

Forestry Seminar Series
A How-To Manual for Graduate Students
Forestry Graduate Student Association

Introduction.....	2
Chapter 1: Selecting and inviting speakers.....	2
1.1 Speaker selection	2
1.2 Speaker invitation	3
1.3 Publicity for the Forestry Seminar Series	4
Chapter 2: How to serve as host for a speaker.....	4
2.1 Arrange travel and lodging	4
2.2 Scheduling Meetings (out-of-town speakers only).....	5
2.3 Advertising the seminar	6
2.4 When the speaker arrives (out-of-town speakers only)	6
2.5 The pre-seminar reception	7
2.6 Recording the seminar	7
2.7 Introducing the speaker.....	7
2.8 The wrap up	8
Chapter 3: Seminar Responsibilities.....	9
Appendices.....	10
1. Sample invitation letter for out of town speaker.....	10
2. FOR 505.....	10
3. Sample schedule.....	11
4. Consent form.....	11

First Edition: Chris Bickford and FGSA colleagues, Spring 2004

Fourth Edition: Liz Kalies, 29 August 2007

Fifth Edition: Jeffrey Kane, 2 September 2009

Access the FGSA calendar at <http://www.for.nau.edu/cms/content/view/874/1377/>

Access the current Forestry Seminar Series schedule at
<http://www.for.nau.edu/cms/content/view/684/955/>

To access FGSA Forestry Seminar Series materials, map this drive:
\\fordata\Prj_ForSeminar

The Forestry Seminar Series is run by the Forestry Graduate Students Association (FGSA) with the assistance of a faculty advisor (FOR 505 instructor) and financial support of \$3,500.00 per semester from the School of Forestry.

Introduction

The Forestry Graduate Student Association (FGSA) organizes the Forestry Seminar Series. At the end of each fall semester, during regular FGSA elections, a seminar coordinator is elected, known as the Seminarator. Currently, the Seminarator is Jeffrey Kane (jeffreykane@gmail.com). This individual is responsible for overall coordination of speaker selection and logistical details related to each semester's seminar series. These duties are described in detail in this document; a complete list of Seminarator tasks is included in Chapter 3.

The Faculty Advisor for the series is the instructor for FOR 505 Forestry Seminar Series, and this role rotates each semester. This individual is responsible for advising the FGSA on speaker selection the semester prior to the one during which they teach the course. This person should also be consulted on matters pertaining to the budget.

The FGSA Webmaster is a FGSA officer. Currently, the Webmaster duties are also being handled by Jeffrey Kane (jeffreykane@gmail.com). This person assists with the seminar series in maintaining the FGSA calendar which is used to plan speaker dates. They also maintain the current semester's schedule on the School of Forestry (SoF) seminar website.

Chapter 1: Selecting and inviting speakers

1.1 Speaker selection

Speaker selection should begin in the first week of the semester *prior to* the one you are trying to organize (i.e., speakers for the spring semester should be selected starting in week 1 of the fall semester). Regular FGSA meetings/happy hours are held every other Thursday evening of the semester. The FGSA President will announce the first meeting, held the first week of classes, where the Seminarator will lead the FGSA membership in reviewing the speaker selection process and brainstorming on possible ideas. Immediately after this meeting, the Seminarator will send an open invitation to all Forestry graduate students to participate in out-of-town speaker selection at the second FGSA meeting of the semester, which will be deemed the "seminar organizational meeting." The Faculty Advisor will be invited to this meeting.

All students interested in inviting an out-of-town speaker **MUST** attend the organizational meeting to submit their nominations for out-of-town speakers, which is limited to 5 individuals. At this meeting students will talk about the nominations and review the five "interest groups" that help ensure diversity in the lectures. In recent years, the 5 interest groups have been: Entomology-Pathology, Human Dimensions of Wildland Management, Community Ecology-Silviculture, Ecosystem Ecology-Ecophysiology, and Wildlife Ecology-Conservation Biology. These interest groups need not be strictly adhered to, particularly if groups are not represented at the organizational meeting. However, the Seminarator will moderate the discussion and work to ensure diversity in out-of-town speaker selection. The group will develop consensus on the 5 out-of-town speakers and the corresponding graduate student hosts.

