

North American Motorized Recreation Council  
November 4, 2013

Attendance from the sign in sheet

Del Albright, Blue Ribbon Coalition  
Stacie Albright, Albright Enterprises, BRC  
Robert Reed, California Association of 4 Wheel Drive Clubs  
John Stewart, California Association of 4 Wheel Drive Clubs; Editor, 4X4wire.com  
Jack Welch, Blue Ribbon Coalition, Yellowstone Task Force  
Harry Baker, CORVA (California Off Road Vehicle Association) and Partnership for Johnson Valley  
Helen Baker, CORVA and Partnership for Johnson Valley  
Carol Jensen, Pacific Northwest 4-Wheel Drive Association  
Don Jensen, PNW4WDA  
Kay Lloyd, WSSA, ACSA, BRC Board  
Matt Westrich, Utah 4Wheel Drive Association  
Stuart Gosswein, SEMA  
Dan Sadowski, Congressional Affairs Manager  
Elise McAllister, Partners in Conservation  
Terry Work, CORVA, Pt. Mugu 4X4  
Shirley Leeson, American Land Access Association  
Dee Holland, Director, American Land Access Association  
Jeff Knoll, Off Road Business Association (ORBA)  
Matt Rowland, NAXJA  
Jim Woods, CORVA  
Joni Mogstad, OSSA and BRC  
Duane Mogstad, BRC and OSSA  
Nick Harris, AMA  
Steven Syzdek, Southern Nevada Land Cruisers  
Don Spuhler, Nevada 4WD Association  
Ole Stortroen, Cal 4  
Sherry Stortroen, Cal 4

The North American Motorized Recreation Council (NAMRC) meets once a year to promote motorized recreation and our interests in motorized recreation. NAMRC is an alliance of organizations, which facilitates communications: shares information, expertise and resources to enhance unity. NAMRC helps the organized motorized recreation community and other interested groups become more effective in their efforts to maintain, improve and expand opportunities and experiences in our many forms of recreation.

Update and welcome from SEMA. Highlighted working relationship with Chairman Bishop, Natural Resources Committee. SEMA supports other organizations i.e. M/C, ATV and WATV but makes a concerted effort to not interfere with other existing organizational missions, but rather compliment.

Thank you SEMA for providing the room, refreshments and support of NAMRC.

Del talked about social networks and how things like Hash tags( #) are the big thing—use to support SEMA, for example, with things like #ignitedwestand campaign.

Del also went over the “three C’s” Collaboration, Cooperation, and Communication. Collaborative effort means must folks must participate to be involved. Most comments today in public input sessions are by written word.

NAMRC voted in full agreement to give Suzy (webmaster for NAMRC) gift of \$100.  
**Del will contact Suzy.**

All the NAMRC reports will be posted on Facebook-one report at a time. **Del will ensure this happens.**

Meeting notes will be posted on the NAMRC website. **Del and Carol will get to Suzy.**

BRC:

Greg Mumm has left BRC as the Executive Director. Paul Turke is BRC attorney and the Board of Directors will handle all issues until a new director is hired. (Post meeting note: Del Albright was appointed Interim Director of Operations).

Two National issues 1) Forest Planning Rule strategy and 2) Sage Grouse.

ORBA:

July 14, 2014 Summit to be held in Reno, NV at the Nugget. Topics: 1) Where to find leadership, 2) membership and Tread Lightly! Also an Off road Event—SCORE race.

Key to success is collaboration. Jeff Knoll presented the strategic plan that CAMRC used to fight the Johnson Valley closure.

Tools to help LISTEN

Get further with Politian’s with moderation-be flexible

Research-most everything is available on the internet, the more you dig the more you find. Don’t just limit search to Google-Bing is good.

