

# Friends of Sleeping Bear Dunes Organization Chart

Revised: March 17, 2020 db

**Executive Committee**  
 Doug Baker  
 Kerry Kelly  
 Ross McAninch  
 Jerry Peterson

**Board of Directors**  
 Chair – Ross McAninch

**Sleeping Bear Dunes National Lakeshore Management**

**Sleeping Bear Heritage Trail**  
 Kerry Kelly \*  
 Trail Crew  
*Maintain SBHT*  
 Steve Young  
 Ambassadors  
*Inform and help SBHT users*  
 Mary Peterson  
 Walk Sleeping Bear  
*Coordinate SBHT walking program*  
 Elizabeth Lake

**Programs**

- Adopt-a-Trail**  
*Monitor and maintain SLBE hiking trails*  
 Tracy Barrilleaux
- Adopt-a-Beach**  
*Monitor and maintain SLBE beaches*  
 Mary Peterson
- Adopt-a-River**  
*Monitor and maintain Crystal & Platte rivers*  
 Ross Stephenson  
 Dennis Becker
- Adopt-a-Highway**  
*Clean trash along M-109 GH to DC*  
 Peter Van Nort
- Accessibility**  
*Make SLBE more accessible*  
 Tom & Laurie Pope \*
- Yoga-on-the-Beach**  
*Lead yoga sessions*  
 Jennifer Root
- Kettles Trail**  
*New development project*  
 Kerry Kelly/Jeff Brown \*
- Echo Valley Trail**  
*New development project*  
 Kerry Kelly \*
- Snowshoe Hikes**  
*Fund bus transportation*  
 Jerry Peterson \*  
 Laura-Ann Johnson
- Field Mowing**  
*Maintain agricultural landscapes*  
 Fritz Barratt
- Visitor Booklets**  
*Publish & distribute booklets, maps, stickers*  
 Joan Antle/Jeannie Corey
- Preventative Search & Rescue**  
*Advise visitors of risks*  
 Dave Borton

**Fund Development**

- Vacant
- Fundraising Campaigns**  
*Seek individual donations through a variety of fundraising activities*  
 Vacant
- Grant Proposals**  
*Seek donations from foundations and agencies*  
 Jill Prior
- Donor Development**  
*Seek large donations from individuals & businesses*  
 Vacant

**Communications**  
 Heather Patterson\*

- Email Marketing**  
*Distribute articles, photos, and video to the MailChimp list*  
 Laura Ann Johnson
- Website**  
*Publish fresh, timely, useful content & maintain website*  
 Jennifer Root
- Social Media**  
*Seek new followers. Publish fresh, timely, useful content*  
 Jennifer Root
- Print Media**  
*generate printed material*  
 Vacant
- Correspondence**  
*Respond to public inquiries*  
 Kerry Kelly\*/Marcie Meditch
- Outreach Coordinator**  
*Provide information about Friends at events and fundraising campaigns*  
 Kathy Cole

**Human Resources & Secretary**  
 Doug Baker

- Volunteer Recruitment**  
*Actively seek new volunteers*  
 Kathy Cole
- Human Resources**  
*Develop necessary policies and procedures*  
*Develop succession plans for all key positions*  
*Identify and nominate officer candidates*  
 Bill Stott

**Finance & Treasurer**  
 Jerry Peterson \*

- Accounting**  
*Maintain financial records*  
 Lynne Gideon
- Shared IT Systems**  
*Support IT programs*  
 Ross McAninch \*
- Membership Services**  
*Maintain member records*  
 Paul Ton
- Mail Coordinator**  
*Manage mail and incoming checks*  
 Joan Antle

\* Has Purchasing Authority