The organizational meeting will also be used to outline local speaker invitations. These **MUST** include any Forestry faculty who will return from sabbatical during the semester being scheduled. Seminar slots can also be offered to student speakers for PhD defense seminars, Proseminar obligations, or outstanding MS defenses. Those attending the organizational meeting may volunteer to host local speakers, but attendance at the meeting is not required for hosting local speakers. After this meeting, the Seminarator will send a summary email to the entire Forestry graduate student body, outlining all out-of-town and local hosts who were designated at

the organizational meeting, and encouraging other students to invite local speakers to fill any remaining slots. Out-of-town speaker hosts will be instructed to contact their speakers IMMEDIATELY to ensure availability of dates, whereas hosts of local speakers should wait a few weeks to begin offering invitations. If travel costs for a potential speaker are likely to significantly exceed \$1000, hosts should consult with the Faculty Advisor.

By Week 6 of the semester, all out-of-town speakers should be invited and confirmed by the designated hosts. At this time, the Seminarator should assess progress-to-date in speaker selection. If slots remain open, the Seminarator should use the next FGSA meeting to discuss the open slots, and at the meeting they can be filled on a first-come basis. The Seminarator should continue encouraging graduate students, via email or FGSA meetings, to invite speakers throughout the remainder of the semester. Speaker selection should be completed no later than 12 weeks into a given semester.

During the spring semester, ONE of the out-of-town guests appearing late in the semester (preferably early April) will be designated as delivering the “William P Thompson Memorial Lecture.” Once this designation has been made, this title should be used in all publicity for that seminar. During the fall semester of odd-numbered years, the Biennial Conference of Research on the Colorado Plateau (BCRCP) is held at DuBois Center. Please work with BCRCP organizers to schedule a distinguished out-of-town speaker as a plenary 4:00 PM speaker in DuBois on that date. Alternatively, simply cancel the seminar for this week.

1.2 Speaker invitation

Invitations should be courteous and should include the day and time of our seminars, costs we will cover, and what dates are available (see Appendix 1 for an example of an invitation for an out-of-town speaker). Costs we cover include food, lodging (the Drury Inn on campus), and travel expenses for out-of-town speakers. We DO NOT offer an honorarium. You can use either email or telephone, or both, to make an invitation.

Tell the speaker that she or he will have 45 minutes for their presentation, 15 minutes for open Q&A, and 45 minutes for an informal discussion with graduate students in FOR 505 (see Appendix 2 for more detail on the course). Let them know they may talk on any topic. Request that they provide you with a tentative title at the time they confirm; they can always change the title later. Tell them that our website needs to post a full schedule within 4 weeks, and that a schedule full of “TBA” titles does not attract a large audience!

You also need to make sure the speaker is comfortable with their talk being recorded and posted online; this is optional but encouraged. Recordings of seminars will be made available through the School of Forestry website.

Check the FGSA calendar (see URL on cover page) immediately before you schedule a speaker so that you will know which dates are available. As soon as you lock in a date and speaker, enter this information on the FGSA calendar, using the link on the bottom left called “Add New Entry” and completing all relevant fields. The FGSA Webmaster will confirm each entry IMMEDIATELY to prevent conflicts.

Book a room in the Drury Inn immediately after confirming the speaker (see Section 2.1).

1.3 Publicity for the Forestry Seminar Series

Before the end of the semester, the Seminarator will post the schedule for the following semester's series to the SoF seminar website (via the FGSA Webmaster). They will also create a Word or pdf version that fits on one page that can be downloaded from the website.

At the beginning of the new semester, the Seminarator will send an email to a mail list maintained by FGSA (ForestrySeminar@lists.nau.edu) that (a) proudly announces the new seminar schedule, (b) includes the URL for the SOF seminar website, (c) has the printer-friendly version as an attachment, and (d) encourages the recipient to forward it widely within their organization and elsewhere.

