

ANPR Board of Directors Conference Call

Tuesday, July 22, 2014

8:30 pm Eastern/7:30 pm Central/6:30 pm Mountain/5:30 pm Pacific

Board Members Attending: Erika Jostad, Ken Bigley, Alison Steiner, Ben Walsh, Seth Tinkham, Wendy Lauritzen, Gannon Frain, Lauren Kopplin, Colleen Derber

Board Members Not Attending: Paula Alexander, Jeremy Kaufman

Others Attending: Teresa Ford

Erika –

World Ranger Congress

- Maureen Foster in Director's office assigned to respond to ANPR in official manner.
- Russ Wilson, life member, supportive of ANPR and WRC, on the team.
- Director asked for dollar amounts if we're interested in receiving funds in FY14 and FY15.
- Tim Pagano no longer involved. Blanca (international affairs) will lead communication efforts.
- Contact Bob Krumenaker if interested in getting involved. This is a great opportunity to get involved in international affairs.

Supernaugh Scholarship

- With Teresa's input, we will run the program as we have in the past, same parameters.
- Ben, Seth, and Colleen have volunteered to be reviewers.

Rendezvous 2015

We're still looking for a venue.

Requirements

- Under \$100/room rate
- Camping or other lodging options for seasonals and lower income
- Meeting space waived or inexpensive
- Ability to bring in our own AV
- Free rooms
- Waive fees for us to ship boxes

TASK – All - Send ideas for potential venues to Erika.

Alison –

Rendezvous

- 50 registered. Goal is 200.

- We've received lots of product donations, value about \$1,200. Mary Martin is helping. 3 exhibitors have registered so far. Alison is reaching out to gear companies in Denver area and others. Communication team is reaching out with Facebook, Twitter, and newsletter. Program is almost set. We may be looking for one or two keynote speakers.
- Wendy – Will forward info on person who contacted her regarding a Rendezvous presentation
- Erika – Reached out to Vaughn Baker re: Jack Harris trainings, will probably get some registrants from ROMO.

TASK – Continue to reach out and encourage people to come.

Seth – *Fundraising*

- More details after our monthly meeting. Alex Eddy and Jason Wickersty have agreed to help us out with Café Press merchandise.
- Individual donors will be acknowledged

Gannon – *Membership Drive*

Drive continues through July 31st. Approximately 70 new members. Lapsed members have been returning. Going to ROMO to lean on some people. Thank you to Ben for Facebook posts.

TASK – Encourage your co-workers to become members.

Ben –

Social Media

- Alex Eddy developed schedule for social media re: membership drive and Rendezvous.
- Wendy – Will check with Joan Anzelmo re: posting Rendezvous information on Conference of National Park Service Retirees Facebook page.

Supernaugh Scholarships

- Discussion on how many scholarships to offer. Agreed better to have more scholarships, lower \$ amount.
- Teresa – Because of low attendance the last 2 years, we had more scholarships. \$400 left over from last year. \$2,113 in the fund so far (including the \$400).
- Seth – Suggested an agreement with the scholarship winners to help ANPR throughout the year.
- Erika – We could do this and would need a follow-up person.

TASK – All – Like the posts on Facebook to spread the word.

Ken – *Dialogue with Mike Reynolds*

We are getting the ball rolling. Need to discuss what type of medium for delivery.

Teresa –

Business Office

Busy with Rendezvous registration and membership drive. Total membership = 921 (480 life members, 441 annual, 39 returning, and 76 new)

Ranger Magazine

- Received ½ of articles for next issue. Photos are coming in.
- Looking for extra copies of summer issue. Please send to Teresa.

TASK – All – 1-2 paragraphs from each board member by July 30th. Keep in mind that the issue won't come out until September.

New Business

Seth –

Mail Chimp (?)

- Discussed possibility of moving newsletter mailing list to mail chimp to get better data on readership
- Teresa – Mail chimp is restrictive as would lose a lot of those on the list. Would only put members on the list. Issues include only 30% of life members gave their email address.
- Ben – Suggested vertical response (?), similar to mail chimp, 10K emails/month for free.

TASK – Seth and Ben – Write up about other options.

Fall Giving Campaign

If you have thoughts on taglines or images, send to Seth.

Liability Insurance

- Seth stressed importance of obtaining insurance before Rendezvous.
- Interest in having an agent on the call? Would be biased.
- Question about the risks?
- WRC is considering getting insurance.

TASK – Seth – More research on risks. Check with Bob Krumenaker re: WRC's interest in getting the insurance.

Erika – Mentoring Program

Ken and Roberta are coming up on 2 years leading mentoring program. We are looking for someone to take over by Rendezvous. Wendy is not opposed to it, but she's worried about her schedule.

Teresa signed off at 9:40pm

Erika – Business Office Replacement

- Paula is about to go on detail and can't lead the group. Colleague of Alex Eddy's has offered to look at our business practices and make recommendations.
- Seth – Looked into online membership services. Erika has done research as well. Set up fee of \$3K-5K to enter data, set up mailing list, then annual fee of \$3K.
- Lauren offered to look at services, check into different plans.
- Erika had a couple people contact her. Jodi Mabery expressed interest, and a partner of a member expressed interest in the editor position.

TASK – All – Input re: Replacement of Business Manager. Again, we'd like to have the person in place by Rendezvous for overlap with Teresa.

Paula – Profit Loss Report (sent via email).

PROFIT AND LOSS
April 1 - July 22, 2014

	TOTAL
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Income	
Donations Public Support	1,583.52
Donations-Rick Gale Memorial Fund	300.00
Donations-Supernaugh Scholarship Fund	1,732.05
Dues	
Associate/Sustaining	280.00
Gifted Membership	280.00
Life	515.00
Permanent/Retiree	970.00
Seasonal/Volunteer	1,235.00
Total Dues	3,280.00
Interest/Dividends	7.82
Rendezvous	
Bus Trip	455.00
Cash Donations, Sponsorships from Businesses	600.00
Exhibitor Fees	700.00
Leadership Seminars	310.00
Other Activities (field trips, issues dinner & more)	120.00
Other Workshops / Training	750.00
Registration	3,545.00
T-Shirts & More	906.00
Total Rendezvous	7,386.00
Sales	
Live The Adventure booklet	180.00
Lost But Found video/DVD	136.00
Ranger Magazine (per issue)	204.00
Total Sales	520.00
Shipping Income	27.65
Total Income	\$14,837.04
Gross Profit	\$14,837.04
Expenses	
ANPR Website Work	775.00
Bank Charges	333.34
Business office management, membership services	4,080.00

Communications	
Internet & Email fees	119.40
Total Communications	119.40
Postage - miscellaneous	225.19
Ranger Magazine	
Editing & Production	3,085.00
Postage & Shipping	668.90
Printing	2,562.00
Total Ranger Magazine	6,315.90
Rick Gale Memorial Fund-Expenses	1,468.43
Supplies	7.07
Total Expenses	\$13,324.33
Net Operating Income	\$1,512.71
Net Income	\$1,512.71

Meeting adjourned at 9:50pm Eastern.