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**Sailing or kayaking? Tennis or golf? How about both? Fishing too? That's the freedom and beauty of KBIA – you choose the direction your summer will take. We offer eight weeks of programming that will keep children as busy and entertained as they like. Inside, learn all about the new classes, updates and improvements we have in store for you this summer!**

**KBIA BOARD OF DIRECTORS OFFICERS 2012-2013**

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- David Stevenson, President
- Ralph Chauvin, Treasurer
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- Shannon Beer Belanger, Secretary
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- Kirsten Oppenheimer

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- Jessica Meserve**, Program Administrator  
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- Laura Smith**, Communications and Event Coordinator  
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**NEWS FROM KBIA EXECUTIVE DIRECTOR MARTIN LODISH**

**Keeping KBIA in the family**

**W**hen Mimi Meserve announced she will be staying in the Big Apple following her recent graduation from New York University, we didn't have look too far for our next Program Administrator. Her mother, Jessica Meserve, who has worked for her daughter in the KBIA office for two years, was happy to pick up where Mimi left off June 1. Ronda Verges will take over Mimi's role teaching Drama; see Page 4 for details.



MARTIN LODISH

Jessica has an "eclectic" professional background, which includes time teaching high school English, advising Student Council, and facilitating youth groups with PenquisCAP, as well as serving as the Citizenship Service Learning Coordinator at UNE. "Let's just say, it has been passionately varied, revolving and evolving as our family grew and matured," said Jessica, mother of four and a proud grandmother as well.

As happy as I am to welcome Jessica to the team, I enjoyed my three years with Mimi. From the first time I met her, I knew she was destined for great things. She was one of my first hires on the job in 2009 in Drama. She was also one of the best hires, clearly capable of the Program Administrator when the position opened in 2010. I thank her for all she has done to grow KBIA and for the time she dedicated to growing our database and moving us toward electronic communication with members. She also brought great perspective to the job from her studies in the Performing Arts Administration master's program.



THE MESERVES, GRADUATION DAY 2012

We certainly will miss you, Mimi! Please join me in wishing her a hearty congratulations and happy trails on her new adventures ahead.

**NEWS FROM KBIA PRESIDENT DAVID STEVENSON**

**'OVERALL' OBSERVATIONS**

*New playground will help complete KBIA*

**T**here is a tale of a humble and thrifty farmer. His clothes were worn and tired, and on cold days it was difficult to complete his chores. His friends noticed, pooled some funds, purchased and then presented him with a brand new pair of overalls. They were of such quality that the farmer felt hanging the overalls in his dilapidated closet would sully the gift. So he purchased a brand new wardrobe. But when the wardrobe arrived, the rest of his bedroom suffered in comparison. So he bought a bed, then a nightstand, new drapes, then ... The story does not end well as the farmer drains his resources chasing the next item to complement the one before. In fact, he is worse off.



DAVID STEVENSON

Of all the odd things, I reflect upon this

tale when thinking of the KBIA. Much like the farmer, the KBIA has been blessed with a gift — your generosity. I invite you to take a look around when you arrive this summer. Your donations have transformed the campus into something I have not seen in the four decades I have been traipsing around. The docks float, the pool sparkles and the grounds have been graded and seeded. Eleven new boats will be bobbing in the Cove, and a new tent will stand tall — a welcome change from its predecessor which sagged with age. And then across the street, nestled next to Mother's Beach, is the playground. Eeegads!

Yet here is where the similarities between the KBIA and the farmer part ways. Much like the farmer taking inventory of his Spartan bedroom, it is evident where our next challenge lies. But our desire to upgrade

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# New for 2012

## New angles in art

This summer we are excited to expand our host of artistic offerings. Taught our KBIA arts staff, new classes will include Sustainable Art, in which students will explore art using 3D assemblage, plastic bags, collage, leather and more. In Mosaics, children will make artful and useful items including a small table and panel or framed mirror.



Staff from Heartwood College of Art will return to teach specialty focuses, including Book Arts and Polymer Clay. New this year will be Botanical Watercolor, Drawing, Painting, Pastel and Printmaking. These classes run four hours over two days, allowing the children time to fully delve into the arts!



