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## Group focusing on Adirondacks names president

By EDWARD J. HUNT, The Leader-Herald

NISKAYUNA -Protect the Adirondacks!, a conservation advocacy group, named Peter Borrelli of Northville as president and chief operating officer and in charge of day-to-day operations.

The group, facing financial difficulties recently and, in March, eliminating the executive director position, called Borrelli out of retirement to assist in the stabilization of the organization.

"My wife and I really love the Adirondacks," Borrelli said. "We moved here around 15 months ago. When the board asked me to help out, how could I say no?"

Protect the Adirondacks! was formed last July through the merger of two conservation groups, the Residents' Committee to Protect the Adirondacks and the Association for Protection of the Adirondacks. Protect the Adirondacks! is one of several major organizations working to preserve the 6-million acre state park, including the Adirondack Council, the Nature Conservancy and the Adirondack Mountain Club. The non-profit group depends solely on private donations and foundational grants to carry out its mission to help preserve the park.

Borrelli intends to focus the group's limited resources on "larger issues" instead of the small "brush fires."

"I can't come in here and wave a magic wand, but we have to live within our means if we are to accomplish what we want to accomplish," he said.

Borrelli has environmental, organizational and executive experience with groups such as the Adirondack Council, the Natural Resources Defense Council and the Open Space Institute. He served as director of the Provincetown Center for Coastal Studies in Massachusetts, which helped protect marine ecosystems.

He has worked as an environmental activist and journalist and was the founding editor of the Natural Resources Defense Council's Amicus Journal, now known as OnEarth magazine.

Since his appointment on June 19, Borrelli has been working on balancing the group's budget for next year.

"This is a brand-new enterprise," he said of the newly merged group. "A non-profit is not a license to lose money. We have to pick and choose our issues more carefully."