

## **OSAF Foundation Business Meeting Minutes**

### **May 27, 2010 at the OSU Forestry Club Cabin**

#### Attendance

- Trustees: Mike Cafferata, Mark Buckbee, Mike Cloughesy, George Chesley, Jennifer Beathe
- OSU: Kira Hughes

Mike Cafferata (Mike C.) opened the meeting with introductions at approximately 9:00 a.m., introducing Kira Hughes from OSU who took over from Janey Parsons. Ed Jensen was unable to join us.

#### Old Business

- a. Minutes from December 19, 2009 OSAF Foundation meeting. Minutes of the meeting had been approved by email consensus.
- b. Close books on 2009 OSAF Foundation golf tournament. Mike C. noted that in email correspondence from Craig Richards (attachment 1) that there was a surplus of \$6.09 from income and expenses from the 2008 and 2009 tournaments, and the Coos Chapter student dinner (partially funded by the Foundation). The \$6.09 surplus reflects essentially a 2009 golf tournament "profit" of \$500, which was then used to defray Coos Chapter's student dinner project. Mark moved and George seconded a motion that the OSAF Foundation transfer \$6.09 to the Coos Chapter and consider that the 2008 and 2009 OSAF Foundation golf tournament's business to be concluded. The motion carried unanimously. Ensuing discussion noted that future fund-raising golf tournaments' revenues and expenses will be handled by the organizing chapter, avoiding paying operating costs through the OSU Foundation.

#### New Business

- a. Board appointments. Mike C. reported that Trustee appointments were approved as we proposed in our December 19, 2009 meeting. Mike Cloughesy (Mike Cl.) asked how at-large positions are chosen. After Mike C. explained, Mike Cl. noted that Ted Reiss is interested in being considered for any upcoming vacant at-large positions.
- b. Financial status update. Kira reviewed the Treasurer's Report dated 4/31/2010 provided by Ed Jensen (attachment 2). The OSAF Foundation funds were \$241,510.31 at the beginning of calendar year 2010 and are \$241,584.62 as of April 30, 2010, having gained \$74.31 this calendar year. Kira stated that she works in Student Services for the School of Forestry; her work phone number is 541-737-3475 and her email address is [kira.hughes@oregonstate.edu](mailto:kira.hughes@oregonstate.edu).
- c. Emerald Chapter student scholarship proposal. Mike C. briefly reviewed the Emerald chapter proposal to add \$1,000 (\$500 per student) to the Foundation's full-ride scholarships, helping with fees and books. Emerald Chapter points out that their contribution is to be in addition to what the Foundation will provide - we are not to allocate less money to each student and rely on Emerald Chapter for the remainder. Mark noted that their proposal does what we considered but rejected at our December 2009 meeting due to limited funds. Mike C. will determine the mechanics to ensure it works, but it appears that the Emerald Chapter money can be placed specifically into the Foundation cash account for disbursement to students. The Board discussed the potential of growing this concept; priority one is to grow our Fund, we'll let this concept evolve and not discourage supplemental donations to keep the OSAF scholarship program viable.

George pointed out that Central Oregon Chapter is concerned that our program is "OSU-centric", ignoring Central Oregon CC and Mt. Hood Cc. Mike Cl. moved and Jennifer seconded to accept Emerald Chapter's proposal to supplement the Foundation's scholarship award to assist with fees and books for OSU scholarship recipients in the 2010-2011 school year. The proposal passed unanimously. The Board noted that we're supportive of continuing this concept into the future and will annually review it. Mike C. will ensure that this supplemental award from Emerald Chapter will be reported in the OSAF newsletter.

