Friday & Saturday	
-Keynote Address on Saturday	
Roundtrip Train Transportation (10/1 & 10/4) -Penn Station to Westport and back	\$143 (see cost breakdown below)
Car Transportation (224 miles X .50/mile) -PSC to Westport & back (10/1 & 10/4)	\$112
Meals (estimate)	\$125
-Friday (Breakfast, Lunch & Dinner) = \$50	
-Saturday (Breakfast, Lunch & Dinner) = \$50	
-Sunday (Breakfast & Lunch) = \$25	
Miscellaneous & special reception/dinner with Gary Lincoff on Friday	\$270 (increased travel costs at time of booking, misc. car travel in region or rental car, etc.) \$250 (reception dinner estimate)
Festival Posters & Logo stickers (printing costs)	\$500 (estimate)
Fun-gi Dance Party	\$500 (partial cost of band); Student Activities to cover the other half of total
Total Budget Request	\$2,900

Train Itinerary for Gary Lincoff

- Thursday, October 1, 2015
- [New York](#) to [Westport](#)
- 8:15 am - 2:04 pm

- 5 hr, 49 min
- **69 Adirondack** ([Amenities](#))
1 Adult **\$68.00**
- **Sunday, October 4, 2015**
- [Westport](#) to [New York](#)
- 2:29 pm - 9:10 pm
- 6 hr, 41 min
- **68 Adirondack** ([Amenities](#))
[VALUE](#)
1 Adult \$75.00

Total
\$143.00

Supporting Documentation, Resources & Festival Coordination (to date)

More information about Gary Lincoff can be found at: <http://garylincoff.com/>. Gary has already confirmed his availability to be the keynote and foray leader for the festival. He also celebrates a birthday the first weekend in October, and we hope that he will return each year to headline the festival as a way of celebrating his birthday with his ADK fungi friends.

The Adirondack Mycology Club has already purchased the domain rights of two websites for the next two years – www.adkfungifest.org & www.adkfungifest.com. PSC webmaster Kevin Cooney has kindly agreed to help develop the content for the .org website. We secured the rights for the .com website in the anticipation of the festival expanding each year, and with this growth could also come greater economic opportunities for a wide range of businesses in the region. An annual fungi festival in British Columbia, which was started over a decade ago uses the website: www.fungifestival.com for organizing the conference. They also advertise in Fungi magazine, which we may do as well in the near future.

Currently, the AMC is getting the word out to the local area by presenting an overview of the festival with the ADK Wellness Initiative, President Dove, VIC Manager Brian McDonnell, restaurants and breweries in the region, audio blog, and print and radio media. A festival steering committee has been formed to help organize and promote the festival.

We also would like to involve the local art community to participate in the Art of Fungi show at the VIC. Artists can have display space similar to what occurs during SAM Fest.

Major Components of the ADK Fungi Fest (Itinerary & Outline)

Weekend Schedule & Events:

Friday

--Faculty are invited to participate in Fungi Friday by including some fungi connection in their courses.

--Foray in the afternoon with the ADK Fungi class (proposed) & AMC with lead mycologist, Gary Lincoff; mushrooms collected will be utilized during Saturday's mushroom ID workshop

--Reception and dinner with Gary Lincoff (location TBD); Bernie Carr and other special guests to be invited who will help with the Saturday program at the VIC

Saturday (@ the VIC)

Forays and workshops running concurrently in AM & PM and keynote lecture after lunch

10-11:30am Mushroom Foray with Gary Lincoff (Heron Marsh Trail)

ADK Mushroom Identification Workshop with Susan Hopkins (Educational Classroom)

11:30-1pm Lunch – Mushrooms on the Menu – Food Court, Food Truck? Spuds & Shrooms (w/ fixins);

Involve Culinary Club or PSC's Culinary Arts Dept?

