

Northwest Office (NWO)  
Oregon and Washington State Society of American Foresters  
January 20, 2006  
Red Lion Hotel; Kelso, WA

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**SUMMARY of ACTIONS**

1. Established a NWO "editorial committee" for *Western Forester*.
  2. Experts data base work continues.
  3. Approved budget with deficit of \$7,481, but will search for more revenue and cost savings.
  4. Approved NWO Strategic Plan for 2006.
  5. *Western Forester* will have a "student" column.
  6. NWO schedule of meetings established.
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- I. Opening  
Chair Don Hanley opened the meeting at 10:05 p.m. Self-introductions were made (see attached list).
  - II. Organization for the NWO for 2006 and 2007
    - A. Washington chairs NWO in even years and Oregon on odd years.
    - B. Don Hanley (WS SAF chair for 2006) is NWO chair for this year, with Lena Tucker (OSAF 2006 chair) chairs the NWO finance committee for 2006.
    - C. John Prendergast (OR) will be NWO chair in 2007, Doug Rushton (WA) as finance chair.
  - III. Review of Minutes from 11/18/05. – Don Hanley.
    - Doug Rushton moved to approve the minutes; Chuck Lorenz second. Motion carried.
  - IV. ***Western Forester* (WF) Committee** - Lori Rasor
    - A. Editorial board committee - Lori would like to set up an "editorial board" for *WF*. John Tillotson will be the OR representative and Bill Horn from WA.
    - B. Function of the committee is to make sure we have the right columns, increase advertising, decide whether or not if *WF* will be on the website; look at assessment and subscription rates, and distribution.
    - C. Lori will contact Alaska (AK) and Inland Empire (IE) to participate.
  - V. **Overview of NWO Operations** – Lori Rasor
    - A. Went over Strategic Outcomes (Handout)
      1. Focusing on outcomes #1 (Internal Communications) and #4 (Forest Information data base). Using strategic plan as a screen when asked for help.
      2. Data base had 79 experts entered. Receiving their input on the data base and will adjust prior to going on-line.
        - a. Hired Kate Povel Lincoln to assist Lori with data.
        - b. Still have \$3,411 from OSAF/WSSAF contributions, plus approximately \$5,000 from OFRI grant, plus \$2,750 anticipated from OSAF in 2006, available for data base use.
        - c. OFRI handling media plan for data base.
    - B. Strategic Outcome #6 – Finance
      - Name change to "Operations and Finance" from Finance.
  - VI. **Budget** – Lori Rasor (handout)
    - A. Explanation – Column 1 is the year and actuals in 2006 budget are based on 11/18/05 meeting and consider December events.

## B. 2005 Budget Review

- Excess of \$2,100. We thought we would be in the red by about \$4,500. The upward change because of doing registrations for an Emerald Chapter event, the Tri-Society meeting, interest, and increased advertising in *WF*. Some overhead covered in grants and some operation changes that resulted in savings (new phone system, mailing savings for elections). See handout for additional savings.

## C. 2006 Proposed Budget Walkthrough

### 1. Revenues

- a. Charge OR and WA \$19/member (Handout for background). (1,021 OR members, and 645 in WA). AK and IE pay \$1.13/member/issue for *Western Forester* subscriptions.
- b. Advertising increasing – BASF is back. Laser Tech and SFI likely to be more active.
- c. May be helping Shasta/Cascade Chapter on a conference, which will bring in some dollars.
- d. NWO can take on more efforts, but will need help to do so.
- e. Contribution of \$2,200 - NCASI (\$1,000 expected) and \$1,000 from Ann Forest Burns (an estimate line item on joint conference –Western Forestry and Conservation Association- SAF).
- f. Contribution for Strategic Plan – Jerry Anderson (Forest Capital) will likely contribute \$1,000 for strategic plan implementation, as they did in 2005.
- g. OSAF annual meeting – estimate 150 at \$18/participant for break even.
- h. WSSAF annual meeting – estimate 65 at \$18/participant for break even.
- i. Leadership will be pass-through.
- j. Strategic Plan funding – estimate of \$5,000, which is the remainder of the OFRI funding.
- k. Expertise data base - \$1,820 grant; retainage is \$364 which is the amount listed for 2006.
- l. Some reserves left.

### 2. Expenses Notes (See handout)

- a. Biggest expense is contract services (rent, accounting, staff time)
- b. Estimate a rent increase and 3% raises.
- c. *WF* estimate is based on 24 page issues – they could be less.
- d. Telephone cost is down from last year (changed carriers).
- e. Travel – costs are a little higher due to annual meetings being in more “remote” locations.
- f. Anticipated budget deficit of \$7,481.

### 3. Discussion on 2006 Budget

- a. George Chesley suggested looking at the deficit as a “red light” to watch. Look for opportunities to increase revenues.
- b. Chuck Lorenz – The \$19/member for WSSAF, after you take out students and goldens, is the limit as WSSAF cannot contribute more. Comment was made that OR is in the same situation.
- c. Don Hanley suggested looking at the assessments model.
  - i. Can we continue supporting students and goldens.
  - ii. Also, look at AK and IE, for their *WF* are subsidized at about \$0.50 per issue per member.
  - iii. Leadership conference cost was up slightly to \$98. The Northwest Office handles registration for this conference at no charge to the hosting state society.
  - iv. *WF* subcommittee to look at elections to save paper, postage, and printing.

