



Development Committee Report
Prepared by: Paul Fletcher, Chair
Date Submitted: October 4, 2017

Meetings:

June 19, 2017

Attending: P. Fletcher, R. Miller, W. Nutter, J.E. Smith, J. Wilson, M. Otting

Topics:

1. J.E. Smith summarized the CCS directed Endowment Building Campaign. Reviewed next steps in the campaign: form campaign cabinet, early gift solicitation, complete PG&E Challenge.
2. Discussed Tour des Trees. 70 Riders registered. Fundraising was slow at that point. Earlier date problematic.
3. We met Monika Otting on the call.
4. The last 30 minutes were spent discussing our portion of the strategic plan.

July 11, 2017

Attending: P. Fletcher, R. Miller, W. Nutter, J.E. Smith, J. Wilson, M. Otting

Topics:

1. Tour Fundraising/After Hours/Raise Your Hand for Research Event. M. Otting asked all to invite people to the events in the Gaylord on Aug. 1.
2. Operating Appeals suggestion made by J. Wilson. Skiera Fund mailing to remind those who pledged.
3. J.E. Smith updated us on Jim Urban's activity with ASLA, the Barborinus Fund, UARF PG&E challenge, Duke Energy, Arboricultural Education Grant, and the Davey Company desire to create an education grant.
4. J. Wilson introduced the idea of linking the Bob Felix Fund with TCIA workforce development initiative.

August 16, 2017

Attending: P. Fletcher, B. Berkowicz, W. Nutter, J.E. Smith, M. Otting, K. Ottman

Topics:

1. Discussed two operating appeals; Skiera Fund and Larry Hall Fund sent Sept. thru Dec. M. Otting asked attendees for appeal ideas and contacts that could be solicited.
2. Tour fundraising results were reported by J.E. Smith.
3. Partnership opportunities were discussed. The opportunities matrix was reviewed favorably by attendees. The future of the Stihl partnership was discussed. W. Nutter volunteered to contact First Energy and Arbotech about partnerships in 2018.
4. J.E. Smith expressed thanks for the committees work on the strategic plan.

September 12, 2017

Attending: P. Fletcher, W. Nutter, J. Wilson, M. Otting

Topics: Due to technical difficulties, this call was not an easy call.

1. M. Otting requested appeal ideas, discussed Hyland Johns signing of appeal letters, asked attendees for names of companies or individuals that could be solicited.
2. M. Otting introduced the idea of forming a Solicitation Committee. Described commitments by various companies; LL Bean, Petzel, Green MFG. M. Otting asked each attendee to provide 5 to 10 corporate partnership suggestions.

Accomplishments:

Will Nutter and Randy Miller played key roles in seeing the PG&E Challenge initiative through to its completion.

Objectives for the next 3 months:

To help Eric Smith and his team overcome the operating crunch that has resulted from the significant reduction in monetary support from longtime friends of TREE Fund.

Next Meeting Date: October 10, 2017