

**2012 SAF Leadership Conference**

# **What You Should Know About the SAF Northwest Office**

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SAF Northwest Office

Manager/Editor

# Purpose of Presentation

- Describe nuts and bolts of operations
- Focus on a couple areas:
  - Western Forester
  - Two Web-based tools available to SAF Leaders
- Explain how the office is funded
- Give some answers to the most commonly asked questions we receive

# Nuts and Bolts

- Established in 1965 by the Oregon and Washington State Societies to provide services and support to SAF units.
- Inland Empire and Alaska SAF joined as full members effective January 2012.
- Governing body is the Northwest Office Committee:
  - Chair, chair-elect, past-chair, secretary, treasurer and delegate-at-large from all four state societies.

# Nuts and Bolts

## Northwest Office Committee

- **Oregon SAF:**
  - Norm Michaels, Chair
  - Ron Boldenow, Chair-elect
  - Mike Cloughesy, Past Chair
  - Marc Vomocil, Secretary
  - Steve Cafferata, Treasurer
  - Mike Tucker, Delegate-at-Large
- **Washington State SAF:**
  - Tom Hanson, Chair
  - Ellie Lathrop, Chair-elect
  - Adrian Miller, Past Chair
  - Chuck Lorenz, Treasurer
  - Michelle Metcalf, Secretary
  - Bill Horn, Member-at-Large
- **Inland Empire SAF:**
  - Norris Boothe, Chair
  - Election pending, Chair-elect
  - Lloyd McGee, Past Chair
  - TBA, Secretary
  - Ann Abbott, Treasurer
  - Election pending, Councilor
- **Alaska SAF:**
  - Kathryn (KT) Pyne, Chair
  - Charlie Sink, Chair-elect
  - Sue Rodman, Past Chair
  - Maynard Nuss, Treasurer
  - Maynard Nuss, Secretary
  - TBA, Member-at-Large

# Nuts and Bolts

- Located at the World Forestry Center since 1985.
- Northwest Office staff are employees of the Forestry Center.
- NWO Committee contracts with Forestry Center for staffing of the office.
- Current staffing levels:
  - Part-time secretarial support (Michele Docy, 45%)
  - Part-time administrative, editorial and professional support (Lori Rasor, 55-60%)
  - Both provide services to other organizations.

# Nuts and Bolts

## What we are *not*

- The Northwest Office is NOT an office of the National SAF (Michael is not my boss).
- The Northwest Office does not receive any funding from the National Office.

# Nuts and Bolts

## What we *are*

- An SAF entity formed to help SAF units (chapters, state societies, standing committees, members).
- A source for one-stop SAF shopping.
- Stable point of contact for questions from members and the public.
- With continuous turnover of volunteer leadership, paid staff provides organizational memory, continuity, and administrative support.



# What We Do:

## *Using the Strategic Plan*

- Northwest Office provides services to SAF units as determined by the SAF Northwest Office Committee and as outlined on our strategic plan.
- Strategic plan developed in 2001.
- Modified from National's SP and framed to fit the needs and goals of the Oregon and Washington State Societies. IE and AK will be integrated.
- It is a rolling plan that is updated annually by the NWO Committee.



# Strategic Plan Detail

- Five strategic outcomes and supporting strategies and tactics:
  1. Internal Communications
  2. Membership and Diversity
  3. Professional Education
  4. Forest Information
  5. Operations and Finances
- Priority on Internal Communications and Forest Information components, within the context of maintaining sound operations and finances.
- Strategic plan drives our budget.