Develop a strategic plan

Develop a strategic plan for filing a lawsuit

Sample Strategic Plan

- Statement of Purpose

- Management of funds

- Website management

- Communication of information

  - How is it being shared--Press releases/public relations

- Create a budget

- Action Plan

  - Use of a lobbyist

  - Strategic partnerships

- EIS flaws identified

Editorial comments

Impact study- most Forest Service agencies only include the impact on the FS not the local impact.

Financial impact

Distribution of resources

Track the money

A template for strategic plan is in the works.

Summary of Jeff's presentation:

- Stop and listen
- Set aside time for social networking
- Broadcast more of the small wins
- Dollars change opinions
- Do what you are good at
- Use bullets/talking points
- Build personal relationships and use for better meetings with politicians

NAXJA presented BRC with a surprise check for \$5000.00 from their fund-raising efforts nationwide.

Recreation Fees-the first step in trying to limit recreation numbers

When fees are proposed show us how the money will be spent

#### Roundtable

Elise--Partners in Conservation petition-**Del** will mail to NAMRC

Jack—Yellowstone—13 years, 5 lawsuits and millions of dollars raised-open for 2013

Don-PNW4WDA—good job of retaining memberships—growing

Jeff—ORBA 18% membership increase—strong Board of Directors

Matt—members involved in land use—trying to keep the Cherokee alive—youth buying Cherokees cheap and going four wheeling

Harry-Helen – CORVA Ocotillo Wells most important lawsuit now—building a park—doing lobby days-- 3500 members and retaining most

Steve-Cal 4—Johnson Valley continues

BRC—Check the website for update on landuse issues—reorganization under the direction of the Board of Directors—will reestablish the printed magazine

Shirley—ALA—Amy Granat on the Board of Directors—January Quartsite cleanup

Kay—ASCA—involved in Washington DC and Yellowstone—working to produce a new website—reported the Winter Wildlands Alliance is still out there.

Kay—WSSA-working to get lid on gas tax removed

John—4X4 Wire – Forest Plan Revision process in 8 National Forests – 3 in California  
Get involved—big portion of plan is economic impact—FS doesn't understand so  
recreationists will have difficulties. Bi-state Sage Grouse issue since 2000—Master plan  
covers Oregon, California, Colorado, Nevada and Wyoming—issues are gas/mineral and  
roads

Jim—American Sand Association—completed recreation plan for the dunes—how to  
implement—Imperial Sand Dunes also known as Glamis Sand Dunes United Arab  
Eminence donated \$500 to Dunes—Nevada club removed fences to save baby turtles.

Research the start date of NAMRC: **Jim and Don**

Nick—AMA—increased DC staff – tracking federal legislation-10,000 bills—1330 OHV  
bills-110 landuse bills. Florida only state of opt out of RTP

Matt-Utah- Good turnout public Lands Day—working to increase membership—BLM  
requires Trail Monitor for Easter Jeep Safari

Terry-Pt. Mugu—Main focus Lookwood Trail-working with rangers to keep area open  
and develop personal relationships

Joni- Oregon State Snowmobile Assn.-1400 members-maintain 32000 miles of trail  
(6000 miles)-stock warming shed with wood—contract with local sheriff's for  
enforcement/education

Don S-New association starting in Nevada

Roundtable will continue in writing with highlights at the meeting.

Matt has a spreadsheet available for keeping membership information-Contact him if  
interested.

#### OTHER ISSUES

Engaging Youth

Fund Raising

Member building

#### Acronyms

BAT-Best Available Technology

BMP-Best Management Practices

Check [www.4x4voice.com](http://www.4x4voice.com) f or list of acronyms

#### Engaging Youth

Use events to solicit

Educate at event

Feed them

Little prizes

Committee Assignment

AGE Less than 16 years—NOHVCC has program

AGE 16-30 years

magazine ads

outline the pitch

Committee members: Chairman John

Helen

Jeff

Matt (NAXJA)

Steve

Steve has “Go to Meeting” available for committee use.

Deadline: December 4, 2013 for first draft.

Comments, suggestions or edits should be directed to NAMRC Facilitator, Del Albright