



**INTERNATIONAL CONCATENATED ORDER OF
HOO-HOO
ANNUAL STRATEGIC PLAN
2017/2018**

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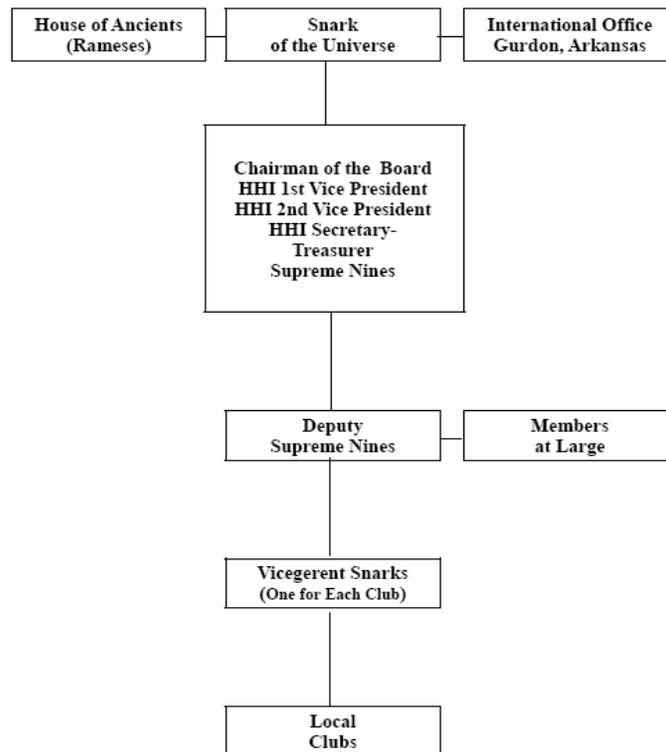
Updated By: **Robyn Beckett Young - Snark**

BACKGROUND

The International Concatenated Order of Hoo-Hoo, Incorporated, also doing business as Hoo-Hoo International and/or International Order of Hoo-Hoo (HHI) and/or Concatenated Order of Hoo-Hoo and/or Hoo-Hoo organized on January 21, 1892, in Gurdon, Arkansas. We will refer to this great organization as Hoo-Hoo in this document. Hoo-Hoo is a 501(c) (7) corporation with the Internal Revenue Service. The HHI corporate tax ID is 39-0839280. The main office of Hoo-Hoo International is located at 207 Main Street, Gurdon Arkansas. The mailing address is PO Box 118, Gurdon, Arkansas, 71743. The phone number is 870-353-4997. The Hoo-Hoo museum also resides in Gurdon, Arkansas, and was approved in 1978 and formally dedicated on April 11, 1981. The Hoo-Hoo museum is a 501(c) (3) corporation with the Internal Revenue Service. The museum corporate tax ID is 71-0580290

The current staffing profile of HHI is comprised of volunteers, one paid part-time position and one paid executive secretary position.

Hoo-Hoo International Organizational Chart



The duties of the officers and directors of the corporation are as provisioned by the bylaws of the International Concatenated Order of Hoo-Hoo, Incorporated and as directed by the strategic plan.

HOO-HOO WE ARE

The founders of Hoo-Hoo agreed that only one common interest existed within the complex web of industry concerns, that being goodwill and fellowship upon which lumber people could come together in single mindedness and unity. The group agreed that lumber people meeting on the grounds of good fellowship could receive intangible benefits that would eventually trickle down into all aspects of business and social relationships and, in the ultimate, bear fruit of service to the industry. The group believed that Hoo-Hoo had one single aim: to foster the health, happiness, and long life of its members.

Hoo-Hoo was organized in 1892 and is one of the oldest industry-based service organizations in the United States. Hoo-Hoo branched out internationally throughout the world and is currently active in Canada, Australia, New Zealand, and Malaysia. Hoo-Hoo has no geographic limitations and can expand wherever it chooses.

Hoo-Hoo is a fraternal order with an industry base that seeks to serve its membership. Membership is by invitation to men and women from all aspects of the forest products industry from tree to installed finished products. People become members of Hoo-Hoo in their own right, not as representatives of a company or an organization.

Hoo-Hoo provides an organized forum that nurtures fellowship and goodwill between lumber people which binds the industry together.

PROFILE OF MEMBERSHIP

The membership of this order shall be limited to persons of full age of eighteen (18) years with the local club having the option to increase the age of eligibility to twenty-one (21) years. These persons shall be of good moral characters who are engaged in the forestry product industry or any person genuinely interested in supporting the purpose and aims of our order.

