

# 7-15-18 Meeting Notes for SGH Leadership Team Meeting

This quarterly Leadership Team meeting was held at the home of Donna Shearer, 37 Woody Bend, Dahlonega, beginning at 1:00 p.m. In attendance were Bob Pledger, Chris Curtin, Darrell Sheffield, Dave Teffeteller, Frank Gheesling, Jim Heilman, and Donna Shearer.

## BOARD MATTERS

- \* THANKS for a good second quarter and another good Hemlock Camp Meeting!
- \* Staffing change due to VERY busy schedule – KIM WOOD will continue to book space and register students for training classes; CHRIS DISSER will serve as registrar for treatment projects; and we need a person to coordinate volunteers for festivals.

## REVIEW OF HEMLOCK CAMP MEETING / ANNUAL MEETING

- \* **Attendance and composition of audience** – 110 people attended and/or participated in this year's event.
- \* **Date** – Historically we have had our Hemlock Camp Meetings / Annual Meetings anywhere from early June to early July. Late June this year may have run into vacation time, but the turnout was pretty much the same as in years past. Sunday did make it difficult for some church goers to arrive before lunch. Group recommended we hold the event on Saturday, May 4 or 25 next year.
- \* **Time** – The 11 a.m. to 3 p.m. time slot, which we had this year, works well if we want to forego info booths but still include a full picnic lunch in the event. Group suggested the possibility of going simpler with an afternoon-only time slot, ice cream and other refreshments but not a full picnic lunch.
- \* **Venue** – The large pavilion at Lake Winfield Scott was a little off the beaten path but a very pleasant site / facility with all the necessary amenities. Group liked this year's venue but also suggested considering the ETC Pavilion in Ellijay again, Camp Glisson in Dahlonega, or various wineries in addition to Lake Winfield Scott.
- \* **Publicity** – We did more publicity this year than ever before -- featured the event on our web site and Facebook page, sent several emails to all of our interest lists, asked other organizations to publicize it to their membership via Facebook and emails, placed 500 printed posters in public places in our program counties, and placed paid ads in all the north Georgia newspapers for the two weeks leading up to the event. THANKS TO DAVE FOR ALL THE BEAUTIFUL DESIGN WORK! Group recommended we do less paid publicity next year but continue all other publicity efforts as well as trying to capture where attendees see the event notice.
- \* **Invitation and Reservation Process** – Invitations were done primarily by email. THANKS TO KIM WOOD FOR COORDINATING RESERVATIONS AND CONFIRMATIONS.
- \* **Set-up and Take-down Process** – Set-up was somewhat complicated by the fact that the pavilion had been used the day before and not restored to its normal order. We had several components to set up: entrance booth, welcome station, information table, raffle table, food service line, picnic tables with decorations, musician station, and keynote speaker station. Set-up took about 2 hours, but take-down only took 1 hour. THANKS TO DAVID & CINDY WASILESKI, JOHN SHEAROUSE, MARK SHEARER, CHRIS CURTIN, BETTY LARSEN, AND EVERYONE ELSE WHO HELPED WITH SET-UP AND TAKE DOWN! Group recommended we find ways to streamline set-up but presented no specific ideas at this point.
- \* **Entrance Booth and Parking** – Entrance to the venue was staffed by one regular Cradle of Forestry person who allowed HCM guests to waive the \$5 entrance fee. Four Boy Scouts (working in teams of 2 with a Scouting adult for 2 shifts) greeted attendees and gave them programs. Parking above the large pavilion was handled by Elliott Segall and volunteers from the Boy Scouts handled this activity. All went smoothly. THANKS ELLIOTT AND BOY SCOUTS!



- \* **Welcome Station** – This consisted of our tent canopy and a sign-in table next to the parking lot above the pavilion and was staffed by Kim Wood and Dave Teffeteller. Pre-registered guests signed-in on printed registration sheets on clipboards, paid their \$5 per person donation, made name tags for themselves, and received 1 raffle ticket per person. THANKS DAVE AND KIM!
  