## Get up, stand up

This summer we will offer Stand Up Paddlesboarding classes for ages 9 and older. In the Cove, Participants will learn the basics of this popular sport that combines a surfboard and a long paddle.

## Membership fee reduced for 'locals'

We've got a great thing here at KBIA, and in an effort to attract more local families to share the wealth, we have added a new rate for Maine families. Full-time residents may now register for \$200 and receive all the benefits of membership. Visit



[www.kbia.net](http://www.kbia.net) to learn more about our open swims, as well as open kayak and sail weekends. It pays to be local!



## Adult swim time

By popular request, the KBIA pool will now be open to adults/teens over 15 for morning lap swim. The heated pool, built and opened in 2011, features four lanes. Hours will be 7 to 8 AM Monday through Friday, and open to members at a weekly (\$50) or summer rate (\$200).



Local favorite artist Wade Zahares will be among the participating painters.

## 'Paint the Beach'

Take home a piece of summer with you! KBIA and Heartwood College of Art will partner for this new special benefit art show on Saturday, July 28. This first-time event, called "Paint the Beach," will feature renown regional artists in various mediums illustrating Kennebunk Beach and its surrounding architecture in all its scenic glory. Artwork, measuring 14x14 inches or 12x16, will be for sale under the new tent. All pieces will sell for \$400, unframed, and KBIA will receive 50 percent of the proceeds.

21st annual

# A Day at the Beach

## 5K Road Race / 1K Kids Fun Run

### Sunday, July 8



**CHECK IN** 7:30 AM

**RACE TIME** 8:30 (1K) | 9 AM (5K)

\$20 (5K) / \$10 (1K) before July 6

Register now at [www.active.com](http://www.active.com) | [www.kbia.net](http://www.kbia.net)

*Please join us for the fifth annual*



## Seaside Celebration

6 to 8 p.m.

Saturday, July 21

at KBIA

*Enjoy cocktails by the Cove  
and celebrate the summer  
with old friends.*

*Kindly RSVP by July 14  
to [info@kbia.net](mailto:info@kbia.net) or 967-2180.*

Fifth annual

## COVE SWIM

### Saturday, August 4

1-mile swim

\$20 before Aug. 3



200-yard youth swim

\$10 before Aug. 3

Register now at  
[www.active.com](http://www.active.com)

Third annual

## Reid Sacco FAMILY REGATTA

### Sunday, August 5

12:30 PM Skipper Meeting  
1 PM start

\$10 donation per  
sailor to benefit  
the Reid Sacco  
Foundation





**Will Beckham**  
**MARINE BIOLOGY**  
**/ SEA FLEAS**

Will Beckham, originally from Miami, Fla., has proudly visited Kennebunk Beach for 25 years — or every summer of his life — and attended KBIA for many years as a child. Will comes to the KBIA after three years of working at the Hyde School in Bath. At Hyde, he taught upper level Environmental Science and Spanish I. He was also a dorm parent and coached various sports.

**Michelle Webber**  
**NATURE**

Michelle Webber has taught environmental science at the Irvine Natural Science Center in Baltimore, Md., as well as La Fundación Ecotropica in Puriscál, Costa Rica, and the Wells



National Estuarine Research Center in Wells. She studied at Pitzer College, earning her bachelor's degree in environmental studies in 2001, and she is currently pursuing her master's degree in

education at St. Joseph's College of Maine with a school educator concentration. She works at York Middle School and lives in York Beach with her husband Jason, her 2½-year-old daughter Grace, and her beagle, Charlie. Her hobbies and interests include hiking, camping, gardening, reading and cooking. She loves teaching, nature and exploring the outdoors.



**Ben Braasch**  
**KAYAKING**

Ben has been connected to the ocean all his life. He began his aquatic passion at an early age where he was one of the youngest students to pass the open ocean SCUBA certification and later became a commercial and underwater archeology diver. The Portland man is an avid fly fisherman, white water canoe enthusiast and sea kayak guide who has navigated waters all over the world. While not paddling, Ben is a career behavior psychologist and specializes in student SAT preparation, children with anger-management issues and Autism spectrum disorder.

