

Northwest Office Meeting
Oregon and Washington State Society of American Foresters
November 8, 2006
World Forestry Center; Portland, OR

SUMMARY of ACTIONS and MOTIONS

Several actions and motions throughout the minutes. They are noted with bold font and underlining.

I. Opening

Chair Don Hanley opened the meeting at 9:10 a.m. Self-introductions were made (see attached list).

- **MOTION.** George Chesley (GC) moved to approve minutes from January 20, 2006 meeting and seconded by Chuck Lorenz (CL). Motion carried.

II. Committee Reports

A. Finance Sub-Committee (for Northwest Office (NWO)) – Doug Rushton, on behalf of internal review committee (**handout**)

1. Group discussed items from the committee's report and agreed by consensus with the approaches.
 - a. Lori Rasor indicated that in the future, organizations or SAF units that use NWO credit card services will be charged a straight 3.5% of the amount billed to the credit card instead of trying to separate out all the various fees and charges. This will greatly simplify the process.
 - b. On-line banking – Washington Mutual has not been helpful about getting set up, but Lori will work through it with them.
 - c. Quarterly reporting adequate.

B. NWO Report – Lori Rasor (LR) (**handout**)

1. Report covers the period through October, 2006.
2. Last year's priorities were strategic outcomes 1 (Internal Communications) and 4 (Forest information).
3. Strategic outcome 1 - Internal Communications
 - a. Some chapters still not ready to go fully electronic. Have an independent contractor helping with newsletters (at \$15/hour, which is cheap) and frees up other staff. Tend to work with the 6 'bigger' chapters on newsletters.
 - b. Provided registration services to both OSAF and WSSAF annual meeting committees and the Oregon/Washington Leadership conference.
 - c. Responding to members.
4. Strategic outcome 2 – Membership and Diversity.
 - a. Student forum in *Western Forester* (WF) is operating. Working with WSU for Jan./Feb. with Keith Blatner. Want to have articles in the pipeline. Contemplating going to every other issue.
 - b. Themes - will be looking at community-urban sector. Working on an article on opportunities in forestry. Continue to look for authors.
 - c. Membership – not a lot from NWO as the focus has been at the local level. Working with Charlene Schildwachter <charlene@safnet.org> at the national office on marketing ideas for membership.
 - 1) Member, retired member and student are being contemplated as new member categories.

- 2) AT HSD in October, was the first time they heard about the proposed changes. Members want to talk with other members and then decide what to do, probably in March. What Charlene proposed at HSD was a revised dues structure to make it the same across the country and with not so many variations as now exist. **ACTION:** Chuck Lorenz will put together a *WF* article on this.
- d 2007 National Convention in Portland.
 - 1) \$1,800 approved from National to work on marketing and publicity.
 - 2) NWO will work with 07 National effort, but stay on the fringe.
 - 3) *WF* subcommittee summary (**handout**).
5. Strategic outcome 3 – Professional education.
 - a. Media training provided, emphasizing OR (paid for by OFRI).
 - 1) Hands on training on being interviewed.
 - 2) OFRI can provide WA training – but has to be in OR. May be in conjunction with the WSSAF “annual meeting” to be held in conjunction with the 2007 National Convention in Portland.
6. Strategic outcome 4 – Forest information.
 - a. Expert database is almost up and running. – 140 in the database.
 - b. George Chesley noted we need to determine performance criteria for how well it is working.
 - c. LR does not have all the information needed for the people in the database and is seeking to remedy that with a part-time hire.
 - d. LR has been invited to be on the OFRI communication group.
7. Strategic outcome 5 – Outreach
 - a. *WF* still open to everyone (on the web). Getting lots of web hits, which is a plus for selling advertising. We are charged for web hits and downloads, which will be addressed in the *WF* subcommittee.
8. Strategic outcome 6 – Finances. Fund raising has not been a focus this year.
9. Discussion
 - Q - Don Hanley (DH): What are the difficulties in the strategic outcomes in relation to databases and web hits/downloads.?
 - A – LR: time – not enough to do things adequately within *WF* and database. Need help on *WF* ideas and themes. Seem to always be behind.
 - Q - Lena Tucker (LT): *WF* committee has been established; why not make them a standing committee and a resource to assist LR?
 - A – LR: volunteers have time constraints, too. Want to focus on those with expertise. Committee can help with establishing themes that make sense strategically.
 - A - LT: Get themes and come up with “experts” and ideas.
- C. *WF* Subcommittee – Lori Rasor (**handout**)
 1. Status – sent out a list of questions at the end of July to start the discussion on various aspects of *WF*.
 2. Received comments back from committee members who said content, theme and design seem OK.
 3. Comment from Chair Hanley – Color? Advertising efficiency? Website? (*WF* is “behind the gate” – How many get it for free when they are not an SAF member? Web availability could enhance advertising. On budget – are we getting our money’s worth and we are subsidizing Alaska (AK) and Inland Empire (IE). *WF* budget needs to be examined in context of NWO.
 - LR – About \$26-27K/year to *WF*.
 4. Advertising