- d. Doug Rushton suggested sponsored issues and seeking foundation or other grants, since part of *WF*'s function is for educational purposes.
- e. Lori Rasor – NWO is one tool OSAF/WSSAF uses.
- f. Bill Horn – In a *WF* issue on the NWO, have a check box or other opportunity to contribute to NWO.
- g. Lori Rasor – e Newsletter – Siskiyou and Mary's Peak do all electronic and many chapters use a combination electronic and paper.
- 4. **BUDGET MOTION** - Chuck Lorenz moved to adopt the budget with the caveats as presented with a second by Doug Rushton. George Chesley made a friendly amendment suggesting we need to indicate we are examining and discussing opportunities for additional revues and cost savings. Lena Tucker seconded. The amendment passed as did the original motion.

VII. **Strategic Plan for 2006** – Lori Rasor. (Handouts). The plan is the driver for the budget based on the NWO meeting discussion on 11/18/05.

- A. Strategic Outcome #1 – Internal Communications.
  - Would like to have a representative from each state to be in charge of that state's part of the website. Lena said that the delegate-at-large will be OR's representative.
- B. Strategic Outcome #2 – Membership and Diversity
  - Look at attendees from various natural resources conferences and see who could be potential SAF members.
  - New column in *WF* – "Our Voice" from student chapters. Green River Community College did the first one; Oregon State University is next, and then likely University of Idaho.
  - Don suggested sending the current issue of *WF*, with the GRCC column, to national to be included in the *Journal of Forestry*.
  - Chuck Lorenz pointed out the students at Cal Poly finished a report on their attendance at the Edmonton (joint Canada-US) meeting.
  - A study was mentioned where recipients of SAF scholarships were contacted to see if the money helped and if they were still in forestry. No one responded.
- C. Strategic Outcome #3 – Professional Education.
  - Will be media training in conjunction with Oregon Department of Forestry (ODF) and OFRI for database experts.
- D. Strategic Outcome #4 - Forest Information
  - Collaboration with ODF and OFRI has helped editorial boards become familiar with SAF data base.
  - SAF will no longer sell our mailing lists – which may push more advertising in *WF*.
  - Lori will work with communications committee to develop materials.
- E. Strategic Outcome #5 – Outreach
  - Discussion on target audiences, including who are the policy makers? Who is the media?
- F. Strategic Outcome #6 - Operations and Finance
  - Committee name changed from "Finance" to Operations and Finance.
  - 45% of income is dollars from assessments, which is down from previous years.
  - Attempting to increase non-dues revenues.
- G. **MOTION**. George Chesley moved to approve the strategic Plan for 2006, seconded by Doug Rushton. Motion carried.

VIII. Roundtable

- NWO and OR/WA Leadership Conference lead - Sue Bowers noted that currently the NWO chair has also been the chair for the OR/WA Leadership conference and that

might be too much of a workload. Maybe reshuffle which state chair leads which meeting. Don Hanley (this year's chair for NWO and the Leadership Conference) said it really was not too bad this year since Lori Rasor did most of the prep work for the NWO meeting. The consensus was to leave it as is for now and if the workload gets too great, we change it.

IX. Calendar of NWO and other Meetings

A. NWO Meetings

1. February 14 starting at 10 a.m. at the World Forestry Center in Portland for 3-4 hours. Required attendees Chairs, chairs-elect, and treasurers from each state. (OR - Lena Tucker, OR chair; John Prendergast, OR chair-elect; George Chesley, treasurer. WA – Don Hanley, chair; Doug Rushton, WA chair-elect; Zoanne Aylesworth, treasurer)
2. June 20 Summer meeting starting at 9:30 a.m. at the World Forestry Center in Portland. Full committee.
3. November 8 Fall budget meeting starting at 9:30 a.m. at the World Forestry Center in Portland. Full committee.

B. 2006 National Convention is in Pittsburgh, October 25-29, 2006.

C. 2006 Oregon Annual meeting in Coos Bay, April 26-28.

D. 2006 Washington state annual meeting at Campbell's in Chelan April 6-8, 2006.

X. Meeting was adjourned at approximately 12 noon.

XI. Handouts

A. Agenda

B. Draft meeting notes from 11/18/05 NWO meeting.

C. SAF Northwest Office Report. SAF Leadership Conference – January 20-21, 2006

D. Income Statement and Statement of Fund Balances (dated 1/18/06).

E. State Society Membership 1997-2006 and NWO hourly rates.

F. SAF Northwest Office Notes for 2006 Proposed Budget

G. Income Statement and Statement of Fund Balances (dated 1/18/06). (large print version)

H. 2006 SAF Northwest Office Strategic Plan, Updated January 18, 2006.

I. 2006 SAF Northwest Office Strategic Plan, Updated January 18, 2006. Changes from 7/11/05 version noted.

J. Sign-in sheet

Minutes respectfully submitted by Doug Rushton, secretary, Washington State SAF.