- d. 2010 OSAF Foundation golf tournament update and needs. Mark reported that planning is going well. Chris Jarmer from the Capitol Chapter is worried that tournament entries re lagging to date, and that some checks are written to the OSAF Foundation instead of the Capitol Chapter. Receipts will need to be provided to sponsors to ensure that their donations meet income tax requirements. Discussion ensued about conducting the tournament on Friday vs. Saturday - the decision was made to discuss this at our December meeting. Recognition for Chris Jarmer's efforts on the golf tournament was discussed, including perhaps a gift card for him - amount TBD - from either Capitol Chapter of OSAF. Mark will approach Al Tocchini, Capitol Chapter Chair, about the concept of a gift.
- e. OSAF Foundation Fundraising. Mike C. led discussion about goal-setting. George suggested that we be optimistic: set a goal of \$400K for the Fund balance, set a fund raising goal for the golf tournament, and pursue opportunities to raise funds. Mark suggested that we recruit Foundation board members that have fund raising skills, and that the board focus on fund raising for a period of time. It was pointed out that ONREF also has fund raising needs. Mike Cl. suggested that we fund raising concurrently, outlining the value and use of each fund. George pointed out that we have several different audiences; the message/approach should be tailored to the audience. It was the consensus of the board that this is worth pursuing - Mike C. will write up a proposal including goals and approach, and ask each board member for feedback.
- f. Planned giving discussion. George Chesley led the discussion. He referred to his hand-out (attachment 3) dated May 27, 2010. The key is to know your audience, understand the circumstances in their life by developing personal relationships with them. A simple bequest is a simple, effective way to raise funds. The Forest History Society receives most of their funds this way. Zach Hughes of the OSU Foundation is available to meet with us. George recommended: 1) a committee meet with Zach to develop a program, setting goals, being opportunistic and pro-active, 2) the committee define a recommended program to consider at our fall/early winter meeting, and 3) implement a program, advertising it through our venues: Western Forester, OSAF Newsletter, etc. - and include a process for referrals. Mark asked about giving prior to end-of-life/estate planning. Mike Cl. suggested that a simple brochure for giving opportunities may be sufficient for us. It was agreed that the entire OSAF Foundation Board will meet with Zach to develop a plan a set a course of action.
- g. Fellows Luncheon. Set aside this discussion on the future of the Luncheon to the next Foundation Board meeting.
- h. Student chapter discussion. Set aside for the next Board meeting.

#### **Next Meeting Needs**

The Board will do an OSAF Foundation golf tournament debrief, discuss the future of the Fellows' Luncheon, and further discuss planned giving at the next Foundation board meeting. Intent is to have this in during the summer prior to our fall/early winter meeting.

## OREGON SAF FOUNDATION BUSINESS MEETING MINUTES

December 17, 2010 at Peavey Hall, OSU

**Attendees:** Mike Cafferata, Mark Buckbee, Mike Cloughesy, George Chesley, Jennifer Beathe,

Kira Hughes-for budget discussion, Ed Jensen-@end of meeting

**Review of Minutes:** *The minutes/rom the 5/27/2010 meeting were approved*

**Trustee Membership:** Mike announced that George Chesley and Jennifer Beathe both agreed to serve an additional 2-year term, and Mark Buckbee agreed to become Chairman.

Composition for the Board in 2011 are:

At-Large Members:

Terms starting January 2010: George Chesley, Jennifer Beathe.

Terms starting second year in January 2010: Mark Buckbee and Mike Cafferata.

Mike Cloughesy, Norm Michaels

OSU Representative: Ed Jensen

### Old Business:

- a. Golf Tournament: The 2010 golf tournament, organized by Chris Jarmer earned \$990.  
No profit was made on the fees, the profit came from donations. The Board wants to continue this fund raiser in 2011, so we need to find someone to organize it. Mark will contact Chris to ask for suggestions (Eric Kranzush? George Ice?). Board signed a thank-you card for Chris.
- b. Fund Raising Campaign: This past summer, letters were sent out to respectively Golden Members asking for support of OSAF general operations and Fellows asking for support for the OSAF Foundation. The response was good (50 donors) with \$1103 donated to the Foundation and \$1774 for OSAF general operations. Trustees signed a card thanking Ann Forest Burns for her help. The Trustees agreed that this fundraising campaign would be repeated in 2011.
- c. Planned Giving: George and Mike Cafferata met earlier in the day with Lacy Larew- OSU Director of Annual Giving and Zach Hansen- COF Director of Development

(Planned

Giving). lacy and Zach say that a consistent annual giving program is a good foundation

for a Planned giving program. Planned givers were annual givers for average 14 years

and it is best to contact people about planned giving towards the end of their career.

lacy is happy to help us with Annual giving strategies. Trustees talked about what we

do now: Golf Tourney, Fellows luncheon, letters to Fellow, advertisements in WF.

