

Executive Committee Meeting
March 4, 2005
Portland, Oregon

Attendees:

Doug Houston, President
Chuck Sheley, 1st Vice President
John Twiss, 2nd Vice President
Charles Brown, Treasurer
Dave Bennett, Secretary
Larry Lufkin, Director
Fred Cooper, Director and Membership Coordinator
Bill Moody, Director and History Chairman
John Helmer, Director
Karl Maerzluft, Director
Leo Cromwell, Director
Tom Uphill, Director, Strategic Planning
Joe Stutler, Director
Mark Corbet, Director
Leo Cromwell, Director
Larry Longley, Director and Historian
Edward B. Johnson (MSO 50), Member

Doug Houston opened the meeting

Welcome Ed Johnson, visitor

John Twiss-Social plans for the evening of March 4. The social will be cocktail hour and dinner along with a viewing of the DVD "Cold Missouri Waters" and some footage of the Boeing 747 super tanker fire retardant bomber being developed by Evergreen Aviation.

Dave Bennett- Meeting minutes from the last meeting October 09, 2004 in Boise.
Approved as read.

Charlie Brown-Financial Report

Quick Book is the financial software in use by the NSA; converted by Dean Longanecker from a more simplistic accounting method. Present treasury balance is \$220,000. A recent major expenditure was \$10,000 to Evergreen Museum. John Helmer—Life Member moneys should be recorded differently and not be counted as income. We need a modified cash/accrual accounting method to produce accurate books with a reasonable level of effort. Chuck Sheley said we are under a false sense of security counting our multi-year and life memberships as income. Larry Lufkin stated that Life Memberships are understood to be an endowment, not to be spent for NSA operations. We will use the interest only for operations. We will not spend next year's money on this year's projects.

The goal of the accounting system is to properly recognize this so we know exactly where we are financially. Fred Cooper suggested that Memberships, Trails, and General Fund be counted as separate cost centers, thereby separating the funds more appropriately. Charlie Brown said we need to list capital items that NSA owns in our financials. The Art Jukkala Trail Fund is for general use for the Trails Fund. The Museum Fund-originally had \$11,000 set aside for the Forest Service Museum, however inaction on the part of the Forest Service lead the NSA to terminate the donation. Since then, we have used a portion of the \$11,000 to Evergreen Museum. We have \$6,600 remaining in this fund. There has been no decision on what to do with this remainder. The Forest Service Museum is on hold indefinitely.

John Twiss moved that we put the Museum Fund moneys back in the General Fund. The motion was seconded by Chuck Sheley and the motion passed. (Action Charlie Brown)

Joe Stutler will check on FS Museums that exist in Southern California, and New Mexico.

We have paid our obligation on the Liston Fund back to the Alaska Smokejumpers.

We have a general Memorial Fund. Donations to the NSA by deceased Smokejumper families go into this Fund.

Charlie Brown said we must be cognizant of the fact that we have outstanding obligations to multi-year members for the magazine. We have some financial restrictions that we must be aware of that should be known when we are making spending decisions.

Charlie suggests that we audit the books once each year. John Twiss moved that we audit the books annually, seconded and motion carried. There was a discussion on level of independence on the auditor. (Action: Charlie Brown will check on cost and approach to audits).

Charlie will periodically backup records on CD and provide the backup to Dave Bennett.

The NSA must create a template for use by reunion committees (2007) to use for financial record keeping. (Action: Charlie Brown)

John Helmer – Investment Committee Report

The investment account has enjoyed a 25% return since its inception in June 2004. The Investment Committee has prepared a draft investment policy for NSA. John cautioned the group that interest income must be divided into three categories:

- Actual spendable money
- An amount set aside to compensate for risk inherent in the investment
- An amount set aside to account for inflation.

Fred Cooper suggested that the group today can approve the Investment Strategy then the Investment Committee can move forward. We should pass and recommend a path

forward for the BOD meeting on April 30. John Helmer suggested that operating money should not be invested. 100% of Life Membership money should be invested but it will take a long time to accomplish this.

Fred Cooper moved that we accept the Investment Strategy as provided by the investment committee. This will be presented to the BOD meeting on 30 April. Larry seconded, motion carried. The Investment Committee will make a report at each BOD meeting along with recommendations.

