

Draft Minutes
National Smokejumper Association
Executive Committee

5 October 1999
Seattle , WA

Exec. Comm. Members Present NSA Members Present

Carl Gidlund Eric Hipke, Video Clips
Larry Lufkin Dan Mc Comb, Webmaster
Chuck Sheley Bill Poppie, Member
Jon Mc Bride Fred Rohrbach, Board Member, Video
Monroe De Jarnette Steve Smith, Video Production Manager

Minutes: Exec. Comm. Minutes were accepted as amended.

Treasurer's Report: Jon Mc Bride presented his report for the period 9/1/99-9/30/99. On page 1 of the report under Account S-2.3 (Life Membership), the Committee agreed to convert this account to a to a CD. Mc Bride will pick the appropriate instrument.

Mc Bride discussed the handling of Multi-year membership income. For example, dues for a two year membership received during the year 1999 will be held in account S-2.2 until January 1, 2000. On that date half of the dues received will be transferred to the checking account or primary savings. The remaining 50% will be held in S-2.2 until January 2001 when it will be transferred to spendable income. Five and ten year memberships are handled in a similar manner, the length of prorating relative to the length of membership. Mc Bride, then, explained that the system has not been in place long enough to make up for the expenditure of multi-year memberships in the past. He needs authorization to move some multi-year funds to spendable income from account S-2.2 to pay current association bills. Lufkin moved, De Jarnette seconded, to approve the transfer of sufficient funds from the multi-year account to spendable income. Motion carried.

Mc Bride reported that donations for the video project total \$68,732.65 to date. Of that amount \$47,213.00 has been paid to production chief Steve Smith for costs to date. The NSA owes the fund \$21,519.65. NSA has \$22,000 in the bank for that purpose. The total production cost of the video is set at \$70,000. The treasurer's report was accepted without additional comment. It is appended to these minutes.

Membership Report: Secretary De Jarnette reported that the NSA membership reached 1269 on October 4, 1999. This figure represents a net gain from August 14 of 15 members. On September 20 thirty-four members were removed from active J(Jumper) or A (Associate) status to B (inactive status). These members are in arrears variously from Jan 1, 1999 to May 30, 1999. Since the 30th, the number has been reduced to 32.

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The Exec. Comm. expressed concern over the number of non-renewals and agreed to contact friends on the list and urge them to renew. De Jarnette explained efforts to keep members active. He expressed hope that the work currently undertaken by Vice President Sheley and his magazine consortium to upgrade THE SMOKJUMPER will materially aid this effort. The complete report is appended to these minutes.

The committee discussed the printing of expiration dates on the new cards. Pursuant to an electronic vote in July, they are currently printed without expiration dates. De Jarnette explained that the new cards now carry a sticker on the back of the card with the expiration date. The letter of renewal or welcome also carries the expiration date. The committee decided to table further discussion until some time in the future when it becomes an issue.

Newsletter Report: Sheley brought the proofs of the October Newsletter and discussed the changes in format, and content to the Committee. One of the articles is more controversial than has been allowed in the past. A letter to the Editor has been included, and the inclusion of departmental news is an accomplished fact. The publication will remain in black and white print for now while color tech and cost issues are resolved. Sheley is to be commended for a monumental effort.

OLD BUSINESS

Video Committee: Chairman Fred Rohrbach introduced members of the Video Committee present to the Exec. Comm, and made remarks appropriate to the estimated time of release of the Smokejumper Historical Video and the conduct of the production. Since questions have arisen over the course of the production relating to various deadlines and financial aspects of the work in progress, Rohrbach addressed those freely and without prejudice to the satisfaction of the Exec. Comm.

Rohrbach:

1. Original cost at \$1000/ min., \$60,000 for 60 min. Video
2. Cost for an expanded video as per previous agreement \$70,000 for 90 min. video.
3. Steve Smith has allocated every penny of the original fund to production costs.
4. Eric Hepke donated clips for one fire.
5. Income from donations will reach \$70,000. (Actual to date \$68,732.65)
6. Donors above \$200 will receive video credit. Donors above \$50 will receive a video.
7. Recommends a member price of \$19.95 ea.; a non-member price of \$24.95 ea.
8. Target for finished cut is December 1999. Target for the market is April 2000.

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Lufkin, then, prepared a synthesis of the Executive Committee's understanding.

Lufkin, It is the understanding of the Executive Committee that:

- 1) The \$70,000 (video) fund is intended to pay Steve Smith only for the cost of producing the video;
- 2) Incidental income from sales of clips, etc., will be available for the incidental expenses incurred by the NSA;
- 3) Interim marketing costs of the video internally & externally will be paid from the incidental income fund;
- 4) The cost of production will not exceed \$70,000.

Therefore, I move to:

- 1) Transfer incidental costs to the video fund from the incidental video income fund (est. \$1500);
- 2) Pay Eric Hipke from the video incidental income fund;
3. Account for donations over \$70,000 in the incidental video income fund;
- 4) Use the video incidental income fund to provide seed money for internal marketing of the video.

Sheley seconded. Without further discussion, the motion carried.

Smith introduced the rough cut to the committee. After his presentation, the committee viewed the cut which followed the smokejumper project from its inception through the 60's. The decades of 70, 80, and 90 are also essentially finished, although the committee did not view that portion.

