

January 8, 1982

TO: AHS Board of Directors

FROM: Laura B. MacKenzie

SUBJECT: Report for Board of Directors Meeting

1. Financial Report: AHS six-month statement is attached. We are fortunate to have a working treasurer, Chuck Williamson, who has come to the AHS office to check and correct and verify receipts/expenditures. We are also fortunate to have on the Finance Committee a CPA, Reese Lukei, who is responsible for making the financial report form. Because of it, AHS finances will be in control from here on in. The six-month statement shows that we are on the schedule of payments that Bill Kemsley worked up for AHS at the last board meeting. AHS owes Bill many thanks for setting up a budget and payment schedule that can be followed easily. As you all know, a lot of work has gone into straightening out the critical financial condition of AHS these past six months. While the condition is still very critical, I believe we are at the point where we are edging ahead.

2. Membership statistics/Membership drive: We are not getting the renewals we planned for. October/November were off by only 8, but December was off by 38. To date, we've received only 45 January renewals of the 82 anticipated. I have made arrangements with Henry Wheelwright of Stone Wall Press to have them pay for a membership drive in the spring. He has donated \$6,000 to AHS to send out to a prospective list of 40,000 people. AHS will offer the book BACKWOOD ETHICS by Laura & Guy Waterman to anyone joining AHS. Upon receipt of a membership, we will pay Stone Wall Press \$2.25. We can offer AHS members the book if they will join for two or three years. We can work out the details at the board meeting.

3. Peter Seaborg went to Maine to pick up the stock of books at the Wilderness Bookstore. We have 36 cartons of them here in DC. I plan to have a one-afternoon book sale to get rid of most of the books. Peter was willing to bring the books back because he plans to go into the used book business. AHS will pay him in books for the trip. From the money we receive, we still owe approximately \$500 in outstanding bills. If the sale goes well at the end of January, we should be through with the Wilderness Bookstore, have some money in the bank to boot. Mike McReynolds suggested that we keep one copy of each book for a library. In addition to all the books, AHS has some backpacker notepaper to sell and a lot of neckties. (Witness a sample attached.) I don't want to sell them mailorder because of the expense of packaging and the cost of my time. I think we can offer them for sale with the books. (I don't think selling them as a set with the t-shirts will be very successful.)

.../

4. Affiliated clubs: According to AHS agreement with Mike McReynolds of the Northern California chapter of AHS, we owe that chapter 1% of renewal money and half of the new member money. I told him we don't have the money now, and I would like to make a financial settlement in the spring when we might have it. I think having an AHS chapter in California will be very beneficial to AHS because there are so many major clubs on the west coast. I do not, however, want to push the affiliated AHS club program. I think the push should be for already established clubs to join or affiliate with AHS for the singular purpose of AHS being their national representative. I know this was a concern both Louise Marshall and Jim Kern had.

5. Forest Service Grant: The surveys went out in November, were returned to AHS in December. I was fortunate to have some healthy volunteers help with the tallying of the surveys. Kay Beebe will help me put together a draft to give to the Forest Survey in order to meet the deadline of January 15. We had hoped to have the first installment of \$2,500 from them in December. We haven't gotten it yet. Bill Holman is running it down for us. The delay in receiving the money means that we will have to adjust our budget for anticipated income. But we got a lot of good information back from those surveys, and I believe the information will aide our own AHS Volunteer Vacations program as well as the Forest Service.

6. Corporate support: To date we have received donations from North Face and Sierra West only. Our request to REI in December was temporarily denied. They want more specific information on our volunteer vacations program. I will send them a detailed proposal this month. We need to make a stronger plan for the future in get corporate support. I have not had the time to give to it and don't expect to give it a healthy amount of time until spring.

7. Hike-In '82: A deposit has been made at Prince Willimas Park for the long October weekend. In addition, Bill Wildprett has offered to give a course on orienteering, and Mike McReynolds a seminar on going solo. Last year, in spite of all the last minute problems of finding a place, and rush to get seminar leaders, AHS was able to make money. We have the time and experience now to really plan for a big, successful annual meeting.

8. Local AHS party: In late November Jim Kern, Bill Kemsley, and Susan Henley helped me organize a party for Washington DC area AHS members. Of the 150 invitations that were sent, 35 people came and drank a lot beer, ate a lot of pretzels, and made me a lot of promises to help me and have since kept their promises. They were a vibrant, healthy group who offered colorful stories and exciting, possible projects. From them, we should get a good Hike-In committee as well as interim projects. We have plans for another auction, lectures, and more parties.

9. Volkspport walks: A long time ago AHS had plans for a 'Step Out America.' I followed up on it this past summer, but the insurance company that said it would help sponsor the program had no funds to do so. I wasn't sold on that program because it required a lot of paperwork: selling logbooks, etc. At the AHS party Gomer Pyle arrived with a well-written outline for a volkspport program. And, Donald Dayton arrived with a belt buckle suvineer from his volkspport walk in New Mexico. Both these people have offered to form a committee to get a walk organized in the Washington area. Promoting 'urban hiking' is a great idea for AHS to pursue. I have since written the people in New Mexico for their thoughts. If this is successful, AHS can write up a package program for hiking clubs to follow in thier cities.

10. Trails Study Report: Bob Karetco and I have been talking about AHS publishing this report in book form with pictures to sell. It needs some work on better descriptions of trails, an update on the Trails Bill, and a good selection of pictures. Because AHS has no money for this project, it will take a lot of research. I still think it can be done well and successfully.

11. HikaNation film: I have talked to John Olmsted twice about the status of the film. A 15-minute film, 6-12 copies, would cost about \$6,000. John would like to come east to show the film to a group and would like to have AHS split the cost of his airfare and profit made on his talk. Susan Henley said she would work with me on this. There is a lot of wonderfull material - stories of individuals who made the walk, incidents that happened, etc. - on HikaNation that can give AHS good publicity. There have to be ways to use it. Of course everything costs money, most particulary the film.

12. AHS office staff: Since the AHS party, I have been able to call on people to help me on particular projects in the office. I am still, however, a one-person show. I am doing the jobs of three people. I have applied for an intern through the Washington Center for Learning Alternatives, an organizations which arranges for college students to work a semester. Hopefully, I will have one in three months (in takes a long time to arrange for one). Once AHS has one, we should be able to get interns steadily. That would solve my staff assistence problem. Because I have been spending 90% of my time with daily office maintenance, cleaning up last years mess, and learning about hiking/backpacking, I have had almost no time to do what I was hired to do: develop membership programs, increase membership, develop corporate sponsorship programs, fund raising, public relations, work on club relationships, etc. I get spread very thin with all that has to be done in the office. I need your support. If you have any questions or concerns about

1/8/82

Executive Director' report  
page 4

what is being done or not done, don't guess, ask me directly. After being with AHS for six months, I took its pulse. It gave a good, strong reading. It will simply take a few more months to restore the body. By June we should have some really good programs in the works.

Funds received from letter to donors in December

cost of letter, labels, postage to 372 people: \$200.00

45 people replied

\$1,386.00 taken in

net: \$1,186.00