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# SUFC 2010 Annual Meeting

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## Background Materials

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Jennifer Hinrichs

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## SUFC MEETING LOCATIONS AND DIRECTIONS

### **March 2 – Advocacy Day**

**10:30 a.m.**

Hall of States  
444 North Capitol St. NW  
Washington, DC 20001

**METRO: Union Station** (2 blocks from Hall of States): Take the Red Line to Union Station. From escalators, exit Union Station to the front of the building. Head right on Massachusetts Avenue for less than one block and take a left onto North Capitol Street at the light (heading towards the U.S. Capitol). 444 North Capitol Street is on your right.

**5:30 p.m. – 8:00 p.m.**

SUFC Networking Reception  
Mott House  
122 Maryland Avenue, NE  
Washington, DC 20002  
<http://www.srmtrust.org>

The Mott House (122 Maryland Avenue NE) is between two metro stops—**Union Station** on the red line, and **Capitol South** on the blue and orange lines.

**From Union Station**, cross Columbus Circle and head south on First Street NE (so you're walking toward the capitol building). After approx. three blocks (right before the Supreme Court), turn left onto Maryland Avenue. The Mott House is the white house toward the end of the block.

**From Capitol South**, exit metro and walk north on First Street SE (toward the capitol building). After you pass the Supreme Court, turn right onto Maryland Avenue and walk toward 2<sup>nd</sup> Street. The Mott House is the white house toward the end of the block.

If you arrive by taxi and the driver isn't certain about the location, Constitution and 1<sup>st</sup> Street NE is right around the corner by the Dirksen Senate building (and the best place to get a cab at the end of the event).

*NOTE: If you are coming to the reception from Hill meetings, briefing etc., it is within walking distance. This is the same location as the SUFC reception in May 2009.*

### **March 3 and March 4 – SUFC Working Meeting**

**8:30 a.m.**

ASLA  
636 "T" Eye Street, NW  
Washington, DC 20001

**METRO: China Town/Gallery Place (Yellow, Red and Green Lines).** From metro: Exit at 7th and H Streets. Cross H St. (under Chinatown Arch, towards CVS under construction) and walk one block north on 7th. Turn right on I St. at PNC bank. ASLA is the second entrance right. 1.5 blocks



## ANNUAL MEETING AGENDA

March 2-4, 2010

Washington, DC

### Tuesday, March 2

#### Advocacy and Education Day

Hall of States Building & NASF Offices

444 North Capitol St. NW

Washington, DC 20001

**METRO: Union Station**

*(2 blocks from Hall of States)*

**10:30 a.m. – 11:30 p.m.**

**Advocacy Boot-Camp/101 Training for Hill visits, Rm 231**

**11 a.m. – 11:30 p.m.**

**SUFC Peer networking for federal advocacy staff, Rm 337B**

**11:30-12:30 Lunch – ALL – On site**

***Sponsored by American Planning Association***

*Opportunity for all SUFC members to share information and connect with experienced policy advocates*

**1:00 p.m. – 4:30 p.m.**

**Targeted Hill Meetings**

**1:30- 3:00 p.m.**

**SUFC Hill Briefing**

**Room #1300, Longworth Building**

Panel members: Steve Sinclair/NASF; Maitreyi Roy, Vice President, Philadelphia Horticultural Society; Dr. Kathy Wolf (Univ. of Washington, College of the Environment & USDA Forest Service, Pacific NW Research Station)

**5:30 p.m. – 8:00 p.m.**

**SUFC Networking Reception**

***Sponsored by ISA***

The (Historic) Washington Home of Stewart Mott

122 Maryland Avenue NE

Washington DC 20002

<http://www.srmtrust.org>

**Metro Station: Union Station or Capitol Hill, each 2-3 block walk**

**WEDNESDAY, MARCH 3**

**Working Meeting – Day 1**

**ASLA**  
636 Eye Street, NW  
Washington, DC 20001

**Metro Station: China Town/Gallery Place**

From metro: Exit at 7th and H Streets. Cross H St. (under Chinatown Arch) and walk one block north on 7th.  
Turn right on I St. at PNC bank. ASLA is the second entrance right. 1.5 blocks

- 8:30 a.m.**                    **Welcome, light refreshments, coffee**
- 9:00 a.m.**                    **Meeting Orientation, Welcome by Paul Reis and Jim Skiera**
- 9:45 a.m.**                    **Policy Recap of Advocacy Day (March 2<sup>nd</sup>)**