- a. OSU will be advertising their Starker Lecture Series in *WF*.
- b. BASF will not have an ad in the November issue, but hopefully back in 2007.
- c. LR does not actively solicit due to time. SFI and Plum Creek appear to be pulling back.
- d. **ACTION**. LR needs help from members on who to call for advertising.
- e. Discussion on *WF* emphasis
 - DH – we charge AK and IE \$1.13 per issue and it costs \$1.70, the difference of which is paid by WA and OR members. This approach is probably not sustainable. What about going from 6 issues to 5? How much would that help for LR's workload?
 - LR – The reason 5 was proposed because LR has 60 days of leave to take and has workload issues. Between *WF* and Northwest Woodlands, there is a deadline nearly every month, leaving little time for other duties as assigned.. now staff, including Michele, is maxed out.
 - Doug Rushton – What about expanding *WF* to Northern CA?
 - LR – Can't keep up with current geographic areas.
 - George Chesley – concern that LR needs to take time off and *WF* seems to take disproportionate amount of time. Cost is a concern. How do other publications get advertisers?
 - LR – They hire folks who take a percentage.
 - GC – If it is a net gain, maybe it is still OK. *WF* is a "bright spot". Maybe modify LR's nuts and bolts involvement and have her be more editor in chief. It might be revenue neutral, but if LR is able to take time off and allow her to accomplish other things, it may be good.
 - LR – concern also with burnout of her graphic designer. We get good products inexpensively. With a choice, would drop Nov.-Dec. issue, especially for 07 because we have the national convention. Holidays and getting authors is an annual problem.
 - DH – Cutting down size?
 - LR – Can't touch a theme in less than 24 pages.
 - GC – If we are getting non-forestry folks involved, there'll be demand for more information.
 - LR – On the database, thought she'd get more help from ODF and OFRI. Once that is set-up and running, the time pressure may subside. Also lots of research for *WF* articles and authors.
 - DH – with *Forestry Source*, should *WF* evolve in some other direction? A newsletter?
 - John Tillotson – comparing the forestry publications, *WF* is on top and it's *our* information. We know the people involved.
 - Bill Horn – Newsletter format would likely lose readers.
- f. Costs Discussion (**Handout** – cost analysis)
 - DH – We are down 25% in membership in the last decade and OR and WA are subsidizing AK and IE.
 - LR – We made a decision to cover fixed costs for AK and IE in order to increase circulation.
 - DH – Biggest issue is LR's time. She can't be easily replaced and we need to address her "burn out" factor.
 - LR – *WF* is like a small business. If the "owner" leaves, the work doesn't get done.
 - DH – If we go to AK and IE with our increased costs and then go from 6 to 5 issues per year, it would be a "hit" to them.

- LR – Cannot readily identify anything to dump because WF and the database need to continue. Considering having someone come in to do the books. WF advertising is streamlined, but maybe someone could be trained to handle the advertising. Have not looked at contract advertising.

g. **Action** items

1. LR's time – try 5 issues for 07 and evaluate how it works. Maybe a statement that there will be a hiatus for the 07 National Convention.
2. Bring AK and IE up to parity with OR and WA. DH will contact AK (Paul Maki) and IE (Terry Shaw) with 3 messages:
 - We need to increase subscription rate to \$2. (If they can generate advertising, the cost may go down).
 - For 07 because of the national convention, we will have 5 issues of WF.
 - Contact District representative Kirk David and bounce ideas off him.
3. In combination with guest editors, maybe "hot topics" issues – WA DNR, ODF, Universities or a chapter takes an issue.
4. Assess contracting advertising and a part-time book keeper. Advertising from publications such as "Loggers' World" and "Timber West".