Doug Houston – Merchandise Committee Report

Chuck Lockwood has withdrawn his commitment to do the merchandise manager. Fred Rohrback will still help out with logistics of merchandise when a merchandise manager is located. Doug Houston and wife Page will take over the merchandise program as an interim measure. The existing committee should continue to find a long-term manager. Doug will have problems keeping up with the merchandising program during the summer when he is on fire duty.

John Twiss suggested that its time to take this issue to a new level-pay the manager or offer a % of sales. Chuck said that it's difficult to find a volunteer on an actual cost recovery plus salary basis. The Merchandise Manager must work very closely with the web site manager. This requires 15-20 hours per week.

Fred Cooper said there is a service to the NSA by providing this merchandise and therefore there is a need to continue, even if we have to pay a company to do this. An example is Western Heritage. John Twiss will contact Western Heritage regarding their potential interest. (Action: The committee will have a report for the 30 April meeting.)

Larry Lufkin suggested that we look into companies that do part time executive management services for non-profits. Chuck said that we should keep merchandise finances completely separate.

Doug Houston – Missoula Office Closure

Chuck Fricke asked that we move the NSA furnishings out of his space so he can rent it. Doug as moved the furnishings out of the office. We still maintain a post office box in Missoula so that we retain a Montana presence as required in our articles of incorporation.

Doug Houston – Mountain Flying Museum (MFM)

We funded MFM \$1200 this year, we should make a recommendation on future funding. Doug recommends that we do not fund them further. Doug told Stan that we intended to withdraw our support. John Helmer reminded the group that we must continue to be a charitable organization and must show proof of such each year. Dave Bennett suggested that we should be open to specific proposals from museums or others, rather than a continuing donation for no specific purpose. Tom Uphill moved that MMF be notified that a project proposal is now required for ratification as part of the budget process. The motion carried with one no vote. Project proposals are due before the April 30 meeting.

(Action: Tom Uphill will write the letter asap to obtain a return by 30 April.)

Fred Cooper-Smithsonian Folk Life Festival

Fred provided an update on the plan for the Festival to be held on the capitol mall in June 2005. Part of the festivities will be recreating a portion of the NCSB including parachute packing tables for demonstrations and other jumper equipment. There will be five past and present smokejumpers for presentations and to answer questions.

There may be an opportunity to sell NSA merchandise at the Festival. Doug Houston will talk to Tim Eldridge at MSO to explore the possibilities.

Forest Service Retirees Reunion- Fred Cooper

This reunion commemorates the 100-year anniversary of the Forest Service, comprised of a week-long activity in Portland Oregon scheduled for September, 2005. There are opportunities for vendor booths. Joe Stutler suggested that we instigate an NSA booth to maintain an NSA presence there.

Joe Stutler volunteered to manage the endeavor. He will make arrangements for the booth and pursue volunteers for staffing the booth. Spaces are limited, so it will be necessary to reach a go/no go decision by the end of March. John Twiss moved to go forward with the booth, Joe Stutler seconded. There should be FS smokejumper participation to provide the visibility to FS management regarding the smokejumper program. Motion carried with one no vote.

Chuck Sheley-Merchandise Program Report

Chuck's agenda with the merchandising is to reduce inventory in anticipation of the change of management of the program. Profit to the organization is \$96,000 since Chuck took over. June 30 is the cutoff date.

Chuck Sheley-Magazine Report

Chuck considers the magazine an article of smokejumper history. The magazine includes articles that are original work and therefore constitute history. Chuck received a "well done" for his efforts with the magazine. The next magazine includes the Board of Directors election planning. Since only three people are running for the BOD, there is no need for an election.

Membership Update – Fred Cooper

Fred presented the membership data. The NSA currently has 134 Life Members and 1803 total members, including jumpers, associates, and pilots.

The recruitment campaign has been highly successful, netting 96 new members to date since June 2004. Mark Corbet said that the recruitment brochure is an effective tool for recruiting current smokejumpers at RAC.

John Twiss/John Helmer - Endowment Fund Progress Report

Endowment opportunities are well described in our “Jump into a Tax Savings Plan” brochure. We plan to advertise this opportunity on the website and also a mailing to jumpers that trained in the 40s and 50s. This opportunity will be included in the magazine as well.

