

March 2002

Meeting Minutes, March 2002

National Smokejumper Association Board of Directors

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National Smokejumper Association
Summary of The Board of Directors' Meeting
23 March, 2002, Tukwila, Washington

Attendees:

Larry Lufkin, President
Chuck Sheley, 1st Vice President
Roland Stoleson 2nd Vice President
Dean Longanecker, Treasurer
Dave Bennett, Secretary
Fred Cooper, Membership Coordinator
Neil Satterwhite, Data Base Manager
Steve Smith, Historian
Carl Gidlund, Immediate Past President
Tom Uphill, Planning Chairman
Jon McBride, Trails Chairman
Mark Corbit, Director
Tom Kovalicky, Director
Leo Cromwell, Director
Fred Rohrbach, Director, Video Chairman

Murry Taylor, Director
Bill Moody, Director
Ted Burgon, Director
Tara Rockwell, Member
Chuck Wildes, Member
Bill Poppy, Member
Roger Savage, Member
Stan Cohen, MMF

Missing:

Directors:
Grant Beebe
Bill Eastman
Dan McComb, Webmaster

President Larry Lufkin opened the meeting with the pledge of allegiance.

The Board dispensed with reading the minutes of the last meeting.

Terra Rockwell, member of the Women In Smokejumping Association, attended and was

introduced to the Board. She is also running for an NSA Board of Directors position.

Treasurer's Report: Dean Longanecker

Dean submitted the 2001-2002 (1 Jan 2001 to 31 Dec 2002) NSA budget and the balance sheet including actual data for the quarter ending December 31, 2001. Net income at the quarter ending December 2001 was \$8,258. Projected income for the period at the quarter ending March 31, 2002, is forecast to be \$11,253.

Membership Report: Fred Cooper

Fred has mailed out renewal notices about one month ago, and response is good. Average length of membership is increasing-now about 4.3 years. Active jumper membership is down this year due to a low number of renewals. Some free memberships to rookies have expired that were not renewed. There are now 94 life members. Fred Cooper estimates there will be 100 life members before year-end.

Merchandise Report: Chuck Sheley

Chuck provided historical data on the Merchandise Program. Sales for 2000, the reunion year, were \$20,000. The total for 2001 was \$11,000, indicating strong reunion influence the previous year. The Association has realized \$38,000 in sales since the program began in 1998. Approximately half of sales are to non-members of the NSA.

Chuck has transferred the packaging/shipping task to a company in Chico called JJJ. Chuck suggests that we cut back on the number of products offered and concentrate on the most popular items. The best sellers are clothing, belt buckles, video, and prints. He has adopted a policy not to send merchandise overseas because of cost and complexity.

Magazine Report: Chuck Sheley

Chuck was congratulated by the Board for a job well done on the magazine.

There are 1800 copies of the magazine printed for each issue now. Two advertisements were sold for the last issue at \$250 each. Air Tractor and JJJ are the advertisers.

Chuck reports that for each magazine issue, there are 60-70 copies returned because of wrong address. In order to save the returned copies, Chuck is now mailing in envelopes and the magazines are returned in much better physical condition.

There are lots of articles being submitted for feature stories, further indicating the value of the magazine to the members and to the NSA.

Ron Stoleson asked about a color issue once each year. Chuck says the cost would be about \$1000 additional per issue. There was no consensus among the Board that a color issue is desirable so no action will be taken at this time.

Magazine copies are still being distributed free of charge to the Smokejumper Bases. We are getting good feedback regarding this policy.

Website Report: Chuck Sheley reporting for Dan McComb, Website Director and Stephanie Cameron, Website Coordinator

Dan has engaged a search engine-accessing consultant named Rich Englefield. He is adjusting our website search nomenclature to maximize access by web search engines. He is making good progress.

Dan and Stephanie are running out of time to provide support to the website. A paid consultant will be required to launch the relational database that has been discussed in previous BOD meetings.

Dan is making changes to website that will make it easier to implement inputs. Anyone can directly submit information, such as obituaries and news items, to be posted on the website. It is no longer necessary for the information should be submitted to Dan or Stephanie.

Smokejumper.com email is running at capacity. No additional subscribers can be accommodated. Dan is considering shutting down the Smokejumper email ISP since we do not have the capacity to meet demand. Ron Stoleson moved to shutdown the email feature. Murry Taylor seconded the motion, motion passed, stating that the Board agrees that the email service can be shut down if Dan considers it in our best interest.

History Book Report: Carl Gidlund

Only 209 copies of the book have been sold. Completion of the book is scheduled for the end of the 3rd quarter this year. Status info on book to go in next magazine issue, also the website. Carl will rewrite obituaries into biographies for many of the deceased members. The question was posed: should we order extras? Consensus was that no additional copies should be ordered.

