

## Friends of Eagles Nest Wilderness

### Report of Committee to Change Our Name

**Summary:** In 2018, Board President Tim Drescher appointed a committee\* to examine the advisability and feasibility of changing the name of the organization. The primary rationale for such a change was twofold: i) our name no longer accurately describes our purview, and ii) our name is easily confused with other local non-profits with similar names.

Below we report the results of our inquiry in six sections: *background* information, the *rationale* for considering a name change, the steps that would be necessary to *implement* the change, a consideration of financial and volunteer *resources* that would be needed, a *list* of potential new names, and a plan for obtaining *input* from our members, volunteers, and other interested people.

#### 1. Background

Eagles Nest Wilderness was created in 1976. Friends of Eagles Nest Wilderness (FENW) was established in 1994 to support the US Forest Service in caring for and maintaining Eagles Nest Wilderness, and to advocate for its protection and for other environmental causes. FENW has accepted responsibility for helping with two additional Wilderness Areas: Ptarmigan Peak (1994) and Holy Cross (~2007), which has doubled the acreage of our Wilderness Area purview (to about 250,000 acres) - composing virtually all of the designated Wilderness in Summit and Eagle counties, all of it today in the White River National Forest.

In 2018, FENW agreed that, if the Continental Divide Recreation, Wilderness, and Camp Hale Legacy Act (CDRWCHA) - now part of the Colorado Outdoor Recreation and Economy (CORE) Act - passes Congress, we would add to our inventory the approximately 100,000 additional Wilderness acres (including 3 new Wilderness Areas) in Summit County and Eagle County. (MAP at [http://www.fenw.org/img/map\\_cdrwachla.jpg](http://www.fenw.org/img/map_cdrwachla.jpg) )

#### 2. Rationale

Any organization's name should meet several criteria for accurate and simple descriptors. Unfortunately, our name fails, or at least falls short, for each criterion:

A. Describe what it does: Our current name is simply not comprehensively descriptive: we are friends with two other Wilderness Areas in addition to Eagles Nest, and if the CORE Act passes Congress, we'll add three more (Williams Fork, Tenmile, and Hoosier Ridge Wildernesses). By itself, such a partial omission might not seem a particularly strong justification for changing our name; after all, Southwest Airlines flies far beyond the Southwest, but has announced no plans to change its name. That makes sense for an organization with widespread name recognition. The situation at FENW is vastly different: we rely on people, many - perhaps most - of whom don't know that our map of destinations includes many trails outside of Eagles Nest Wilderness, namely in Holy Cross and Ptarmigan Peak Wildernesses. Moreover, some of our Volunteer Wilderness Rangers (VWRs) are committed to trails in Holy Cross and Ptarmigan Peak, and they might prefer that their favorite areas are not given an evidently diminished status in our name.

B. Be easily recognizable: In 1994, our name stood out. Unfortunately, there are now two other "Friends of..." non-profit organizations in our backyard: Friends of the Lower Blue River (FOLBR, founded in 2000) comprises mainly property owners committed to preserving the rural qualities of the lower Blue River valley. More importantly, Friends of the Dillon Ranger District (FDRD, founded in 2007) plays a role similar to ours, but focusing mostly on trails *outside* Wilderness Areas in Summit County. With four full-time paid staff, FDRD has wide name recognition, and dwarfs us in terms of the size of its budget and number of its programs. It is understandable that our name is easily and frequently confused with or lumped together with theirs. Almost all of the potential new names described below drop the word "Friend" to avoid this confusion. Would this loss of "Friend" diminish the sense of support that we give the Wilderness? We don't think so; there is no doubt, for example, that The Wilderness Society is a good friend of Wilderness even though their name does not explicitly say so.

C. Have a simple acronym: FENW is somewhat ambiguous as an acronym. Does one say the letters - F-E-N-W - or call it "fen -w"? It is not a particularly major concern, but with the growth of non-profit environmental groups in Colorado, the air is thick with acronyms (e.g., IPWA, PWV, SUWA, FOV, NWSA, FOMELC, SJMA, RMEF), and simple-to-pronounce names are the easiest to remember. Some of the potential new names discussed below fill this criterion better than our current one does.

