

September 2001

Meeting Minutes, September 2001

National Smokejumper Association Executive Committee

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National Smokejumper Association
Summary of the Executive Committee Meeting
September 15, 2001, West Yellowstone, Montana

Attendees:

Larry Lufkin, President
Chuck Sheley, 1st Vice President
Roland Stoleson, 2nd Vice President
Dean Longanecker, Treasurer
Dave Bennett, Secretary
Steve Smith, Historian
Roger Savage, Member, Asst. Data Base Manager
Fritz Wolfram, Member
Delos Dutton, Member
Greg Lee, Member

EC Members Missing:

Fred Cooper, Membership Coordinator
Neil Satterwhite, Data Base Manager
Dan McComb, Webmaster
Carl Gidlund, Immediate Past President

OLD BUSINESS

Treasurers report:

Dean Longanecker presented the Expenses/Income report and the 2002 draft budget. Discussion relative to the draft budget indicated the following for membership trends in 2002:

- Life memberships-probably just a couple more
- Regular members-slight increase
- 40% for five year, 30% of 10 year memberships.

We've generally reached saturation in life memberships based on previous aggressive marketing.

The Art Jukkala fund is in Joe McBride's hands. It is invested and the interest is used for the Trails Program. The fund is in the form of a money market account with Solomon Smith Barney in Missoula. Bob Whaley is the broker.

The Committee discussed the possibility of a common stock account for NSA. This will attract life members because it offers the flexibility for potential Life Members to give stock in lieu of dollars.

Bob Whaley of Solomon Smith Barney in Missoula should determine value of stocks offered for life memberships. He should also assemble specific information on stock contributions for use of prospective Life Members.

Whaley
Action

We should have Bob Whaley provide a report for our Executive Committee meetings. Larry Lufkin will contact Bob Whaley regarding the above action items.

Chuck Sheley suggested that a professional tax preparation service be contracted for the NSA. Larry Lufkin stated that we should go one step further and contract with a bookkeeping firm to handle the books. This will relieve the Treasurer of this work. He

suggested that this firm be in the Missoula area. Dean Longanecker estimates that the bookkeeping effort requires approximately 16 hours a month. This will help with continuity as new Treasurers come on board. Chuck Fricke would be a good person to check out qualifications in the MSO area. Larry Lufkin will take the lead to talk to Chuck Fricke and Bob Whaley in Missoula. Action

Membership report:

Fred Cooper, who could not attend, prepared a membership report that was presented by Chuck Sheley. In summary, membership is leveling off. Fred Cooper's thoughts are that "it's going to take a personal approach now-especially for life members". There are 13 life members on payment plan, which will bring the total Life Members to 84 when they are paid up.

Merchandise report:

Chuck Sheley reported that net income on merchandise through is \$8500, and the forecast for the year is \$14,000. The Web Store is working out well-reaches lots of people, even outside of the NSA organization. ~~The Web Store account is paid to NSA quarterly. They currently owe us about \$7000.~~

There has been some problem with direct orders from the NSA web site, making it necessary for Chuck to call the clients to verify their requests.

Chuck Sheley provided clarification on video marketing and accounting. The packaged video is marketed as part of the NSA's general merchandise effort and this income is placed in the merchandise account. Income resulting from special video clips is handled separately and goes into the video income account.

Larry Lufkin received an inquiry regarding our interest in marketing an NSA license plate logo. The sample that was sent is the old NSA logo. NSA is not interested in this as an NSA product. However, we suggest that NSA license this person to sell these and charge him on a royalty basis for use of the logo. NSA will advertise for him. Larry Lufkin will respond. Action

Magazine Report:

Chuck Sheley reported that the October magazine is in print. Mailing is approx 1800 copies.

Yearbook report:

Ron Stoleson presented the report for Carl Gidlund, who could not attend. There are 170 copies of the yearbook sold and the cutoff for orders is 15 December. We need 400 orders for the project to be successful.

Trails Program:

Roger Savage presented the report in Jon McBride's absence. The Trails Program has been a great success for the year 2001. It will likely expand in years following. We are gaining efficiency in our trails work as we gain experience. There are new offers from the Forest Service for next year, among them, several Utah forests and the Elk City district in the Nez Perce. The limiting factor for the Trails Program is the number of participants, not the number of offers for work from the Forest Service.

There will be an article for the January 02 NSA magazine on the Trails Program. The story and illustrations must be in Chuck Sheley's hands by 15 Oct 2001. Did not happen

Evergreen Museum:

Larry Lufkin said that the Evergreen Museum are very enthusiastic about the NSA. Tracy Buckley is the curator. Recently, Larry dropped off the jump gear for the smokejumper display and the \$5000 check. Dell Smith, owner of Evergreen Aviation, personally accepted the check and made a speech.

The NSA is presently looking for other artifacts that might be exhibited at the museum. Discussions are underway with the museum regarding sale of NSA merchandise in the museum store.

NSA Records Scanning Project:

Dave Bennett reported that scanning of past records of the Board of Directors and Executive Committee meetings has been completed. Treasurer's reports are now being scanned. After that, work remaining is scanning of tax records and NSA corporate documentation. Records will be placed on CDs for access by NSA officers. Plans are to have this project completed by year-end.