Trails Program Report: Jon McBride

There are seven to eight projects planned for 2002. Calls for trails help have been received from Washington, Oregon, California, and Utah. There are currently 55 NSA members volunteered presently, and Jon estimates that 70 to 80 will be the final count for the year. The limiting resource on size of the program is the number of volunteers available. Participation in the Trails Program is accessible only to ex jumpers. Associates may participate as cooks or EMTs, however they cannot perform actual trails work.

The Trails Program Newsletter is the primary recruiting medium for the program. Jon led a discussion of how the Trails Program Newsletter and the NSA Magazine can collaborate. The cost of printing and mailing each newsletter issue is approximately \$1200, which could otherwise be used for buying trails maintenance and support equipment. The Bob Marshall

Foundation has donated \$250 toward the Newsletter. Chuck Sheley moved to fund the printing and mailing costs from the general fund, minus any donations received by the Trails Project. Further, the Trails Program will prepare and mail the Trails Program Newsletter. The motion was seconded by Fred Rohrbach and passed.

Jon led a discussion of the Art Jukkala fund status, including a cash flow chart. The fund is managed by Bob Waley in Missoula and draws interest. Jon expressed the desire to use the fund to buy something of lasting value.

Scanning NSA Documents Report: Dave Bennett

Dave Bennett and Ted Burgon have completed the first release of the Compact Disc (CD) with scanned NSA documents. It includes all of the Executive Committee and Board of Directors meeting minutes, as well as all Treasurer's Reports that have been found. Approximately eight Executive Committee Meeting minutes are missing. The Board discussed disposition of originals that have been scanned and are in place on the CD. Consensus is that the paper copies of Executive Committee and Board of Directors minutes can be discarded. However, official NSA documents, such as articles of incorporation and the official tax status document must be retained even after scanning.

The plan is to issue a second release of the CD in mid summer of 2002. This release will include the corporate documents of incorporation. Larry Lufkin stated that these documents need priority in the scanning effort. Jon McBride agreed to provide these documents from the Missoula NSA office to Dave Bennett. Dave and Ted will inventory the contents of the Missoula office files during the month of June. Items will be selected for scanning then.

Historical documents will be directed to the archives program at the University of Montana and will not be scanned. Bill Moody will lead the archiving effort.

Trademark The New NSA Logo: Ron Stoleson

No progress has been made to date. Fred Rohrbach will expedite the process using a lawyer that specializes in this endeavor.

Long-Range Plan: Tom Uphill

Tom Uphill provided a handout draft strategic plan. Tom asked for comments by mid May. Chuck Sheley mentioned that we have a newer mission statement than the one that appears in the draft strategic plan. This current mission statement appears in the Board of Directors Meeting Minutes dated 10 April 1999. The full Board of Directors must vote on any changes to the mission statement, which is an integral part of the strategic plan. Further, changes to the bylaws require a vote by the full Board. Fred Cooper cautioned that we must be careful to maintain our tax-exempt status. Comments will be discussed at the upcoming Executive Committee meeting in Cave Junction in June.

Museum of Mountain Flying Report: Stan Cohen

Stan Cohen is the instigator of the Museum of Mountain of Mountain Flying (MMF) in Missoula. Stan made a presentation on the MMF's status and plans and invited the NSA to be a part of it. Jack Demmons is the MMF Executive Director. The MMF will move to a new building on the Missoula airport in May of this year. The grand opening will be on June 14. An anonymous donor has provided the building to the MMF. Several airplanes will be on display including the Mann Gulch DC-3, which the MMF is in the process of buying. Also offered is space in the museum building during the 2004 NSA reunion.

The BOD discussed the attractiveness of supporting the MMF financially. We currently have a commitment to support the proposed US Forest Service Museum. However, this project is slow in starting. Half of the \$11,000 allocated to the Forest Service Museum has been redirected to the Evergreen Museum. The discussion lead to a suggestion that the remaining museum money be redirected to the MMF. Larry Lufkin stated that our MOU with the Forest Service Museum must first be terminated. Fred Rohrbach moved to inform the USFS that we intend to terminate the MOU. Ted Burgon seconded, motion carried. Larry Lufkin will work out details of the termination letter with Ron Stoleson. The NSA legal advisor, David Atkins, will review the letter.

Stan Cohen offered to allow the NSA to store the contents of the Missoula office, including furniture and files in the new museum building. It was agreed that we will accept his offer.

Telephone service at the Missoula NSA office: Larry Lufkin

Since NSA operations have been restructured to a distributed Executive Committee network heavily reliant on email, telephone service will be terminated at the Missoula office. The Missoula office files and furniture will be moved to the Museum of Mountain Flying as soon as the new MMF building can accommodate us.