The current list of recipients is maintained in the file, "SeminarMailList.doc". When this list is updated, notify ForestryITSupport@nau.edu via email. They, then, will update the list on the Forestry mail server.

*** **Email addresses become obsolete fast**, so check for bounced messages. When you find a better address, or an agency or unit that should be added to the list, please forward that info to the Seminarator so this list will be useful to others.

The Seminarator will also ensure that the series is advertised in the Arizona Daily Sun, on KNAU, and on the NAU events calendar. All announcements should be posted at least a week in advance of the seminar.

AZ Daily Sun: To post an event in the Arizona Daily Sun, go to their web site (<http://www.azdailysun.com>). You need to create an account profile. After that you can post the event on the events calendar.

KNAU: As soon as the completed seminar schedule is available, email it to the KNAU PSA Director. Currently this is Duart Martin (duart.martin@nau.edu) and request that the radio announcers mention the talks on the air. The PSA service is free, but there is no guarantee the seminar will be announced. After the host for the coming seminar series sends out the announcement (preferably the preceding Wednesday or Thursday; see Section 2.3) the title, speaker, and abstract should be posted on the KNAU events calendar. The web site is: <http://events.publicbroadcasting.net/knau/events.eventsmain> From here you can click on "Submit a New Event" and follow the instructions.

NAU: To submit an event to the NAU events calendar, go to the following web page and follow the directions listed: <http://events.nau.edu/howtosubmit.htm> As with the KNAU announcements, these should be posted weekly as soon as the seminar title and abstract are available from the host.

Chapter 2: How to serve as host for a speaker

2.1 Arrange travel and lodging

When an invitation is accepted, arrangements for plane travel and lodging should be made as soon as possible. Airline tickets rarely go down in price as the date approaches, and the Drury Inn fills up months in advance. Booking a minimum of 28 days before the flight ensures a reasonable rate, so plan accordingly. The speaker will have to buy the ticket themselves and then

get reimbursed with the help of Karen Leuppe (Karen.Leuppe@nau.edu). The process is as follows:

1. The speaker will need to submit documentation for his/her trip. For airfare, the speaker should submit a copy of his/her receipt for the ticket as well as a comparison printed on the same day from another source (try www.sidestep.com). Have him/her submit these materials to you, the student host, so you can see them through the process.
2. Fill out the Guest Lecturer/Guest Speaker/Performer form (also at <http://www.nau.edu/purch/Forms/Forms.htm>) and submit it to Karen.
3. Once Karen has the Guest Lecturer Form and travel receipts, she will process the reimbursement. This typically takes 2 weeks from the day she receives the form until they get their check in the mail. Do this immediately for plane tickets rather than wait until the speaker is in town, especially if the flight was bought well in advance (as it should have been)!

Two things should be kept in mind when purchasing tickets: (1) changing dates/times on tickets will incur an extra cost, and (2) planes from small towns like Missoula, Arcata, Clinton NY, and Flagstaff fill up – don't procrastinate!

If a "local" speaker is driving from Tucson, Phoenix, Albuquerque, etc., please ask them to rent an economy car rather than drive their own vehicle. We can save about \$300 paying for a couple day's rental plus fuel receipts compared to paying the speaker \$0.45/mile to use their private vehicle. Also, give them the option to spend Wednesday night at a hotel in Flagstaff.

To reimburse mileage, there are two options. The speaker can keep odometer readings and submit those with an address for where they started, OR Karen can run the mileage online and use that instead. For rental cars, the speaker should submit their rental receipt and agreement as well as gas receipts. Collect all this paperwork from the speaker and/or work with him/her to ensure Karen can process the reimbursement.

We provide lodging for out-of-town speakers. The Drury Inn or the Hampton Inn is the simplest options in terms of money and paperwork. PLEASE make reservations as soon as dates are established. If a speaker is staying in Flagstaff beyond our seminar (e.g., to see the Grand Canyon) they must cover costs for the extra days. Karen Leuppe is a great resource for helping to book and charge rooms through the Drury or Hampton Inn. **Please make sure they use the state rate.**

Remember, for this and all reimbursements, work closely with Karen Leuppe (Karen.Leuppe@nau.edu); 3-8777) to insure the proper paperwork is filled out and submitted. NAU usually has very quick turn-around for reimbursements.