**10:00 a.m. BREAK – 15 minutes**                    *Sponsored by Tree Care Industry Association*

- 10:15 a.m.**                    **Situation Assessment and Goal Setting**

**NOON -- LUNCH ON SITE**                    *Sponsored by Keep America Beautiful*

WG Check-in - Policy, Science & Outreach Work Groups meet informally over lunch

- 1:00 p.m.**                    **GUEST SPEAKER**
- 2:00 p.m.**                    **Campaign Objectives**
- 3:00 p.m.**                    **Resource Inventory and Timeline Development**

**3:30 p.m. BREAK – 15 minutes**                    *Sponsored by Utility Arborist Association*

**(Steering Committee Re-group/meets)**

- 3:45p.m.**                    **Resource Inventory and Timeline Development Cont'd**
- 5:30 p.m.**                    **Wrap-Up**

**ADJOURN**  
**DINNER – OPEN**

## **THURSDAY, MARCH 4<sup>TH</sup>**

### **Working Meeting - Day 2**

**9:00 a.m.** Welcome, light refreshments, coffee

**9:15 a.m.** Recap of Meeting Day 1, Q and A

**9:30 a.m.** Roles and Responsibilities

**10:30 a.m. BREAK – 15 minutes**

**Roles and Responsibilities Cont'd**

**GUEST SPEAKER**

**11:45 a.m.** Wrap Up and Evaluation

**Noon** Green Roof Tour, ALSA Building, Keith Swann

**12:30 – LUNCH** (on site or to-go)

*Sponsored by American Forests*

**Adjourn**

### **Desired SUFC Meeting Outcomes:**

- **Comprehensive debrief on Coalition activity and larger urban forestry issues (policy to research)**
- **Identify a common set of Coalition operating and policy principals**
- **Craft an outline for a strategic action campaign, building upon Coalition strengths, identified resources and mutual objectives**
- **Provide an opportunity for SUFC members to meet with Hill staff to represent SUFC policy platform and host Urban Forestry briefing on the Hill**
- **Adequate face-to-face networking opportunities among current members, other organizations, Forest Service, and other agencies with overlapping interests**

**Meeting Planning Committee:** Alice Ewen Walker, Susan Cahill, Jennifer Hinrichs, Phil Rodbell, Ray Henning, Jessica Kebert

**Strategic/Campaign Lead:** Larry Wiseman

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We appreciate all the SUFC members giving their time and energy to participate in this meeting.

A special THANK YOU to:

**Tree Care Industry Association, American Forests, American Planning Association, Keep American Beautiful** and the **Utility Arborist Association** for our breakfasts, lunches and snacks throughout the meeting AND **International Society of Arboriculture** for our networking reception

An additional thank you to the **American Society of Landscape Architects** and the **National Association of State Foresters** and the **Steward Mott Foundation** for graciously hosting our meetings and reception site

AND

**Finally to the *USDA Forest Service, Urban and Community Forestry Program* for their long-standing support and vision for urban forests**

## LAURENCE D. WISEMAN – Coalition and campaign strategist for SUFC

1983 — 2009 President and CEO for American Forest Foundation. In 1993, Larry Wiseman became the founding president and CEO of the American Forest Foundation. He joined a predecessor organization, the American Forest Council, in 1981 and from 1983 till 1993 served as last president of this industry trade group.

Wiseman developed American Forest Foundation [AFF] to test two new organizational concepts – first, a 501(c)(3) non-profit where groups with radically different agendas could work together on specific, common objectives; and second, a low-risk setting where innovative programs could be tested, then extended. The “experiment” worked.

Today, AFF is recognized as a key player in forest conservation, wildlife and watershed protection, ecosystem service markets and environmental education. Its programs annually attract dozens of funders and partners – state and Federal agencies, foundations, businesses, other conservation and environmental groups. Since 1993, AFF’s programs, budgets and staff have grown more than five-fold. The fact that AFF was recently awarded an endowment grant of \$150 million affirms the reach and impact of its programs, and the reputation of its senior professionals. Among Wiseman’s other accomplishments:

- Created and co-founded the Institutes for Journalism and Natural Resources. Now independent and self-supporting, IJNR is the premier mid-career education program for environmental and natural resource journalists.
- Shepherded AFF’s environmental education program through rapid growth. Project Learning Tree is now among the most widely used and respected K-12 program in the nation, with 25,000 additional teachers enrolled in the program annually.
- Co-founded and convened Forests in the Farm Bill Coalition – a diverse group of forestry, conservation and environmental organizations – to address issues in the 2008 Farm Bill. The bill produced the most dramatic gains in Federal support for forest conservation in half-a-century.
- Initiated broad-based consensus dialogue on role of forests in carbon sequestration and other ecosystem markets.
- Led first effort to secure mandatory industry compliance with “good forestry” principles.
- Managed two multi-million dollar sector-wide communications campaigns, and guided pr efforts resulting in positive coverage in New York Times, Wall Street Journal, national magazines, most national broadcast and cable news outlets.
- Forged alliances with conservation groups that helped private landowners improve watersheds and critical wildlife habitat through dozens of place-based projects.
- Added nearly \$15 million in contributions and grants for core programs from new donors.
- Developed marketing strategies for advertising, sales and other program-related revenues that provide up to 20 percent of annual income.

