



Executive Committee Meeting Minutes

Date: April 9th, 2015

Location: Conference Room, Whitefish Lake Lodge, Whitefish, MT

In Attendance: Jason Parke (JP), Gary Ellingson (GE), Jared Richardson (JR), Dylan Brown (DB), Tim Love (TL), Steve Hayes (SH), Brad Shoemaker (BS), Rebecca Hendrix (RH), Matt Menashes (MM), Bob Alverts (BA), Bev Yelczyn (BY), Steve Hayes (SH), Bob Castaneda (BC), Russ Gautreaux (RG), Dale Kerkvliet (DK), Ken Breuer (KB), Cindy Peterson (CP), Charlie Wentz (CW), Josh Smith (JS), Eric Worthington (EW), Owen Retzlaf (OR)

Call to Order – Chair Jason Parke called the meeting to order at 4:20 pm.

Introductions: JP welcomed those in attendance; introductions were made by all others present. MM and BA were present from National.

Approval of Past Minutes

Minutes from the February 2015 Meeting were reviewed, spelling of Scott Kuehn's name was corrected. Motion made to approve past minutes, motion seconded and carried.

Treasurer's Report:

JR reviewed Treasurer's Report with updated information and balance. Current balance is \$1,200. Motion made to approve budget, motion seconded and carried.

National Board Updates

Bob Alverts: BA gave a thank you for having him come to Montana, he has been traveling to other states and other societies in an effort to "grow the pie". He mentioned that only 1/3 of SAF members are under the age of 50, the struggle nationwide is to get younger members. SAF wants to "honor the past" yet move forward at the same time and "play the rookies"; IE use existing older member to mentor younger members and recruit new members.

Changes to SAF Management: Board meetings are now held 3 times per year, were previously held quarterly. SAF as an organization is restructuring and struggling to become more efficient. Working on reorganizing the society and either following a model like the Northwest Office or completely rebuilding from the ground up and relying heavily on the website. SAF is also working on engaging non-members and other natural resource professionals allied with the forestry profession. SAF is also working on engaging Canadian foresters in the society.

Matt Menashes: MM has "Four Key Pillars" of growth/guidance for SAF at the national level:

1. "Engagement with Members"-how to involve more members, especially the younger ones
2. "Diversity Problem"-SAF is not a very diverse organization, this is not necessarily based on gender or race but on the profession and the viewpoint associated with the profession. Societal values have changed and SAF needs to change with it.
3. "Stakeholder Outreach"-Need to make forestry relevant to the broader society around us; need to participate in society and make our presence known to those outside of the profession.
4. "Diversity of Revenue"-SAF relies heavily on membership dues for budgets, need to develop other revenue streams as membership is shrinking.

What does National do for individual societies? There are 32 State Societies, 16 Divisions & 234 chapters...how are they all tied together? National is developing ways for increased levels of participation & engagement with the state chapters and make them feel more connected. This is accomplished via meetings, the "In a Box" toolkits, leadership services and membership services. National is also trying to develop ways to reduce the administration load on local chapters as that is a major demand on volunteer time. National also developing a new method of managing the association with some advanced database management tools.

Essentially SAF's thought pattern is 30 years in the past, it needs to shift to the future.

MM posed some very specific questions, some of which he will ask again during his presentation the following day:

- How can SAF specifically engage other professions? How can SAF strengthen relationships and recruit from fields such as arboriculture, urban forestry, and municipal professionals.
- How can we increase recruitment and retention of members? One major point is that USFS foresters are not receiving support from supervisors to join; SAF's Gov't affairs staff is trying to encourage federal employees to participate in professional societies.
- How can we overcome public distrust and change public perception? SAF can work on relationship building outside of traditional areas, outreach to public and discuss how we are benefitting the resource; we have no consolidated national message. SAF is working on this with other organizations as well.
- How can we redo our communication strategy and what is the future? LinkedIn, facebook, twitter are all avenues. Forestry Source will take on a new look; the other publications will undergo slight changes. Communication will also start putting faces on foresters and telling some stories.

Chair Report:

JP updated on MT SAF Goals for 2015:

- 1- Develop a budget for 2015 – DONE!
- 2- Recruit a Communications Chair – more to come later
- 3- Update the MT SAF Website – John Goodburn will be updating now
- 4- Reinststitute the "MT Forester" Newsletter – more to come later
- 5- Encourage Student Mentorship Activities – ongoing
- 6- Develop a "Manual" of Executive Committee positions – more to come later

"We're Doing Alright"

Old Business:

Draft Operating Budget: JP reviewed draft operating budget, discussion ensued with a roundtable on benefits of increasing dues and what we are currently spending our \$ on. BA talked about raising non-dues revenue and what other chapters nationwide are doing; also discussed increasing recruitment nationwide. MM had a corollary to same. Motion made to approve Draft Operating Budget, motion seconded and carried.

Dues Increase: BS wanted to increase "buy in", IE members can get more out of membership, particularly in Eastside Chapter. Can a dues increase be \$5? Can it be \$15? BS suggested putting on out a poll to state members justifying increase. BS volunteered for Eastside Chapter to put on a workshop this fall as a "Test" and gauge responses from members.

Motion made to table dues increase until next meeting, motion seconded and carried.

College of Forestry display seems to be lacking currently, what is the message and what is the purpose? The purpose is to get College students jobs. Someone referenced the SAF display at OSU as that seems to be an example.

Lynn Jackson was going to provide a future update on SAF's Combined Federal Campaign.

Bud Moore video...Tim Love can speak better to it; discussion tabled until next time.

RH gave Quick Recap of business meeting, more detail during the presentation the following day.

JP gave update on Fellows Plaque, completed and ready for display, will be presented the following day.

New Business:

2016 State Meeting location; GE indicated past success of combining State Meeting with Helena Landowner's Conference in Helena. Support was voiced from others present. April 15th 2016 is currently held as a date with the venue; need to make sure it does not conflict with Easter and/or the ILC. GE also indicated the MT Leadership Conference needs to be scheduled; facility and dates need to be nailed down.

There was a roundtable discussion on who to contact for speakers, perhaps others outside of forestry, those who provide leadership in other fields.

Call for presentations from national, Scott Kuehn already sent in the 2014 Blitz Build as a presentation.

HSD success stories potential submissions (due in late July) ideas are: Blitz Build, UM Student Marshall Canyon Project. JS updated all on project; this prompted an impromptu Student Chapter Update from JS. Other project updates include the "Sustainaganza" and exposing Elementary School kids to forestry.

HSD Issue Statements (also due late July): Support for Federal Employees joining SAF

Eastside Report:

To be provided during State Meeting the following day

Flathead Chapter:

To be provided during State Meeting the following day

Libby Chapter:

To be provided during State Meeting the following day

Missoula Chapter:

To be provided during State Meeting the following day

Student Chapter:

To be provided during State Meeting the following day

Awards:

To be provided during State Meeting the following day

Membership:

To be provided during State Meeting the following day

Communications:

No Chair Yet

Historian/Forester's Fund:

Not Present

Policy:

Policy Covered by MM & BA

State Meeting:

Will take place the following day

Closing:

Awards will be presented during State Meeting; Blitz Build video to play during the break the following. Motion Made to adjourn, motion seconded and carried.

Meeting adjourned @ 6:11 PM.

Respectfully submitted by Jared Richardson, MT SAF Secretary/Treasurer