

Friends of Sleeping Bear Dunes Organization Chart

Executive Committee
 Doug Baker
 Kerry Kelly
 Ross McAninch
 Jerry Peterson
 Bill Stott

Board of Directors
 Ross McAninch, Chairman

Sleeping Bear Dunes National Lakeshore Management

**Approved, Board of Directors
 September 10, 2020**

Sleeping Bear Heritage Trail

Kerry Kelly*
 Trail Crew
Maintain SBHT
 Steve Young
 Ambassadors
Inform and help SBHT users
 Mary Peterson

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

Kettles Trail
New development project

Kerry Kelly*

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

Fund Development

Vacant

Fundraising Campaigns
Seek individual donations through a variety of fundraising activities

Vacant

Grant Proposals
Seek donations from foundations and agencies

Carrie Spunar

Donor Development
Seek large donations from individuals & businesses

Vacant

Preventative Search & Rescue
Advise visitors of risks

Dave Borton

Communications

Heather Patterson*

Email Marketing
Distribute information to members via email

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

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

Paul Ton

Shared IT Systems
Support IT programs

Ross McAninch*

DonorSnap
Lead the organization in the effective use of the software

Natalia Szymczak /
 Kerry Kelly*

Membership Services
Maintain member records

Mary Peterson

Mail
Manage mail and incoming checks

Joan Antle

Walk Sleeping Bear
Coordinate SBHT walking program

Elizabeth Lake

Accessibility
Make SLBE more accessible

Tom & Laurie Pope*

Yoga-on-the-Beach
Lead yoga sessions

Jennifer Root

Correspondence
Respond to public inquiries

Jennifer Root/Kerry Kelly*

Outreach
Provide information about Friends at events and fundraising campaigns

Tracey Scheifele

Educational Publications
Publish & distribute booklets, maps, stickers

Joan Antle/Jeannie Corey

Park Visitor Information Services
Provide information about the Park to the public

Ross McAninch*

*** Has Purchasing Authority**