Doug Houston - Trails Program Update

Jon McBride could not attend but it was reported that the 2005 program will be bigger and better than previous years.

Doug Houston – Boise 2007 Reunion

Leo Cromwell reported there are several people interested in participating in organizing the reunion that live in the Boise area. We should have a leadership team identified by the time of the 30 April meeting in Redding. Doug will forward the lessons learned from the Missoula 2004 reunion to the Boise team.

Bill Moody/Larry Longley – History Program

Larry is the new NSA Historian. Dennis Golick is also participating as an ad hoc curator for smokejumper memorabilia. Larry Longley is the historian. Bill is the history chairman. There is a need to define roles for these two positions. Doug suggested that Doug, Larry, and Bill could work out position descriptions.

The Aviator motion picture has stimulated lots of interest in the Spruce Goose resulting in more attendance at the Evergreen Museum.

We continue to place documents in the U of M archives. Dennis Golick will supply unique books.

Bill Moody stated that we should have a listing of all documents and other historical items posted on the web site. Bill has received calls regarding artifacts that people want to donate. We don't need additional items presently.

We plan to obtain copies of the Evergreen smokejumper video for other uses. Steve Smith is reducing the current two-hour documentary to 50 minutes for other applications.

Steve Smith has three interviews with Bob Sallee, survivor of the Mann Gulch fire.

Jay Bertino (MSO 58) has five large framed smokejumper prints that he wishes to donate. We should auction these at the next reunion. Bill Moody will check with Jay regarding this approach.

Larry Longley had several suggestions regarding possible historical projects. Three things that appear to be top priority:

- Inventory and location of physical artifacts
- We need more donations of artifacts; primarily written information and photos. Solicit membership to donate these items. We will put an article on the web page and also in the magazine.

- Cataloging all oral/video interviews to date. There also some interviews that consist of still photos with written transcripts. We will investigate jumpers from the 40s and 50s and capture their histories in interviews. Local schools might assist in this effort as part of their course work.
- Expand the website with additional photos for the photo gallery.

Doug Houston - Fritz Wolfram (MSO 53) Painting

Fritz donated the original painting to the Evergreen Museum, reprints are available on the NSA website. Larry Longley can also print larger reproductions. Tom Kovalicky recommended a life membership for Fritz. Do we want to recognize Fritz for his donation with a Life Membership? Discussion: there are others who have donated other significant items/time that have not been so recognized. Consensus is that he needs to be recognized but not with a life membership.

Doug has had 20 copies of the 2004 reunion place mats autographed by Fred Brauer, Bob Sallee and Earl Cooley. These can be used as awards or can be sold or auctioned for benefit of the NSA.

Doug Houston - Bozeman Watch Company

The smokejumper watch is now being marketed by the watch company. The company will donate 1% of proceeds if we will endorse the watch. Doug will email the proposed wording for review by the committee. Motion by Bill Moody, seconded by John Twiss, motion carried.

Joe Stutler – Corporate Funding

Joe has discussed corporate funding from two helicopter companies, and The National Wildfire Association (NWFA). Corporate funding would be recognized with advertisements in the magazine. Other sponsorships could be advertised on the website.

An associated opportunity is corporate memberships.

John Twiss – Liability Insurance

This is an ongoing item. No new information to report.

John Twiss - Associate Membership Brochure

Ongoing item. We need to incorporate the corporate membership brochure draft into the “Join the NSA” brochure.

John Twiss – Website Management and Cost

Chuck Sheley is the point of contact for website management. Jon Robinson is the web master. Chuck is open to questions and comments and should be contacted with any changes to the website. As a way to improve the website, John requests that everyone review the site and comment.

John Twiss – Merchandising Cold Missouri Waters

The BLM and FS will likely buy 500 each of the CDs. The group reviewed the CD and the consensus was that this would be a good business opportunity.

John Twiss – Strategic Plan For the Next Meeting

The Strategic Plan should define a broader purpose than what we have in our bylaws. What causes should we pursue? Start with the Strategic Plan and be ready to talk about these goals at the 30 April Meeting. Think big. Strategic Plan should be sent to the board members by email to support this action. (Action: Tom Uphill to send out the Strategic Plan to the board members.)

Chuck Shelley moved to adjourn the meeting, motion seconded, and carried.