

September 2018 National Director Report
respectfully submitted by Marybeth Conger, BCHI National Director

It was indeed an honor to represent the State of Idaho at the National Board meeting on April 23-25 in Spokane, Washington. Next year the meeting is in North Carolina. Hope you find this report informative. I am always available to answer questions or hear your concerns. 208-369-0769 or mbconger1@gmail.com

Some meeting highlights include:

1. memorial for lost members
2. acceptance of all agendas, letters, and minutes
3. Wisconsin was voted in as our newest state
4. eleven committees reported
5. a balanced budget was presented and approved
6. resolution to add a youth membership category narrowly passed. Keep in mind, each state can decide to add one or not because BCH is a downward up organization. The state of Idaho voted against this resolution citing liability concerns and question of overreaching
7. BCHA foundation had grant monies to help fund chapter and/or state activities. For more details visit www.bcha.org/blog/2017/12/06/bcha-education-foundation-grants

It was impressive to hear that BCHA combined volunteer hours were very close to \$13 million and the BCHA budget included funds for education. I met Erica Fern who is a full-time BCHA employee that handles administration to include data. She presented a BCHA brochure and showcased a traveling BCHA booth for use at public outreach events. Also heard about Your Membership (YM) and how BCHW piloted to have this computer platform handle their membership data. There is some cost if a state chooses to do that. Ken Carmichael, BCHW member, then presented a membership expansion road show program that was impressive. National Directors were divided into 4 regions to discuss regional issues for presentation to BCHA committee heads. Feedback was given on how the committees can help us and what the priority of their actions should be. The committees then met and decided action plans and next steps. A collaborative report was then presented to the national board on the last day. It was interesting to see that all national board members volunteered on at least one committee. After all, we need to be part of the solution, right? There was a guest speaker from Trail Master, a retired Forest Service employee shared his knowledge, and lastly heard a presentation on how to effectively contact politicians. We then passed several governing policy changes for housekeeping items, which was informative for a newly elected national director like myself. Then there were nominations and BCHA leadership is as follows: Freddy Dunn, Chairman, Darrell Wallace, Vice Chair, Sherry Copeland, Treasurer, Non-director Executive Committee (EC) member, Mike McGlenn, and two Board members to the EC, Mark Himmell and Ginny Grulke. There was a wording issue in the current governing policy that said the past chair would be on the EC for one year instead of the two-year term. The BOD voted to have the past chair on the EC for 2018 and have a committee review this wording for presentation at the next BOD annual meeting. Idaho's Chairman Bill Conger agreed to be the auctioneer at the live auction. He did a great job getting people to spend more than they planned, just ask Mike McGlenn next time you see him. More specifics on the National BCHA Board s meeting can be obtained by visiting <https://www.bcha.org/home/> .

The state idea sharing was inspirational for me. This is the time for Idaho to develop new strategies to increase BCHI members by adding new members. At the same time, we need to think about membership retention to support state/chapter growth. Continuing chapter member training is just one way to accomplish this, but it should not be the only one. Let's talk about new ways to elevate public awareness of BCHI and its mission beyond all of the great things Idaho chapters currently are doing. When doing this, it is so important for all of us to stick to the BCH mission principles, as put forth by our founding fathers. Here are some idea exchanges gathered at the 2018 National BCHA meeting and a few that just came to me:

1. Have a year-long state (or chapter) wide membership recruitment drive with a \$\$\$ award for the winner announced at the annual convention
2. Make sure the cause is visual when fundraising, since people give more if they see the need
3. Establish a chapter membership person to stay on top of membership and make calls to people
4. Utilize Facebook to promote projects and activities, as you can reach so many more people
5. Hand out a burlap bag at events that could say Idaho Leaves no Trace
6. Have State chairmen/public land committees work together on public land issues, when different states are in the same Forest Service region.
7. Attach membership forms to the bottom of membership recruitment posters making it easier for folks to join us
8. Partner with other trail users on packing and or trail clearing projects to increase awareness. There might be grant funds available to reimburse mileage
9. Always have a blank membership form in your purse, saddle bags and/or panniers
10. Create a membership recruitment/expansion video based on interviews with state board members, chapter leaders, committee heads and as many land managers that are willing to participate. Place this video on our state website.
11. Come up with ideas to help market calendars so members do not get burned out selling them.
12. Put on a game of chance ride
13. Put on a wine tasting ride/event
14. Promote BCH with a State trail hankie that costs \$3.50 and sells for \$10.00
15. One state embraces an independent membership category and the state gives them a voice at an annual independent meeting
16. Annual State Rendezvous
17. Draw deep into the chapters and organize state wide saw teams to reopen, clear trails and build/repair bridges lost in the fires. That way smaller or newer chapters are not overwhelmed with the task at hand
18. Appoint a state/chapter youth committee and have them put on a Backcountry Buckaroo event with the goal to introduce 10- 12 children from boys and girls' clubs to our organization
19. One state offers a Packer only chapter which encourages the historic packing skills that BCHA was founded upon
20. Provide a scholarship to sponsor a Forest Service intern
21. Take a retired trail clearing saw, have it painted and sell tickets
22. Have membership training to mentor, support and develop chapter leadership

Lastly, I would like to present a national director training outline that is designed for both newly elected national directors and other members who might want to run for this state elected position in the future.

Backcountry Horsemen of Idaho National Director Training

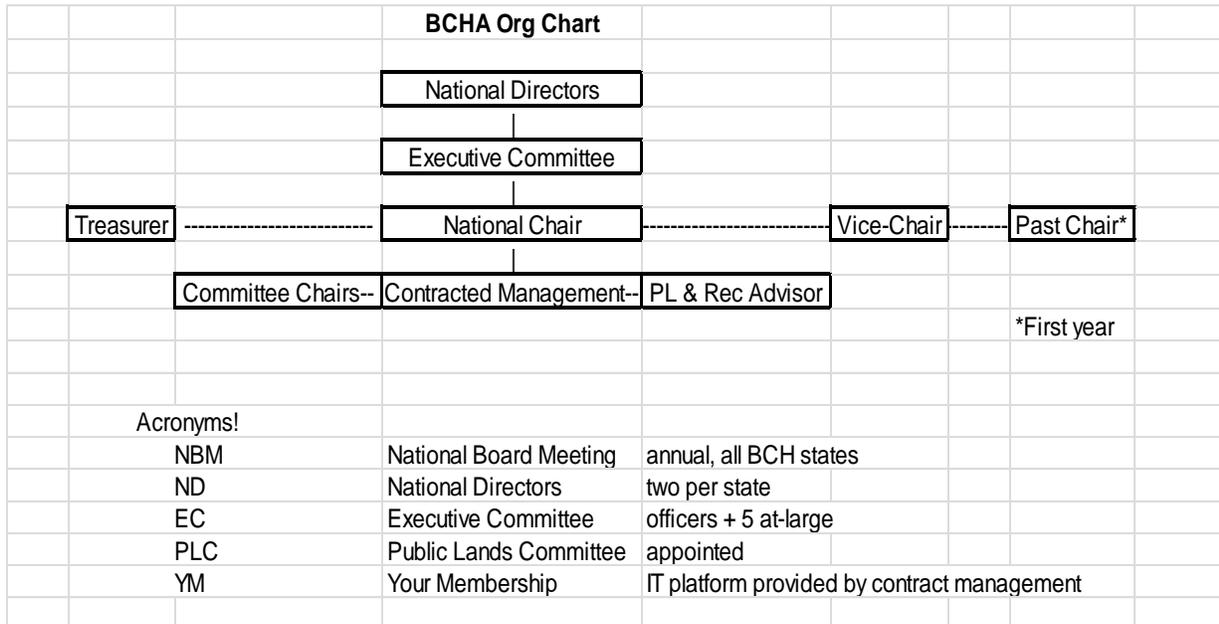
Prepared by Marybeth Conger who would like to acknowledge Ken Carmichael, Marsha Copeland and Darrell Wallace for their input and comments.

