



2009 SAF Leadership Conference

Taking the Mystery Out of the SAF Northwest Office

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SAF Northwest Office

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Society of American Foresters
Growing better all the time

Northwest Office Background

- Established in 1965 by the Oregon and Washington State Societies to provide services and support to SAF units.
- Governing body is the Northwest Office Committee:
 - Chair, chair-elect, past-chair, secretary, treasurer and delegate-at-large from both WSSAF and OSAF.

Northwest Office Committee

- **Oregon SAF:**
 - Mark Buckbee, Chair
 - Tim Keith, Chair-elect
 - Marc Vomocil, Past Chair & Secretary
 - George Chesley, Treasurer
 - Steve Pilkerton, Delegate-at-Large
- **Washington State SAF:**
 - Doug St. John, Chair
 - John Walkowiak, Chair-elect
 - Zoanne Thomas, Past Chair
 - Chuck Lorenz, Treasurer
 - Tom Hanson, Secretary
 - Bill Horn, Member-at-Large

Northwest Office Background

- 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, 33%)
 - Part-time administrative, editorial and professional support (Lori Rasor, 55-60%)
 - Both provide services to other organizations.

Northwest Office Background

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.
- SAF Northwest Office is its own entity with its own budget, strategic plan and services.

Strategic Plan

- The SAF Northwest Office first developed a strategic plan in 2001.
- Modified from National's SP and framed to fit the needs and goals of the Oregon and Washington State Societies.
- It is a rolling plan that is updated annually by NWO Committee.

Strategic Plan

- Six strategic outcomes and supporting strategies and tactics:
 - Internal Communications
 - Membership and Diversity
 - Professional Education
 - Forest Information
 - Outreach
 - Operations and Finances
- Priority on forest information components (Northwest Forestry Network and Western Forester), while maintaining internal communications emphasis.
- Strategic plan drives our budget.

Strategic Plan

A Closer Look at Two Outcomes

- **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 calendar for internal use
 - Chapter elections
 - Registration services
 - *Western Forester* (what many consider the “face” of the Northwest Office)
 - Constant Contact available to chapters and executive committee members

Constant Contact

- **An Email Marketing Tool to Communicate with our Members**
 - Available free to chapters and other SAF leaders.
 - Easy-to-use Web-based system.
 - Import your own mailing list into system.
 - Email newsletters can be sent to SAF subgroups (entire OSAF membership; Fellows; CFs, student members, members in Olympia, etc.)
 - Contact Michele if you have questions.

Western Forester

- Published six times per year
- Distribution: Members of OSAF, WSSAF, IESAF, AKSAF and other leaders in professional forestry throughout the U.S.
- Each issue focuses on specific theme

Western Forester

2009 Publication Schedule:

Jan/Feb: Climate Change

March/April: Hardwoods

May/June: Chemicals

July/Aug: Cooperatives in the Pacific Northwest

Sept/Oct: Silviculture Techniques

**Nov/Dec: International Forestry and the Influence of
their Practices on the PNW**

Jan/Feb 2010: Managing Forest Catastrophes

Western Forester



- **How You Can Help:**

- Write an article or volunteer someone else to write an article.
- Submit suggestions for future themes.
- Offer story ideas (either related to the theme or not)
- Encourage advertising in the Western Forester—it supports the organization and is seen by 2,600 members. See advertising rate sheet for info.
- Ask your chapter to financially “sponsor” an issue.

Strategic Plan

- **Strategic Outcome #4: Forest Information**
 - Northwest Forestry Network: *Your Link to Forestry Professionals (previously known as Forestry Experts Database)*
 - Purpose: Develop a network of forestry professionals as a resource and service to journalists and elected officials and members of their staffs to obtain credible and reliable forestry information in a timely manner.

Database Organization

- Database is housed at www.forestry.org
- Participants are organized by:
 - Broad knowledge areas (Fire, Forest Health, etc.) and sub-categories of areas (prescribed fire, invasive species, genetics, etc.)
- Database searches can be made by:
 - Knowledge areas
 - Keywords from participant biographies
 - List of expert names

Broad Knowledge Areas

- Fire
- Fish, Wildlife and Plants
- Forest Health
- Forest Owners and Ownership
- Growing Trees
- Hot Topics
- Laws, Regulations and Policy
- Management and Harvest
- People and Recreation
- Products and Innovation
- Water

Current Network Status

- A Review Committee was formed to provide oversight to the project. The group met in May 2008 to:
 - review the status of the project;
 - Discuss concerns and potential improvements to the functioning of the database;
 - Better articulate the process of how one is included in the database; and
 - develop project recommendations.
- Review Committee members include OSAF and WSSAF Science and Technology chairs (Greg Filip and George McFadden); OSAF and WSSAF At-Large members (Steve Fitzgerald and Don Hanley) and Lori Rasor. SAF subcontractor Lisa DeBruyckere also sits on the committee.
- The Committee developed nine recommendations that were subsequently approved by the SAF Northwest Office Committee in June 08.
- All documents have been revised to reflect the new recommendations and a new timeline has been developed, with anticipated launching of the project this spring.