While there is clear evidence that an exploration of the possibility of a new name is justified, it is important to consider any negative consequences of changing our name. The main such consequence would be loss of *name recognition*, particularly in Summit County. This is valid concern; its mitigation would require a concerted effort of public education via the usual targeted communications - newspapers, newsletters, and posters. Such a campaign, however, need not be focused solely on the new name, because 2019 is the 25<sup>th</sup> anniversary of our founding, and celebrating this birthday in combination with announcing our new name (and perhaps new logo) could become an effective and recognized campaign. Finally, it is worth noting that we have little name recognition in Eagle County, and so the negative impact of a name change there would be minimal. A second concern is *inertia*: leave well-enough alone! The past several years have witnessed a spate of calls for renaming entities, mostly involving men whose careers comprised both good and bad deeds. Determining the threshold at which the bad should overshadow the good and warrant renaming is a tedious, usually contentious, zero-sum process, and has led some people to make a blanket decision that we should always leave well-enough alone. We can only point out that our situation is different: there is no push (nobody acted badly), just a pull, as described above.

Have other non-profits changed their name? We identified the Colorado History Museum, which became Colorado History when their new building opened in Denver. We surmise that they wanted to drop the word "museum" from their name because they curate contemporary as well as historical shows. The Denver Natural History Museum changed its name to the Denver Museum of Nature & Science. We guess that the name change was driven in part by a desire to sound more contemporary and to be THE Science Museum in Denver.

### 3. Implementation

Effecting the name change efficiently and expeditiously would require the concerted work by a committee working on several fronts simultaneously on both one-time and continuing chores.

#### A. One-time chores

##### i. Legal and other administrative considerations:

FENW is a 501C tax-exempt organization, and it is critical that we retain that designation.

Acronym: Confirm that any acronym of the new name is not already taken.

DBA designation: The most commonly used, and easiest way to make the name change official would be to use a "DBA" (Doing Business As) designation. Example being: Friends of Eagles Nest Wilderness, DBA (insert new name). The only reason why the FENW name would continue to be used at that point would be for legal purposes only. From a marketing and daily usage standpoint "Friends of Eagles Nest Wilderness" would cease to exist.

Bylaws: The bylaws would need to be updated with the new name

Articles of Amendment: The Secretary of State would need to be informed of the name change and we would need to file an "Articles of Amendment" to the Articles of Incorporation

IRS: We would need to notify the IRS of the name change on our next 990 or 990-EZ form

DUNS: USFS DUNS number from Dunn and Bradstreet for our cost share agreement [and also SAM?]

ii. Notifications would need to be sent to relevant organizations, including The Summit Foundation (hosts FENW endowment), US Forest Service (Dillon Ranger District, Holy Cross Ranger District), Colorado Gives (by September), partnering organizations (FDRD, VOC, Rocky Mountain Youth Corps, National Wilderness Stewardship Alliance, PWV, FOV, IPWA, FOLBR), and local government agencies (Eagle and Summit County Commissioners).

##### iii. Changes to marketing collateral

Website: The new Domain would have to be created, and the suffix (.org, .net, etc) selected. The new email address would need to be established. The website itself would of course have to be changed to present

the new name. Some suffixes are already taken, and it would be necessary to use a different name. For example, the URL for Indian Peaks Wilderness Alliance - IPWA - is [www.indianpeakswilderness.org](http://www.indianpeakswilderness.org).

Social Media: Our facebook and Instagram accounts would have to be changed from FENW to the new name

Trailhead signs (n= about 20) would have to be updated

Flyers, brochures, business cards, and banners would need to be reprinted with the new name

The VWR Training Manual would need to be updated

B. Sustained efforts: In addition to the one-time activities described above, we would need to mount a sustained *campaign* over a period of months to inform the public of the new name. This would include announcements and articles in newspapers, our own publications, social media posts, and hard copy posters in public buildings. As noted above, such a campaign has the advantage that it could be combined with our 25<sup>th</sup> anniversary celebration.

It would be important to create an *Implementation Committee*, with an identified *Chair*, to insure a smooth and successful implementation process.

#### 4. Resources

Do we have the resources to accomplish the name change, without compromising the other projects in which we engage, such as Volunteer Wilderness Rangers, Trail Maintenance trips, and Invasive plant mitigation? From a general overview, it seems that the process would not be unduly taxing to financial resources, but will require considerable extra efforts from volunteers, some of whom are already heavily invested in other activities.

