

Listing of Desired Association Management Services for PFA
December 29, 2021

Daily - Receive and process mail, manage PFA finances including deposits (weekly/biweekly) and input dues payments in PFA MemberClicks database, answer phone calls and manage the general PFA email account, maintain files and inventory, manage website updates as requested, keep MemberClicks database updated. Manage PFA Facebook page.

Monthly- Invoice for dues, prepare and send the “News You Can Use” e-newsletter

General/as needed - support the work of the Board and committees (see Tree Farm below), draft, distribute, and archive agendas/minutes of Executive Committee, Board, and some Committees including electronic and paper copies.

Quarterly - manage the printing and mailing of “*Pennsylvania Forests*” magazine

Yearly - Help plan, organize, promote, and take reservations for the Annual Symposium (Annual Meeting), support with logistics the PFA exhibits at Ag Progress Days (August) and at the Pennsylvania Farm Show (January), secure a small games of chance license, manage ticket sales, promote, take reservations for and staff the Conservation Dinner, deliver financials to accountant at tax time.

Tree Farm* - Tree Farm (TF) dues billing, deposit, notification, and follow up. Input the data from approx. 25 tree farm field inspections into the National TF data base (if not done by Tree Farm inspector), manage and record payments to Tree Farm inspectors, update data base by decertifying Tree Framers who do not pay dues, monitor and update Tree Farm portion of PFA Web site, order TF plaque and sign for Outstanding Tree Farmer of the Year, a plaque for Outstanding Tree Farm Inspector of the Year, and a plaque for outgoing Tree Farm Committee Chair. Communicate with Tree Farmers and inspectors through information in News You Can Use e-newsletter and direct E-Blasts. Promote, manage, and take reservations for annual Tree Farm Field Day. Assist with the once every five-years Tree Farm Program Certification Assessment (actual assessment has been conducted by a hired inspecting forester in the past)

Miscellaneous – The PFA website needs to be updated in the next 1-2 years. The association management firm will manage this process including surveying PFA members to understand their web based wants and needs, preparing and circulating a request for proposals, evaluating proposals received, and working with a successful web design vendor to create a new PFA website.