# Strategic Plan Detail

## *Some Examples of What We Do*

- **Strategic Outcome #1: Internal Communications**
  - Maintain continuity from year to year and chair to chair
  - Maintain SAF-related information and help members find information they are seeking
  - Develop SAF Action Calendar
  - Coordinate online balloting for state societies
  - Provide registration services to annual meeting committees
  - Assist with state society projects including fundraising campaigns and membership drives.
  - Publish *Western Forester*
  - Provide Constant Contact and FlashAlert Newswire services and train members on these systems

# Constant Contact

- **A Web-based Email Marketing Tool to Communicate with our Members**
  - Currently used by OSAF, WSSAF, IESAF, Marys Peak Chapter, South Puget Sound Chapter, Longview Chapter
  - Available free to chapters and other SAF leaders
  - Lets you send an email to members using easy-to-use web-based system.
  - A template is available for your use.

# Constant Contact

- Import your own mailing list into system or use existing list from National.
- Add, delete and update your lists easily.
- Michele will be updating the state lists in February. If you would like your chapter list updated too, contact Michele.
- E-newsletters can be sent to SAF subgroups (entire OSAF; Fellows; CFs, student members, members in Olympia, etc.)
- View report on how many members opened your email campaign.

# Constant Contact

- Person receiving email can forward it.
- Survey Feature Available: Used by WSSAF for membership survey
- Michele has put together an information sheet on how use the system
- [www.constantcontact.com](http://www.constantcontact.com). It is password protected.
- Contact Michele if you have questions or need help setting up your newsletter.

# FlashAlert Newswire

- **A web-based tool to send news releases to the media**
  - Available free to chapter and other SAF leaders
  - Used in 2011 by OSAF/WSSAF joint annual meeting to publicize annual meeting and Oregon SAF to send award winner press releases to local newspaper. Has also been used to publicize a local position paper.
  - <http://www.flashnews.net>. It is password protected.

# FlashAlert Newswire

## *How it Works*

- Input (copy and paste) your release, include contact information.
- Choose city or regions to send the release to (for example, Portland/Vancouver/Salem/Longview area or Bend, OR). Service available in OR, WA, ID and AK.
- The news release is emailed to the media. Plus, the release is placed on the websites of participating newspapers and stations.
- News media includes radio, TV, and daily and weekly newspapers.
- Great tool for state and local meeting announcements, and Awards publicity.
- Contact Lori for more info.



# Western Forester

- Published five times per year.
- Distribution: Members of OSAF, WSSAF, IESAF, AKSAF and other leaders in professional forestry throughout the U.S.
- Each issue focuses on a specific theme.
- Either 16 or 24 pages in size, depending on advertising levels.



## **2012 Publication Schedule:**

Jan/Feb: Who is Managing Our Forests?

March/April/May: Forestry Education

June/July/August: Forest Roads

Sept/Oct: The Northwest's Place in the Global Forest Marketplace

Nov/Dec: Federal Forests

Jan/Feb 2013: Reflections on Forest Management: Can Fish and Fiber Coexist?



- **How You Can Help:**

- Write an article or volunteer someone else to write an article.
- Submit suggestions for future themes (2013 will be determined in June)
- Offer story ideas related to themes.
- Encourage advertising in the Western Forester—it supports the organization and is seen by 2,600 members. Advertising rate sheet available.
- Ideas to raise funds via WF sponsorships

# 2012 Budget Overview

- 2011: Ended the year in the black: +\$1,999
- In the process of approving budget:
  - \$67,804 revenues
  - \$77,405 expenses
  - \$ -9,601 Deficit Budget

# 2012 Budget

## How is the Office Funded?

- Annual budget \$67,804
- Major revenue sources:
  - State Society Assessments from OSAF, WSSAF, IESAF, AKSAF (52%)
  - WF and Web Advertising (29%)
  - Registration Services (6.5%)
  - Grants/Contributions (1.5%)

# 2012 Budget

## Where does the money go?

- Major expense items:
  - Contract Services—personnel and accounting services (55%)
  - Western Forester—graphic design, printing, mailing house and postage (20%)
  - Rent (6%)
  - Supplies/Equipment (6%)
  - Registration Services (1.5%)



# 2012 Budget Major Challenges

- Bridging the gap between revenues and expenses:
  - Expenses bare bones, not much else to cut
  - Lower membership affects revenues