2.2 Scheduling Meetings (out-of-town speakers only)

Begin this process 3 weeks before the seminar. Hosts are expected to schedule meetings between interested NAU faculty/students and our out-of-town seminar speakers. First, ask the speaker if he or she would like to meet any specific faculty during their visit; refer the speaker to the faculty web pages in Forestry, Biology, etc. Once you make those arrangements, invite Forestry students and faculty to set up meetings. Schedule meetings in 30-minute blocks (draft schedule form in Appendix 3), and ask the Forestry Office (April) to reserve Room 102 (best) or Room

230 (windowless closet at top of stairs) for meetings with grad students. (If both rooms are booked, ask Paul Beier or Carol Chambers for access to the wildlife lab Room 229). After Forestry faculty and students have had a chance to set up meetings, invite persons in other departments. We want speakers to be engaged and busy while they are here. Hosts should plan to shuttle speakers around campus, if necessary. If the speaker has meetings only within the Forestry building, make sure that SOMEONE (it doesn't have to be you) is willing and able to escort the speaker to the next appointment. Leaving a speaker to wander aimlessly around the building searching for their next meeting makes a bad impression.

2.3 Advertising the seminar

There is a direct correlation between the amount of advertising and the size of the crowd. First, you must get the speaker to provide an abstract for his or her talk. You must DEMAND this from the speaker *at least* 2 weeks before the talk, or the abstract will arrive too late. If the speaker provides a long, descriptive abstract, edit it to be short and spicy! (Think about how you respond to an email blurb that rambles for 2 screens versus a short zippy blurb that grabs your attention and makes you want to attend. Be bold!)

Use the email list (ForestrySeminar@lists.nau.edu) to alert academic units and agencies in Flagstaff to the seminar; send emails (a) 7 days before the seminar (the evening after the previous seminar ended), and again (b) 2-3 days before the seminar. Make sure your email contains:

- The speaker's name, title of the talk, and abstract, and the URL of the speaker's website (if they have one).
- The date, time, and location of the talk.
- The "printer-friendly" attachment for the entire seminar series as an attachment (download the latest version from the SoF seminar website).
- A request for the recipient to forward the announcement widely.
- Send additional emails to both the Biology department (arline.lonon@nau.edu) and School of Earth Science and Environmental Sustainability (mark.aasmundstad@nau.edu), asking to have them distributed to students and faculty in their respective departments.
- (For out-of-town guests only), an invitation to contact you to arrange a 30-minute meeting with the speaker.

Please post about 6 paper flyers, containing this same information, around the Forestry building, starting 6 days before the seminar. In addition, mention the seminar in classes, and encourage faculty to encourage their students to attend. Publicly humiliate faculty who do not attend!

A week before the seminar, make sure that at least 2 faculty or administrators agree to attend dinner with each out-of-town speaker on the evening after the seminar. Start with faculty with interests closest to the speaker's interests; include faculty from other departments, and scientists or administrators from allied agencies. This sort of demonstrated faculty interest makes the speaker feel good about NAU and the School of Forestry! Plus, you don't have to feel awkward sitting alone with the speaker at dinner.

2.4 When the speaker arrives (out-of-town speakers only)

Hosts are expected to pick speakers up from FLG airport. Note that people are sometimes hungry when they arrive late in the evening, so before you drop them off at the Inn at NAU it is a good idea to ask. You are responsible for transporting speakers around campus, town, and to

field sites. If you do the scheduling right, you can often get other people to transport the guest to their next appointment. If the speaker drives up from PHX, the host should arrange company for dinner on the night of arrival.

If you need a vehicle, use your own or contact the School's vehicle manager (ask for a clean vehicle like the Subaru). Hosts are expected to deliver speakers back to the airport or make appropriate arrangements.