Trustees discussed expanding the letter campaign to reach more members based on

some likely-to-contribute criteria, advertise in the WF or the electronic WF. We agree

that the campaign needs to be institutionalized so that there will be continuity over

time. We also agree that while Annual and Planned giving campaigns can operate concurrently, it is best to have a strong Annual giving program in place first. George will propose a comprehensive Annual giving campaign at our May meeting including goals, what we currently do, and what we could do.

#### **Treasurers report:**

- a. Current Budget Status: Kira gave a current budget status. Income has been substantially impacted by the economic downturn and because our revenues are based upon a rolling 3-year average, we can expect the endowment revenues to continue to drop for another year or so before beginning an ascent. Other revenues deposited in the endowment for 2010 include the \$990 from the golf tourney, \$1103 from the Fellows campaign; and \$1000 to the current use account (for books etc) from the Emerald Chapter
- b. 2011 Budget: Mike proposed a budget based upon \$18,486 in revenues (see attachment). After accounting for operating expenses, fund raising, contingency and other costs there are insufficient funds to cover 2 new full scholarships. Trustees discussed options of 1) one and a partial, and 2) one only with the residual either a) returned to the endowment or b) carried over in the current use account in order to potentialfund a 2<sup>nd</sup> full scholarship in the out-year.  
*Mike*  
*Cloughesy moved, Jennifer seconded and the Trustees approved a motion to fund one full scholarship (\$7600) and one partial (\$1500).*

#### **Assignment for 2011**

- a. Fellows luncheon: Jennifer will arrange this. Ideas for speakers include: Hal giving a State-of-the-College, mock interviews for student participants, several students talking about their student/career experience, and Fellows addressing how SAF has helped their career.
- b. Planned and annual Giving: George will continue to research and make specific proposals at a trustee meeting date to be determined, that includes

suggestions for  
coordinating our annual giving, as well as for planned giving.

- c. Annual Giving: Mike Cloughesy will coordinate the letter campaign (need to determine how to "separate" from other campaigns such as ONREF)
- d. Golf Tourney: Mark will find an organizer (Kranzush? Ice?)
- e. Chapter Challenges: Multiple Chapters have sufficient funds to consider donating to the Foundation. Challenges seem to work with Chapters. Mark will coordinate
- f. Advertisement: Mike Cafferata will evaluate going WF hard copy or website advertisement (contact Gretchen Nicolas and John Pine), and will coordinate with George so advertising and giving requests are coordinated.
- g. Strategic Plan: Mike Cafferata will take "first cut" at updating our Strategic Plan. After we've approved final we'll have it communicated via the newsletter?

**Next Meeting:** Trustee meeting in May just before the Fellow luncheon. May meet  
Feb-  
March if George wants special meeting to address Planned giving

## OREGON SAF FOUNDATION BUSINESS MEETING MINUTES

May 19, 2011 at Forestry Club Cabin, Peavy Arboretum, Corvallis

Attendees: Mark Buckbee, Jennifer Beathe, Ed Jensen, Mike Cloughesy, Norm Michaels, George Chesley

Business:

- a) Financial Report: Request for a financial report was not requested sufficiently in advance so no report available. George requested a report so that he can estimate our funds available for a fund raising campaign. Kira will prepare that in the next week and send to all members. Discussed who should be the initial contact for (potential) contributors with miscellaneous questions about the foundation. Determined that while specific questions may be directed to others, we will show Lori Rasor as the initial POC in communications such as brochures, letters, constant contact and Western Forester. This addresses concerns with turnover on the Board
- b) Accreditation: COF is currently reorganizing programs which can potentially affect which students qualify for scholarships as our guidelines require that the recipient be enrolled in an SAF accredited program. This process takes time so there is no concern with meeting our commitments to the 2011-12 awardees, but can impact out-year selectees. The University has a requirement that a program must have 20 graduates annually. The COF now has only 2 programs meeting the requirement: Forest Management and Natural Resources Mgt (NRM). SAF is currently in the process of reviewing: FE/CE, Forest Ops and For Mgt. The OSU Wood Science program is not accredited and is being reorganized into a renewable products program. NRM is not an SAF accredited program. The Recreation Resources Management (RRM) program will become part of the NRM program. The University will not request SAF accreditation of the



Natural Resource Management program and consequently the RRM program would not be SAF accredited. There are other accreditation issues with the MF programs; several are currently accredited but may not be in the future. SAF is considering accrediting a Terrestrial Ecosystems major but this will take years. Marc Vomicil is on the National Accreditation Committee and could shed light on SAF Accreditation developments. We'll discuss this topic more at our fall/winter meeting and invite Marc to attend.