- \* **Information Table** – This station was next to the entrance to large pavilion and was staffed from 10 a.m. to noon and then periodically during the afternoon by Bob Pledger and Buz Stone, who greeted guests and answered questions about the hemlock problem and solutions. The table included educational handouts, a Kioritz soil injector for demo, hemlock pendants and diameter tapes for sale, and extra raffle tickets available for purchase. THANKS BOB AND BUZ FOR HOSTING OUR INFO TABLE!
  
- \* **Raffle Table and Drawing** – This station was next to the Information Table close to the entrance to the pavilion. It was not staffed but displayed all the items included in the raffle. Each raffle item was accompanied by a small labeled container in which guests could place their tickets for the items they hoped to win. THANKS CHRIS CURTIN FOR YOUR GOOD RAFFLE ITEM HUNTING AND ACQUISITION AND TO CHRIS DISSER FOR HANDLING THE RAFFLE DRAWING! Group liked having the drawing at the end of the event as it helped keep people from leaving early.
  
- \* **Food** – The catered food was chicken and pork barbecue and Brunswick stew from Smokin’ Gold in Dahlonga; Mark Shearer picked it up at 9 a.m. and brought it to the venue in a huge insulated box. THANKS MARK! Everyone agreed the pot luck dishes to share were a great hit too, and we had a gracious plenty this year.
  
- \* **Picnic Set-up and Service** – The six permanent picnic tables plus the benches provided adequate seating for the number of people attending. THANKS TO FRANK AND LINDA GHEESLING FOR DECORATING THE PICNIC TABLES! The serving line was setup on four 6-foot tables on the lakeside of the pavilion with the barbecue first and then all the covered dishes to share. THANKS TO CHRIS CURTIN AND BETTY LARSEN FOR SETTING UP AND STAFFING THE SERVICE LINE, AND ALSO TO CHRIS DISSER AND JOHN SHEAROUSE FOR HELPING WITH THE SERVICE! As soon as Jim Reich asked the blessing (THANKS JIM!) everyone was really ready to eat, and the serving line went quite smoothly.
  
- \* **Music and Sound System** – Ed Dowling provided acoustic music (guitar and other stringed instruments), using his own amplification equipment, from about 9:30 to noon. THANKS ED! Everyone agreed the soft background music was just right and enjoyed it very much. THANKS TO BETTY LARSEN FOR LENDING US HER VERY FINE BOSE SYSTEM FOR THE KEYNOTE SPEAKER. The sound quality was wonderful, and having a separate set-up eliminated the necessity of physically transferring the sound equipment from the music to the keynote speaker.
  
- \* **Keynote Address** – This year we were fortunate to have Dr. Ben Smith of NC State as our keynote speaker. His presentation was entitled “The Quest for Adelgid-Resistant Hemlocks,” and the audience seemed to think it was a good change of pace from prior years in that it made us aware of a whole new area of research to save the hemlocks. He also brought a microscope and had it set up to allow people to get an up close and personal look at adelgids on a hemlock branch. THANKS BEN!
  
- \* **Photography** – THANKS TO FRANK GHEESLING FOR SERVING AS OUR OFFICIAL PHOTOGRAPHER! He captured the whole event from start to finish, and there’s a link to a selection of his photos on the **Schedule of Events** page in the Completed Events section, June 24.
  
- \* **Leadership Team Ballots** – Votes received were unanimously in favor of keeping our current Leadership Team intact. Next year we’ll provide a ballot box to simplify collection of ballots.
  
- \* **Expenses and Donations** – As Hemlock Camp Meeting is an educational event with no fund-raising or membership building purposes, all expenses are booked as educational. Net expenses were \$4707.81.
  