Hosts are also responsible for making sure speaker's meals are taken care of while they are here. When the speaker dines alone, he or she should save receipts for reimbursement, which the host should ensure are submitted to Karen at the end of the trip. If a student host accompanies the speaker, put the cost of the speaker's meal and your meal on a tab, pay the bill, save the receipt, and get reimbursed by Karen. The School pays for dinner for the guest and the host – but not for other graduate students or faculty! The student host should submit this receipt to Karen for reimbursement. Note that the School will NOT reimburse for alcoholic drinks (put these on a separate tab).

Ask the speaker if they would like to have a group dinner on the evening after their seminar, which will be open to everyone who attends the seminar.

2.5 The pre-seminar reception

April will take care of the pre-seminar reception food purchasing, so all the host needs to do is check in with her beforehand to make sure it is done, and then pick up the food and carry it to the reception area. She keeps a supply of soft drinks, chips, and cookies. If something goes wrong and you need to buy food, remember not purchase fresh fruit or veggies as they are no longer covered by the Forestry Seminar Series funding. You can get reimbursed for this through Karen.

You are also in charge of distributing parking permits during the reception. The host from the previous week is responsible for giving you the log and the stack of orange parking permits that allow guests to park in our lot without risking a ticket. During the reception, if anyone asks you for a permit, first determine whether they have state, federal, or tribal plates on their vehicle. If so, they do not need a permit. Otherwise, give them a permit and instruct them to put it on their dashboard, and enter it in the log. They may return the permit (it'll save us a buck), but are not required to do so. It is illegal to issue a permit to any NAU student or staff person!

2.6 Recording the seminar

In your invitation to the speaker (see Section 1.2) you should have informed the speaker that their talk will be recorded and made available on the web. Check in with Forestry IT support (usually a student assistant from the helpdesk) earlier in the day to make sure someone will be available to help with the recording equipment before the seminar. At 3:50pm, escort your speaker into Room 17 and work with the IT assistant to outfit the speaker with the recording equipment and ensure that it is working properly. At some point have your speaker sign a consent form (see Appendix 4) agreeing to be recorded and having his or her talk posted on the web.

2.7 Introducing the speaker

Introduce the speaker in Room 17. Plug the seminar series by informing the audience about next week's speaker (name, institution, and title of talk). When introducing the current speaker, make

sure you give a cue like “Please join me in welcoming Dr. Strangelove” at the end of your intro so people know when to clap. An example of a good, brief speaker introduction is as follows:

Good afternoon, and welcome to the School of Forestry seminar series. As a reminder, next week we will be hosting Dr. Dylan Fischer from Brigham Young University who will be answering the question: “Why is my name on the back of every single issue of Ecology Frontiers?” This week’s speaker is Dr. Greg Newman, Professor of Ecosystem Ecology at Coconino County Community College. Dr. Newman got his MS degree from the University of Kentucky and his PhD from Northern Arizona University, where he suffered under the tutelage of Steve Hart. The title of his talk is “What the hell is that tree doing here?” Please join me in welcoming Dr. Greg Newman (raucous applause).

For the William P. Thompson Memorial Lecture in the spring, please add something like this to your intro:

The William P. Thompson Memorial Lecture honors the late Dr. Thompson, who served as a Faculty member at NAU from 1961 to 1974. Dr. Thompson was a leader in the development of NAU's nationally recognized forestry curriculum. In 1974, he was honored by the university and its alumni for his distinguished achievements. These memorial lectures are supported by an endowment established to advance forestry education at NAU. We use the fund to bring prominent experts in the field of natural resource management to give lectures in the Forestry Seminar Series.

At the end of the talk, either the host or the speaker must serve as moderator for the question and answer period. As host, you must call an end to Q & A at 5:00pm, unless the audience runs out of questions first. Remember to invite the audience members out to dinner with the speaker that evening at 6:15pm. For a local speaker, invite the audience to join you for refreshments at a venue selected by the speaker. (This only works if you talk to the speaker ahead of time!) You will then escort the speaker to Room 102 where the FOR 505 post-seminar discussion is held from 5:15-6:00pm.

