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# **OREGON & WASHINGTON SAF LEADERSHIP CONFERENCE BOARD OF DIRECTORS**

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**ED SHEPARD, CF  
DISTRICT 2 REPRESENTATIVE  
SECRETARY/TREASURER**

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# NEW ADDRESS

TAKE NOTE!!!

- Starting February 1, 2016

Society of American Foresters

10100 Laureate Way

Bethesda, MD 20814

PLEASE WRITE IT DOWN!!!!



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- President Seely's Priorities for 2016
  - 2016 Board Structure, Committees, Assignments
  - On-going work
  - Conversation on Evolving Forestry (time permitting)





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# **SOCIETY OF AMERICAN FORESTERS**

## **2016 PRIORITIES AND PLANS**

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Clark W Seely, CF, 2016 President

Board of Directors – December 6, 2015

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# WHO WE ARE? WHAT'S OUR REASON?

## Who we are?

*“We are the organization that represents forestry professionals, providing leadership to ensure that all members of the profession achieve excellence in sustainable forestry and natural resource management” – SAF Vision*

## What's our reason for being?

*“To advance sustainable management of forest resources through science, education, and technology; to enhance the competency of its members; to establish professional excellence; and to use our knowledge, skills and conservation ethic to ensure the continued health, integrity, and use of forests to benefit society in perpetuity.” – SAF Mission*





# WHAT WE DO? WHY IT MATTERS?

## What we do?

- “We challenge landowners, decision makers and society at large to make choices about our forests based on professional knowledge, leading-edge thinking, and a century of practical experience.
- We seek viable pathways forward, balancing diverse demands on our natural resources.
- We set the standard in forest management, bringing science, best practice, and the best people together to actively shape the future of the profession.” – SAF Core Language
- “SAF is the place that informs, connects, and efficiently shares best practice about forest management.” – SAF Brand Promise (Evolving Forest Management since 1900)
- “SAF consistently addresses challenges and opportunities facing members, improves practice, and education, and is the place where challenges facing the future of forest management are discussed.” – SAF Brand Personality (Excellence, Engaged, Responsive)
- “SAF provides the best networking opportunity in forest management, is the trusted filter to rich content, and is invested in helping advance its members careers.” – SAF Brand Values (Continuous Improvement, Connections & Community, Credibility)

## Why it matters?

- “Thriving forests, essential resources, strong communities
- ‘For the greatest good. For the greatest number. For the long run.’” – SAF Core Language



# 2016 PRIORITIES AND APPROACHES



THIS RESULTS IN A TWO-FOLD PURPOSE

*“Grow the Profession  
and  
Serve our Members”*





# 2016 PRESIDENT'S FOCUS AREAS

## 1. *Communications*

- a. Internal – Keeping Current (Periodic key communications and messaging; SAF website; Board SharePoint)
- b. External – Telling the Story (Periodic key communications and messaging; partner messaging; policy statements; SAF website)

## 2. *Partnerships*

- a. Relationship Development
- b. Joint Efforts Enhancement
- c. Employer Support

## 3. *Leadership Development and Delivery*

- a. Building the Framework
- b. Delivering the Product
- c. Meeting the Need

## 4. *Students*

- a. Serving Needs
- b. Professional Development
- c. Faculty Support

## 5. *Early Career Professionals and SAF Leaders*

- a. Serving Needs in Transition
- b. Leadership Development
- c. Employer Support

## 6. *Recognizing and Celebrating Excellence*

- a. New National Leadership Awards – Outstanding Student, Employer and Diversity Leadership



# 2016 BOARD COMMITTEES - EXECUTIVE

- Members

- Clark Seely, Pres. - Chair
- Matt Menashes, CEO (ExO)
- Bob Alverts, IPP
- Fred Cubbage, VP
- Ed Shepard, S/T
- Judd Edeburn
- Jim Thinnes

