



**2010 Inland Empire and Montana SAF
Joint Leadership Academy**

**Taking the Mystery Out of
the SAF Northwest Office**

Lori Rasor

SAF Northwest Office

Manager/Editor

Purpose of Presentation

- Better familiarize you with the SAF Northwest Office and what we do:
 - Structure and Budget
 - Western Forester Opportunities and Costs
 - Northwest Forestry Network
 - Internal Communications: Constant Contact and Website

Nuts and Bolts

- Established in 1965 by the Oregon and Washington State Societies to provide services and support to SAF units.
- Governing body is the Northwest Office Committee:
 - Chair, chair-elect, past-chair, secretary, treasurer and delegate-at-large from both WSSAF and OSAF.

Nuts and Bolts

Northwest Office Committee

- **Oregon SAF:**
 - Tim Keith, Chair
 - Mike Cloughesy, Chair-elect
 - Mark Buckbee, Past Chair
 - Marc Vomocil, Secretary
 - Steve Cafferata, Treasurer
 - Shaun Harkins, Delegate-at-Large
- **Washington State SAF:**
 - John Walkowiak, Chair
 - Adrian Miller, Chair-elect
 - Doug St. John, Past Chair
 - Chuck Lorenz, Treasurer
 - Tom Hanson, Secretary
 - Bill Horn, Member-at-Large

Nuts and Bolts

- Located at the World Forestry Center since 1985.
- Northwest Office staff are employees of the Forestry Center.
- NWO Committee contracts with Forestry Center for staffing of the office.
- Current staffing levels:
 - Part-time secretarial support (Michele Docy, 33%)
 - Part-time administrative, editorial and professional support (Lori Rasor, 55-60%)
 - Both provide services to other organizations.

Nuts and Bolts

What we are *not*

- The Northwest Office is NOT an office of the National SAF (Michael is not my boss).
- The Northwest Office does not receive any funding from the National Office.
- SAF Northwest Office is its own entity with its own budget, strategic plan and services.

What We Do

- Provide continuity and corporate memory in SAF's continuous turnover of volunteers
- Serve as general contact for Q & A from members and public
- Maintain SAF-related information and help members find information they are seeking
- Develop SAF Action Calendar for internal use (copies available)
- Assist with state and chapter elections
- Provide registration services as needed for a fee
- Publish *Western Forester* (what many consider the “face” of the Northwest Office)
- Subscribe to e-marketing service Constant Contact to communicate with our members
- Developed Northwest Forestry Network.

Strategic Plan

- The SAF Northwest Office first developed a strategic plan in 2001.
- Modified from National's SP and framed to fit the needs and goals of the Oregon and Washington State Societies.
- It is a rolling plan that is updated annually by NWO Committee.

Strategic Plan

- Six strategic outcomes and supporting strategies and tactics:
 - Internal Communications
 - Membership and Diversity
 - Professional Education
 - Forest Information
 - Outreach
 - Operations and Finances
- Priority on forest information components (Northwest Forestry Network and Western Forester), while maintaining internal communications emphasis.
- Strategic plan drives our budget.

2010 Budget Overview

- Approved budget:
 - \$69,576 revenues
 - \$72,115 expenses
 - \$ 2,539 deficit
- Current reserves: \$16,715
- Five issues of WF instead of six

2010 Budget

How is the Office Funded?

- Major revenue sources:
 - State Society Assessments from OSAF and WSSAF (currently 65%; 50% in 09; 42% in 08)
 - \$22/member regardless of membership category
 - WF Advertising (currently 25%; 28% in 09)
 - Grants/Contributions (9%)
 - WF Subscriptions to Inland Empire and Alaska (6%)
 - \$2.00/member/issue published
 - Registration Services (3%)

2010 Budget

Where does the money go?

- Major expense items:
 - Contract Services--personnel, rent/overhead and accounting services (56%)
 - Western Forester--graphic design, printing, mailing house and postage (22%)
 - Supplies/Equipment (5%)
 - Northwest Forestry Network Project (4%)

What impacts our Budget?

- Poor economy has put a damper on advertising revenues and contributions
- As membership numbers decrease, so does our assessment and WF subscriptions revenue line items
- Postage costs increased significantly in 2007 and again in 2009
- Personnel costs increase annually
- Other costs (paper, supplies) continue to increase over time, creating a larger gap between revenue and expenses

Generating Non-Dues Revenues -and keeping pace with expenses-

- Explore marketing specific issues of the Western Forester—for a fee.
- Inquire about chapter interest in “sponsoring” an issue of the WF, or a portion of it, such as printing.
- Chapter sponsorship of general interest ads.
- Sponsoring a joint conference with a chapter.
- Exploring electronic marketing ideas (website).
- Other ideas?