Wiseman was educated at Dartmouth College, where he received an A.B. in Government with Highest Distinction. He received an M.A. in Public Affairs from the Woodrow Wilson School at Princeton University. He has served on many non-profit boards and government advisory bodies, among others: as a Senior Advisor to Yale’s Global Institute for Sustainable Forestry, the Federally-appointed National Recovery Team for the Ivory-Billed Woodpecker, and as Chair of the National Urban and Community Forestry Advisory Committee, the senior Federal advisory body on urban forests.

A native of Washington, Wiseman is married to Robin Jeweler, a senior managing attorney for the US Congress. They have twin sons.

## Partnership for Sustainable Communities

*Wednesday, March 3, 1 p.m.*

Stephanie Bertaina from the U.S. Environmental Protection Agency and Stephen Cerny from the U.S. Department of Housing and Urban Development will share perspectives on the Partnership for Sustainable Communities, a federal effort between HUD, EPA, and the U.S. Department of Transportation to promote more sustainable, livable communities. They will provide an overview of the partnership and will discuss new initiatives and programs that have emerged as a result of the partnership, including the \$100 million Regional Integrated Planning Grant program.

### Bios:

**Stephen Cerny** has been a HUD attorney for nearly 20 years, Mr. Cerny recently moved to the new Office of Sustainable Housing and Communities. Prior to joining HUD, Mr. Cerny worked as a neighborhood planner for the City of Cleveland. He's been a long-time advocate for sustainable regional planning and transit-oriented development in the Washington, DC area through his service on a number of boards and committees. He currently serves on several citizens planning and zoning advisory committees in Fairfax County. While working for Congressman Tim Ryan (D-OH) as a Brookings Legislative Fellow in 2008, Mr. Cerny developed and drafted the Community Regeneration, Sustainability, and Innovation Act of 2009, which has been introduced in both the House and Senate. Mr. Cerny has an undergraduate degree from Ohio University and a J.D. from Cleveland State University. He also studied urban and environmental planning at the University of Virginia.

**Stephanie Bertaina** is a Policy Analyst with the U.S. Environmental Protection Agency's Smart Growth Program in Washington, D.C. Prior to joining EPA, Stephanie worked for the U.S. Forest Service's Cooperative Forestry program. Stephanie received an M.S. in Environmental Policy and Planning from the University of Michigan School of Natural Resources and Environment in Ann Arbor, Michigan and Bachelor degrees in Biology and Psychology from Westmont College in Santa Barbara, California.

## Background information on current SUFC infrastructure and decisions, May 2009

### SUFC Work Groups

Advocacy Work Group:	Science:	Recruitment/Outreach
<b>Open – Lead<sup>i</sup></b>	<b>Greg Ina – Lead</b>	<b>Dan Lambe - Lead</b>
Alice Ewen Walker, ACT	Jim Schwab, APA	Susan Cahill, ASLA
Mark Garvin, TCIA	Ray Henning, UAA	Jerri LaHaie, SMA
Julia Anastasio, APWA	Marc Tefteau, ANLA	Carrie Gallagher, KAB
Rich Dolesh, NRPA	Karman Abdollahi, SAF	Deb Bogar, NACD
Corey Connors, ANLA		Beth Palys, ASCA
Jason Jordan, APA		Jim Skiera/ Don Winsett , ISA
Gerry Gray, AF		
Kevin O’Hara, ASLA		
Jake Donnay/Steve Sinclair, NASF		
Phillip Rodbell <sup>ii</sup> , FS		

#### **2010 Steering Committee<sup>iii</sup>:**

- Jim Skiera – SUFC Chair
- Julia Anastasio
- OPEN

Convener: Jennifer Judd Hinrichs<sup>iv</sup>

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<sup>i</sup> **Lead:** Identified champion for one of the three Working Groups. Lead is the point person for Convener (Jennifer Hinrichs) and will meet with the Steering Committee on a regular basis to share info. about their respective Working Group progress or needs. Note, Deborah Gangloff (American Forests) was the Policy WG lead through December 2010. The position is now open.

