

National Smokejumper Association
Board of Directors Meeting
October 1, 2005
Redmond, Oregon

Attendees:

Doug Houston, President
Ron Stoleson, President Emeritus and Director
Chuck Sheley, First Vice President
John Twiss, Second Vice President
Dave Bennett, Secretary
Charles Brown, Treasurer
Fred Cooper, Membership Director
Jim Cherry, Life Membership Director
Larry Longley, Historian and Director
Larry Lufkin, Director
John Helmer, Director
Joe Stutler, Director
Murry Taylor, Director
Mark Corbet, Director

President Doug Houston opened the meeting.

Minutes of the Previous Meeting-Dave Bennett

Comments: Jim Cherry-Art Jukkala fund is designated moneys; not a part of the general fund. John Twiss moved to abolish the memorial fund and put the funds into the general fund. John Helmer had additional comments that are described below under **Investments Update**. With these changes, the minutes were approved as read.

Treasurer's Report-Charlie Brown

Total net income for the year ending June 30 is \$25, 578.63
Trails income: \$14,900, expenses \$14,300. Trails program is making money. This is a reflection of Jon McBride's achievements.
We had \$26,700 in dues income during the last year; much higher than previous years. There was a trend downward in merchandise gross sales as a result of Chuck Sheley's phase out of the merchandise business on June 30.
Reunion income of \$9700 was a major contributor to the previous year's income.

Membership income is now managed on an accrual basis. For instance, multi-year memberships are divided up by the number of years for each membership subscription.

Dividends from investments are placed in the general fund. Dividends paid quarterly.

John Twiss asked Chuck Sheley how much we lost by not selling NSA merchandise at the last MSO reunion. The loss was about \$4000. This experience will be a part of the Lessons Learned for Boise reunion in 2006.

Chuck Sheley will continue to manage the website. Dues that come in from the website (on-line subscriptions) are used to pay for the website operations. These subscriptions are banked in Chico, CA by Chuck in an NSA account.

Charlie Brown said that we should consolidate bank accounts to maximize the amount of money in interest-bearing accounts rather than in checking accounts.

We carry the cost of the initial investment on the books rather than the present value, which is accepted accounting practice. (The stocks are actually worth much more than that currently).

We carry no value on our books for fixed assets such as furniture or other physical items.

The NSA has total assets of \$243,400 as of June 30, 2005. This includes \$12,000 initial equity from the Trails Program.

The NSA has accounts receivable that are time pay Life Member programs.

The Mid States Bank CD has matured (\$60,000) and the money has been moved to Wichita under Charlie Brown's management.

Total liabilities are approximately \$78,000.

A retained earnings account is typically an emergency account in case things go bad financially. We have \$28,000 in retained earnings.

Jim Cherry asked if we have \$140,000 in endowments from 140 Life Members, should we account for the effects of inflation? In order to keep that fund at the same value we should move additional money into the endowments to maintain same value and accounting for inflation. This could be accomplished from the retained earnings account. Charlie Brown and Larry Lufkin agreed that we should account for this factor.

Jim also asked what starting point should be used for Life Member accounts. Perhaps we should start the anti-inflation action from the date that each Life Membership was initiated.

The Board believes that CDs should be bought for short periods because the interest rate is likely to be climbing over the next few months. John Twiss suggested that six months periods for CDs are the best bet.

Charlie provided a look at the current fiscal year performance from July 1 to September 27. Notably, since there is no reunion income this year, our income will be less. The NSA is currently operating in accordance with the budget with some exceptions:

- \$4000 additional for 2006 reunion advances.
- \$2000 additional for Magazine expenses.

- By email vote prior to the meeting, the Board agreed to provide \$1,175 to Steve Smith to partially defray expenses for production of a new NSA video. (Steve will split proceeds of sale with the NSA).

John Helmer moved to make these changes to the budget. John Twiss seconded. The motion carried.

Larry Lufkin has agreed that he will do the financial audit. John Helmer moved to have Larry do the audit, Ron Stoleson seconded. Motion carried.

Charlie Brown has signature authority on the Wichita accounts. He suggests that others should be on the account as well. John Helmer and John Twiss should be added to the accounts in Wichita. This will match the signature authorities at Mid State Bank in Waterville.

The Board agreed that Charlie's efforts as Treasurer are exemplary and he is congratulated for his efforts and results.

Corporate Funding-Joe Stutler.

Joe handed out copies of a letter that Joe uses to market advertisements in the Magazine. Joe has sent this letter to a list of 20 companies that was attached to the handout. Joe included a pricing table for different sizes of advertisements. The first advertisements are likely to appear in the April 2006 or July 2006.

Adding color advertisements will require increments of four pages because of printing production. Joe has preliminary positive feedback from several advertisers. Jim Cherry asked if one of the four pages could be a color cover for the Magazine. The answer is yes, the front and back covers could be color and could include advertisements.

Ron Stoleson suggested that we might want to do a full or half page for Western Heritage announcing the transfer of NSA Merchandise to their administration. Further discussion led to the concept of an insert in the January 2006 describing the transition from Chuck as Merchandise Manager to Western Heritage.