**Alex Dion**  
**SAILING**

Alex Dion is looking forward to working with the race team and teaching aspiring sailors at KBIA. She spent the last four summers working at SailMaine in Portland where she taught frosty, opti,



and 420 classes as well as ran evening racing programs. Alex, a Level 2 certified instructor with her USCG launch license, began sailing at Portland Yacht Club at age

9. The Falmouth woman raced for four years on her Cheverus High School sailing team, which she co-captained her junior and senior years; the team won the state championship in 2010. She is the co-captain of the Amherst sailing team and spent the fall and spring racing dinghies throughout New England. With freshman year behind her at Mt. Holyoke College, she plans to attend the Williams-Mystic Sea Program next spring.



**Ronda Verges**  
**DRAMA**

Ronda Verges, better known as "Ms. Ronda" to students and parents around the Kennebunks, is the executive director and the founder of A|D|A|M, the nonprofit Academy of Developing Artists in Biddeford in memory of her late son. She has developed, rebuilt and implemented various theater programs for schools, recreation departments, churches and local communities throughout Southern Maine. Ms. Ronda is known for her unique style, passion and drive, teaching children from the "inside out"! She holds degrees in education, business, art therapy and expressive arts.

**Lynn MacDonald**  
**POTTERY**

Lynn MacDonald believes that anyone can do pottery; it's really a matter of letting go of preconceived ideas, thus being free to CREATE. She is an impassioned potter and teacher who



loves to have fun while creating art. She provides her students a means of creative expression through her generous artist energy and skill. Her pots, sculptures

or assemblage creations reflect her imagination and life experience. Lynn's fascination with pottery started at a young age and continues through her teaching career. She brings a wealth of experience to her students. With a master's degree in art education, she has been teaching pottery and art for over 20 years to people from 4 to 90 years old. She also enjoys painting,

# Big plans for KBIA

## Name that boat!

We have acquired six new Opti boats, four club 420s and a used Whaler boat – only now they need names! We are asking for your suggestions, which we will reveal in our annual Boat Parade on July 4. Whether the names are inspired by seaside creatures, or memorialize someone special, we only request the names are in some way meaningful to our KBIA family. Please send your suggestions to our Executive Director Martin Lodish at [młodish@kbia.com](mailto:młodish@kbia.com) by July 1.

## Like our new look?

We hope you like the new look at [www.kbia.net](http://www.kbia.net). We recently made the transition to a new content management system, which will allow KBIA staff to update the site quickly and make it more useful for you. In the process we've updated the look and tweaked a few functions in order to make your visit as enjoyable and efficient as possible. Our goal is to make the change work for all of us!

**W**e're three years into our five-year 100th Anniversary Capital Campaign, and thanks to our loyal and generous donors, we have raised \$890,000 in cash and pledges. Because of this generosity, we have been able to complete many improvements around the KBIA seaside campus.

By Opening Day 2012, visitors will see a beautiful brand-new white tent, home of our Adventures program, which replaces the old green and white canopy. The new structured tent will maintain the same footprint, yet have 50% more floor space without the rope and stakes. In this new additional space we will install four changing rooms as well as rental beach lockers. Lockers, pictured below, will be available, by lottery, for \$300 a season. To enter the locker lottery, contact Executive Director Martin Lodish by June 10.

On the Cove-side of Strong Cottage will be a new fire escape. The new custom structure replaces the rear deck and gives children a second route out of the building in case of emergency. A new sprinkler system has also been added in the basement.

Over in Smith House, new steel beams have replaced the sagging wooden beams that supported the second floor (even raising the floor a few inches in spots!), and both stairwells have been redesigned to make them safer in case of emergency.



**Strong Cottage is almost ready for its new fire escape.**

On the waterfront this season, we plan on replacing the dock entrance. In addition, we have purchased a whaler, six new Opti boats, and four used club 420s to support the growing waterfront program.

Looking ahead to 2013, we plan to replace the aging KBIA playground, which also serves the greater Kennebunk Beach community. Second only to the new pool replaced in 2011, this is a financially ambitious project, costing \$105,000, which includes new fencing. To date, we have raised \$10,000 that is specifically designated for the playground. Current playground plans include a separate play set and a swing set both for younger kids and older children – including areas to climb, slide, hide, and play for each area. In addition, we have included plenty of benches for parents and caregivers.