- c) Golf Tourney: The Golf Tourney is on track under the leadership of Adam May and the Marys' Peak Chapter. The tourney will be held either 9/23 or 9/30. The Committee is meeting 6/1. We'll want to get information in the July newsletter and summer Western Forester. Gretchen Nicholas is in charge of the newsletter and Lori Rasor the WF. The committee will contact us and chapters about what we can do to help.
- d) Planned Giving: George handed out an outline of a Planned Giving Plan and we decided on responsibilities for the action items. Mikes multipurpose fundraising letter will address the Foundation and include information about options for giving: annual and planned. It will also contain a check-off box in the Fellow/Golden Member solicitation letter if members would like more information about planned giving-George? will assure that the interested member is contacted by a person knowledgeable about planned giving and will monitor the interest. George will develop a letter/brochure to be sent to all members over 50 years for distribution in March 2012. George will develop a feature for the OSAF website on planned giving, estimated release date this fall.

Next Meeting: Dec 15 or 16 0930 on OSU Campus. Ed will arrange a room

## OREGON SAF FOUNDATION BUSINESS MEETING MINUTES.

December 15, 2011 at Peavy Hall, Corvallis

Attendees: Mark Buckbee, Jennifer Beathe, Ed Jensen, Mike Clughesv, Norm Michaels, George Chesley, Kira Hughes

### Business:

- a) Approval of Minutes: Reviewed and approved the May minutes. Ed will edit the section on accreditation
- b) Treasurers Report: Kira handed out financial report as of 11/28/2011. Kira said that there would be changes to this to reflect actual end of year income. Endowment earnings to cash were \$7677.92 but that reflects only 3 quarters and could be expected to increase approximately 33%. Mark reported that between the golf tournament and annual giving program, there were nearly \$7100 in donations to the fund in 2011
- c) 2012 Budget: Based upon the treasurers report we developed a 2012 budget. (attached) The principle issue to address was how much to make available for scholarship(s). We estimated that should the quarterly earnings be approximately \$2250, then there would be \$9000 available which could fund 1 full/1 partial or 2 partials. However there wasn't full confidence that 2012 earnings would reach that level, and we cannot dip into the fund principle. Consequently we determine that for the 2012-13 school year we would allocate \$7500 which will fund only 1 full tuition scholarship. This was preferred over 2 partials. Mark reported that the Emerald Chapter intends to supplement the grant in order to cover books and fees
- d) Golf Tournament: Jennifer had to leave so Mark reported on the Golf tournament. It was a great success thanks to Robin Tucker and the Mary's Peak Chapter. There were approximately 60 golfers. There were 14 sponsors. The net profit was just under \$5000 and Steve Pilkerton wrote a personal check to bring it over \$5000. We agreed that Robin should be recognized, and *Norm intends to present Robin with some OSU or SAF item (purchased by SAF) at either the 2012 Annual Meeting or a Chapter meeting.* Next years tournament should be sponsored by the Emerald Chapter. *Mark will talk to the Emerald Chapter Chair about this.*

- e) **Annual and Planned Giving:** Our Annual giving campaign yielded just over \$2000 this year. Most of this was received in response to the letter sent to fellows and the fellows luncheon. We would like to bolster this program, as research shows that a strong annual giving program helps build a successful planned giving program. We decided produce a brochure which addresses the Foundation, annual and planned giving. If possible we want this ready for the Annual Meeting and Fellows luncheon. *Norm will assign this development to a member TDB. Please send ideas on what should be in this brochure to Norm.*
- f) **Fellows luncheon:** The date is TBD but likely to be in May at the Forestry Cabin. Mark will talk to Jennifer about reserving the cabin and arranging food. We have a budget for food. The 2011 agenda was well received so we'll plan for the same: A State-of-the-College presentation by retiring Hal Salwasser, or by Thomas Mannes, then presentations by several student about their education and career plans. We agreed to also invite the most recent OSAF award recipients (2011) and to continue this practice in the future
- g) **Miscellaneous:** We agreed that it would be useful to "archive" certain OSAFF document on the OSAF website. Documents that will be included are: most recent by-laws, most recent Strategic Plan, Awardee selection Criteria and Procedure and awardees since scholarship inception. *Mark will work with Dan Galecki on this.*

