2010 Annual Membership Meeting
Florida Urban Forestry Council

Who We Are

FUFC is a 501(c)3 non-profit corporation

Mission Statement

“Promotes sound urban forestry policies and practices by educating citizens and communities throughout the state of Florida”

www.fufc.org
John Holzaepfel - President
Appointed Position – Society of American Foresters

Jerry Renick - President Elect
Elected Position – Member-at-Large

The Honorable Mary Lou Hildreth - Vice President
Appointed Position – Florida League of Cities

Mike Insley - Treasurer
Appointed Position – Florida Institute of Park Personnel

Janice Rahill - Secretary
Elected Position – Tree Advocacy

Earline Luhrman - Immediate Past President
Appointed Position – Advisory Member
Florida Urban Forestry Council
2010 Executive Committee Board Members

Russell Adams
Appointed Position – Advisory Member

Denise Aldridge
Appointed Position – Florida Recreation and Park Association

Sherie Burch
Appointed Position – Advisory Member

Bryce Burger
Appointed Position – Florida Chapter of the American Society of Landscape Architects

Donald Eyster
Appointed Position – Utility Forester

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Jeff Farley
Elected Position – Private Arborist

Larry Figart
Elected Position – Member-at-Large

John Foltz
Elected Position – Member-at-Large

Elizabeth Harkey
Elected Position – City Arborist

Ken Lacasse
Appointed Position – Advisory Member

Henry Mayer
Appointed Position – FNGLA
2010 Executive Committee Board Members

Guy Murtonen
Appointed Position – FDOT

Rob Northrop
Appointed Position – Extension Service

Kimberly Paulson
Appointed Position – Florida Chapter of the International Society of Arboriculture

Joe Sulak
Appointed Position – Advisory Member

Celeste White
Elected Position – Member-at-Large

www.fufc.org
Florida Urban Forestry Council
Executive Committee Retreat
Thomas Center

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Florida Urban Forestry Council
Executive Committee Retreat
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Revenue Financial Summary:

- Carryover Funds: $58,636.32
- 2009 Revenue: $80,378.57
- Total Revenue: $139,014.89
Florida Urban Forestry Council

2009 Funding Sources

- FL DOF .............................................. 50%
- Merchandise Sales ....................... 20%
- Membership ................................... 13%
- Workshops ................................. 9%
- Sponsorships .............................. 5%
- Newsletter Advertising ............... 3%

www.fufc.org
Total Expenditures: $119,222.67

Sponsorships
Educational Programs
Awards Program
Contracted Services
Newsletter
Website
Merchandise
Florida Urban Forestry Council

Trailing of Trees – Tim Womick

- 15 Presentations at central & south Florida schools
- Reached over 4,000 elementary and middle school students.
Florida Urban Forestry Council
Awards Program 2009

Outstanding Professional
Rob Williamson

Outstanding Public Educational Program
Broward County Tree Trimmer Certification Program

www.fufc.org
Outstanding Project
Lake Nona

Outstanding Project
Nova Southeast University Lower School and Central Plant Project
Outstanding Urban Forestry Program (Large Community)
Town of Davie

Outstanding Urban Forestry Program (Small Community)
City of St. Augustine Beach  (no photo)
Lifetime Achievement Award

Jeffrey Siegel
Florida Urban Forestry Council

Award Nominations for 2010

2010 Award Nomination Deadline

November 12th, 2010

www.fufo.org
Florida Urban Forestry Council
Promotion of the Council
Events

FUFC Attended 11 Events in 2010:

- Windermere Treebute
- Eco-Nomic Living Expo
- City of Altamonte Springs Earth Day
- 2010 Landscape Inspectors Annual Seminar
- FNPS 30th Annual Conference
- Orlando World Environment Day
- 2010 Florida Keep America Beautiful Meeting
- Trees Florida 2010
- Great Southern Tree Conference
- FRPA Annual Conference
- The Landscape Show

www.fufc.org
7 Master Gardener Presentations

Alachua County ............................................ April 2009
Central Extension District Meeting........ May 2009
Seminole County ................................ ........ June 2009
Hernando County ................................. August 2009
Orange County ........................................... September 2009
Volusia County .......................................... November 2009
Palm Beach County ................................. August 2010
Trees 4 Florida
Healthy Trees. Healthy Cities.