##### A. Finances

FENW is an all-volunteer organization operating with limited funds, relying on donations from interested members of the public, and conscious of costs. At present (February 2019), the balance in the current account is about \$13,000. After deducting recurring annual costs, about \$10,000 will remain. From this, we donate funds to the Forest Service (e.g., llama rental); these costs have not yet been determined for 2019 and thus the funds available for implementation of the name change are difficult to estimate at present with much certainty.

The majority of Implementation tasks fortunately would not require much money. The legal requirements, notifications of organizations, and most publicity tasks would need little financing. The new trailhead signs, and printing of flyers, business cards, and banners would require several hundred dollars. Paid notices in local newspapers would also require hundreds of dollars. Taken altogether, it seems reasonable to estimate that the total cost would be less than \$2,000, which seems not an onerous amount, given our current state of finances.

B. Identifying and recruiting volunteers to carry out the Implementation would be a greater challenge than financing the project. There is quite a large collection of chores, and while none of them in isolation is daunting, the totality would require considerable organization and time, for example to create and submit materials to government agencies, to create and post signage at trailheads, to update the website with a new domain name, to design and have printed new hard copy materials, and to mount a campaign to alert the public to the change. Currently FENW has only a small number of people who help with such 'backroom' services (planning, outreach, marketing, legal, etc.). While increasing the number of volunteers active in these endeavors is one of our highest priorities, in 2019 we likely would have to rely mostly, if not entirely, on the current roster. It seems reasonable to conclude that soliciting and gaining the full agreement of the current leadership in participating in the Implementation is a prerequisite.

#### 5. Potential new names

A considerable list of names has been proposed, including Eagle Summit Wilderness Alliance (ESWA); Summit Eagle Wilderness Advocates (SEWA); Vail Pass Wilderness Advocates (VPWA); Wilderness Advocates of Vail Summit (WAVS); Vail Summit Wilderness Advocates (VSWA); Colorado Wilderness

Volunteers (CWV); Wilderness Eagle Summit Team Advocates (WESTA); Wilderness Eagle Summit Alliance (WESA); Vail Summit Wilderness Stewards (VSWS); Wilderness Friends of Summit and Eagle Counties.

6. Input from members, volunteers, and the public: As an all-volunteer organization, we need to be certain that we listen carefully to our constituency. Before the Board takes its final vote on whether to change our name, we need to solicit, collect, and publish input from others, especially our volunteers, past and present. In particular, there are a number of people with many years of deep experience with Friends of Eagles Nest Wilderness; their opinions matter to us deeply. After the Board accepts the final Committee Report, it should be publicized widely, with invitations to submit opinions, and a mechanism should be created to publish those opinions. In particular, key stakeholders should be contacted individually for their input. Finally, once the new Advisory Board is established in April, their collective input should be obtained. Once these data are collected, the Board members can draw upon them to make a final decision about the name change.

\* Committee Members: Laurie Alexander, Bill Betz, Tim Drescher, Ken Harper, Cindy Muesing, Dan Seibert

Comments from members:

## 30 NEW NAME COMMENTS

April 4: I'm sure I've already given you my opinion on a name change, but for the record, I'll do it again.

I strongly favor ESWA for reasons previously shared, including the fact that I think "Alliance" is much more appropriate than "Stewards." And SEWA when pronounced, sounds too much like the term used by some people to call pigs – "Sui, Sui, Sui."

As for the hyphen, it's fine when the name is spelled out. But when E-SWA is used, it seems too much like a term used to designate something that is Electronic – such as E-mail.

That's it from me.

Dave Owens

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March 27: For names I'm slightly tied between ESWA & SEWA (Though likely no one will agree with me I could see a organization mascot with SEWA; like a trail pig out hogging around in the wilderness).