Nominations Process

- Potential Network participants are nominated by SAF members in good standing to the Network.
- The nominee receives a packet of information letting them know they have been nominated to the Network and what SAF's expectations are, including following the SAF Code of Ethics and signing a statement of liability. Packet will include discussion of categories that require credentialing (chemicals, roads, engineering). Nominees return packet to Northwest Office.
- The Review Committee receives the signed documents by the nominee and evaluates credentials, as well as subject matter knowledge.
- The committee notifies the nominee of the outcome of the review process.
- Participants are added to the Network database, which is housed on the joint Oregon/Washington State SAF website at www.forestry.org.
- Existing participants will be notified about the new process and that they and their categories of expertise are under review.

Qualifications of Participants

- Must be nominated by an SAF member in good standing.
- *Minimum* qualifications include having an accredited two- or four-year college degree, being a member in good standing of his/her professional organization, signing the SAF Code of Ethics and disclaimer, and having relevant experience.
- Additional desired qualifications include credentialing, awards, scholarly activity or any other attributes that enhance the professional standing of the nominee.
- CF or forestry licensing is not required for individuals to be nominated to the list, except in the areas of providing specific pesticide recommendations or in the area of forest roads and engineering.
- Cannot represent an advocacy position.

Responsibilities of Participants

- Communicate honestly and present accurate and complete information.
- Speak as a professional; indicate on whose behalf statements are made.
- Be reasonably accessible via telephone or email, and respond promptly to all requests.
- Only answer questions you are qualified to address. Decline to be interviewed if topic is not within your knowledge area; refer reporter back to database or other participants.
- Uphold the SAF Code of Ethics in all communications, even if not an SAF member.
- Advise the Northwest Office of all contacts.

Database Access

www.forestry.org
(password required)

- To control the volume of requests to participants, the database is limited to the following:
 - Journalists affiliated with print or broadcast news organizations, or freelance journalists whose work is regularly published or broadcast. (Top Priority)
 - Elected city, county, regional, state or federal officials and members of their staffs. (2nd Priority)
 - The SAF Northwest Office determines whether a person meets the criteria for access to the database.

Current Status and Timeline

- Subcontractor hired to assist with Network work.
- 121 existing participants will be notified that they and their knowledge areas are under review.
(February)
- Nominations from SAF members solicited for Network participants in under-represented knowledge/geographic areas. (February-March)
- Review Committee meets to evaluate participants (mid- to late-February).
- Market Network to media (just prior to launch)
- Network launches ~April 6.

How You Can Help

- Chapter members can help market the Network by:
 - Contacting the media in their local areas and make them aware of database project (a project overview and outreach plan are included in your conference packet).
 - Providing media contact info to SAFNWO.
 - Nominate participants to the Network (nominations packets available)
 - Ask your agency/organization to provide hyperlinks to the Network website.
 - Suggest potential sponsors of the Network.

Database Cost

- Cost to build and market database: ~\$22,000
 - OFRI: \$10,000 in direct funding plus developing and hosting training workshops for experts.
 - Dollars will be needed to maintain the database on a quarterly basis; survey sample of journalists to obtain feedback; and identify hot topics.
 - Searching for additional funding from organizations and others.
 - SAF will fund the remainder.

Requirements for Success

- Agreement between all partners to provide participants, marketing expertise and referrals to the project.
- Full slate of participants
 - Several participants in each category
 - Trained to deal with media
 - Up to date information on each participant
- Continued relationships with media personnel
 - Periodic contact, etc.

2009 Budget Overview

- Approved a balanced budget at this morning's meeting:
 - \$77,644 revenues
 - \$77,554 expenses
 - \$ 90 excess
- 2008: Budgeted excess of \$316; actual was -\$581.

2009 Budget

How is the Office Funded?

- Annual budget approximately \$77,500
- Major revenue sources:
 - State Society Assessments (48%)
 - WF Advertising (31%)
 - Grants/Contributions (8.6%)
 - WF Subscriptions to Inland Empire and Alaska (7%)

2009 Budget

Where does the money go?

- Major expense items:
 - Contract Services--personnel, rent/overhead and accounting services (57%)
 - Western Forester--graphic design, printing, mailing house and postage (21%)
 - Supplies/Equipment (7%)
 - Network Project (4%)

Generating Non-Dues Revenues

What can be done?

- Explore marketing specific issues of the Western Forester—for a fee.
- Inquire about chapter interest in “sponsoring” an issue of the WF, or a portion of it, such as printing.
- Advertising rates increased 10% in 2009.
- Sponsoring a joint conference with a chapter.
- Exploring electronic marketing ideas.
- Ideas wanted!!

Summary

- The SAF Northwest Office serves as a central contact point for SAF information.
- The *Western Forester* is a valuable communications tool that we can use to our advantage.
- Northwest Office is guided by a strategic plan that is updated annually.
- Current funding allows for the development of Network that will be used to offer credible and reliable forestry information to a variety of media outlets.

Your Friendly NWO Staff

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