Norm and Mike have appointed Ted Reiss to fill in behind Mike Cafferata whose term runs out at the end of the year. Thanks to Mike for his many years of service, which included a term as Chair!

Ed gave us an update on SAF program accreditation at the College. With the movement of the Recreation Resources Management program into the new Natural Resources Management program, the College did not request reaccreditation of that program. That means that the 3 College programs which are SAF accredited are Forest Engineering, Forest Management and Forest Operations Management. SAF is evaluating membership for terrestrial ecosystems professionals. Should that happen OSU would likely request accreditation for at least some of the specialty options within its Natural Resources program.

## OSAF FOUNDATION BOARD OF TRUSTEES BUSINESS MEETING MINUTES

May 17, 2012 at the Forestry Cabin McDonald Forest

Attendees: Mark Buckbee, Ed Jensen, Jennifer Beathe, George Chesley, Ted Reiss

Business:

- a) Approval of December minutes: George pointed out that while we talk about funding a "full tuition scholarship", we have funded \$7500 which mayor may not cover all tuition/fees depending on the program. Ed pointed out that assigning a set amount is common consequently we're staying with our earlier decision. Minutes approved
- b) Budget Update: Kira was unavailable so Ed did the budget update. Ed handed out the 12/31/2011 and 5/7/2012 reports. There has been some growth in the fund due to an improved "quarter" in the rolling 12 quarters and additional contributions. Contributions added approximately \$9000 to the account in FY 2011, and the account stands at approx, \$254K. Kira has some questions on the ledger which she highlighted in yellow. In particular she asked about the \$3656 cash flow buffer in the 12/31/report. Our recollection is that was intended to serve 2 potential purposes: buffer us from any fund downturn which would impact our ability to fund the one full scholarship in 2012-13 and second to leave a balance which could be used in the 2013-14 school year to bolster our funds sufficient to award a second scholarship. She also asked about the \$500 and \$200 for carryover and operating expenses. None of us could remember the full rationale so Mark will talk to Mike Cloughesy. We talked again about synchronizing the OSAFF budget year with the OSU budget year. This we think could simplify accounting, and we hope make budget reports simpler for Trustees to follow. George requested that we speak with Steve Cafferata to assure that this doesn't create unanticipated consequences for OSAF budgeting
- c) Annual and Planned Giving: As has been done the past several falls, a letter will be sent out to OSAF Fellow and Golden members requesting donations to OSAF Foundation, OSAF, and joint office operating expenses. This effort has yielded between \$1000 and \$2000 per year. George participates in this. It was suggested that some other members may be willing to contribute but we need a simple and inexpensive mechanism to make the request. Working through the dues collection process is

problematic and we are hesitant to expand the hard copy mailer used for Fellow/Goldens to all members. Other options are advertising in the Western Forester, a Constant Contact mailer to all members and more/better information on the OSAF Foundation Webpage. Suggested that in our mailers we have suggested contribution levels. Mark will talk to Lori about these options. Eric Kranzuch said that Jerry Anderson of Forest Capitol did a lot of work on planned giving 10 years ago?

