

THE PENNSYLVANIA FORESTRY ASSOCIATION
Seeks Proposals from Association Management Companies (AMC) or Association Managers (AM)
for
Association Management Services

Introduction to the Pennsylvania Forestry Association

The Pennsylvania Forestry Association (PFA), the oldest Forestry Association in the US, is an organization of 1200 members who share an interest in the sustainable management of all Pennsylvania forest land. Since 1886, The Pennsylvania Forestry Association has been working to promote forest stewardship of all forest resources. Our members are forest landowners, forest industries, natural resources professionals, loggers, private citizens, environmental groups, and businesses who care about Pennsylvania's forest resources. We work together to ensure the sustainability of our forests and the vital resources they provide. Our stewardship efforts today will assure future generations a strong, healthy working Penn's Woods.

History of PFA

On the second of June 1886, at a meeting held in the Hall of the Philadelphia Historical Society, a temporary organization was created for the purpose of founding The Pennsylvania Forestry Association. A president, treasurer, secretary, and a Council of Twenty were appointed.

On the tenth of June, the Constitution of the Pennsylvania Forestry Association was adopted, with the first of two articles as follows:

Article 1: The name of the Organization shall be The Pennsylvania Forestry Association.

Article 2: The object of this Association shall be to secure and maintain a due proportion of forest area throughout the State; to disseminate information concerning the growth, protection, and utilization of forests; to show the great evils resulting from forest destruction, in the decrease and unequal distribution of the available water supplies, the impoverishment of the soil, the injury to various industries, and the change in climate; to secure the enactment by the Legislature of such laws, and the enforcement of the same, as shall tend to increase and preserve the forests of the State.

Mission Statement

Promote forest stewardship to ensure forest sustainability to benefit all Pennsylvanians, now and into the future.

Vision Statement

To be a leading proponent of sustainable forestry in Pennsylvania and provide a network for the exchange of ideas and information.

Request For Proposal

The Process

1. PFA distributes the call for proposals. (Dec 15, 2021)
2. **Interested AMC's/AM's must respond by January 15, 2022.**
3. Include information about your company or services:

- a. How long in business
 - b. Number of employees
 - c. Other types of clients
 - d. References
4. Please address each area of the scope of services indicating your ability to provide support as part of the management contract. Also indicate services that you typically outsource. **Preference will be given to proposals from AMC's/AM's that are based in or can operate in Central PA.**
 5. The RFP must be prepared and emailed to Richard Lewis (rlewis7575@aol.com) and Ken Manno (kmanno428@comcast.net)
 6. The AMC/AM Review committee will review all proposals and will select the top 2-3 top candidates. (Completed by January 26, 2022)
 7. The committee will set up virtual interview meetings with the final candidates (Completed by February 9, 2022)
 8. A contract will be finalized with the selected AMC/AM. (Completed by February 23, 2022)
 9. The AMC/AM hired by PFA will be asked to attend the annual Conservation Banquet to observe the program and meet with the Board of Directors. (March 5, 2022, in State College, PA)
 10. The AMC or AM will begin assuming association management services immediately after the Conservation Banquet. The complete transition of association management services from the current AMC will take place by March 31, 2022.

Scope of Services

- ***Association Management***
 1. General Office: Provide an office for the receipt of mail, visitors, occasional business-related meetings, and telephone calls.
 2. Phone: Provide dedicated phone line and telephone coverage five days a week during regular business hours.
 3. Voice Mail: Provide separate voice mail service for each person who works on PFA management.
 4. Email: Provide one general e-mail address for PFA business, plus individual addresses for each person responsible for PFA Services.
- ***Board and Executive Committee Meetings***
 1. Frequency: The full board of directors meets two times a year in June and December. In addition, there are six or more additional virtual meetings of the Executive Committee.
 2. AMC/AM Responsibilities: Develop (with PFA Officer guidance) and distribute advance meeting notices, meeting reminders and agendas. Participate in the meetings and provide advice and information. Draft minutes for these meetings, circulate the drafts for review and develop and distribute the final minutes no more than 30 days after the meeting.

- ***Other PFA Committees***

The AMC/AM will provide varying levels of Committee support ranging from little support to moderate levels of support. AMC/AM will maintain and frequently update PFA Committee lists. The majority of Committee Meetings are virtual. In general, PFA Committee Chairs develop committee agendas and committee minutes. The AMC assists the Committee Chairs with electronic meeting notices/invitations and setting up Zoom virtual meeting service.