- Staff

- Louise Murgia, COO

- Key Priorities & Actions

- Link and Synergy between Governance and Management
- Communication “3X”
- Acting for the Board between Meetings
- BPM Review
- CEO Evaluation Initiation
- CEO Contract
- Board Meeting Development
- HQ Building Issues
- Local Unit Organizational Effectiveness/Regional Capacity
- Charter Revision



# 2016 BOARD COMMITTEES - GOVERNANCE

- Members

- Fred Cubbage, VP – Chair
- Don Grebner
- Wayne Bell
- Si Balch
- Matt Menashes, CEO (ExO)
- Clark Seely, Pres (ExO)

- Staff

- Louise Murgia, COO

- Key Priorities & Actions

- BPM and Bylaws Review
- Board Evaluation – meetings, agenda, annual
- New Board Member Training and Orientation Planning
- Charter Revision Support to other Committees
- 2013-17 Strategic Plan Review
- Planning for Strategic Planning Update
- Annual Board Affirmation Statement Process
- Revisions to National Nominating Process





# 2016 BOARD COMMITTEES - FINANCE

- Members

- Ed Shepard, S/T – Chair
- Keith Blatner
- Rick Standiford
- Wayne Bell, GC Liaison
- Fred Cubbage, V-P (ExO)
- Matt Menashes, CEO (ExO)
- Clark Seely, Pres. (ExO)

- Staff

- Jorge Esguerra, CFO

- Key Priorities & Actions

- BPM Review
- Financial Monitoring – Budget and Investments
- 2017 Budget Development
- Development Subcommittee
- Forestland Donation Task Group
- Foresters Fund Policy and Process Review and Revision
- CF/CFE Revenue Concepts
- Dues Analysis
- Risk Analysis
- Charter Revision



# 2016 BOARD COMMITTEES - AUDIT

- Members

- Judd Edeburn, Chair
- Don Grebner
- Gary Vander Wyst

- Staff

- Matt Menashes, CEO
- Jorge Esguerra, CFO

- Key Priorities & Actions

- BPM and Articles Review
- Annual Financial Audit
- Internal Accounting Controls Review
- Program Internal Auditing Concept Development
- Annual Board Affirmation Statement Process (with Governance Committee)
- Charter Revision



# BOARD AND COMMITTEE LIAISONS

- Special
  - HSD and Magic Force – Rachel Reyna
  - Students – Jim Thinnes and Rachel Reyna
  - Canadian Institute of Forestry – Gary Vander Wyst
- Committees
  - Committee on Forest Policy – Lee Crocker
  - FS&TB/Working Groups – Gary Vander Wyst
  - Educational Policy Review Committee – Lee Crocker
  - National Nominating Committee – Past President Roger Dziengeleski





# ON-GOING WORK FROM DEC. MEETING

- Board Training
  - Started in December
  - Two upcoming calls with new board members
- Passed 2016 Budget –continuing SAF’s investments in infrastructure and operations – Focusing on investments started in 2015
  - Investing in staff
  - Upgrade IT management system – iMIS
  - Investing in the Evolving Forestry Initiative
  - Membership Development
  - Continuing education
  - Communication activities



# ON-GOING WORK

- Convention
  - Review of 2015 in Baton Rouge
  - Prepare for upcoming conventions
    - 2016 – Madison, Wisconsin
    - 2017 – Albuquerque, NM
    - 2018 – Portland, OR
- Diversity and Inclusion – outside experts to help identify preferable outcomes and methods to achieve them.
  - Developing a diversity and inclusion statement for SAF
- “Evolving Forestry”
  - Conversation with members and other natural resource stakeholders
  - Charting the future of forestry
  - On-going Conversation over next 2 years, started at Convention



# ON-GOING WORK

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- Supporting Science Research
  - Renamed the Science Fund to “The Kurt Gottschalk Science Fund”
  - Approved a plan to match up to \$250,000 in donations to the Fund
  - From the estate of Bill Hagenstein (pending approval of estate)





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# evolving FORESTRY

# WE'VE HEARD FROM YOU...

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- Build a Strong and Vibrant Organization
- Focus on a Shared Vision – All Dimensions
- Focus on the Profession's Needs
- Pay Attention to Various Disciplines
- Pay Attention to Diverse Viewpoints
- Pay Attention to Different Regions' Needs

But we need to broaden and deepen the conversation...