This training outline can be used in a meeting setting or to create slides for a video training presentation. The training purpose is to provide educational information in a user-friendly learning format to help BCH members complete the office they have recently taken, or make the decision to volunteer and run for this state elected position in the future. The training is a general overview of the National Director position and does not include all associated tasks. Always check state by-laws and standing rules for additional position responsibilities.

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Backcountry Horsemen of America Organizational Chart



Role, Duties, and Responsibilities of a BCHA National Director

The National Director (hereafter referred as ND) serves on the Backcountry Horsemen of America (hereafter referred to BCHA) National Board. The ND position is elected annually at the member state level, to serve staggered two-year terms. Each member state shall have an Alternate National Director to serve in the absence of its regular directors.

The role of a ND is to perform the duties of director including duties as a member of a committee on the national board in good faith and in a manner believed to be in the best interest of the Backcountry Horsemen of America organization.

The ND is primarily responsible to provide a communication link between BCHA and the state and to participate in the management oversight of BCHA to ensure appropriate organizational performance. The National Director is charged with the duties of distributing pertinent information in a timely manner and positively representing the state organization on a national level as well as positively representing the national organization to the state membership. The ND ensures organizational actions are consistent and in compliance with the BCHA mission, objectives and purposes.

The ND will keep state members informed about issues and activities coming before other states and BCHA so that state members may participate, and provide input and support when appropriate. The ND will keep BCHA and other states informed about issues and activities at the state level so that BCHA and other states may participate, and provide input and support when appropriate. These types of interactions will strengthen the bond between the state and BCHA while contributing to the smooth and successful operation of BCHA.

The ND must become and then remain familiar with BCHA constitution and other governing documents to include appropriate letters and correspondence. This information clarifies roles and responsibilities for National Board of Director (hereafter referred to as NBD) members governing versus day to day management performed by the Executive Committee (hereafter referred to EC)

Board meeting, other officer/committee meeting, and phone conference requirements for a BCHA National Director

The ND must attend all BCHA Board and/or other appropriate officer/ committee meetings to include BCHA phone conferences or send a responsible person in his/her place. Directors should come to these meetings prepared with information from the state and be knowledgeable about the announced meeting agenda. This will ensure a ND will take an active role in the management of BCHA with thoughtful meeting participation. This can also be accomplished by volunteer participation on national committees.

BCHA Communication Flow Chart

Communications between BCHA, its member states, chapters and members are a priority. The National Director should clearly understand BCHA communication channels, information flows and responsibilities.

General Information, E-news, Meeting Information	Action Alerts audience determined by Randy	Membership, State and Chapter Contact Information, dues and leadership	Executive Committee
BCHA	BCHA OR BCHA	Chapter	EC Members
↓	↓ ↓	↓	↓
NBM	NBM Members	State	NBM
↓	↓	↓	
State Leaders	State Leaders	BCHA	
↓	↓		
State Members Chapter Members	State Members Chapter Members		

BCHA National Director Communication and BCHA website

The National Director should positively promote both the interests of BCHA in the state and the interests of the state to the BCHA organization. It is crucial for a ND to obtain input from the state membership on issues coming before BCHA and then inform BCHA board of activities and/or concerns relative to the state. A National Director should then provide reports to the state membership about BCHA, other state’s activities, and on issues being addressed by them. This can be accomplished through verbal reports, newsletter articles, emails, or other appropriate means. A National Director should become familiar with BCHA policy and procedure resource materials to effectively use parliamentary protocol which drives the BCHA board process. The best way to make informed decisions is to question directors who make motions to ensure proper understanding of what is being voted on. A National Director should become familiar with the BCHA website and use this communication tool as appropriate. Making sure all national director and contact information changes are reported to BCHA is one way to accomplish this.

National Director Training resource materials

- Constitution of the Backcountry Horsemen of America - <https://www.bcha.org/home/>
- Backcountry Horsemen of America governing policies - <https://www.bcha.org/home/>
- Pertinent BCHA letters and correspondence- <https://www.bcha.org/home/>
- Idaho by-laws and standing rules- see BCHI Director’s manual
- BCHA mission statement <https://www.bcha.org/about/mission-vision-values>