SUCSESSES OF PRIOR YEAR

We successfully followed the 2016-2017 Strategic Plan as can be seen by each committee's achievements outlined below:

- 1. Administration Committee:**
 - a. Changed insurance carrier saving \$1,345.00.**
- 2. Advertising Committee:**
 - a. Developed a successful advertising strategy that exceeded the goals set for advertising partners.**
 - b. Contributed to the financial well being of HHI.**
- 3. Budget Committee:**
 - a. Developed/presented a budget that worked efficiently for the year.**

- b. The 2016-2017 financial report, shows substantial gains in income and considerable decreases in expenses per Chris Goff's report.
- 4. **Convention Committee:**
 - a. Recommended a new convention struction to include family-friendly location, close to airports/shuttle services, weekend time frame along with a post trip, move to summer months, creative sponsorships (advertising booths), Jurisdiction responsibility vs. Club responsibility. It is felt these changes will attract the younger members or those with families increasing participation.
- 5. **Forest Education Committee:**
 - a. Created a instructional format, which was emailed to all clubs on how to host the following educational events: Graduate and Prosper Program (GAP), Project Learning Tree (PLT), Teacher Tours.
 - b. Front page article in the summer edition of the Log & Tally: Langford Park School Forest outdoor learning lab.
- 6. **Legislation & Good of the Order:**
 - a. Prepared proposed bylaw changes and posted in the Winter/Spring edition of the Log & Tally, which will be voted upon at the 125th HHI convention in Seattle.
- 7. **Marketing Committee:**
 - a. Added a Social Media sub-committee.
 - b. Created a Hoo-Hoo press release that can be used in conjunction with advertising club projects or events.
 - c. Walmart Grant-Began our first attempt to receive a grant to support our community service projects and museum.
 - d. 125th Anniversary Book-Gathered information and financial support to develop a historical look over the last 25 years in Hoo-Hoo.
 - e. Investigated a Fraternity Organization which offers memberships to fraternal organizations like Hoo-Hoo that assists with developing relationships and networking opportunities with other organizations, businesses, colleges, etc.
 - f. Log & Tally: New Publisher, New Editor and New Calendar. We welcomed 526 Media Group, Inc. and our new editor, Stephanie Ornelas to the HHI team thanks to Kent Bond, Rameses 103. The Log & Tally will have 4 issues: Spring, Summer, Fall and Winter with specific deadlines for reports, articles and photos.
- 8. **Membership Committee:**
 - a. WE HAVE GROWN with over 150 new kittens and the reactivation of the Sacramento Club #109, which we will use as a model.
 - b. Jurisdiction Re-Spark Club List-Each Supreme Nine has named at least one inactive club to re-Spark in their Jurisdiction
 - c. Made the Values of Hoo-Hoo a priority in all marketing/membership communication.
- 9. **Museum Committee:**
 - a. Paver Fund Raiser: Obtained a company and the information to produce pavers for sale, and for placement at the Hoo-Hoo

International Museum in Gurdon, Arkansas

10. Operations Committee:

- a. The Operations Manual has been edited. It is in a Word format and will be updated as needed and/or annually.

11. Nominations Committee:

- a. Developed the 2017-2018 Nominations for submission at the 125th HHI Convention in Seattle.

12. Redwood Committee:

- a. No activity.

13. Website Committee:

- a. The committee has made great strides and completed the foundation for the website. The website project is a work-in-progress.
- b. Created a power point presentation that outlines the website's value to the individual member, club, jurisdiction, board of directors and HHI.

14. Building the Bench:

- a. The Supreme Nine position for each Jurisdiction has been filled.
- b. Deputy Supreme Nine positions have been filled.
- c. An assistant treasurer position has been created and filled.
- d. An assistant to the Executive Secretary has been created and filled.

CHALLENGES AHEAD

- Developing the Hoo-Hoo Brand sharing our values through marketing and membership strategies.
- Continued Increase in Membership and Retention.
- Complete Website with tools that attract our current and potential members.
- Developing and aligning club events, community service projects, educational services to increase member/community/business involvement.
- Aligning ourselves with forest products businesses that see the value in their employees becoming members.
- Develop a convention format that will work for all members of Hoo-Hoo keeping in mind time commitment and cost.
- Complete the 125th Anniversary Book as a historical piece to recall the last 25 years of Hoo-Hoo.

