

EAGLE POST 34

The newsletter of **Friends of Eagles Nest Wilderness**, apprising you of important activities in and around Eagles Nest, Holy Cross, and Ptarmigan Peak Wilderness Areas.

[VIEW IN BROWSER](#)



Before we begin - FENW announces a new advocacy campaign - **Buck Berlaimont**. We support a grassroots campaign led by [Wilderness Workshop](#) to stop a luxury development that threatens wildlife deep inside the White River National Forest above Edwards. Join the RALLY on Saturday, March 16! Click [HERE](#) for details.

March 2019

Dear *|FNAME|*
Greetings! Our topic this month is
FENW considers changing its name - what do you think?

INTRODUCTION:

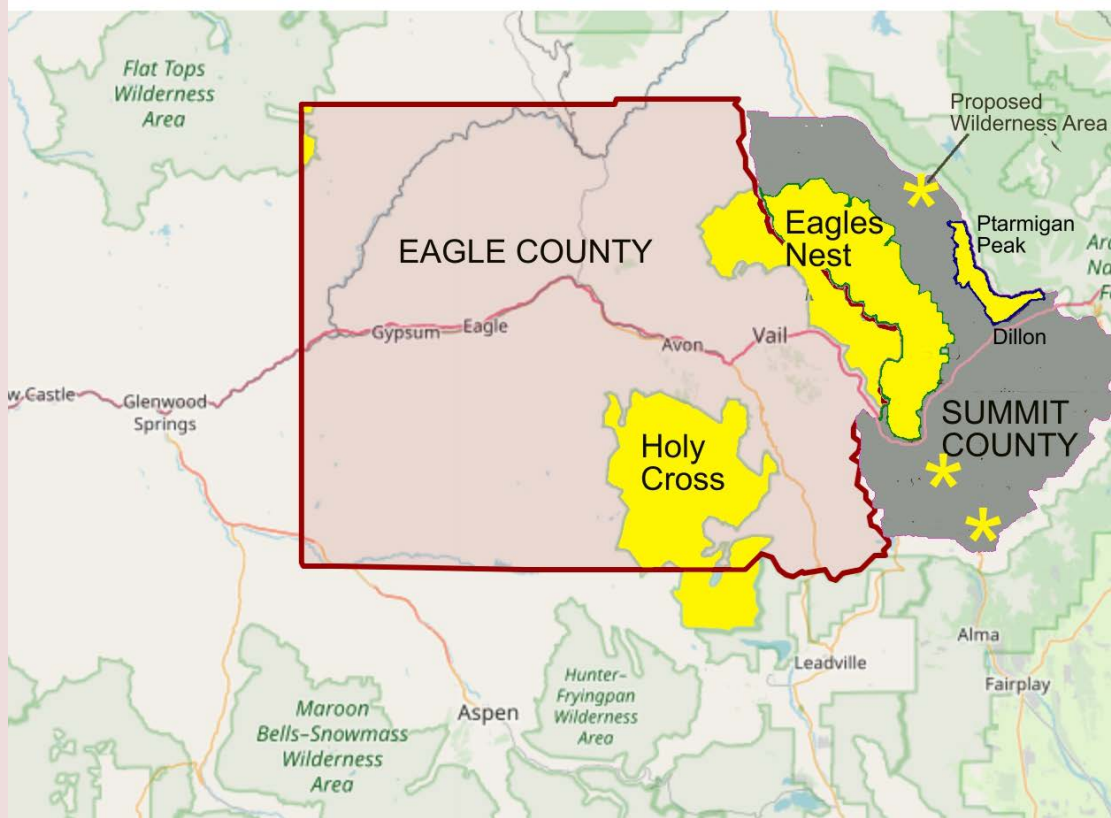
Friends of Eagles Nest Wilderness is thinking of changing its name. Below we weigh the pros and cons, and critique several possible new names (a leading candidate is *Eagle Summit Wilderness Alliance - ESWA*). We want your input!