# A CONVERSATION ABOUT...

- evolving **forest management**
- evolving the **forestry profession**
- evolving **SAF**



**...Why and Where are  
we Headed, and How do  
we get there?**



# WHAT DOES THAT MEAN?

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**We Must Shape Our  
Own Destiny**

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**Forestry Professionals  
Must Work Together for  
Our Common Good**



# THINK LONG TERM

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- This is a **long-term** conversation
- We are **listening** and **deliberately gathering input** and **quantifiable data**.
- We want to **hear from you** in a way that's convenient to you.



# HOW DID WE GET HERE?

- Throughout our 115 year history, we have defined and redefined the profession and our role.
- Foresters early in the 20<sup>th</sup> century were generalists responsible for all aspects of forest management.
- Over time, specialists such as wildlife biologists, fire managers, planners, etc., have become actively involved in forest management. Foresters have also become specialized as evidenced by SAF working groups.





# HOW DID WE GET HERE?



- SAF began accepting scientists, practitioners and other natural resource professionals within the “broad field of forestry” as members in the early 1990s.
- Effective collaboration with allied natural resources professionals is now the expectation.

# HOW DID WE GET HERE?

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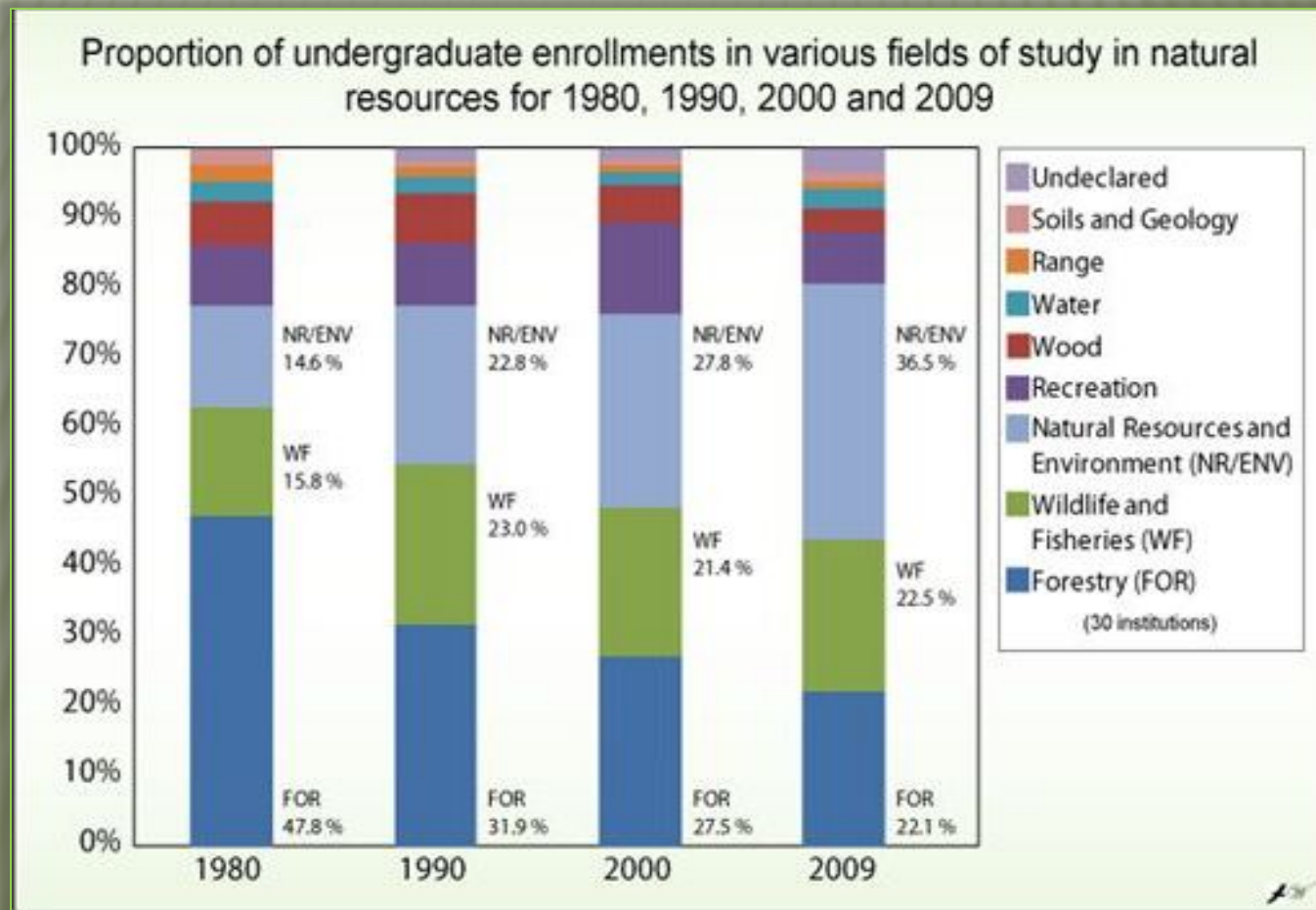
- In 2013, a national *Membership and Credentialing Task Force* was commissioned to begin a process of professional examination – Who we are? Where we're headed?
- This was based on the SAF 2013-17 Strategic Plan, Strategic Goal #1: *Recruit forestry and natural resources professionals to become members in SAF, to recognize rewarding opportunities that meet our mission and provide a broader membership base to pursue those opportunities.*
- The Task Force's 2014 report highlighted some of the challenges facing forestry and SAF in the wake of professional and societal change.