www.treesarecool.com

Public Service Announcement Distribution
Membership survey sent out electronically and by mail

- Receive results.
- Develop *Summary Report* (Membership Committee).
- Match and assign individual questions to board members for further analysis and recommendations.
- Develop *Project Proposals* in committees to address member comments.
The Grove: One of America's First Green Social Network

- Promotes awareness of the benefits of trees
- Encourages citizens to plant trees
- Supports actions that sustain healthy urban forest
Florida Urban Forestry Council

Hot Off The Press – The Grove

www.fufc.org
**Strategy Direction: Education**

**Major Intent:** Educate the citizens of Florida, ensuring inclusion of underserved populations, on the value and management of Florida’s urban forests.

**Key Components:**

1. Support research and disseminate technical information through educational programs
   - a) Urban Forestry Institute
   - b) i-Tree Workshops
   - c) Trail of Trees
   - d) Speakers Bureau

2. Timely research-based information is available to the Urban Forestry community through middle media outlets
   - a) Newsletter
   - b) Web Site
   - c) Poster

*www.fufc.org*
**Strategy Direction: Sustain the FUFC**

**Major Intent:** Develop and implement a strategy that optimizes the vigor of FUFC through recruiting and retaining membership, financial stability, assessing and serving the needs of membership, governance of the Council, celebration of past successes, and planning for the future.

**Key Components:**

1. Membership Services
   a) Regional and Annual Meetings
   b) Member Survey
   c) Annual Report
   d) Website
2. Memberships
3. Sponsorships
4. Grants
5. Additional Revenue – posters (etc.)
6. 20-Year Celebrations
7. FUFC Governance
8. Broaden or expand horizons

www.fufc.org
**Strategy Direction: Partnerships**

**Major Intent:** Enhance existing partnerships with allied organizations, cultivate new partnership opportunities with similar organizations and explore new partnership opportunities with diverse organizations to promote sound urban forestry policies and practices through effective collaborations.

**Key Components:**

1. Enhance existing partnerships with allied organizations
2. Cultivate new partnership opportunities with similar organizations
3. Explore new partnership opportunities with diverse organizations
Strategy Direction: Awareness and Advocacy

Major Intent: Increase awareness of FUFC’s mission and advocate for sound urban forestry policies and practices.

Key Components:
1. Development and implementation of marketing plan
Strategy Direction: Encourage the Development and Enhancement of Local Urban Forestry Programs

Major Intent: To recognize, support and promote local urban and community forestry programs and to highlight programs which are the most innovative, successful, accomplished, and citizen-oriented so that other urban forestry programs may utilize or duplicate vestiges of these programs in their own communities.

Key Components:

1. FUFC provides continuing support for the Friends of Our Urban Forest Award Program
2. Targeted communities are made aware through FUFC of available technical and financial resources
3. Community urban forestry programs incorporate each of the four essential components of a “managing” urban forestry program which include staff, ordinance, advocacy group, and plan (SOAP)
4. Community urban forestry programs actively work to increase their urban tree canopy

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Florida Urban Forestry Council
Hot Off the Press!

**NEW in 2010**

- Sustaining Sponsor Program
- Full-color Newsletter
- The Grove

**IN THE WORKS for 2011**

- 20-Year Celebration
- Urban Forestry Institute

www.fufc.org
Partners

- Florida Chapter of the American Society of Landscape Architects
- Florida Chapter of International Society of Arboriculture
- Florida Department of Transportation
- Florida Institute of Park Personnel
- Florida League of Cities
- Florida Nursery Growers and Landscape Association
- Florida Recreation and Parks Association
- Florida Society of American Foresters
- University of Florida IFAS Extension Service

www.fufc.org
Trail of Trees Sponsors

- Orlando Utilities Commission
- Infrastructure Corporation of America
- Keep Orlando Beautiful, Inc.
- Florida Division of Forestry
- Davey Tree (in-kind donation)
- John Foltz

www.fufc.org
2010 Sustaining Sponsors

- Sumter Electric Cooperative, Inc.
- NRPS Legacy Arborist Services
Regional Workshop & Meeting Sponsors

- Sumter Electric Cooperative, Inc.
- NRPS Legacy Arborist Services
- Land Design South

“We make a living by what we get, we make a life by what we give.”
Sir Winston Churchill

Thank you for attending!