



SWCS–NCC Meeting Notes
July 23, 2009
Teleconference

Participants: Tom Hebert, Ross Braun, Bill Boyer, Bruce Wight, Tom Fedewa

SWCS International Conference Report: Many National Capitol Chapter (NCC) participants were reported. Approximately 500 registrants resulting in a positive expense report. The conference was reported to have high quality programming, and informative tours. Tom Vilsack, USDA Secretary, delivered the keynote address, and took the time to answer participant's questions. Ann Mills, the USDA Deputy Under Secretary for Natural Resources and the Environment presented at the Conservation Innovation Grant Showcase, participated in the Resource Assessment Act (RCA) concurrent session, and met with the SWCS Board of Directors.

The second day plenary was a panel presentation and discussion about the Conservation Effects Assessment Program (CEAP). Bill Boyer, Northeast Regions Director and NCC member was elected vice-president of the Board.

International Conference House of Delegates Report: A resolution submitted by the NCC was passed to request SWCS Board approval and support to create the Norman A. Berg Leadership and Policy Forum in Washington DC every two years, as defined by the NCC.

A Wisconsin resolution that would have reduced the size of the Board Representatives from 9 to 7, and afford the Executive Director greater authority in appointing some positions to the board did not pass.

Chapter Website: Group decided to send the following motion to Chapter Officers, via e-mail for consideration and approval:

Motion # 1 -- NCC Website

Motion -- NCC SWCS will retain the National SWCS website development and hosting service at a cost of \$150 to develop the website and \$550 a year to host and support it.

Background--

1. We have not had a functioning, updated website for many months now and it is hampering our effectiveness in support of the chapter and its members.
2. Relative to commercial web host services, for developing, hosting, and updating a website, this cost is reasonable if on the high end for the level of complexity and design.
3. Our annual dues from SWCS National about cover this cost, particularly since we have sizable reserves in the bank.
4. We are going to need a low headache well-functioning website very soon as we will need to start efforts to host the national conference in 2011.
5. Doing this through SWCS supports our national organization.
6. For the one-time set-up cost, the Chapter will receive all content moved to the template website:
 - the programming of the content management software SiteViz that can be used by multiple chapter members from any location where there is Internet access,
 - a professional designed website similar to the parent organization,
 - staff assistance on additional content for the Chapter site.
7. For \$ 150.00 every three months we receive:

- 100 MB of secure server space and 10 GB of data transfers
- The URL name: www.swcs.org/chapter_name ex. www.swcs.org/washington-dc or www.swcs.org/nationalcapitalchapter.
- Benefit of weekly submission of the SWCS website family to major search engines, critical to drive traffic to your website.

[NOTE: MOTION # 1 WAS APPROVED BY OFFICERS ON JULY 27, 2009]

Recognition of Seminar Presenters: Group decided to send the following motion to Chapter Officers, via e-mail for consideration and approval:

Motion # 2 -- Honorary SWCS Membership for Seminar Speakers

Motion -- NCC SWCS will offer, where appropriate, a 1 year honorary membership in SWCS to those that speak at our Brown Bag Seminar Events, and provide them with a certificate attesting to such, at a cost to the Chapter of \$80 or whatever are the annual dues requirements of the SWCS that year.

[Note -- If approved, we will need a volunteer to take on the modest job of interacting with HQ to secure the membership and to secure the certificate of appreciation and attestation as to their membership. We need a taker!]

Background--

1. We discussed at our last meeting offering a token of our appreciation to seminar speakers.
2. We have discussed how some folks are natural for consideration as members of SWCS.
3. A 1 year membership is more than a "token" amount, but for the right speakers it will be really appreciated, could build interest in and support for SWCS and our chapter.
4. This does not have to and probably should not be offered to each speaker, given their circumstances and role, and that decision can be made in advance. Our annual dues from SWCS National about cover this cost, particularly since we have sizable reserves in the bank.

[NOTE: MOTION # 2 WAS APPROVED BY OFFICERS ON JULY 27, 2009]

Sally Collins' Luncheon Seminar (Brown Bag) Planning: Tentatively looking at the week of August 31 to conduct the session. **Ross Braun will work with Carl Lucero to organize.**

SWCS / Society of American Foresters (SAF) Liaison – Bruce Wight, as NRCS National Forester and a member of both SWCS and SAF, will communicate regularly with both non-profit natural resource organizations, and facilitate collaborative ventures of mutual interest.

2011 Annual SWCS Conference Preparations: **Action: Tom Hebert** will contact Dwayne Johnson, SWCS Ankeny office, to see if he can brief the chapter at the August 20 teleconference regarding details in hosting the meeting, and assisting in 2010 in Missouri. Eight Show Me State (Missouri) SWCS members volunteered at the 2009 International Convention to learn by doing how to present their upcoming 2010 International Conference.

Next Meeting August 20, 2009, noon to 1:00 pm.

Tentative Agenda Items for August:

- International Conference preparation with Dwayne Johnson
- Update on Chapter Website
- Update on seminar with USDA Office of Ecosystem Services and Markets
- Report from NCC Society of American Foresters
- Treasurer's Report