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March 19: FENW co-founder **Currie Craven** writes:

I am very much in favor of SEWS, the Summit-Eagle Wilderness Stewards. Largely due to:

- Not too close to SUWA-Southern Utah Wilderness Alliance. SUWA is controversial and viewed (by some) as radical in their defense of Wilderness and lands of Wilderness quality. I have been a proud, long time member of SUWA.
  - The name affirms our roots and focus of our work in Summit (where FENW started) and Eagle (where we have successfully expanded and have been blessed with fantastic new members, Volunteer Wilderness Rangers, and dynamic Board members).
  - I am unsure if we would expand beyond our two counties.
  - I agree with the discussion and definitions of possibilities, and endorse Steward and Stewardship as most relevant to our historic role.
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March 15: We propose Summit-Eagle Wilderness Stewards - SEWS. We think that *Stewards* is a better descriptor of what we do than Alliance, Association, Coalition, or Guardians. Some dictionary definitions:

Stewards: the conducting, supervising, or managing of something especially : the careful and responsible management of something entrusted to one's care  
stewardship of natural resources

Alliance: an association to further the common interests of the members, a bond or connection between families, states, parties, or individuals

Association: an organization of persons having a common interest : society

Coalition: a temporary alliance of distinct parties, persons, or states for joint action

Guardians: one who has the care of the person or property of another

Maryann Gaug (& Currie Craven)

### **REPLIES TO THE SUGGESTION OF SEWS:**

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March 26: Mike Browning: I could support SEWS for the reasons given by Currie. How would we pronounce the acronym ("sues"?). That might be a negative. We also need to make sure a web address available for the name. I checked the Colorado Secretary of State website, and the tradename seems available. Whichever name we choose, we should immediately register it and claim the web address. I can do the first but don't know how to do the second.

My second choice would be Summit-Eagle Wilderness Alliance (SEWA) ("see-wa") since it is easier to pronounce and still retains the prominence of "Summit" in the name which is appropriate since that is the historic "home base" as it were of FENW and where it has been most active (so far). "Alliance" seems like an appropriate term both because of its definition given in Currie's email below and because of the alliance between supporters in both Eagle and Summit Counties. A negative is that SEWA might be more easily confused with SUWA, but I don't think that is a big deal

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March 24: I'm not a big fan of Sews as a name I don't think it is better than our other choices. And it reminds me of sewing

While they're not my favorite names, ESWA and SEWA have been the perennial front runners since they came up last summer. I think lead in both surveys we ran. So I'd support one of them

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March 21: I suggest that, if we choose something different than SEWS, like ESWA, we honor "stewards" by adding a tagline to our logo:

**EAGLE-SUMMIT WILDERNESS ALLIANCE (+logo)**

**Stewards of Eagle & Summit County Wilderness** (underneath)

The following comments border on the trivial individually, but collectively they may mean more: I agree with the reply below about the definition of "steward." Using two Ss in the name (SEWS) with different meanings (Summit and Stewards) is not optimal. The letters "SE" bring to my mind SouthEast. It's a bit of a stretch (for me) to link the art of sewing with wilderness preservation, but a more creative person might have an interesting time with it.

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March 19: I appreciate the comments of Currie and Maryann.

My preference is for Eagle Summit Wilderness Alliance because the first word – Eagle – fits perfectly with the eagle in our logo.

I'm not sure where they found the definition of Stewards. Here's what my Webster's Collegiate Dictionary says:

1. One employed in a large household or estate to manage domestic concerns;
2. Shop Steward;
3. A fiscal agent;
- 4a. An employee on a ship, airplane, bus or train who manages the provisioning of food and attends passengers;
- 4b. One appointed to supervise the provision and distribution of food and drink in an institution;
5. One who actively directs affairs: manager.

None of those definitions apply to FENW and here's a definition of Alliance that I believe fits perfectly:  
"A merging of efforts or interests by persons, families, states or organizations."

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March 19: I like SEWS and prefer that the terminal S refer to Stewards rather than Stewardship. Best, Frank

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March 14: I think ESWA or SEWA is fine. I am not in favor of Vail in the name. Vail is only a very small part of Eagle County (~10%), although fund raising potential there is probably very good and the logo could look great. Even the term Vail Valley strikes me as a commercial name rather than a geographical name for the downstream Gore Creek Valley. I think WESA or SEWA would make future outreach efforts to Avon, Eagle-Vail, and Edwards easier. Although part of the Holy Cross Wilderness area is in Pitkin County, I don't think this omission is much of a problem since Pitkin County is dominated by other wilderness areas (Hunter-Frying Pan, Maroon-Snowmass,...).