VISION

To expand the valuable organization of Hoo-Hoo, unite all facets of the forest products industry, and nurture fellowship and goodwill with the belief that members will receive tangible benefits in all aspects of their business and social relationships and will ultimately bear the fruit of service to the industry.

MISSION

Hoo-Hoo will achieve a united and progressive forest products industry through fraternal participation in its business, social and community programs so that there may result, Health, Happiness and Long Life to its members.

PURPOSE

Hoo-Hoo promotes interaction, fellowship, goodwill between lumber people in face-to-face encounters that ultimately benefit the development of personal, business, and community relationships. Our Purposes are stated in the bylaws of the International Concatenated Order of Hoo-Hoo, and are as follows:

1. To provide a common ground of fellowship on which members from all branches of the lumber and forest products industry may associate and through which may be developed the essential principles of Mutual Welfare, Friendship, Confidence and Education.
2. To promote through the proper knowledge of, and regard for, its Ritual and Code of Ethics those principles of the Order which result in the advancement of the interests of its members and the lumber and forest products industry and are conducive to the enjoyment of Health, Happiness and Long Life.
3. To assemble and disseminate among its members such information regarding lumber and forest products as shall result in the fullest cooperation between the several branches of the industry.
4. To encourage and assist in the establishment of Hoo-Hoo Clubs and aid in the direction of their objectives.
5. Neither Hoo-Hoo nor any of its jurisdictions, officers, directors, or members will participate in, meet for the purpose of, or even authorize any discussions, agreements, comparisons or other conduct which could be construed as, or give rise to, an inference of contracting, conspiracy, combination, tying, unfair competition, monopolization, pricing or any other activity which could lead to an inference of restriction of competition price fixing, markups, discrimination, market allocation, or any other conduct prescribed by any State, Provincial, Federal or International law relating to competition including, but not limited to, the Sherman Antitrust Act and the Clayton Act.

GOLDEN RULE

1. Be Fraternal
2. Be Helpful
3. Be Grateful
4. Be Friendly
5. Be Tolerant
6. Be Progressive
7. Be Industrious
8. Be Ethical
9. Be Loyal

THE VALUES OF HOO-HOO

- 1. Fraternity and Fellowship**
- 2. Goodwill Towards Others**
- 3. Service to the Forest Products Industry**
- 4. Relationship Building**
- 5. Networking Opportunities**
- 6. Educating the Next Generation**
- 7. The Heritage of Hoo-Hoo**
- 8. Service to the Community**
- 9. Funship – It is Fun!**

COMMITTEES OF HOO-HOO

1. Administration
2. Advertising
3. Budget
4. Convention
5. Executive
6. Forest Products Education
7. Legislation & Good of the Order
8. Marketing
9. Membership
10. Museum
11. Nominations
12. Operations Manual
13. Redwood Grove
14. Resolutions

LONG-TERM GOALS

These are the Long-Term Goals and Cornerstones of Hoo-Hoo that require annual attention by the board of directors and fall under the responsibilities of the committees.

1. Membership Maintenance, Marketing and Growth
2. Heritage and History Preservation and Promotion
3. Forest Products Education
4. Back Office Maintenance
5. Insurance
6. Legal
7. Finance and Investments
8. Good of the Order

ANNUAL HOUSEKEEPING ITEMS: To be developed in 2017-2018.

2017/2018 ANNUAL GOALS AND OBJECTIVES HHI Board of Directors Committees

The incoming Snark and Board of Directors will establish the annual goals and objectives in support of the cornerstones of Hoo-Hoo. The committees will pursue the objectives. The committee activities listed and undertaken in pursuit of the listed short-term annual goals and objectives are in addition to those stated in the Bylaws and Operations Manual. All activities will comply with the Bylaws of the order to protect assets and the integrity of Hoo-Hoo. Forming subcommittees to distribute the workload is an option.

GOALS AND ASSIGNMENTS

ADMINISTRATION COMMITTEE - 5 Members

Chair Person: Ken Scrimger

Members: Steve Allison, Kathy Kobe, Mac McIntosh, III

1. Review current bylaws and submit the committee findings and recommendations to the board for comments no later than January 1st, 2018.
2. Review current insurance coverage and make recommendations.