- \* **Other Comments or Suggestions for Next Year** -- On the logistics side, try to simplify. Establish a theme for the meeting. Regarding content and structure, (1) keep the focus on volunteer appreciation and education; (2) include more about SGH accomplishments, recognition of individual contributions, and upcoming volunteer opportunities; and (3) rather than having one keynote speaker, offer a variety of workshops and/or short presentations. Group also suggested we consider showing a hemlock documentary as a main attraction.

## 2018 STRATEGIES & ACTIVITIES

\* **Progress report as of 6-30-18.** This is now posted on the [About Us](#) page of web site.

- All 19 HWA-infested Georgia counties in native hemlock range now served by our Hemlock Help Program.
- Hemlock Help Line available 7 days a week with 630 calls handled to date.
- 6 Hemlock Help Clinics with total of 32 attendees.
- 6 Facilitator Training Workshops with total of 30 new Facilitators trained.  
Total active Facilitator corps = 285 in Georgia and 66 in other states
- 2 customized training classes for 9 volunteers and public land managers
- 53 Facilitator visits made with charitable treatment of 601 trees
- 10 presentations to civic/community groups with 399 attendees.
- 3 Hemlock Lessons for 67 students and teachers.
- 8 festivals / public events with 36 volunteers and 1,227 visitors / contacts
- 14 articles / news items written by, with the assistance of, or about SGH published in newspapers/magazines.
- 6 hemlock rescue projects with 12 volunteers, 130 saplings rescued and potted for use in educational/service activities or future adoption
- 119 hemlock saplings adopted; 21 saplings donated to municipalities / schools / nonprofits.
- 2 hemlock sapling planting projects with 72 volunteers planting 21 saplings.
- 11 hemlock treatment projects with 185 volunteers treating/retreating 1,884 trees.
- 9 soil injectors repaired/refurbished.
- Total of 4,011 volunteer hours logged.

\* **Calendar of Events through October 2018** (see [Schedule of Events](#) page of web site). Discussed participation in various upcoming events and got sign-ups.

## EDUCATION

\* **Report on classes/presentations** held to date (see Progress Report on [About Us](#) page of web site)

\* **Upcoming classes, presentations, and festivals** (see [Schedule of Events](#) page of web site).

<u>Date</u>	<u>Event</u>	<u>Location</u>
- Sat., July 28	Clinic / Fac trng - Hall	Gainesville
- Sat., Aug. 4	Clinic / Fac trng - Gilmer	Ellijay
- Sat., Aug. 11	Clinic / Fac trng - Towns	Young Harris
- Thurs., Aug. 23	Clinic / Fac trng for Clay County MGs	Hayesville, NC
- Sat., Aug. 25	Clinic / Fac trng – Pickens	Bent Tree, Jasper
- Sun., Sept. 2	SGH info table & brief presentation	LRA, Lakemont
- Sat., Sept. 8 & Sun., Sept. 9	SGH info booth with saplings for adoption	Trail Fest, Dahlonega
- Sat., Sept. 22	Clinic / Fac trng – Union	Blairsville
- Sat., Oct. 6	SGH info booth with saplings for adoption	Foxfire, Clayton
- Sat., Oct. 6 & Sun., Oct. 7	SGH info booth with saplings for adoption	Marble, Jasper
- Sat., Oct. 6 & Sun., Oct. 7	SGH info booth with saplings for adoption	Indian Summer, Suches
- Sat., Oct. 13 & Sun., Oct. 14	SGH info booth with saplings for adoption	New Salem Arts, Rising Fawn
- Fri., Oct. 19	Presentation to Cherokee Master Naturalists	Canton
- Sat., Oct. 20	SGH info booth with saplings	Brew Fest, Gibbs Gardens
- Sat., Oct. 20	Clinic / Fac trng – Habersham	Clarksville
- Sat., Oct. 27	Clinic for Friends of the Library	Hayesville, NC