Dave Brewster

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March 10: think the name chg is a good idea - wish we could come up with an acronym that sounded good - SEWA? summit eagle wilderness alliance

helen

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March 10: 1. I agree: We need new name.

2. Eagle/Summit Wilderness Alliance: I have no objection, seems to me, personally, best present option.

3. I personally really dislike using the term "advocates" in the name; as my first reflection-reaction is that it denotes a political organization a (c)(4) or (c)(6); rather than a true non profit of a (c)(3).

Kem W. Swarts

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I like Eagle Summit Wilderness Alliance as it leaves openness for expansion of territory, collaborations, and projects. All good growth!

Susie Kincade

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March 5: To me personally, old name sounds much warmer than the new one. I don't see any The word "Alliance" doesn't have any nice touch to me.. Why we need to change and spend bunch of the money, when we had a very nice name, that reflected exactly how people feel about it....??? What was wrong with the name ??  
That's about it from me.

All the best .

Vera Gesse

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March 5: Hi. Just wanted to say that I really like the name Eagle Summit Wilderness Alliance

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March 5: I think the name change is a good idea. There is currently too much confusion with other groups - especially Friends of Dillon Ranger District. I do not have strong feelings about what the new name should be.  
Frank Lilly

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March 4: Excellent idea! Very well thought out and forward looking. I commend your idea completely. Gail Shears

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March 1: SEWA: Seems one of the two most accurate and easier to say than ESWA.  
Myra Warren Isenhardt

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March 1: thank you for all you do for our wilderness areas.

I like ESWA and SEWA. We are lucky that our counties have cool names.

I don't favor a name with Vail in it as I agree with the reasons given in the e-newsletter.

Leigh Girvin

FOLLOW UP: I saw that argument about SEWA [too close to SUWA?], and it doesn't weigh heavily for me. People see and hear things differently.

They will see SEWA and realize that it stands for Summit Eagle Wilderness Alliance. The "E" and "U" are perceived by the eye very differently.

If they hear "SEWA/SUWA" it will be contextualized based on the conversation, article, post, etc. I don't think it would create that much confusion.

But in the end, it doesn't matter all that much to me. ESWA/SEWA are both good names.

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March 1: A rose by any other name would smell just as sweet: About fifteen years ago, when I was on the Board of Directors, the issue arose concerning the name Friends of the Eagles Nest. The topic became more significant when Friends of the Dillon Ranger District formed and created a further identity crisis. Then, we expanded our focus to include the Holy Cross. Now, the concerns extend to tiny pockets of new wilderness.

I think that reference based in our name based on the county jurisdictions, Eagle-Summit, is inappropriate. Our work is limited to legally-designated wilderness areas. The public is confused enough about calling any plot of land in the mountains that is not covered with a condominium or ski lift a hike in the wilderness.

When I wrote my book entitled, Hiking Colorado: Eagles Nest Wilderness, I included trails from Green Mountain Reservoir to Quandary Peak and the Ten Mile Range; trails on the Continental Divide as far as Grays and Torreys Peaks. Within the book, I established sub-titles to clarify the zones.

I think that a title for the organization that simply hits the core of our efforts is adequate. FENHCW or FEHW: Friends of the Eagles Nest-Holy Cross Wilderness, if you want to officially extend the target westward for purposes of fundraising and projects.

The title of the Maroon Bells-Snowmass Wilderness encompasses many more mountain peaks than the Maroon Bells and Snowmass Peak. Despite the narrow title, I am still not lost among them.

Kim Fenske

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March 1: Upper Colorado Wilderness Alliance

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March 1: I would not be in favor of any name with Vail (too specific). I prefer SEWA (see-wa) as it flows better than ESWA and I don't think "sewer" would be a big issue! But including both counties is the key. When I speak of Eagles Nest to people who are not local I have to explain it, vs most CO residents know where Summit and Eagle counties are. Thanks for your work on this.

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March 1: I love the new name [Eagle Summit Wilderness Alliance] and it totally makes sense. We agree the change works.

The Nice family

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March 1: As this entity started in Summit County, I prefer that be the first word in the name change - thus Summit Eagle Wilderness Alliance (or Advocates).