3. Review corporate status and copyright status and make recommendation.
4. **Develop and Review Job Descriptions for HHI key positions.**
5. **Develop and Review Transition Plan for HHI key positions.**

ADVERTISING COMMITTEE - 3 Members + Editor L&T

Chair Person - Mike Nicholson

Members - Jake Power, Jim Maicki, Stacey Jones, Stephanie Ornelas

1. Develop an effective advertising strategy for the year by the end of September.
An effective advertising strategy shall consist, by minimum, the following:
 - a. The appointment of the committee and the chairperson shall be made by the incoming Snark in consultation with the current Snark and the current Advertising Committee no later than August 14 of each year. There may be no change to the current Committee.
 - b. The Snark is to advise the members of the new Committee of their appointment no later than August 15.
 - c. The new Committee shall meet prior to the commencement of the HHI Convention to formulate any changes to the previous year's advertising plan for presentation to the Board at the Pre-Conversation Board meeting.
 - d. At the Convention, the Advertising Committee members shall begin to gather potential advertisers by asking all those present to advertise and to provide names of potential advertisers.
 - e. The Chairperson is to have a minimum of 20 advertisers' forms on hand at the convention and a list of the current advertising rates.
 - f. A Convention advertising discount may be considered to be given to those that commit to ad space at the convention.
 - g. Formulate a letter to send to potential advertisers outlining the rates and the benefits of advertising in the L & T.
 - h. Formulate a thank you letter to all advertisers, donors and sponsors.
 - i. Work as a team to maximize advertising opportunities.
2. Ensure that each Supreme 9, except for JIV S9, shall obtain and liaise with 6 potential advertisers for the Log & Tally. They are to submit the list of the potential advertisers with all details completed on the advertising information form to the Chairperson of the Advertising Committee by the due date for matters to be included in the next issue of the L & T. It remains the responsibility of each S9 to close the sale with these potential advertisers or donations offered.
3. All advertising rates shall be for a full year and include one full Log & Tally, three newsletters and website listing.
4. Maintain a current advertising register recording all details of advertisers and donors. Upon revision or update, send a copy to Hoo-Hoo International Executive Secretary and the Chairman of the committee.
5. Liaise with the person responsible for the supply of the advertising or donation preferably in person or by phone followed by a thank you letter on Hoo-Hoo letterhead upon completion.

6. Co-ordinate all advertising and donation matters obtained by the S 9's and any other member.
7. Send a copy of the L & T that contains a paid ad to the advertiser by email and by post.
8. Consider the distribution of the L & T outside of Hoo-Hoo.
9. In conjunction with the membership committee, make recommendations to the board for point of sale and marketing/promotional pieces to the board.

BUDGET COMMITTEE- Secretary Treasurer + 4 Members

Chair Person - Chris Goff

Members: Warren Biss, Beth Thomas, Kent Bond, Jim Maicki, Jack Miller

1. Create budget for upcoming year and in time for the HHI Convention in September
 - a. Present the budget to the board of directors at the pre-convention board meeting and the AGM.
 - b. Direct Executive Secretary to send quarterly financials to the Budget Committee members.**
 - c. Ensure that all supporting budget information is in the hands of the board members and available to all members.
 - d. Review and monitor our performance to budget quarterly with the executive secretary.
 - e. Make recommendations to the Snark regarding necessary changes.
2. Make recommendations as to how to eliminate deficit.
3. Perform annual review and submit review results to the board of directors upon completion.
4. Review the performance of the financial investments of Hoo-Hoo.

CONVENTION COMMITTEE – 3 Members

Chair Person – Brian Pierce

Advisor: Teeny Johnston

Members: Beth Thomas and all Supreme Nines

1. Establish host clubs and locations for future conventions.
 - a. Communicate with local club officers to gauge interest and follow up with those that are interested.
 - 2018 - Plymouth, MA
 - 2019 - Vancouver, BC hosted by Vancouver Hoo-Hoo Club 48
 - 2020 - Hosted by Rameses using new convention format as presented by Mike Nicholson. Location TBD.

- Possibilities listed in the past - 2021 - NW Montana Club 187 in Kalispell, Mt, 2022 Southern CA Hoo-Hoo Club No. 117 - Cruise from San Diego.
2. Secure the commitment from the host club by collecting a completed “application to hold an international convention” form.
 3. Make recommendations as to how to make conventions attractive and affordable for as many members as possible. More attendees create more excitement about Hoo-Hoo.
 4. Maintain a current list of clubs that have made commitments to host future conventions and make it available to the HHI board.
 5. Prepare the next two host clubs to deliver a presentation at the next convention.
 6. Stay in touch with the host clubs and make sure they have the help they need and to keep them on track.
 - a. The new convention-planning tool will be very helpful to a host or potential host club. Make it available to them.
 7. Report any concerns to the Snark and seek direction.

