

March 2006

Meeting Minutes, March 2006

National Smokejumper Association Board of Directors

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National Smokejumper Association- Board of Directors Meeting

March 4, 2006

Reno, Nevada

Attendees:

Doug Houston, President

Chuck Sheley, First Vice President

John Twiss, Second Vice President

Dave Bennett, Secretary

Charles Brown, Treasurer

John Helmer, Director

John McDaniel, Director

Gary Johnson (RDD 69) Member

Pete Landis (CJ 62) Member

President Doug Houston opened the meeting.

Fred Rohrbach resigning his Director position after 9 years. Among several initiatives, Fred was instrumental in development of the Smokejumper video. The BOD thanks Fred for his support to the NSA.

Minutes of the Previous Meeting-Dave Bennett

Comments were provided on the previous meeting's minutes. The minutes were approved with comments.

Treasurer's report-Charlie Brown

The NSA is financially operating within the 2006 budget.

Charlie provided profit/loss for July 1 2005- March 1 2006 and Profit and a comparison of performance with the previous year. Some revisions were incorporated into the report regarding the IRS reporting basis. All of stock investments are now reported at cost.

We have been investing in short term CDs because of rising interest rates. We have \$65,000 with Course Bank in Chicago. Charlie will check on getting away from local banking-look at internet banks for better interest rates.

The NSA tax return has been completed and filed with the IRS for the FY 2005.

The Board discussed the strategy for duration of CDs. Charlie will evaluate and advise the board on this issue.

There should be a limit on period for installment plan life Memberships. They are carried as 10 year members on the books.

Western Heritage is behind on sales and no returns have been received thus far. We budgeted \$5,000 for merchandise in 2006. More information is reported below in the Merchandising discussion by John Twiss.

Sale of watches Bozeman Watch Co. The watch company buys an associate membership and donates \$39 for each watch sold. Seven or eight watches have been sold this year. They had originally said they would donate 1%. Action: Doug Houston will check on the 1% agreement with Bozeman Watch Company. Fred Rohrbach suggested that we look at who bought the watches. They may be potential contributors.

"Miscellaneous income" is primarily from "how to become a smokejumper" information that Chuck sells from the website.

The Magazine budget for 2006 is \$18,000, actual costs will probably be \$20,000.

The BOD must be better connected with the Trails Program by receiving quarterly reports from Trails. The Board approved \$200 for trails for FY 2006, which is not yet disbursed. John is doing a great job regarding contributions-Exxon Mobile and Morgan Stanley each donate to Trails annually.

The Trails Program will award scholarships to children of KIA smokejumpers. This funding is from the Trails scholarship account.

Forest Service Museum-John Twiss

John Twiss made presentation to Gray Reynolds, president of the FS Museum organization. **The NSA contributed \$1,500 and has met their obligation.** NSA is a "Smokey" level donor for the museum. The museum will break ground when they have \$3M in donations. Corporate donations are being sought.

NSA 2007 Reunion in Boise-Leo Cromwell

The 2007 reunion is on track. Unofficially, BSU is our reunion location. This is not in writing presently. The university will sign up a year prior to the reunion date. **Leo asked Chuck to handle mailings for the reunion.**

Dick Wildman (NCSB-61) is in charge of merchandising for the 2007 Boise reunion. The Wildland Firefighters Magazine wants to manage merchandising for the reunion. Wildman asks for guidance from the Board. Chuck made \$11,000 at the Redding 2000 reunion. Reunion-specific merchandise will be pre-ordered via mailers. We should be able to make \$6000 from tee shirts and hats alone. Chuck suggests that the NSA sell the commemorative reunion tee shirts and hats. Western Heritage will provide current merchandise at the reunion. We may adjust Western Heritage pricing for the reunion to increase our profit margin. Another money maker is jump records from each base placed on CD. Leo displayed several candidate logos for the reunion. The reunion committee currently plans to sell vendor slots to each jump base.

John Twiss suggested that Chuck be appointed to work with the 2007 Reunion Committee to establish the path forward on merchandise for the reunion. Chuck concurred. Action: Chuck. Moved and seconded. Motion carried.

Merchandise-John Twiss

Western Heritage sales is off to a slow start, with \$2221 recorded to date. Western Heritage said that print media is best way to improve sales. They are revamping NSA project sales reporting and have assigned a new account manager. Mike Lynch is the owner of Western Heritage and is the current account manager for NSA. They are setting up mail and telephone ordering facilities. The NSA receives 20% from Western Heritage on NSA merchandise, but on specialty items such as the NSA video, our rate is 80%. Charlie Brown asked how will we audit Western Heritage on NSA sales? **Western Heritage has agreed to provide a listing of sales on a monthly basis.** The payment check and report will go directly to Charlie Brown. Both Western Heritage and the NSA

need to increase advertising. We need a paper catalog or flyer, however, **the agreement is not clear as to who pays for advertising. The NSA website is subsidizing Western Heritage sales currently.** Western Heritage plans to develop a paper "Smokejumper" catalog to go to all NSA members. The Western Heritage website could be better organized. John Twiss will contact Western Heritage with the NSA concerns.