Western Forester



- Usually published six times per year—will produce five issues this year due to budget concerns
- Distribution: ~2,600 members of OSAF, WSSAF, IESAF, AKSAF and other leaders in professional forestry throughout the U.S.
- Each issue focuses on a specific theme

Western Forester



2010 Publication Schedule:

Jan/Feb: **Managing Forest Catastrophes**

March/April/May: **Wildlife in Managed Forests**

June/July/August: **Promoting SAF Chapter Efforts**

Sept/Oct: **Thinning**

Nov/Dec: **Clean Water**

Jan/Feb 2011: **Forestry and Energy**

Western Forester



- Why Support it?
 - Built to serve our local members' needs
 - Conduit for local issues
 - Articles for foresters written by foresters
 - We have much in common and can learn from each others' experiences
 - The marketplace is getting smaller, we need to reach out to others
 - Those involved can have a say in future themes and articles

Western Forester: Some Figures



Revenues:

- Advertising: ~\$21,000
- IE/AK subscriptions: ~\$5,300
- Occasional support from chapters/organizations (\$ vary by year)
- Total: ~\$27,000

Expenses:

- Printing/graphic design: ~\$12,250
- Postage: ~\$3,400
- Mailing Service: ~\$475
- Personnel: ~\$13,000
- Total: ~\$29,500



Western Forester: Some Figures

Cost to produce 24-page issue: ~\$2,365

Cost to produce 16-page issue: ~\$1,725

640 (2 half-page ads)

Cost to produce one copy of the Western Forester:

- 2008: \$2.19
- 2009: \$1.89

Current Cost to IE per member/issue: \$2.00

Future Costs: ???

Note: Prior to 2007, cost was \$1.13/member

Western Forester

- **How You Can Help from the Financial Side:**
 - Encourage advertising in the Western Forester—it supports the organization and is seen by 2,600 members. See advertising rate sheet for info.
 - Ask your chapter to financially “sponsor” an issue or chapter ad (\$250/ad/issue)
 - Ask a closely aligned organization to collaborate on an issue or purchase extra copies of an issue of interest to them. (Wildlife Society)

Western Forester

- **How You Can Help from the Editorial Side:**
 - Write an article or volunteer someone else to write an article.
 - Submit suggestions for future themes.
 - Offer story ideas (either related to the theme or not), especially for the Chapter Success Story issue



AN IMPORTANT MESSAGE FROM THE FORESTRY PROFESSION*

Forestry professionals are stakeholders too!

Public agencies and other decision-making groups often seek input from stakeholders as they evaluate forest resource issues and develop related policies and plans. However, the forestry profession is not often called upon to offer its perspective independent of their employer or client interests, resulting in missed opportunities to tap highly relevant expertise and experience, as well as a limited voice for a key group that must deal directly with policies and plans shaped by others. With a strong foundation of science, ethics and representation from "all walks of forestry," Oregon SAF is ready, able and willing to provide an objective, professional forestry perspective when stakeholder input is sought on forestry issues.



*This message sponsored by _____ Chapter. SAF members are encouraged to share these messages with public leaders and others. For more information, contact the SAF Northwest Office at 503-224-8046 or rasor@safnwo.org.



Strategic Plan

- **Strategic Outcome #4:**

Forest Information

- Northwest Forestry Network: *Your Link to Forestry Professionals*

- Purpose: Develop a network of forestry professionals as a resource and service to journalists and elected officials and members of their staffs to obtain credible and reliable forestry information in a timely manner.

Northwest Forestry Network Organization

- Database is housed at www.forestry.org.
- Participants are organized by:
 - Broad knowledge areas (Fire, Forest Health, etc.) and sub-categories of areas (prescribed fire, invasive species, genetics, etc.)
- Database searches can be made by:
 - Knowledge areas
 - List of participant names

Northwest Forestry Network Committee

- A Network Committee oversees the project.
- Committee Members:
 - OSAF and WSSAF Science and Technology chairs (Greg Filip and George McFadden)
 - OSAF and WSSAF At-Large Members (Steve Fitzgerald and Don Hanley)
 - Lori
 - SAF subcontractor Lisa DeBruyckere sits on the committee as funding allows.

Network Access

www.forestry.org
(password required)

- To control the volume of requests to participants, the database is limited to the following:
 - Journalists affiliated with print or broadcast news organizations, or freelance journalists whose work is regularly published or broadcast.
 - Elected city, county, regional, state or federal officials and members of their staffs.
 - The SAF Northwest Office determines whether a person meets the criteria for access to the database.