EXECUTIVE COMMITTEE - 1ST VP, 2nd VP, Secretary Treasurer, 1 Board Member
Chair Person – Robyn Roose Beckett
Members: Jack Miller, Heather Gattone, Chris Goff, Kent Bond, Paul Boehmer

1. Perform to the bylaws as necessary.
2. Review compensation package for paid HHI employees and make recommendations to the board.
 - a. This is to be completed by board members only and the information is confidential.

FOREST PRODUCTS EDUCATION COMMITTEE - 3 Members
Chair Person – John Gerlach
Members: Terry Haddix, Jack Miller, Dave Siwek, Steve Allison

1. Make programs available on the HHI website.
2. Market the programs quarterly with Club Presidents and/or Secretaries.
3. Make recommendation regarding other opportunities for this committee.
4. Report on the Professional Fraternity Organization.

LEGISLATION & GOOD OF THE ORDER COMMITTEE

9 Members = 3 Rameses + 3 S9 + 3 Lay Members

Chair Person: Mike Clothier

Members: Ron Gattone, Kent Bond, John Yeakel, Jim Maicki, Paul Todd, Paul Boehmer, Nancy Brown, Larry Viguerie, Donita Clothier (2016-2017 Committee Members)

1. Review the bylaws and make recommendation to the board for updating and bringing them current.
 - a. The Rameses listed on this committee will review and approve or disapprove any submitted ritual change.

MARKETING COMMITTEE – (Editor of the Log & Tally, Webmaster, 1st VP, Membership Chair.

Chair Person - Brad Techy

Members – Jack Miller, Sandy McKellar, Terry Haddix, Heather Gattone, John Taylor, Paul Boehmer, Mandi Siwek, Scarlett Beckett, Steve Allison, Stephanie Ornelas

1. Review Vision and Mission statements and make recommendations to the board.
2. Develop a plan and market the Hoo-Hoo brand.
3. Review annually and make recommendations to the board regarding the design and functionality of the website.
4. Develop and implement promotional tools.

MEMBERSHIP COMMITTEE – 1ST VP + 3 Rameses (Marketing Chair)

Chair Person- Jack Miller

Members – Kent Bond, Ron Gattone, Mary O’Meara Moynihan, Brad Techy

1. Formulate strategies to increase new membership and retain existing members in Hoo-Hoo.
2. Advise clubs on ways to increase and retain memberships.
3. Report to the HHI board programs designed to increase and retain membership.
4. Obtain membership rosters from October 31, December 31, March 31 and June 30th and review for movement and change.
 - a. Be prepared to discuss this movement at the annual convention
 - b. Prepare and submit a written report to the HHI board at annual pre-convention board meeting.
5. Liaise with businesses that are potential supporters and members of Hoo-Hoo.
6. Contact Supreme Nines and Club Presidents quarterly and update promotional tools we have available.

NOMINATIONS COMMITTEE -9 Members – One from each jurisdiction

Chair Person – Ron Gattone

Members: All Supreme Nines

1. Solicit nominations from the membership for all vacant positions HHI board of directors and make certain the candidates are qualified to hold the position.
2. Describe the duties and responsibilities of the position to the candidates.
3. Submit a report that describes the suitability and willingness of the candidates to accept the position to the HHI board of directors at the pre-convention board meeting.
4. During the election segment of the AGM at the HHI convention, the chairperson or other designee will announce the nominations received for the vacant positions on the HHI board and call for further nominations from the floor.
5. Conduct, by secret ballot, an election when there is more than one candidate for a position.
6. Submit a written report to the HHI board at the annual convention.

OPERATIONS MANUAL COMMITTEE – 1ST VP+ 2 Rameses +2 lay Delegates + 1 Board Member

Chair Person – Jack Miller

Members: Terry Haddix

1. Review and recommend updates for operations manual at the mid-year board meeting if possible and no later than the pre-convention meeting.
 - a. Implement updates upon approval.
2. Bring current the convention planning section of the operations manual.
3. Make sure each local club President/Secretary has a copy of the most current Operations Manual sent electronically.
4. Submit a written report to the board at the pre-convention meeting.

REDWOOD GROVE COMMITTEE

Chair Person: David Jones

Members: Stacey Jones

1. Develop an information piece for this piece of Hoo-Hoo history.
2. Review compliance status for legal, insurance and statutory requirements.
3. Encourage a site visit from any member once every 5 years commencing with 2015.
4. Submit a written report to the board at the pre-convention and AGM meetings.