John Twiss said that we need to name a Merchandise Manager within the board that interfaces with Western Heritage. Doug will take on the Merchandising Manager position.

Fred Rohrbach said action is required on the Smokejumper DVD/video. We are out of inventory. **Western Heritage said they would inventory and sell the DVD.** John Twiss will direct Western Heritage to start marketing the DVD. **They can buy the DVD inventory directly from APS in Seattle.** Steve Smith has one master and APS in Seattle has one. APS, who did the original work, can be reached at (206) 282-1776. Fred has prices on additional copies of VHS tapes.

NSA Board Member election-Doug Houston

Gary Johnson (RDD 69) will replace Fred Rohrbach on the board in July. Four positions are vacant and we four candidates. Lufkin, Cromwell and Mark Corbet ran again.

Stock Brokerage Account Life Membership Funds-John Helmer

John has invested all but \$8700 of the \$75,000 authorized. John described the NSA portfolio. John also described the positions held. Internal rate of return on investments to date is 25.8%. John recommends that an additional \$25,000 be earmarked for investment. (The board has not established a total amount or % of Life Membership funds to be invested).

John suggested that our goal for investments should be approximately 66%. Chuck moved that we invest an additional \$25,000 bringing total investments to \$100,000. Motion seconded and carried.

Membership Report-John McDaniel

John took over Fred Cooper's membership duties. John has recently sent letters to over 1500 ex members. The current major effort in locating ex jumpers without addresses-we have 1835 of these is called "Project Find". John has other volunteers working with him. John is evaluating search engines to locate these people. John kicked off Project Find with a call for volunteers to locate missing jumpers. Each Magazine issue will have a list of 40 jumpers. The next Magazine will have a request for volunteers to help locate these ex jumpers.

We have 151 fully paid Life Members! In the last year, we have gained seven fully paid life members and eight more on time pay. John has led a mailing campaign over the last few months. Membership increases are a direct result of membership committee mailings. John has targeted 2004 expirees, so far response to mailings to this group has

been good. **It was moved and seconded that \$1000 shall be allocated to John for use in locating C list people. Motion carried.**

Jim Cherry has prepared a letter intended for Life Member candidates that lists reasons for becoming a Life Member and discusses payment options. Jim is sending this letter to current ten-year members.

History Updates-Larry Longley (not present)

Larry provided prices on the Ford Tri-Motor painting and “jumper in tree” photo which are available for sale. These items will be provided to Western Heritage for sale through the Merchandising program.

Trails Program-Doug Houston

The Trails Program has 14 projects for 2006 and approximately 40 volunteers. There is also a Missoula group of approximately 50 people that will work a special project in the Sula, Montana area.

Doug will meet with Rocky Mountain Elk Foundation to discuss possible areas for collaborative trails projects.

West Yellowstone Foundation-Doug Houston

Jim Kitchen, Base Manager at West Yellowstone is promoting a “National Smokejumping Center” at West Yellowstone that is modeled after the Grizzly Foundation. Following are the primary facets of the proposed center.

- Build a inspirational "Center Piece" for the West Yellowstone Community to serve as a National Smokejumper Center. (exceed quality of IMAX and Grizzly Bear Centers... \$1.5+ million dollar investment)
- Create an atmosphere where the West Yellowstone community is recognized for its Smokejumper assets.
- Increase the awareness of Smokejumping through a variety of activities including youth programs, demonstration jumps, daily youth events, junior smokejumper camps and other educational venues.
- Inspire past jumpers to remain active in Smokejumping by jumping and > sharing experiences in public forums. Provide means to continue the essence of Smokejumping with a public awareness mission.
- Create a profitable organization that can preserve and promote the traditions of Smokejumping into the next century.
- Establish an opportunity for current jumpers to obtain more proficiency jumps than ever realized in existing Smokejumper programs. (goal 20+ additional jumps, per season for each West Yellowstone jumper, 500+ total jumps,)

Doug will tell him we're interested.

John Twiss items:

2006 Meetings: Cave Junction June 17, 2006 in conjunction with the Cave Junction reunion. The final 2006 meeting will October 7 in Wenatchee. Kevin Gilbert from Wenatchee was named as a potential host.

John Twiss has accepted a new Forest Service job that is a potential conflict with directorship in the NSA. The FS ethics group has advised John to resign his NSA officer position. John is not going to make decision immediately. John suggested that Doug stay on for another year as president. Motion by John Helmer-retain Doug as president. Seconded, motion carried.

John Twiss has samples of handouts used by other organizations to solicit bequests to the NSA. We need a leader for this effort. John Helmer understands the signup needs for securities donations. He says that we should make it easy for people to complete the necessary forms on the website. Another segment is writing the NSA into their wills. We will solicit a specialist in bequests to lead this effort.

John Twiss is still working on a redraft of bylaws and strategic plan and will be offering these drafts for examples.

Miscellaneous Items:

Steve Smith is developing a video about evolution of the Forest Service, called “The Greatest Good”. Doug will pass the video around for the board to view.

We need to check with Joe Stutler on the Corporate Advertising initiative. Doug will check with Joe on status.

Chuck asked about attendance of board members at this meeting. We need to encourage people to attend.

Moved and seconded to adjourn. Motion carried.