State Society	2011 Members	%	2012 Members	%	\$ Impact
OSAF	945	47.7	855	49.4	-1,518
WSSAF	644	32.5	541	31.3	-2,574
IESAF	245	12.4	208	12.0	+482
AKSAF	147	7.4	126	7.3	+334
Total	1981	100	1,730	100	-3,276



# 2012 Budget

## Major Challenges

- Working to find additional non-dues revenues
  - Conferences
    - Joint with chapters. You supply the program, we supply registration and PR services.
  - Contributions: SAF units, other sources
    - Emerald Chapter (\$2,000) and Marys Peak (\$1,200)  
Chapters contributed to Western Forester in 2010 and 2011, respectively
    - North Puget Sound contributed \$1,000
    - Forest Capital Partners: \$1,000 annually
    - Many chapters contributed to computer fund
  - Increase print and website advertising

# Plans for 2012

- **In addition to regular day-to-day activities,**
  - Be a resource and point of contact for SAF members
  - Fully integrate IESAF and AKSAF into Northwest Office operations, website, and committee.
  - Work with website committee
  - Provide registration services OSAF and WSSAF Annual Meetings (for a fee)
  - Publish five issues of the Western Forester
  - Explore non-dues revenues and fundraising opportunities (perhaps co-sponsor conference with chapter, find sponsor for an issue of the Western Forester)
  - Increase advertising in Western Forester and on web

# Most Commonly Asked Qs

Q: How can I get my chapter mailing list?

A: Go to “Membership Central” on the national site at [http://www.eforester.org/members/member\\_central.cfm](http://www.eforester.org/members/member_central.cfm) and download a roster, or call Michele.

Q: How can I post an event, job announcement or other information on the website?

A: Send events and job announcements to Lori. All other material should be sent to your state website coordinator.

# Most Commonly Asked Qs

Q: Do you have a letter template for: Fundraising, new member invitation, and Foresters' Fund solicitations?

A: Yes, contact the Northwest Office. These items will be in the Members Only section of the new website soon. Send your samples in too.

Q: Can I change my chapter affiliation?

A: Yes. Submit request and explanation to Christopher Whited at National at [whitedc@safnet.org](mailto:whitedc@safnet.org).

# Most Commonly Asked Qs

Q: What are dates and deadlines for awards and FF applications?

A: The SAF Action Calendar provides deadlines and dates of a variety of SAF activities. See handout, which will also be posted on the website.

Q: How do I get CFE credits for an event?

A: Contact your state CFE Coordinator:

OSAF: Mick Sears, micksrs@yahoo.com

WSSAF: Ellie Lathrop, ellie-s.lathrop@weyerhaeuser.com

IESAF: Chris Schnepf, cschnepf@uidaho.edu

AKSAF: Jim LaBau, jimlabau3@cs.com

# Most Commonly Asked Qs

Q: Who is the state chair? Who is chair of my adjacent chapter?

A: The National Office maintains an SAF Leadership Directory at [www.eforester.org/members/mbrld.cfm](http://www.eforester.org/members/mbrld.cfm). This information will also be posted in the members only section of [www.forestry.org](http://www.forestry.org). Be sure to update your information.

Q: What is the website password and user name for the local [www.forestry.org](http://www.forestry.org) website?

A: Contact Lori Rasor at [rasor@safnwo.org](mailto:rasor@safnwo.org) to receive the password.



# Most Commonly Asked Qs

Q: How does a new member sign up?

A: New members can join via the national website or by sending in an application form. If signing up on the website, make sure new member checks “membership package” or they will not be assigned to a local chapter, just to the national society.

Q: Where can I get IRS tax documents for banking purposes?

A: Go to <http://www.eforester.org/members/leadertools.cfm> and download the Treasurer’s guidebook.



# In Closing...

**We are here to help you. Call or email anytime.**

Contact Lori Rasor or Michele Docy  
with any questions:

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