PFA currently has only one committee requiring a high level of support: PA Tree Farm Committee

PFA currently has the following committees requiring a moderate level of support: Annual Symposium Committee, Conservation Banquet Committee, Education & Communications Committee, Forest Heritage Committee, and Outreach Committee.

PFA currently has the following committees that require a low to no level of support: Awards Committee, Big Tree Committee, Bylaws Committee, Government Affairs Committee, Finance/Investment Committee, Membership Committee, Memorial Forestry Education Fund Committee, and Nominating Committee.

- ***Management Company or Association Manager Facilities***
 1. Meeting space: The AMC/AM will locate or provide conference meeting space for PFA member meetings of ten to thirty members.
 2. Storage requirements: PFA requires storage for financial records, legal documents, membership information, promotional items, and back publications. Current storage equals fifty boxes of books and records. Maintain an inventory of stored materials.
- ***Financial Management***
 1. Income and expense responsibility: Process, record and deposit income from member dues, conference/meeting registrations, subscriptions, and royalties; pay all bills with approval of President, Vice President and Treasurer.
 2. Frequency of reports: Prepare “as requested” financial reports and consolidated balance statements for the Board and Executive Committee Meetings.
 3. Budget preparation and tracking: Assist the treasurer in the budget development and maintain an accurate accounting of income and expenses.
 4. Credit cards: Process credit card receipts
 5. Audit: Arrange for annual audit.
- ***Insurance***
 1. Board of Directors Insurance: Annually renew Directors and Officers Errors and Omissions insurance.
- ***Membership Support Services***
 1. Database: Maintain a single comprehensive database for all members (currently PFA uses the “MemberClicks” association management data base program), update database, process payments, respond to inquiries, send information to new members. This database must be easily exportable for reports based on subcategories. Update the National Tree Farm data base as Tree Farms are Certified, Recertified, and Decertified.
 2. Renewal cycle: Membership renews monthly throughout the year. Annual invoices and reminders are sent by AMC/AM.
 3. Mailing: Arrange for the preparation and mailing of occasional information pieces.
- ***Publication Support Services***
 1. Type and Frequency: PFA publishes a quarterly magazine, “*Pennsylvania Forests*” (forty pages) PFA Education and Communications Committee Members solicit articles and photos and develop the magazine. The AMC/AM coordinates the printing and mailing distribution of the magazine.
 2. Facebook Page: Currently managed by PFA members
 3. Web Services: Arrange for PFA website hosting. Manage Website updates. Assist, coordinate, and implement possible new website development and construction in 2022 or 2023.

4. Publicity: Promote and publicize the Annual Symposium, the Conservation Banquet, and the Tree Farm Field Day in print and electronic media.
- ***Symposium and Conservation Banquet Management***
 1. Assist the Annual Symposium Committee and Conservation Banquet Committees with site selection, contract negotiation, event promotion, event timetable, event registration, event program booklet, event signage, provide AMC staff to assist members with event set up and registration, etc.
 2. Onsite Staff: Provide assistance to manage registration, name badges, printing tickets for raffles, monitoring exhibits, assist members with silent auctions, set up signage, coordinate work of volunteers, and generally assist chair and participants.
- ***Farm Show and AG Progress Days Events***
 1. Assist PFA members with advance registration for these two events. Also assist with the transport, set up, staffing and tear down of the PFA display booth at these events.

- ***General***

In general, this scoping document attempts to define the regular, expected activities of the management service. PFA expects the AMC/AM to perform a variety of general, minor activities not specifically defined herein. The PFA Officers will conduct an annual review of the AMC/AM service and compensation. The current AMC annual compensation level of approximately \$55,000 is negotiable.

Comments? Questions? Please contact PFA AMC/AM Search Task Group Co-Chairs Richard Lewis (rlewis7575@aol.com) and/or Ken Manno (kmanno428@comcast.net)

Enclosures

- Annual Financial Review Report Cover Letter
- Recent Financial Statement
- Bylaws
- Copy of magazine
- Copy of E-Newsletter
- Copy of Symposium Brochure/Program
- Listing of 2022 scheduled PFA meetings and events