Mark Corbet is concerned that the NSA address list needs to be maintained with confidentiality. John Twiss will reiterate our policy to Western Heritage.

Investments Update-John Helmer

Rate of return on current investments on the two investments has been between 19% and 23% on an annual basis.

The investment committee is the president, vice president, and treasurer. John is the broker currently. This is a correction from the past minutes. The investment decisions are made by the committee based on recommendations made by the broker (John Helmer).

There is no annual budget or amount that has been allocated to investments on an annual basis.

Ron Stoleson moved to provide \$25,000 for the investment committee to invest. Chuck seconded the motion, motion carried. Our goal is to invest most or all of the Life Membership fund.

John Helmer said that Pan Pacific Retail Properties is a likely a good bet for further investment of NSA funds.

Life Member Report-Jim Cherry

There are 140 Life Members, with six more on the installment plan.

Jim plans to target Trail Crew people for Life Memberships. Jim will be sending out a letter to recruit these people.

John Twiss reminded us that we intend to recognize Life Members that have joined in the last year.

Fred Cooper keeps a record of payments made by Life Members toward their \$1000 membership.

Deceased Life Members memberships will pass on to the member's spouse. Jim Cherry will enquire of the spouses regarding their preference on this.

It was recommended that Art Jukkala (deceased) be made an honorary Life Member in recognition of his contributions; primarily to the Trails Program.

Membership Report-Fred Cooper

General membership has grown slightly, largely as a result of a recruitment campaign over the last two years. We gained approximately 100 new members as a result of that. Fred's message is that active recruitment is necessary to maintain our numbers.

Murry Taylor said that there are a lot of present jumpers that will retire in the next few years. The NSA will likely mean more to them after retirement than it does now. We should be sure to target them in our recruiting strategy.

There are still approximately 1500-2000 ex jumpers on our database for which we have no contact information. Fred Cooper said that software is available now to do searches by name that will likely be useful in locating these people. This should be a high priority group to target for recruitment. Fred will prepare a plan to address people on the C List (The C list contains names of past jumpers for which we have no contact information).

Fred plans to transfer the Membership Chairmanship to John McDaniel by the end of the calendar year.

NSA Partnership with the National Forest Foundation (NFF)-Fred Cooper

There is an association of past Forest Service employees that works with the NFF. The purpose is to seek contributions from companies to execute conservation projects on Forest Service lands. The NFF matches funding for qualifying projects. The Trails Program is an obvious match. Fred seeks our blessing to pursue this with the NFF.

The NFF is donating directly to FS families whose homes were lost in the recent hurricanes.

Bob Sallee's Speech Text-Fred Cooper

Fred has located a copy of Bob's speech from the 2004 reunion. Dave will transcribe the hand-written notes to a MS Word document for use by the NSA.

Forest Service Museum Report-John Twiss

John said that the FS Museum is gaining momentum and we will likely be asked to donate sometime in the near future.

Merchandise Report-Chuck Sheley

Web site orders now are automatically redirected to Western Heritage. Chuck suggests that all merchandise communications should be run through John Twiss.

We have requests for copies of the NSA video/DVD. Fred Rohrbach has the video. We should contact Western Heritage regarding them producing DVDs and selling them on their website. John Twiss will continue as the point of contact for interaction with Western Heritage.

Recipe for a Good Social-Chuck Sheley

Buffet style food and lots of beer. We have poor luck with RSVPs with jumpers; therefore flexibility is the key.

History Update-Larry Longley

New video/DVD from Steve Smith. This is a new video-47 minutes long prepared for the A&E channel. Meant to be an "impact" video rather than a historical document. Steve will split 50/50 whatever he gets from A&E or other clients. The exact agreement with Steve is somewhat uncertain. Bill Moody will discuss this with Steve. We must meet with Steve Smith so that we fully understand the details of this agreement. Larry showed a very impressive 7-minute preview of Steve's new video.

Steve has asked if we want to produce DVDs of the existing NSA video. We need to decide on the path forward. Larry Longley will obtain the details of cost and the actions necessary to produce both DVDs and videos. We will work this by email so that it doesn't have to wait until the next NSA meeting.

Trails Program Report-Jim Cherry for Jon McBride

The Trails program grew again this year. We have received letters of appreciation as a result of the work performed.

The Magazine will designate one page each issue to focus on Trails activities. The Trails Report will continue as a separate report issued once each year.

The Board agreed that Jon will receive a letter of appreciation for his efforts with the Trails Program.

Bozeman Watch Company Report-John Twiss

The Bozeman Watch Company asked the NSA to put an advertisement on the NSA web site for their watches. We agreed to do that.

Boise Reunion Update-Doug Houston

There is good progress on planning for the Reunion. The dates are June 3, 4, and 5, 2007.

Dates for future meetings (2006):

March 4 in Reno. Check to see how many ex-jumpers live in that vicinity.

June 17 in Cave Junction.

October 7 in Wenatchee

All are BOD meetings.