

IFA Committees – 2014-15

Membership – Bryant, Desulis, Brown, Deizman, Gillespie, Kirkland

Understand/engage members and increase membership. Assess member needs through interviews and surveys. Address lapsed memberships. Seek opportunities to share IFA recruitment materials through partner agencies and organizations. Reach prospective members with information that encourages and facilitates membership. Provide opportunities for members to engage more fully in IFA activities as volunteers.

Marketing – Brown, Buck, Hendee, Romano, Smith, Wolfgang

Educate members and the general public. Develop effective messaging that brands IFA as a recognizable source of valuable and credible information. Develop/deliver content that results in a more complete and accurate popular understanding of forestry and forest management. Communicate in a variety of ways to share useful information with members and the public. Prioritize efforts to maximize growth in IFA membership while making the best use of scarce resources. Increase landowner awareness of IFA through promotion of the Purple Paint Law.

Legislative/Policy – Gillespie, Gradle, McMahan, Bobsin, Hynes, Rife

Policy advocacy for IL Forests. Monitor state and federal legislative activity relevant to Illinois forests. Recommend appropriate response strategies to the Board. Lead organization of a member alert/response system for use in responding to legislation relevant to member interests. Proactively influence state and federal programs relevant to Illinois forests by representing IFA interests during events/activities of partner agencies. Develop, review, and update IFA position statements on issues of concern.

Technical Advisory – Bobsin, Conn, Deizman, Dickson, Edgington, Groninger, Hayek, Romano, Schmoker, Sipp

Promote forest management and help landowners manage forests. Share existing technical resources (expertise, print media, videos, etc.) through IFA channels. Identify gaps in existing resources and develop new tools to fill them. Deliver helpful information in a variety of formats appropriate for the material. Assist the Legislative/Policy Committee with position statements.

Landowner Advisory – Hynes, Bryant, Desulis, McMahan, Wolfgang

Periodically advise on topics of interest for newsletter, email blasts, publications, webinars, programs, etc. Engaged on an ad hoc basis as needs arise for consultation.

Annual Meeting – Brown, Kreke, Sipp, Bobsin, *other Tree Farm*

Local arrangements, speaker recruitment, program planning, silent auction, and hosting of the IFA annual meeting.

Finance – Susan Romano, Dan Schmoker, Dave Gillespie, Mary Murphy

Stewardship of IFA's finances, including investment strategies, budgeting, and financial reviews.

Nominating – Kurt Bobsin, Stephanie Brown, Tom Desulis, Dave Gillespie, Roger Smith

Seek out and secure a steady succession of qualified candidates for the Board and elected leadership positions.

Executive – Mike McMahan, John Edgington, Susan Romano, Dave Gillespie, Bill Gradle, Stephanie Brown

Focused on IFA governance, strategic priorities, advancing progress between meetings, etc.