

As another year comes to a close, it's time once again to evaluate our effectiveness as an organization. Usually, the Executive Committee (ExCom) undertakes this evaluation based on each committee member's own experiences and any comments we receive from members throughout the year. And while we try our best to make improvements based on our limited information and understanding, we usually make changes based on our gut instincts.

This year, however, we have a real tool to help us more realistically evaluate our group's effectiveness – the preliminary results of the National Purpose, Local Action project. The National Sierra Club and researchers from Harvard University undertook this project last year. They asked every Chapter and local group to evaluate their organization – they identified successes and failures, how groups and Chapters recruit new members and activists, etc.

The researchers then compared and analyzed the responses from around the country to try to determine what makes a group or Chapter effective.

So what makes a group effective? Although the researchers have not yet completed their analysis, we do have some preliminary findings. For example, those groups and Chapters that actively recruit new members and activists tend to be more successful. Although the Pikes Peak Group has held a couple of new member meetings in the past, we do not hold them on a regular basis. So, beginning this fall, we intend to hold regular new member meetings - see the "New Member Meeting" announcement in this newsletter.

Surprisingly, one of the least effective tools is a group newsletter. Most groups and Chapters produce a newsletter, but it turns out that a newsletter really has little

bearing on how effective the group is or how well it communicates with its membership.

While we are not ready to completely abandon *The Timberlines* just yet, this information does give us pause, especially since the newsletter is our single biggest expense. So, over the next couple of months, the ExCom will be discussing the newsletter at length and analyzing the various options.

Should we switch to an entirely electronic newsletter? Should we publish a newsletter at all? If you would like to share your thoughts on these questions or the newsletter in general, please contact me or any ExCom member (our contact information is on the back page). We would really appreciate your feedback.

*(Meetings Continued from page 1)*

**Conservation and ExCom Meetings**

**Tuesday, Nov 15** 6:30 pm

**Tuesday, Dec 20** 6:30 pm

Beidleman Environmental Center, 740 W. Caramillo St., Colorado Springs. All members are welcome to our monthly "business meeting."

**Central Colorado Wilderness Coalition Meetings:**

**Thursday, Nov 10** 6-9 pm

**December—No meeting. Have Some Wild and Happy Holidays!**

November meeting is a potluck supper! Take action to promote and protect wildlands in our region. The work of CCWC involves exploring and researching wild candidate areas and developing wilderness legislation for possible Congressional action. For more information, contact John Stansfield, 303-660-5849 or e-mail jorstan@bewellnet.com

**Timberlines Deadline: Fri., Dec 9**

One of the ways you can help our local group use our limited funds more effectively is by opting to receive the newsletter electronically. Simply send an email to jane.ard-smith@lexisnexis.com to get started!

**Pikes Peak Group's Annual Sierra Club Calendar Sale**

The Pikes Peak Group is in the midst of our annual Calendar Sale. We will be offering Sierra Club Wilderness wall calendars (\$11) and engagement calendars (\$12) at all of our events throughout the rest of the year. Can't make it to an event? We'll deliver a calendar right to your door – just call Jane Ard-Smith at 520-5381 to make arrangements. Want to do even more the help the group? Sell calendars to your friends and family. For every 15 calendars that you sell, we'll give you a calendar of your choice free! Contact Jane for more information.

**HELP WANTED - Rocky Mountain Chapter**

**SUPPORT OR LEAD POSITIONS (run out of COS)**

PPG Wildlife Committee members (support effort)  
 Chapter Newsletter Editor or Assistant Editor (lead position)  
 Chapter Information Technology Committee member (support or lead)  
 Chapter Budget & Finance Committee member (support or lead)

**LOCAL CONTACT**

Jann Nance / 528-6443  
 Kirby Hughes / 685-3019  
 Kirby Hughes  
 Kirby Hughes

**Pikes Peak Group's Sierra Club Store is OPEN!**

Have you checked out the Pikes Peak Group's website lately? If not, visit <http://www.rmc.sierraclub.org/ppg/PPGstore.html> to check out our new online store. In addition to T-Shirts and organic teas and coffee, you can now purchase prints from two local photographers who are also Sierra Club members: Bill Beaudin and Sherry Moldenhauer. We are also offering books by Terry Grosz, a former conservation law enforcement officer. The best part is: you can complete the entire transaction online!

**Nov 8th – John Fielder Presents his New Book!**

Mark your calendars now – John Fielder will be unveiling his new book, *Colorado 1870-2000, Volume II* on **Tuesday, November 8<sup>th</sup>, 7:00 PM, Great Hall of All Souls Unitarian Church, 730 North Tejon**. In this continuation of the first bestselling volume, John Fielder further explores the ravages of time as he retakes W.H. Jackson's historic photographs with precision. The book contains 108 all-new photo pairs along with more insightful text about each area. As always, we'll be offering John's books and calendars for sale, as well as Sierra Club calendars, and a substantial portion of these sales will help fund the Pikes Peak Group. Plan to arrive early because this event will be standing room only! For more information call Program Chair LeAnna DeAngelo at 481-0085.