US Forest Service Museum:

Larry Lufkin said the Forest Service Museum has hired an executive director named Frank McKinney. His primary job is to solicit contributors. Gary Brown is the director. To date, they have not answered our correspondence.

Chuck Sheley suggested that, as a second exhibitor of NSA artifacts, we would be best served with the Museum of Mountain Flying (MMF). The MMF has made steady progress in developing their exhibits, including obtaining the Mann Gulch DC-3. The owner/curator, Stan Cohen, has been responsive to the NSA previously. Chuck Sheley suggested that we should see how we can best work with him. Ron Stoleson suggested that the NSA contribute \$1000 to the MMF toward procurement of the DC-3. The Executive Committee asks that Stan Cohen be invited to participate in our next meeting where he can verbalize his plans for smokejumpers and tell us how the NSA can help. Ron Stoleson moved that we provide \$1000 to MMF for help with the DC-3, and that Stan should come to the next meeting to discuss. Chuck Sheley seconded. Motion passed. Dean Longanecker stated that in the letter to Stan Cohen, we remain completely silent and neutral on future commitments.

Action needed

Glacier Beer:

Glacier Beer had previously approached the NSA regarding licensing the NSA name and logo as part of their beer marketing. Larry Lufkin reported that this is generally agreeable to the NSA, however, no agreements will be signed until the brewery is actually in business. They have offered \$2500 for use of the logo. This still needs to be negotiated. The Executive Committee stated that NSA should be cautious regarding agreed duration and escape clauses.

Additional NSA Videos:

Steve Smith, a professional video producer, proposed that NSA work with him to produce two new videos. One would be a one-hour version of the present two-hour video. The shortened video would better fit television schedule formats making it more saleable to television broadcasters. Steve also proposed a second one-hour duration video that would be comprised of smokejumper stories. These would be sold by Steve to news agencies and other commercial users.

Steve estimates that the cost of these two projects is \$18,000. Steve will contribute his work as sweat equity but will take \$5000 per year from the sale of the current video to cover production expenses. The payoff is on broadcast shows. These sell for \$15-

REFERS to video clip sales

20,000. NSA and Steve would split the proceeds. The Executive Committee is in favor of this proposal, but the full Board of Directors should approve this. A ballot will be provided to the full board. Steve forecasts that he can make approximately three sales of a broadcast tape which will require approximately three years to occur. Total income would be about \$50,000, which we would split. The smokejumper stories tape will be marketed by Chuck Sheley as merchandise. As our charter to preserve smokejumper history, we are interested in the smokejumper stories tape, and the sales from the broadcast tape will enable us to do the smokejumper stories tape. Ron Stoleson moved to bring the proposal to full board for approval. Dean Longanecker seconded. Motion passed.

The NSA has a written contract with Steve Smith. Steve will send the Secretary a copy of the agreement document. Dean Longanecker asked Steve Smith to send a quarterly report on transactions, which he agreed to do. Ron Stoleson will place this proposal before the board immediately via email. *action needed*

Status of 2000 Data base at the SJ Bases:

We are lagging on getting this information and in updating our files. Larry Lufkin will contact Neil Satterwhite to discuss the database. *action*

Reunion 2004:

Chuck Sheley said the reunion will involve handling \$70-80,000 in registrations and related fees from NSA members and therefore requires accountability. A financial plan for the reunion would be a fine start in meeting this obligation. NSA will be the sole vendor of merchandise at the reunion. At Redding Reunion, other vendors had a separate area from NSA booth, and had items that didn't compete with the NSA. Other vendors paid a \$100 fee to sell at the reunion.

NEW BUSINESS

Officers for Next Year:

Larry Lufkin described the process of identifying candidates. First we go to the elected Board of Directors for people willing to be Executive Committee members. The second step is to ask for volunteers in the magazine. Officers are usually elected at the June meeting. Chuck Sheley stated that we should be ready for the next meeting with a list of people who are willing to serve. We will ask for volunteers in the January magazine. Chuck Sheley will take this action. *action*

Next Meeting Date:

Presently, the Board meets twice per year, the Executive Committee meets four times per year. The full board must meet in February to support June elections.

Based on the relatively short agendas for the last few Executive Committee meetings, the committee agreed to change to three meetings per year instead of the current four. On this basis, the full Board will meet in March and in October. Specific dates and locations were selected:

- Full Board meeting on 23 March 2002 at Fred Rohrbach's business in Tukwilla (Seattle area). We plan a social in conjunction with this meeting. Larry Lufkin will find a potential host for this function. Chuck Sheley needs the list of invitees from the Seattle area by early February for mailings. Suggest starting at 9:00 am rather than 8:00 to better fit flight schedules. *action*
- The Executive Committee meeting only on 22 June 2002 in Cave Junction. This meeting will begin at 8:00am. The best place to stay is the Junction Inn.

- Full Board meeting 12 October 2002 in Boise, starting at 8:00am.

Museum of Mountain Flying:

Gregg Lee is an NSA member and is involved with the MMF. Greg gave a report on the MMF. The new MMF hanger is a reality. The design is presently in Missoula city planner's office. The Mann Gulch DC-3 is a go also.

Meeting adjourned at 12:30pm.

Past ITunes

- a) status of logo copyright
- b) " of Act now marketing - supposed to start last summer.
- c) McComb - status of agreement / Rich Englefeld - keep website high in search engines. April 2001 meeting