- d) Brochure: We have 3 renditions of the brochure including the one with edits by Matt Krunglevich. Trustees are supportive of a brochure, 3 fold is OK. We think that the newest rendition by Matt needs work such as photos containing students. Also, the groups thinks we should remove all reference to the the Foresters Fund and ONREF. Jennifer will be contacting Matt to assist.
- e) Golf tournament: Ted reports that the Emerald Chapter has begun planning for the OSAFF golf tourney. He, Mike Tucker and a committee of 3-4 others will be leading. The tourney is scheduled for August 24 (Friday) at Trysting Tree. They will likely ask for help in arranging hole sponsors; this is where most of the money is made
- f) Other topics: Mark reported that additional document have now been posted on the OFAFF webpage page which is a subpage in the OFAF website. Currently there is a 1 page narrative about the Foundation, then 4 other documents can be accessed by "members only" By-laws, strategic plan, scholarship award selection criteria and listing of award recipients. Group suggested that the brochure should be posted on the public access area when ready, copies of letter used to request donations and possibly the "golden folder" on how to run a golf tournament in the member only. Also suggested was a bio on the newest scholarship recipients and an update on the career of a previous recipient in the public area.

Meeting was followed by the Fellows luncheon. About 35 attendees including 5 trustees, 6 students, 1 OSAF award winner and nearly 2 dozen Fellows. The students talked about their student experience and career goals. Steve Tesch gave a "State of the College" message.

## **OSAF FOUNDATION BOARD MEETING 12/5/2012**

**ATTENDEES:** Mark Buckbee, Ted Reiss, Jennifer Beathe, Norm Michaels, Ed Jensen, Kira Hughes (later)

**LOCATION:** OSU Peavy Hall

### **AGENDA:**

#### **1) FUND STATUS**

Ed briefed Trustees on the 11/20/2012 Treasurers report. Total income for the year was nearly \$10K. Ending balance 9/30/12 is \$255,627.71. Had discussion and explanations on fund/budget status. Complicated by the fact that we decided to go to a FY budget cycle consistent with OSU. Accordingly, the annual financial review will be performed post-June 2013

#### **2) BUDGET DECISIONS**

We extended our budget cycle for 2012 to also cover Jan-June of 2013. Since the Trustees had not formally approved that new budget for 2012/2013 we did so (all present in favor). Changes included combining misc. expenses and advertising and zeroing Golf tournament expenses as sponsoring Chapter provided seed money. Later when Kira arrived we discussed the admin fees. She said that when applied to donations, this is deducted from the amount added to the endowment and not deducted from our operating budget, therefore we don't need the admin fee line item in our budgets. Then took up the 2013/2014 budget which in the new cycle begins July 2013. We then proposed a 2013-2014 budget (attached). It covers only one tuition scholarship as well as funding for normal miscellaneous expenses and admin fees. After EO calendar year data comes in, we will review and determine if changes in the tuition amount are appropriate. Current estimate is for a 6-9% increase in tuition. Group agreed that future Trustee meetings should be held in January (to account for EOY donations and still have time to be part of scholarship process for next school year and prepare budget for upcoming FY) and late July or August (after EO FY so that financial review can be performed)

### 3)ANNUAL/PLANNED GIVING STRATEGIES

We had 1500 brochures and need to distribute at all appropriate venues. In 2012 they were handed out at the Nation Convention and Fellows Luncheon. In 2013 we'll plan to hand out at Leadership Forum (Ron), State Meeting (Mark), Fellows luncheon (Mark), National Convention including Alumni gathering (Mark). In 2013 we should include our brochure in the letter sent from the state chair to all Golden members and fellows (Ron). Norm will try and get a National OSU/SAF sort to use for a mailing list. Ted asked if we can get a line in the electronic dues payment form (Can George look into this?). Ted asked that we consider getting professional fundraising guidance; at very least all trustees should hear from Zach Hansen at OSU Foundation

### 4)2013 TRUSTEES:

Norm will cycle off in 2013. Mark, Ted and Jennifer all believe they're on a 2012-13 term. Still don't know about George. Since the intent is to have the at-large members on alternating cycle, we'll want to consider how to do that at the end of 2013.

### 5)FELLOWS LUNCHEON

We'll schedule at OSU Peavy/Richardson Hall for a change. Jennifer will arrange having it at OSU approximately the third week of May. We will not have a regular OSAFF meeting at that time; maybe just a "check-in". Our regular meeting will be held late July or early August

### 6)DOCUMENT REVIEWS

Mark noted that the most recent Strategic Plan is for 2011, but said he doesn't want to fix it (much) if it isn't broke. Group agree that this could be converted into a 2011-15 Plan. Mark captured the recommendations and will send out draft.