# FORESTRY EDUCATION IS CHANGING

Institutions of higher education are evolving and expanding their “forestry” degree programs.





# OTHER NATURAL RESOURCES PROFESSIONALS ARE INVOLVED

Other natural resources professionals are assuming some of the roles that were once dominated by foresters. This may vary considerably based on employer and geographic location.



# RESPONSE REQUIRED

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The forestry profession and the scope and complexity of forest resource management continue to undergo profound changes—and **SAF must embrace and respond to these changes to stay relevant – this is not new.**





# THE RESPONSE

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Among a number of aspects, in part, SAF will stay relevant by openly engaging all natural resources professionals involved in forest management, **many of whom are already SAF members!**





# WHO ARE THEY?

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- The “Broad Field of Forestry”: “those biological, quantitative, managerial, and social sciences that are applied to forest management and conservation...”
- In general, they are professionals who have been awarded or are pursuing a degree that is identified as a credible science program by nationally recognized institutions of higher learning.
- They are pathologists, fire managers, biologists, range conservationists, ecologists, entomologists, hydrologists, soil scientists, and others.



# STAYING TRUE TO FORESTRY

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- Foresters must look forward while recognizing their proud history and achievements.
- Foresters will continue to be at the core of forest management and SAF.
- SAF will continue to be a professional society for foresters.



# HOW WILL THE CONVERSATION UNFOLD?

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- Forestry leaders leading the conversation
- Kick-off at 2015 Baton Rouge Convention – an initial national survey in November 2015 – members and non-members
- Coupling with the recently completed “Member Values Survey”
- Local unit discussions, HSD and further surveys
- Mass communications that inform and allow input
- Partner discussions





# THE END GAME



- No set time limit
- Input and data will inform the decisions
- Shaping and defining forestry, the profession and SAF – Now and for the Future...
- Because it matters!



# QUESTIONS

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