1-2:15pm Keynote by Gary Lincoff – *Fungi I've Known and Loved Before – Magical Mushroom Stories*

2:30 – 4pm Mushroom Foray with Susan Hopkins (Barnum Brook Trail)

Oyster Cultivation Workshop (AMC) (Educational Classroom)

Book signing/social with Gary Lincoff (VIC lobby)

4:30-6pm Myco-brew Judging (Bobcat Lounge reserved) Approved by Keith LaPoint & Travis Zedick

6pm Myco-brew Tasting Party (\$5 per brew in the Bobcat)? Pending approval

6 – 7:30pm AMC Dinner with Gary (location TBD)

8:30pm Fun-gi Dance & Costume Party at the Bobcat (Band TBD) Date reserved

Sunday

Mushroom Brunch @ The Lake Clear Lodge & other locations throughout the region?

--Spuds & 'Shrooms (& fixins') @ The VIC for lunch if conduct another foray in the morning? Possible involvement by Culinary Club or Culinary Arts Department?

Overview of the Festival components:

Myco-brew Contest – Brewing Medicinal Mushroom Beer

--Two divisions – microbrewery & amateur (but all compete for best of show)

--3 Simple Myco-Brews Rules:

1. Include wild or cultivated mushrooms from the ADKs.
2. Mushrooms selected must possess a documented medicinal value of some kind.
3. Beer must be an ale or stout.

Entry: \$20 fee and 3 bottles of 12 oz or more or growler for tasting with name of brew; contestants receive a copy of *The Hobbit Guide to Myco-Brewing* as a resource for brewing medicinal mushroom beer.

Local microbreweries are encouraged to serve the beer over the weekend at local businesses throughout the region. **May be able to serve in the Bobcat if brew is carried by distributor.**

3 judges will be selected from applicant pool. Hearty ales & stouts must be their favorite style of beer & judges cannot be related to contestants.

See registration form online for entry.

Competitors are encouraged to harvest fungi in the fall (during the weekend of the festival for medicinal polypores) for next year's competition.

Prizes to winning amateur from entry fees; winning microbreweries benefits from Gold, Silver, & Bronze awards for advertising. Research the way most judging competitions are organized at Brew Fest.

Mushroom Book Sales:

--Gary's books, etc. at the VIC for signings throughout the weekend (book sales through The Community Store or other vendor)

Regional Collaboration:

--Any business that promotes the festival by serving 'shrooms, advertising, giving discounts, print coupons will be considered a co-sponsor; restaurants & microbreweries are especially encouraged to participate to grow the festival annually

--No cost for co-sponsors; goal is to boost ADK as wellness destination

Art of Fungi:

--Club will promote an ADK Fungi Fest logo/poster/stickers/t-shirt design competition for its spring show; use display case in the library for fall promotion (confirmed)

--The Art of Fungi show – photos, Artist Conk engravings, paintings, ceramics, etc. (display space)

--Kid's Corner at the VIC – making mushrooms out of clay (clay & cellulose); mushroom face paint; Volunteers serve as kid-sitters so parents can go on forays, etc.

Forays & Workshops:

- Limit to 15 @ \$15 per person = \$675 for VIC & \$225 to AMC for oyster cultivation materials
- Need to discuss fees for the event with all concerned; plan to charge \$5 at the door; free for kids

Vendors:

- \$20 per table – all revenue for the VIC (set up vendors in the VIC in case of cold/rainy weather); educational tables free of charge
- Mushroom arts & crafts, candles, books, cultivation table (for local farmers)
- T-shirt sales for annual fest – artwork based on poster competition (organized by AMC & used as club fund-raiser) @ AMC table
- invite Sue Van Hook, Chief Mycologist from Ecovative Design

Mushroom Cultivation:

- Brewers may be interested in purchasing mushrooms (oysters, shiitake) for brews as would restaurants
- The festival could potentially grow the supply considerably through the annual festival

Festival Coordination/Publicity:

- Committee helps organize
- www.adkfungifest.org (Kevin Cooney has offered to help)
- create registration forms for workshops, forays, t-shirt purchase, & myco-brew contest
- feature articles (Tom Salitsky, Shaun Kittle, Mary Thill), NCPR (Todd Moe, Zach Hirsch), *Apollos*
- outreach to entire PSC community, media, local mayors

Budget:

- Funds for Gary's expenses & honorarium (CS Fund proposal)
- Funds for printing posters (minimum of 100) (CS Fund proposal)
- Funds for t-shirts (CS Fund loan)
- Stickers for festival (# & cost)
- Fungi Mag ad (PSC ad?)