<sup>ii</sup> **Ex-officio member:** Forest Service or other SUFC supporters who are not official organizational members – while input is solicited, no vote is awarded to this individual or representing organization.

<sup>iii</sup> **SUFC Steering Committee:** Members were reconfirmed for 2008. Jim Skiera was also reconfirmed as SUFC Chairperson. Jim and the Steering Committee will spearhead efforts addressing the viability and long-term existence of the Coalition.

<sup>iv</sup> **Convener:** Manages overall operational and communication SUFC efforts. Part-time contractual position funded by USDA FS SUFC grant funds.

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### Summarized Meeting Notes and Work Group Decisions:

- Decrease the silo effect between Work Groups (WG) by improving communication between WG’s on a regular basis. To this end:
  - A representative from each WG will be on all work group calls to improve cross pollination.
  - Convener to provide shared schedule of meetings.

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- Have WG Leads (or some representation) attend quarterly Steering Committee calls.
  - While WG's work interdependently, they will not move something forward without checking in with Coalition.

• Budget: SUFC Forest Service grant funds reallocated from member travel line item to other staffing/resource needs to extend life of the grant. Continued agreement by members to absorb their respective organizational SUFC annual meeting costs (travel, lodging etc.).

#### Identified tasks or areas of interest for Policy WG:

##### 1. U&CF Budget Recommendation

2. Draft Issue Papers on issues of most interest to SUFC membership is as follows (listed most to least):

- Energy Efficiency (13)
- Green Infrastructure/Storm Water (10)
- Climate Change
- Green Jobs
- Community Development/Stabilization
- Human Health
- Transportation

3. Policy WG to be lead on draft Issue Papers (purpose of papers, frame issues – why important and what to do, get coalition input/comments (as time allows), refine, bring in science and outreach, check back in for consensus/distribute.

--Final opportunity to opt in/out? List names of groups? All, some? Coalition?

--Focus more on what we can all agree on vs. asking “do we agree on everything?”

4. Follow up on current pending legislation of interest to SUFC including Energy Conservation Through Trees (Matsui sponsored) and others tracked by SUFC members.

#### Science Work Group:

Identified tasks or areas of interest for Science WG:

1. Draft a Scope of Work (SOW) that outlines the final technical product that will go into the Issue Paper 1-2 pages max.). WG believes this may need to be done by external contractor. WG facilitates deliverable by drafting SOW, SUFC procedural review process, source of research etc. Note: Specific skills are needed to take highly scientific info. and turn it into a 1-2 page product that is easily understood by laypeople.

#### Outreach Work Group:

Identified tasks or areas of interest for Outreach WG:

1. TIME SENSITIVE: Conference: New Partners for Smart Growth. Is SUFC interested in submitting a proposal to present re: role of urban forests? Deadline is June 26th. NOTE: Jim Schwab and Susan Cahill both offered support on proposal/CFSP process.

[http://www.newpartners.org/session\\_proposals.html](http://www.newpartners.org/session_proposals.html)

2. Set up meeting with new Urban Czar, Aldo Carrion (either through Ann Bartuska) or directly.

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3. Website revisions. Site to house additional information to support policy issues of interest to Coalition.
  4. Identify key organizations that complement overall Coalition efforts (engineers, other NGO's – water-related advocacy groups etc., especially those that will expand and support SUFC policy/advocacy outreach efforts).
  5. Develop a Database that includes capacity to sort by key districts that will help recruit sign-on for support as needed. Looking for “champions” in specific areas and to identify their networks, make choices regarding direction. Use database to help think about distribution pathways.
  6. Proposed: Federal legislative guidebook by SUFC topics. To be discussed further by all WG's. Make a reference/language that can be cut and pasted for bills, research links. All of these papers would be compiled into one place so that they can be “handed out” with a business card of the person who delivered it so that that person becomes their “expert” for the issues. Would have the technical issue papers and be used at the local levels too. The audience is staffers.

### Steering Committee:

Identified needs for Coalition by Steering Committee:

1. Lead asset mapping of group (identify extensive resources of group).
2. Assemble group asks into funding request.
3. Gather members in-kind contributions of time and money (make timelines for members and SUFC to get this done)
4. JIM: lead on meeting with public czar; circle back with group on date, and decide if that meeting will happen if the group wants to talk as a group beforehand about how they want to handle that conversation (not necessarily getting to one message but how you want to approach the meeting, what you want to say about the coalition? (kind of like the advocacy boot camp presenter discussed – plan beforehand how you want to approach the meeting so you are not a group of freelancers)