

**SUFC Steering Committee Call  
May 24, 2011**

**Participating:** Gerry Gray (AF), Don Winsett (Chair), Jim Skiera (ISA), Dan Lambe (ADF), Steve Sinclair (NASF), Jen Hinrichs (SUFC)

**Issue:**

- The Steering Committee met by phone to discuss how SUFC should structure our membership looking forward. As interest in our Coalition is growing, we are facing (positive) growing pains and new issues.
- WRT, Bartlett and other corporate entities have expressed varying levels of interest in joining/working with SUFC.
- However, by bringing these corporate organizations on as full SUFC members there may be some redundancy or overlap as umbrella organizations such as Tree Care Industry Association (Davey, Bartlett etc.), ISA, APA or ASLA already represent individual corporations. Also noted was the potential to offset the “balance” within the SUFC with the introduction of individual corporate members.
- Davey was at the inception of SUFC and has been the only individual corporate member of SUFC but has taken a non-policy and research advisory role during most of their participation.
- While bringing corporate members into SUFC may be a “slippery slope” that moves away from the initial guidelines of SUFC members (which focused on national umbrella organizations effectively representing a broad constituency and multiple sectors without becoming unwieldy), SUFC would like to find a way to bring them into the larger network. The networking, financial and technical capacity of corporate members can bring obviously benefits SUFC.

**Potential Solutions/Action Steps:**

- Alternative suggestions included creating an advisory committee or associate-level membership to support SUFC membership.
- Steering Committee will seek out input and specific suggestions on how to welcome and incorporate new corporate members.
- SUFC Principles would need to be amended to reflect membership structure.

**Action Steps:**

**Dan Lambe:** 1) Reach out to Davey to inform them of our discussion and get their perspective on issue.  
2) Reach out to TCIA/Mark Garvin to get his suggestions and ideas.

**Jim Skiera:** Reflect and check in with ISA Board.

**Jennifer:** 1) Reach out to poll ASLA, ANLA and NASF to get their suggestions as they are large umbrella organizations with some cross-sector overlap.  
2) Alert WRT of process.

**Report back by Wednesday, June 1<sup>st</sup>. Discuss via email if possible and draft recommendation to full Coalition membership.**