Educational Displays:

--In educational classroom where Susan conducts her Fall ADK Mushroom ID workshop

--Club will display banner, ID poster board, educational posters, organize volunteers

Supporting Documentation



Brian McDonnell

Wed 3/4/2015 7:13 PM

Mark as unread

[Show all 19 recipients](#)

To: Thomas Huber; Sierra Doucette;

Cc: Katharine Glenn; Susan (azubahsjh@earthlink.net); Jill Susice; Cheryl Joyce;
Brittney Bell; Evan White; Lydia Barnes; ...

To all concerned with the planning for ADK Fungi Fest:

The Paul Smith's College VIC is in full support of expanding knowledge of the diversity of fungi available in our surrounding woods and is willing and interested in being a part of the Fungi Fest planned for October of 2015.

Feel free to follow up with specific questions.

Regards,

Brian McDonnell
Director
The Paul Smith's College VIC

From: Keith Lapointe
Sent: Wednesday, March 04, 2015 4:00 PM
To: Katharine Glenn
Cc: Travis Zedick
Subject: ADK Fungi Fest

Hello Kate,

Was talking with Tom earlier and think that this seems like a cool event. I don't know what you would need from us other than we agree to work with the Micro Club with rooms and locations. Thank you

Keith LaPointe
Operations Manager
Sodexo Dining Services
klapointe@paulsmiths.edu
office: (518) 327-6151
fax: (518) 327-6368





Thomas Huber

Thu 3/5/2015 9:17 AM

[Mark as read](#)

To: Katharine Glenn; Sierra Doucette;

[Action Items](#)

[+ Get more apps](#)

Hi Kate & Sierra,

Thanks for your assistance with the AMC's CS Fund Proposal for the ADK Fungi Fest.

TRiO-SSS is one of the co-sponsors and will budget up to \$300 for any expenses if needed for Gary Lincoff's honorarium and travel costs. He has yet to decide on his method of travel, so it could be more than expected.

Best,

Tom

P Please consider the environment before printing this e-mail

Tom Huber

Director, TRiO - Student Support Services

Paul Smith's College

P.O. Box 265

Paul Smiths, NY 12970

(518) 327-6330 (phone) - (518) 327-6861 (fax)

On Mar 5, 2015, at 10:36 PM, "Brittney Bell" <bbell@s.paulsmiths.edu> wrote:

Hi Kate,

I am writing on behalf of the Adirondack Mycology Club, co-sponsor for the Adirondack Fungi Fest Sustainability Proposal. As a club, (see members below) we give this proposal and festival our full support. We believe that this festival is a perfect fit for our campus and region while celebrating the wonders of the 5th Kingdom. We are also very excited about the possibility of this happening and having Gary Lincolf come to PSC. It would be a great learning opportunity for the club as well as the rest of the community. Artists here at PSC have even taken interest in the festival and shown Tom their support. As president of the AMC and Spring 2015 graduate, I feel honored to be apart of this process. I wish that this was an idea way before I was about to graduate because this could be grand opportunity for the PSC community and those around us. Thank you for considering this proposal.

Sincerely,

Brittney Bell

Adirondack Mycology Club Members

Alexander Piela
Amanda Relyea
Benjamin Wrazen
Brittany Peck
Danica Maloney
Edwin Hart
Evan White
Luke Murphy
Lydia Barnes
Sarah Harley
Tyler Fisk
Brittney Bell



Jill Susice

Thu 3/5/2015 12:10 PM

Mark as unread

To: Katharine Glenn; Sierra Doucette;

i support it

From: Thomas Huber

Sent: Wednesday, March 4, 2015 12:01 PM

To: Jill Susice

Subject: support for CS Fund proposal

I guess the deadline is today.

Here is the piece about the *Fun-gi* Dance Party from the budget:

<i>Fun-gi</i> Dance Party	\$500 (partial cost of band); Student Activities to cover the other half of total
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I appreciate your letting Kate & Sierra know that you support the ADK Fungi Fest held the first weekend in October! I will send the proposal when I finish it today. AMC is organizing it.

Tom

P Please consider the environment before printing this e-mail

Tom Huber

Director, TRiO - Student Support Services

Paul Smith's College

P.O. Box 265

Paul Smiths, NY 12970

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