The new-name idea, long simmering, was raised at the FENW Retreat held last spring. A committee was formed and submitted its final report last month. Ordinarily, we wouldn't print an entire committee report, but this decision is so important, and our many volunteers and other friends so devoted to Wilderness, that we want to provide you with all of the information, so that you can make an informed decision and send us your "vote." We will publish and tally these important results, and consider them carefully before a final vote is taken by the Board later in the spring. We would like your input before the end of March. Send an email to name@fenw.org (we'll print it anonymously unless you say otherwise).

Why the fuss? Two main reasons:

1. Our name no longer accurately describes our purview. In addition to helping look after Eagles Nest Wilderness, we help with two others (Holy Cross and Ptarmigan Peak), and if the Bennet/Neguse CORE bill passes Congress, we'll add three more (marked with

asterisks in the map below).



2. Our name is easily confused with other local "Friends of ..."non-profits with similar names.



Below is the complete report, followed by opinions submitted by board members and other active volunteers. Send us your thoughts and opinions - we will publish them anonymously (unless you sign your name) on our website (www.fenw.org/) . Send it to name@fenw.org.

COMMITTEE REPORT

8 February 2019

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 rationales for such a change were: 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.

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

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 doubled the scope of our responsibility (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.

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 stature 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 focuses mostly on trails *outside* Wilderness Areas in Summit County (but not Eagle 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 these considerations make a good case for exploring the possibility of a new name, 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 25th 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 a variety of entities, mostly named after 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 *History Colorado* 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 501(c)3 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. Various organizations would need to be notified, 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 might be necessary to use a different name. For example, the URL for Indian Peaks Wilderness Alliance - IPWA - is www.indianpeakswilderness.org, not

ipwa.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 25th 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. [See below for critiques of these names]

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. As these data are collected, the Board members can draw upon them to make a final decision about the name change.

[We would love to get your opinion. Send it to name@fenw.org]

INDIVIDUAL CRITIQUES OF POSSIBLE NEW NAMES

Send us your thoughts at name@fenw.org (published anonymously unless you sign your name)

Eagle Summit Wilderness Alliance.

1. I like this name. It's a nice, pronounceable acronym. ESWA is 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 acronymophonic world.

SEWA (Summit Eagle Wilderness Alliance) sounds like a New Englander's "sewer" and is too close to SUWA (Southern Utah 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.

2. I completely agree with [these] comments....

3. 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."

4/ I support ESWA

5. 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

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

Vail Summit Wilderness Stewards

7. (VSWWS): This 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<something>.org is



my real goal.

A huge thanks to [ARAPAHOE BASIN SKI AREA](#). For more than two decades, A-Basin staff have donated generously to their **Employee Environmental Fund**, of which FENW has been a steady beneficiary. Last year, more than 150 employees donated, led by A-Basin Director **Alan Henceroth**. Our enduring THANKS!



TARGET SILVERTHORNE made a GENEROUS DONATION to FENW to help relieve the pain that the **government shutdown** caused to Forest Service Wilderness Rangers. Target Silverthorne has a special relationship with the Forest Service - when customers (aka guests) enter the store, they can look up to see EAGLES NEST WILDERNESS, and when they leave, they can look up to see PTARMIGAN PEAK WILDERNESS. In addition, the store is right across the Blue River Parkway from the Dillon Ranger District offices. THANKS TARGET for helping protect Wilderness!



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... make a difference!

Join us in 2019 - There are many ways to take part!
Our **2018 Trail & Campsite Projects**, led by Trail Boss Kate DeMorest, took us to Slate Lakes, Piney Lake, Salt Lick Trail, Gore Creek, Deluge Lake, and more. We were greatly aided by two very special friends - Dom and Powell - LLAMAS! Join us in 2019 - learn more [HERE](#).

Volunteer Wilderness Rangers met more than 10,000 wilderness visitors in 2018. Become a VWR in 2019 - training will be held on **Saturday, June 8**. Learn more [here](#).

Join us! for our next **Planning Meeting**

THURSDAY, March 14, 5:30 PM,
USFS offices in Minturn & Silverthorne
(video link)

Details at www.fenw.org/

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Our current **hard copy newsletter** is available. Sent

by mail, it contains two dozen fun and informative articles, all of them about FENW - past, present, and future. If you haven't received your copy, then *we don't have your mailing address* - please send it to us at info@fenw.org.

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