Nominations/Review Process

- A nominations and review process is in place:
 - Nominations made by SAF members in good standing.
 - Nominees provide resume, sign liability release form, SAF Code of Ethics form and acknowledge their credentials will be reviewed
 - Review Committee evaluates credentials and subject matter knowledge.
 - Review Committee notifies nominee on the outcome and identifies knowledge areas they are qualified to speak to.
- Nominations packets available.

Qualifications of Participants

- *Minimum* qualifications:
 - Accredited two-year or four-year college degree
 - Member in good standing of his/her professional organization
 - Relevant experience in subject knowledge area
 - Agrees to sign SAF Code of Ethics and disclaimer
 - Credentialing, awards, scholarly activity and other attributes that enhance professional standing are considered.
- CF or forestry licensing is not required, except in the areas of providing specific pesticide recommendations or in the area of forest roads and engineering.
- Cannot represent an advocacy position.

Responsibilities of Participants

- Communicate honestly and present accurate and complete information.
- Speak as a professional; indicate on whose behalf statements are made.
- Be reasonably accessible via telephone or email, and respond promptly to all requests.
- Only answer questions you are qualified to address. Decline to be interviewed if topic is not within your knowledge area.
- Uphold the SAF Code of Ethics in all communications, even if not an SAF member.
- Advise the Northwest Office of all contacts.

Current Status

- Fully functional and launched April 8 of last year
- Sixty-six participants in the database.
- Participant information was updated at the end of January (done quarterly)
- Categories and number of participants per category is under review. Right now not all categories have participants (these are hidden on the database). When needs are identified, participants will be solicited from Society membership.
- An outreach plan has been developed.
- OSAF and WSSAF Communications Committees are helping to publicize the Network to local chapter leaders.

How Chapter Leaders Can Help

- Chapter leaders can help the Network by:
 - Market the Network: Contact the media and elected officials in your area and make them aware that the Network is available to them (letter template developed by Emerald Chapter and OSAF).
 - Nominate participants to the Network (nominations packets available).
 - Ask your agency/organization to provide hyperlinks to the Network website.
 - Suggest potential sponsors of the Network.

Database Cost

- Cost to date: \$22,000 funded by grants from OFRI, Paul Bunyan and Foresters' Fund, and state society contributions.
- ~\$5,000-10,000/year needed to maintain and publicize the database.
- Searching for additional funding from organizations and others.
- In 2010, funding comes direct from Northwest Office budget.

Internal Communications: Constant Contact

- **An Email Marketing Tool to Communicate with our Members**
 - Available free to OSAF and WSSAF chapters and other SAF leaders
 - Send emails to members using easy-to-use web-based system.
 - A template is available for easy use.
 - System can handle 2,500 email contacts (currently using 1,600).
 - Import your own mailing list into system or use existing list from National.

Constant Contact

- **An Email Marketing Tool to Communicate with our Members**
 - Add, delete and update your lists easily.
 - E-newsletters can be sent to SAF subgroups (entire OSAF membership; Fellows; CFs, student members, members in Olympia, etc.)
 - View report on how many members and who opened your email campaign.
 - Function allows you to view who has opted in or out.
 - Contacts can forward email.

Constant Contact

- **An Email Marketing Tool to Communicate with our Members**
 - Currently used by OSAF, WSSAF, Marys Peak Chapter, South Puget Sound Chapter, Longview Chapter
 - www.constantcontact.com. It is password protected.

from You

subject **Wildlife Management Workshop: Register Today!**

to You

reply forward archive junk delete

11/16/2009 2:10 PM

other actions

Having trouble viewing this email? [Click here](#)



Society of American Foresters

Growing better all the time

November 16, 2009

Oregon Society of American Foresters

Practical Applications of Wildlife Management on Working Forests Workshop

December 2, 2009
Boulevard Grill
Eugene, OR

It's not too late to sign up for the December 2nd joint meeting of the SAF and The Wildlife Society in Eugene that will explore tough management issues facing wildlife biologists and foresters.

The workshop will address a variety of topics and provide foresters and biologists with practical tools that can be implemented on

Website

- Oregon and Washington State Societies have shared venture at www.forestry.org.
- Website committee has been formed to suggest updates to website and make it more dynamic
- Chapter officers will have option to update pages themselves.
- Facebook and Twitter linkages
- Blog/interactivity forum
- Consultant working on ideas

In Closing...

- The SAF Northwest Office serves as a central contact point for SAF information.
- The *Western Forester* is a valuable communications tool that we can use to our advantage.
- Northwest Office is guided by a strategic plan that is updated annually.
- Current funding allows for the maintenance of Network that will be used to offer credible and reliable forestry information to a variety of media outlets.

Your Friendly NWO Staff

Contact Lori Rasor or
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