FOLLOW UP: I still prefer SEWA. I don't see any significant level of confusion between SEWA and SUWA because of distance between two areas and differentiation between E and U. Another option is to add hyphen (-) between S and E to read Summit-Eagle Wilderness Alliance (or Advocates). However the Board decides is a great improvement because of the greater area of coverage the current name does not cover.

Bo Chapin

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March 1: Yes, ESWA works for me, although I rather skimmed the text. The image of an eagle on/at/above a summit is a fine visual, and ties with your current logo image.

Second place for me would be FOATWIOOTW-PPF : Friends of All the Wilderness in Our Neck of the Woods, Past, Present and Future

... but I think ESWA comes off better.

Good work pulling this together and presenting it to your community!

Cheers, Dave

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February: I favor Eagle Summit Wilderness Alliance. ESWA is a nice, pronounceable acronym. It is also geographically accurate - we service virtually all of the Wilderness Areas in Summit and Eagle counties, and virtually none anywhere else. I like the two words - eagle and summit - because they evoke visions of wilderness (better, for example, than Pitkin&Gunnison, or Giplin&Grand). The word Eagle keeps a connection to our former name (for a different reason). We are two almost isolated groups, separated by Vail Pass, but bound into this alliance.

I do not favor any name with the word "Vail" in it. Vail evokes different things to different people - a highway engineer, a pass, a town, a huge conglomerate of private ski areas that cater to people with a lot of money - none of these particularly evokes visions of a pristine wilderness that nurtures opportunities for solitude. Moreover, A-Basin, our biggest donor (by far) for more than 20 years recently severed its ties with Vail.

The other candidates that require pronouncing four or five letters are not very mellifluous - not like ESWA. ESWA is easy to remember, and will stand out in our increasingly acronymic world.

SEWA (Summit Eagle Wilderness Alliance) sounds like a New Englander's "sewer" and is too close to SUWA (Southern Utah Wilderness Alliance). [UPDATE 5 March: I have softened opposition to SEWA. The "sewer" worry isn't serious, and I wrote to SUWA asking if they would mind the name SEWA - they said no problem. I like what Bo Chapin wrote, including his suggestion of hyphenating the name: Summit-Eagle Wilderness Alliance.]

I do not favor keeping the word "Friend" in our name, as we are trying to get away from the confusion we face now with FOLBR and FDRD. Steamboat Springs also has an organization called Friends of Wilderness.

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February: I completely agree with [these] comments....

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February: ESWA is also my preference and I agree with all the reasons ... listed. In addition, ... I think the word Alliance is a more accurate description and more inclusive of our mission than "Advocates" or "Stewards."

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February: I support ESWA

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February: I'm still not all that happy about changing the name after having gotten used to it for 10+ years. However if we have to change it, ESWA is a good alternative

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February: ... you bring up some very excellent points here. After reading this, I would strongly favor ESWA as well

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February Vail Summit Wilderness Stewards is actually my favorite – despite what people say, I think having Vail in the name will pull interest from the Vail valley and that is very important to our future growth – member wise and finance wise. Also I can envision a great logo where the V's and W's are mountains and the S's are ski tracks coming down the mountains.

I don't think any name with Advocates works, we are more stewards or an alliance.

Eagle Summit Wilderness Alliance (ESWA): This one is ok but awkward. I like Summit Eagle Wilderness Alliance better (SEWA). It is pronounceable and doesn't really get confused with "sewer" in my mind.

Wilderness Advocates of Vail Summit (WAVS) This might be ok if it was Wilderness Associate of Vail, Eagle and Summit. I think the nautical nature of the acronym is not good though.

Vail Summit Wilderness Advocates (VSWA) I like this if you replace Advocates with Association (but Stewards below is better). Again it could be Vail{Eagle}Summit

Colorado Wilderness Volunteers (CWV) Too big

Wilderness Eagle Summit Team Advocates (WESTA) or Wilderness Eagle Summit Alliance (WESA): I don't think either of these read like good English. Maybe works if you go with Wilderness Alliance of Eagle and Summit Counties or something like that.

Wilderness Friends of Summit and Eagle Counties: What I particularly like about it is we could create one of two handles (not acronyms) that are easy to remember (and the URLs are open): WilderFriends.org (this wasn't my original, inspired by Wilderbash) or WildFriends.org (my original) .... Something that could become Wilder.org is my real goal.