**New this year, beach lockers lining the backside of the new Adventures tent will be available for rent for the season.**



# PLAY ON!

YEAR OF THE NEW PLAYGROUND

## 2013



Next up, as part of our five-year 100th Anniversary Capital Campaign, KBIA is planning to replace our playground, beloved by the community but well past its useful lifespan. Last year the Board of Directors established a dedicated playground committee to study our options, with plans to break ground in 2013, pending funding. At a total replacement cost of \$105,000, which includes a new fence, preliminary designs call for an area that is both fun and safe for children, yet attractive and fitting for this beach community. They are working on designs with clear lines of vision for parents and caretakers, while choosing structures that won't block neighbors' scenic views. As for color, current plans blend blue and tan equipment, inspired by its location in between the sand and the sea.

**OLDER LOOP:** The area for older children is an outdoor fitness obstacle course loop, which requires balance, climbing and overhead activities.



**YOUNGER STRUCTURE:** Featuring a nautical theme, complete with a custom KBIA flag, the area for younger children will include age-appropriate activities.

## NEWS FROM KBIA PRESIDENT DAVID STEVENSON

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the playground is heightened, not driven by the comparison with the assets across the street. We are following the script, presented by our advisors early in 2010, which lists the projects to tackle. We spend our capital on needs, not wants, and most importantly we do not start a project without funds.

Per the plan, we wish to open the 2013 season with a new playground and an upgraded fence. To do so we need to raise funds, and we want to solicit your feedback and assistance during the upcoming season. The budget to upgrade the entire sliver of land is approximately \$105,000. We have pledges from the Capital Campaign and have secured \$10,000 in donations specifically for this

purpose. But we are short.

Please take a look at the enclosed schematic plan, above, or visit our website. The design will improve the quality and appearance of the structures and replace all of the missing and broken fixtures. It will be staged so that equipment is set in age-appropriate clusters, toddlers to the far right, "tweens and teens to the left. The pieces will be situated to improve site lines between the campus and the beach. Colors will be more muted, with the intent to blend the playground into its surroundings.

Our kids use the playground while visiting the beach, between courses or while waiting for the door to open for movie night. It is a playground, but in addition

it is a critical piece of who we are. The KBIA offers scholarships, we open our campus to local charities and we conduct an annual cleanup of the beach. But the playground is the one spot where we have consistently been able to reach a broad swath of the local community. It is available to all, even during those 44 weeks when the KBIA is shuttered.

The KBIA and the farmer received gifts. The farmer, without a plan, took a path which improved the aesthetics but offered no sustainable benefit. KBIA's "overalls" have made a lasting impact on the quality of the program. We have another chance to make a generational difference for the program and also for the community. Please join us; your participation is essential.

## KBIA 2012 EVENT CALENDAR

KBIA Office Opens .....	June 18
Staff & Counselor Orientation Weekend .....	June 23-24
Season Opening Day .....	June 25
KBIA 21st Annual "Day at the Beach" 5K/1K Road Race .....	July 8
July Watersports, Awards & BBQ .....	July 21
KBIA Seaside Celebration .....	July 21
KBIA Beach Clean-Up & Bonfire .....	July 20
KBIA / Heartwood College of Art "Paint the Beach" Art Auction .....	July 28
Fifth Annual KBIA Cove Swim .....	August 4
Third Annual Reid Sacco Family Regatta .....	August 5
Annual KBIA Membership Meeting .....	August 18
August Watersports, Awards & BBQ .....	August 18
Season Closing Work Day & Picnic.....	August 19

KBIA Membership offers many fun family events throughout the summer. We encourage all members to come and participate.  
Find us on Facebook or please check [www.kbia.net](http://www.kbia.net) for details and updates as we get closer to summer.

See you at the Beach!

KENNEBUNK BEACH IMPROVEMENT ASSOCIATION  
P.O. BOX 707  
KENNEBUNK BEACH, ME 04043