Smith narrated the segments as the tape progressed, allowing for comment and discussion at several points during the viewing. The committee noted the need to extract the essence of the components, realizing that some detail, perhaps a vignette or two, will fall to the cutting room floor, but that the components will be beneficially shortened. Smith agreed, stating that the purpose in viewing the clips was to reach such a consensus. The committee made several suggestions regarding visual transitions and subject references to smooth the flow of the finished product. The committee suggested changing the footage in Mann Gulch to show 1949 Missoula Smokejumper De Jarnette laying a wreath rather than the current footage showing a non-jumper fireman laying a wreath. The Missoula TV station has that footage. In all, the committee expressed its approval of the work to date.

President Gidlund commended Smith for his work on this enormous project. Additionally, Smith asked the committee for help. He needs a picture of 1940 project foreman Merle Lundigren, and also Kenny Beals.

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NEW BUSINESS

Credit Card purchases: The committee considered credit card purchase of membership as well as merchandise. The NSA is currently accepting credit cards as well and checks and cash for the purchase of merchandise. Each credit card purchase costs the association a flat 10% fee. At this point in time, the association's credit card receipts are with the company carrying the account. Our contract calls for revenue to be distributed quarterly. A sale by sale disbursement would be more expensive.

If the NSA adopts a credit card payment for membership, this will also cost 10% per transaction. De

Jarnette noted that in the past six months, membership service costs have increased while the dues revenue structure has been reduced. In addition, special membership offers have included two at greatly reduced prices. The first is a one time, one only gift membership open to any member of the association for \$10.00. The second is a one year gift membership offer to non members who attend the Y2K reunion in Redding. At some point in time, continuing this trend will result in an inadequate cash flow. He suggested a moratorium on dues discussions until after the full financial impact of the improvements to the magazine are known. And he suggested waiting for the merchandise credit card report in November before making any more decisions regarding credit card marketing.

The Committee decided to table further discussion until November.

RTF Format for E-mail documents: Lufkin and Mc Comb explained the use of Rich Text Format for documents that are sent via e-mail. They noted that communication problems the Committee has experienced as a result of sending documents to other, perhaps, incompatible word systems may be resolved easily by saving documents in this format before attaching them to an e-mail message. The committee agreed to use this format in the future when transferring NSA documents to one another via e-mail.

The Life and Times of NSA's membership definition: In April the NSA Board of Directors agreed that the definition of a member would read as follows:

completed training and completed one season. In the data base an asterisk will indicate those who did not complete one season for whatever reason. There being no objection, President Robinson asked Roger (Savage) to follow through. (Minutes of the National Smokejumper Association Annual Board Meeting, April 4, 1999, page 2, MEMBERSHIP AND DATA BASE REPORT, paragraph 2.)

In its August meeting the Executive Committee of the NSA voted to revise the membership application form as follows: "The Smokejumper definition should be revised to agree with the definition passed by the board at its April meeting." (Minutes of the Executive Committee, `14 Aug, 1999, page 3, NEW BUSINESS, Membership Committee recommendations, paragraph 2.)
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The committee's reconsideration the NSA member definition today covered the entire history of the organization. The discussion included the Rookie class of 1939, the Conscientious Objectors of World War II, and the 555 Airborne Infantry Battalion many of whom saw training and firefighting experience in both the early and the war years. The question of injury precluding a season of smoke jumping became a key issue in the discussion. Specifically, in August, the Exec. Comm. voted to extend membership to John Williamson (RDD 77) whose back was severely injured. Finally, Mc Bride moved "that any person who has successfully completed Smokejumper training is considered a Smokejumper." Lufkin seconded. Without further discussion, the motion passed.

Corporate membership: Sheley reported that Bill Rushkin, CJ 58, will come up with a plan for corporate

endowments to the association.

Books and Pictures: Sheley reported that a number of Smokejumpers are asking the Association for gratis merchandising arrangements with the association. Instead, he feels that we need to make business arrangements with them as we would with any vendor. His agreement with authors, for example, would be 60% to the author, 40% to the association. This agreement would give the author or painter access to NSA merchandising. However, no access to our mailing base will be granted under any circumstances. The committee voiced unanimous consent.

Sheley asked the committee for flexibility to move into new areas in merchandising such as the use of other designs in lettering. Specifically he is considering a hat which reads US Forest Service Smoke Jumper, as well as one that reads Bureau of Land Management Smokejumper. The Committee voiced unanimous approval.

Bill Moody request: Director Bill Moody requested expense money to bring George Honey, Winthrop 1940, to the Y2K reunion in Redding. The Executive Committee felt that an earlier electronic vote to deny the request should be followed by a formal vote in session. While the committee realized Georgesís early and unique contribution to smoke jumping, the discussion brought out the problems involved in setting a precedent. Lufkin moved to deny the request. De Jarnette seconded. The motion passed.

Directorís responsibilities: Director Rohrbach asked the committee to get the word out to the directorís--including goals and missions for directors. De Jarnette commented that the minutes are currently being mailed to all of the directors. More board members are taking up specific tasks. However, it is trueó and unfortunateó that we still have board members who are unassigned, hence inactive.

November meeting of the Executive Committee: The next meeting of the Executive Committee is scheduled for November 30, in Boise. Lufkin reported on the plans for the base managers meeting in Boise November 30th through December 3rd. He has asked to have the NSA on the agenda. He has agreement from most managers. Lufkin feels that the topics to be presented should include the website, magazine, video, and membership. He emphasized that the date and time will depend upon the Base Managers. The discussion moved to hosting an evening social session as well. After a discussion of cost, the committee recommended that the evening social should be no host if invitations are sent to a large number of people. Larry will continue to develop the format. He will e-mail information to the Exec. Comm. as he develops it.

President Gidlund adjourned the meeting At 4:30 P.M.

Respectfully submitted,

Monroe De Jarnette, Secretary