## **PUBLIC COMMUNICATIONS**

- \* **Signage** – DAVE showed us a design and explained the materials options for City of Clayton for Bleckley Hemlocks sign, Foxfire for trailside sign, and City of Clarkesville for historic cemetery sign.
- \* **Awareness postcards** – DAVE has ordered 500 more awareness post cards to be printed. These will probably be used for a spring mail-out.
- \* **Storefront posters** – DAVE has order 100 more posters and will have them for distribution at our next Leadership Team meeting.
- \* **Tent banner** – DAVE has ordered two more 10-foot SGH banners for use on our canopies at festivals.
- \* **Bumper stickers** – DAVE has ordered 50 rectangular “May the forest be with you” bumper stickers and will have them in time for our fall festivals.
- \* **SGH tee-shirts** – Official SGH tee shirts and other logo items are available at [www.cafepress.com/savegeorgiashemlocks](http://www.cafepress.com/savegeorgiashemlocks).

## **TREATMENT PROJECTS**

### **Treatment Projects Already Scheduled**

<b><u>Date</u></b>	<b><u>Location</u></b>
- Sat., Aug. 11	Panther Creek Recreation Area & Trail, Habersham County
- Sat., Sept. 15	Raven Cliffs Trailhead & Low Gap Campground, White County
- Sat., Oct. 13	Upper Chattahoochee River, White County
- Sat., Oct. 27 or later	Continuation of Upper Chattahoochee River, White County

### **Treatment Projects to be Scheduled**

- Cartecay Tract continuation w/Mountain Stewards
- Two projects in Blue Ridge district
- High Harbour YMCA Camp in Clayton
- Holly Creek Preserve w/ Nature Conservancy ???
- Hambidge Center in Rabun County ???

## **HIKE & HELP THE HEMLOCKS**

We are in process of scheduling our annual Hike & Help the Hemlocks event on a week day in September or October. As always, it will be a joint event with the Benton MacKaye Trail Association, and it would be great to include TU and Mountain Stewards too.

## **EAGLE SCOUT PROJECTS TO BE SCHEDULED**

- \* One hemlock treatment project
- \* One sapling rescue & potting project

## **SAPLINGS**

- \* We need to schedule sapling rescue projects in Gilmer County (CHRIS CURTIN), Dahlonega area (DONNA), one in Cleveland (BUZ), and one at either Smithgall Woods or Tallulah Gorge State Park (BUZ) this fall.
- \* CHRIS DISSER is checking with a person at the Woody Gap School in Suches to see if we can start a sapling nursery there as part of their mountain heritage program.
- \* DONNA has been in contact with Jim Gibbs of Gibbs Gardens in Cherokee County to follow up on his request to plant a lot of small hemlocks in a new section of the gardens, probably in November.

## **HEMLOCK RESTORATION ON TROUT STREAMS**

We need to schedule at least one hemlock restoration project for this fall in one of the following counties: Catoosa, Chattooga, Floyd, Gordon, Murray, Walker, or Whitfield.

# FINANCIAL REPORT THROUGH 6/30/18

Current: Fiscal 2018\*

Dec. 1, 2017 – June 30, 2018

Total Contributions	Educational Spending	Charitable Service Spending	Administrative Expense	Membership/Fundraising	Total Expenses	Cash on Hand
\$20,902.28	\$9,264.34	\$6,593.59	\$478.08	\$48.40	\$16,384.41	\$30,757.38
	56.54%	40.24%	2.92%	0.30%		

Cumulative: Fiscal 2009 – 2018

July 1, 2009 – June 30, 2018

Total Contributions	Educational Spending	Charitable Service Spending	Administrative Expense	Membership Fundraising	Total Expenses
\$185,874.47	\$71,770.56	\$71,321.67	\$9,955.58	\$2,069.28	\$155,117.09
	46.27%	45.98%	6.42%	1.33%	

**Total Spending in FY 2018:**

96.78% for educational & charitable service programs.  
3.22% for administrative, membership & fund raising.

**Cumulative Spending FY 2009-2018:**

92.25% for educational & charitable service programs.  
7.75% for administrative, membership & fund raising.

**NEXT LEADERSHIP TEAM MEETING**

Sunday, November