RESOLUTIONS COMMITTEE - 4 Members

Chair Person - Gary Gamble

Members: Dave Kahle, John Yeakel and Mary O’Meara Moynihan

1. In conjunction with the executive secretary, record in writing all of the resolutions from the past 12 months of HHI activities beginning at the post-convention HHI board meeting. Submit a consolidated list of resolutions to the executive secretary by August 15th of each year.
2. The chairperson shall deliver the resolutions to the AGM at the HHI convention. Action items established during the year that fall outside of committee involvement shall be completed on schedule and in any case no later than the required timeline needed for a general membership vote or the end of the Snark year.

TECHNOLOGY COMMITTEE: 4 Members including 1st VP and Marketing Chair.

Chari Person – Steve Allison

Members: Brad Techy, Jack Miller, Terry Haddix, Jordan Beckett, Mac Boehmer

1. **Complete the website update and implementation.**
2. **Review Membership Management software with the Executive Secretary.**
3. **Review and make recommendations of any software, alarm system, communications, hardware updates needed for the HHI office.**
4. **Review and report to the board regarding technical functionality of the website. Functionality.**

ACTION POINTS 2016-2017

Please review and let Beth know if you have completed any Action Points.

GURDON 2016

1. Paul Todd: Donation Box for Museum.
2. Paul Boehmer: Contact Jake Power to assist with collection of JV dues.
3. Paul Boehmer: Pop-up Hoo-Hoo booth cost for trade shows. Portable?
4. Snark: Hawaii Joe Lifetime Membership. **Snark contacted President with no real answer. Planning to visit in April of 2018.**

CAIRNS 2016

1. Ron: Suggest spotlight article submission for advertising partners to place in L&T. **Ron did submit an invitation letter to Mike Nicholson.**
2. Advertising Committee, Mike Nicholson: We need to discuss and put into a place a procedure of choosing the advertiser.
3. Convention Committee: Survey membership in regards to family-friendly locations, family rates, time of year, \$100 off first timers, length of convention, using airline hubs, and what are the top reasons that would attract all members to attend.
4. Marketing Committee, Brad Techy: Send an email through Beth asking if any members prefer electronic copy of the L&T and remove their names then from the mailing list.
5. Marketing Committee, Brad Techy: Pursue and discuss with Beth removal of membership cards with renewal to determine savings. Cards can be printed on website.
6. Budget Committee, Jack Miller: Create a capital/petty cash fund to cover expenses that come up for the future. Determine the amount and way to fund based on history of spending. Invite each club to make a donation to HHI of \$100 per year.
7. Membership Committee: Gain big business support by visiting and promoting the values of becoming a member via regional lumber organizations or trade shows.
8. Ron Gattone: Star trademark approval.

CANCUN 2016

9. Ken Scrimger: Devise procedure for Board to conduct voting when quorum not present. Check with Kent and Beth on written procedure. Review with Good of the Order. Notify membership if Bylaw change.

10. Kent Bond: Develop pointers for re-activating and starting a club-Sacramento Model.
11. Jack Miller: Send to Snark Chicago contacts to assist in re-activating Chicago Club #29.
12. Jack Miller: Discuss with Beth a better method of calculating membership figures.
13. Heather Gattone: Secure proclamation.
14. Heather Gattone: Solicit members to return extra pins for reuse. Collect in Gurdon, Mid-Year and Conventions. Advertise in the Log & Tally.

SEATTLE 2017

1. Snark: Museum Donation Letter.
2. Snark: Contact Stephanie and discuss establishing deadlines for each L&T issue. Content and Printing deadlines. **Done.**
3. Beth: Walking Stick Award-S9 Travel Form must be turned in one-month prior to convention or they are not eligible.
4. Snark: Review all Action Points and email to Board. **Done.**
5. Committee Chairs: Update members of each committee with Beth by Gurdon.
6. Snark: Letter to send to all Presidents with electronic Operations Manual. Please print and have available at all meetings.
7. Snark: Update Strategic Plan per Post Board meeting changes.
8. Snark: Email Brian Pierce about Whistler meeting. Help create Welcome Packet for Sponsoring Clubs.
9. Board: Help J4 move through membership challenges.
10. Brad: Contact HHI's accountant, Randy Turner, regarding how money can be used?
11. Beth: US vs. Canada with exchange rate.
12. Beth: Look at different banks to review bank fees. Discuss in Gurdon.