h. Subscription Rate

1. LR needs to assess 06 numbers and see if costs have changed substantially since 05. Will be about the same.
2. \$2 is a good number and we should be able to maintain this level for awhile.
3. Approach – DH will contact Kirk David (Council Rep.). Need to ask ourselves if AK and IE do not pay, what is our contingency plan? We (LR) will provide detail of why in a one pager.
 - GC – We don't get advertisers from those areas and if AK and IE were out, the projected reduction would be about \$2,868. If you consider that AK and IE are subsidized about \$0.60 per issue, that means the potential reduced revenue would be even less of an issue.

i. WF Subcommittee – Bill Horn

1. Recommend "codifying" the committee and in addition to working with LR on topics, that the committee also provide contacts for those topics.
2. **ACTION** - LR will send an e-mail to WF committee listing items still to address.
3. **CONSENSUS DECISION** - Retain current committee members for 07.

j. Advertising Rate Proposal (**Handout**) as discussed above and effective for Mar.-Apr. 07.

1. **MOTION**. Bill Horn moved to accept, with a second from Chuck Lorenz.
2. Discussion
 - John Tillotson – Will it negatively affect advertisers much?
 - LR – Probably not and she will work with them to minimize impacts.
 - LR will make minor adjustments because of the change from 6 to 5 issues.
3. Motion carried.

III. **Strategic Plan** (**Handout**)

Walked through the document (The numbers/letters in the minutes refer to the numbers in the handout.)

1. Strategic Outcome 1
 - a. Revisit electronic newsletters in 2008.
 - b. Delete F - , Basic strategy 3 on Explore Opportunities
 2. Strategic Outcome 2
 - C – Brochure – change to “coordinate with National’s efforts”.
 - D - Change action to say, “continue to include a student forum in each issue of *WF*”.
 - E – Drop
 - F – Drop F. Info is on line.
 - G - Drop.
 - I – Update
 3. Strategic Outcome 3 - keep as is.
 4. Strategic Outcome 4
 - A – May solicit additional OFRI funds for 07.
 - B – Database done by 12/06. Add: Mid 07 evaluation of database (tie in with NWO meeting).
 - C – Delete
 - D – Change to “moderate”.
 - F – Drop.
 5. Strategic Outcome 5
 - C – update
 6. Strategic Outcome 6
 - A. Basic Strategy 1
 - ACTION**. Add: investigate hiring part-time bookkeeper; contracting out advertising; look at increasing WF per issue cost to AK and IE.
 - B. **ACTION**. Tactic A – going to OFRI for more dollars. Ask for Foresters’ Fund to evaluate database.
 - C. Tactic B & C – update both.
 - D. **ACTION**. Add. IRS form 990. Work with OSAF for combined reporting process by May 1, 2007.
- IV. 2007 OR/WA Leadership Conference – Doug Rushton
- A. John Prendergast (OR chair elect); Julie Woodward (OFRI); and Doug Rushton (WA chair elect) met and developed a draft agenda. Congressman Brian Baird invited as key note speaker.
 - B. Cost to be \$98.
 - C. Scheduled for January 19 -20, 2007 in Hood River.
 - D. Registration flyer included in upcoming Nov/Dec issue of *WF*.
- V. Budget Review
- A. Explanations
 1. Projected ending balance for December 07 - \$18,232 to replace \$15,101.
 2. Under 5, *WF* scenario - \$8,132 rather than \$9,400.
 3. Expert database – OSAF (Paul Bunyon grant) released. Should be \$2,750 rather than \$2,250.
 4. \$1,000 from NCASI has not yet come in.
 5. No honorarium from Burns and Williams Law firm, as they closed shop. They had been donating \$1,000.
 6. Sue Bowers suggested increasing OR and WA assessments from \$19 to \$20 and for NWO to get a cut from the 2007 National Convention in Portland.