2.8 The wrap up

- Make sure you have facilitated the process of reimbursement for your speaker for all travel and food expenses. It is your responsibility to make sure this paperwork gets to April so that your speaker is reimbursed in a timely fashion.
- Keep track of those parking permits, and pass them off to next week’s host. If there are < 5 parking permits left, ask for more from the Faculty Advisor. Drop a copy of the log in his/her mailbox if you issued any passes.
- Identify the person who will serve as host 3 weeks from now, and make sure that host is thinking 3 weeks ahead, and has downloaded or otherwise obtained a copy of The Manual (this document).
- Please promptly e-mail a thank you note to the speaker, thanking them for their appearance. If the speaker is not yet a full professor, follow this up with a snail mail on letterhead for them to put in their review folder.

- And, while we're on the subject of thank-you's, thank *you*!

Chapter 3: Seminar Responsibilities

The Seminar is ultimately responsible for the coordination and smooth operation of the Forestry Seminar Series. This person is not expected to complete all tasks personally, but they are expected to delegate tasks and ensure their completion.

The full list of responsibilities is as follows:

- 1 Serve as the liaison between the FGSA and the Faculty Advisor.
- 2 Organize the speaker selection process each semester and ensure the schedule is filled (see Section 1.1; this includes announcing and leading the first organizational meeting of the semester, calling a follow-up meeting mid-semester, and “reminding” people via email).
- 3 Conduct seminar advertising at the beginning of each semester (see Section 1.3; this includes sending the schedule out at the beginning of the semester, and ensuring publicity via AZ Sun, KNAU, and NAU).
- 4 Oversee the FGSA Webmaster to ensure the FGSA calendar and the SoF seminar website are properly maintained.
- 5 Maintain The Manual, currently housed on the FGSA server.
- 6 Organize parking passes at the beginning of the semester, working with the Faculty Advisor.
- 7 Work with Forestry IT support team to ensure seminars will be properly recorded.

Appendices

1. Sample invitation letter for out of town speaker

Dear Dr. Strangelove,

On behalf of the Forestry graduate student association I am pleased to invite you to take part in our fall seminar series. Many of us here are interested in your work, and we would be honored if you would present a seminar on any area of your research in our coming semester (DATES). Our seminars are on Wednesday afternoons at 4:00pm. You would have a full hour for your seminar; we suggest that you allocate 10-15 minutes of this time to take questions from the audience. We then ask that you participate in a graduate student informal discussion session from 5:15-6:00pm.

The audience for the seminar will be a mix of faculty, grad students, and undergraduate students in Forestry, Biology, and Environmental Science. The audience also may include staff from the Rocky Mountain Research Station and other local research or management agencies. The auditorium has 167 seats, and has a PowerPoint projector, slide projector, and sound system. The computer that drives the projector has an internet connection, CD drive, and USB ports. We will record your talk for future posting on our website for students to access as part of a distance learning course NAU is offering; please let me know if you have questions or concerns about this aspect of your participation.

Because so many faculty and graduate students are interested in your work, we hope that you will agree to spend at least 24 hours on campus, so that I can arrange appointments with interested persons.

We will cover your airfare, hotel, and meals while you are here as our guest. We regret that we cannot provide an honorarium. Northern Arizona has a lot to offer, both in scenery and an exciting research community. We hope that you will consider visiting us, and I look forward to your reply.

Sincerely,

Valerie Kurth
PhD Student Extraordinaire

2. FOR 505

FOR 505 Forestry Seminars is a graduate student course that requires participants to attend the seminar series, participate in informal post-seminar discussion groups, read papers relevant to 2 seminars of their choosing, and prepare written reports of seminars and discussions. The students are also required to collaborate with the FGSA in selecting and inviting speakers. The syllabus for FOR 505 can be found on the School of Forestry website.

3. Sample schedule

30 minutes starting at	Person	Location	Who will take guest to next appointment?

4. Consent form

I understand that the seminar talk that I will be presenting for the School of Forestry Seminar Series at Northern Arizona University on (date) _____ will be recorded and potentially made available for both a distance learning class and on the world wide web through the School of Forestry website. I give permission for my presentation to be recorded and made available on the web.

Name of Speaker

Date

Signature