Videos Report: Steve Smith

Steve briefed the Board on status of the two new video projects that had previously been approved. The existing agreement with Steve regarding the present video has been modified to fund these projects. Originally, Steve retained half of the money from sale of this video. The modified agreement entails the NSA diverting all of this money to Steve for a period of three years to finance the two additional videos. Money kept by Steve for three years is used for funding projects. Each will be one hour long. The first will be a History of Smokejumping to be sold to networks, and German and Japanese television. Content of this video will not be aimed at jumpers, but for a broader audience. The second video will be Jump Stories and will be distributed to NSA members exclusively. Cost to NSA per year is \$2000-3000 in foregone income. Return on investment could be on order of \$25,000.

Steve mentioned there is a Nova television special on May 7 entitled "Fire Wars" that will

likely be of interest to NSA members.

Common Stock Account: General Discussion

Larry Lufkin asked: what policy do we want for stock investing? The brokerage account is presently worth about \$1200 and is set up in Missoula with Bob Waley. We must make decisions on our accounts. The Executive Committee shall craft a policy to be brought to Board of Directors for vote. Dean Longanecker recommends that we close it out. Stocks are too risky, and require too much effort to manage. Dean Longanecker made the motion that we close stock account. Seconded by Fred Cooper. Motion passes.

Database Update: Neil Satterwhite

Neil was unable to get master rosters from the jump bases. The training rosters were also unavailable. There is some concern among the base contacts about confidentiality. In some cases, names only were provided, but no personal information. Most bases have not given him master lists. Mark Corbit suggested contacting the training foreman or operations manager. Neil should work with Chuck Sheley making phone calls to get data from the jump bases. The key is to find somebody at each base that you can work with. Neil retired in December and has a new email address gnsatterwhite@aol.com.

Suggested Changes to Rookie Membership Plan: Chuck Sheley

Chuck suggests not sending free magazines to all rookies. He suggests first sending a letter asking if they are interested in the NSA and in receiving two free magazines. If they respond positively, they would receive the two magazines. Fred Cooper offered that that free issues to rookies have paid off in additional memberships. Fred suggests that free issues be reduced to two issues from the present four issues. Chuck Sheley's plan will be implemented.

Missoula Reunion Report: Chuck Wildes

The date for the next reunion has been established as 18,19,20 June 2004. Close contact with the University of Montana has been established and facilities have been reserved for all activities. A partial list of major activities includes a registration party on the opening evening of the 18th at the fairgrounds, a banquet at the University's Adams Activity Center on the 19th, and a memorial breakfast on the 20th. The University may also cater some of the events. Arrangements are being made to reserve blocks of rooms at Missoula hotels. The invited speaker is the President of the United States. The registration fee has not yet been established. Ron Stoleson suggested that the planners should consider also what the younger attendees might want, such as dancing.

Evergreen Aviation Museum Report: Bill Moody/Steve Smith

A seven-minute video is being prepared specially for Evergreen Museum. The grand opening of NSA Exhibit was originally scheduled for July 10 of this year; however, the other priorities set by the museum curator require that the opening be rescheduled October

or November of this year. The NSA must work with the curator to establish a new date. Bill Moody and Steve Smith are discussing contents of exhibit. Items that we have in hand have been identified. They are currently checking with the jump bases for other items that might go in exhibit.

University of Montana Archives Report: Steve Smith

The U/M contact person, Jody, is in agreement conceptually with a Memorandum Of Understanding (MOU) for NSA archives. Larry Lufkin directed Steve Smith and Bill Moody to move forward with the MOU.

Folk Life Festival Opportunity: Fred Cooper

The Smithsonian Museum plans a Folk Life Festival each year in Washington DC around July 4. It goes on for about 20 days on the Washington Mall. The Forest Service's Centennial Anniversary is in 2005, and the Festival will be dedicated to this in 2005. The Smithsonian has the budget to implement worthwhile ideas. Fred says that we need ideas – such as a jump tower, story telling, etc. Fred Cooper is meeting with the Forest Service coordinator for this soon. Ron Stoleson suggested that perhaps the Evergreen Museum would like to do something for this event that would also involve the NSA

Evergreen Aviation Museum Report: Tom Kovalicky

Larry Lufkin previously asked Tom to create an NSA certificate for special thanks to individuals. Tom has made arrangements with a contractor that will prepare the certificate based on our request and mail it to the recipient directly. Tom Kovalicky has the details.

Ascension of officers:

The Board elected Executive Committee officers as follows: Ron Stoleson-President, Chuck Sheley-1st VP, Tom Uphill-2nd VP, Dave Bennett-Secretary, and Dean Longanecker-Treasurer.

Board of Directors Positions:

There are four people running for four Directors positions. The Ballot is in the present NSA Magazine issue. Tom Kovalicky moved that the assembled BOD accept the slate for election. Ted Burgon seconded. Motion passed. Results of the election by the NSA members will be announced at the next Executive Committee meeting in June.

Next Board of Directors and Executive Committee Meetings:

The fall meeting of the Board of Directors is in Boise on October 12, 2002. The next Executive Committee meeting is June 22, 2002 in Cave Junction.

Adjourn:

The meeting was adjourned at 2:00 pm.