7. LR – Some chapters have dollars and have shown no inclination to donate dollars to NWO.
8. Chapters could underwrite an issue of *WF*.
9. John Tillotson suggested in-kind contribution; chapter underwriting, or a computer donation to replace Michele's computer, which is five years old.
10. GC – Add \$2,250 from OSAF as a donation for strategic plan implementation.
11. LR – Jerry Anderson of Forest Capitol annually contributes \$1,000.
12. \$1,840 potential from AK and IE for full fare on *WF*. [\$9,400 deficit minus \$2,250 {OSAF #10} and minus \$1,840 {AK and IE; #12} equals about \$3,500 deficit remaining.
13. \$3 assessment for OR and WA members (\$19 each) would cover the rest of the deficit. It's been at \$19 since 2000.
14. ODF will support 50% of SAF participation.
15. To donate to NWO, just send a check to NWO-SAF.
16. **ACTION**. DH to e-mail chapters and ask them to send any extra money to NWO.
17. Ideas – 80 free copies to libraries not clear if they are used but there is a cost associated with sending the issues to the libraries. People can download *WF* for free and cannot tell if having *WF* on web makes a difference. Maybe put in a "members only" section.
18. Potential money makers to make up the \$3,500 deficit
 - a. WSSAF check to see if we can send any money to NWO.
 - b. Ask chapters to donate.
 - c. Potential revenue from 07 Convention. SAF hosts receive \$10,000 plus 25% of the total convention fundraising, if the conference shows a profit. If there is not a profit, then the hosts only get the \$10,000. OSAF and WSSAF are the hosts. OSAF and WSSAF will divide any profits by state society members registered (not by membership numbers).
 - d. Article in *WF* on NWO finances.
 - e. **ACTION**. Lena Tucker will take to OSAF at December meeting and DH and Doug Rushton will take to WSSAF.
19. Tactically, we need to show the budget is not balanced and make it visible. Membership needs to know the financial status of NWO. {see 18a and 18d}.
20. NWO operations committee has taken steps to improve finances, including increased advertising rates.
21. GC – Do we build up NWO or do we build up each state society in order for them to support NWO?
22. DH – We have dropped 25% in membership in the last 10 years, and we cannot continue of this trajectory.
23. GC – license "SAF" support?
24. Will approve NWO budget at the January meeting after states have looked at #18.
25. **ACTION**. LR will produce a one pager with charts; history of budget. Points to make: point out who does not pay (goldens, students); increased costs; and decreased members.
26. Zoanne Aylesworth – maybe go electronic and those who want paper copies of *WF* can subscribe.

VI. Needs for 2007 and beyond

- LR will connect with Bob Alverts and Darrel Kenops to link *WF* to the 07 convention.

VII. State Elections and Fostering New Leaders

- A. LR – Year after year the ballots for elections are not ready until November because we cannot get people to volunteer for offices.
- B. **ACTION**. Maybe start the election process at our annual state meetings.
- C. **ACTION**. Need a “state of the state” letter from each state chair to go with election materials.
- D. Maybe a state by-law change to have the chair and chair elect be a two year appointment rather than the current one year.
- E. **ACTION**. OR/WA Leadership Conference – talk about that it is open to all – NOT just current leaders.

VIII. Northwest Office Meetings for 2007

- A. For 2007, John Prendergast chairs the NWO (as OR chair for 2007) with Doug Rushton as the finance committee chair (as WA chair for 2007). OR takes meeting minutes during 2007.
- B. Three 2007 meetings tentatively scheduled – early, mid, and late in the year (i.e. November).
- C. Meeting location to be the World Forestry Center in Portland.
- D. NWO Committee members:
 - 1. OR: John Prendergast (chair); Lena Tucker (past chair); George Chesley (treasurer); state secretary TBA; and delegate-at-large TBA. John Tillotson will remain active as a WF Subcommittee member, but is not a voting member of the NWO Committee.
 - 2. WA: Bill Horn (member at large); Don Hanley (past chair); Zoanne Aylesworth (probable chair elect); Scott Swanson (secretary); treasurer TBA; and Doug Rushton (chair). Chuck Lorenz will serve as an honorary, non-voting of the committee.;

Meeting was adjourned at approximately 3:00 p.m.

Minutes respectfully submitted by Doug Rushton, secretary WSSAF.