

Friends of Sleeping Bear Dunes Organization Chart

Executive Committee
 Kerry Kelly
 Steve Klein
 Jerry Peterson
 Laurie Pope
 Bill Stott

Board of Directors
 Jerry Peterson, Chairman

Sleeping Bear Dunes National Lakeshore Management

February 11, 2021 Executive Committee Recommendation
 Effective March 12, 2021

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
- Walk Sleeping Bear**
Coordinate SBHT walking program
 Elizabeth Lake
- Accessibility**
Make SLBE more accessible
 Tom & Laurie Pope*
- Educational Publications**
Publish & distribute booklets, maps, stickers
 Joan Antle/
 Jeannie Corey
- Garage Project**
Supervise garage project
 Leonard Marszalek*
- Mountain Bike Trail**
New development project
 Kerry Kelly*
- Snowshoe Hikes**
Fund bus transportation
 Jerry Peterson*
 Laura Ann Johnson
- Field Mowing**
Maintain agricultural landscapes
 Fritz Barratt
- Preventative Search & Rescue**
Advise visitors of risks
 Dave Borton
- Yoga-on-the-Beach**
Lead yoga sessions
 Jennifer Root
- Park Visitor Information Services**
Provide information about Friends at events and fundraisers
 Tracey Scheifele

Fund Development

- Sandie Graber*
- Business Sponsorships**
Recruit business sponsors and underwriters
 Vacant
- Grant Proposals**
Seek donations from foundations & agencies
 Carrie Spunar
- Merchandise Sales**
Manage & coordinate product development & sales.

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
- Correspondence**
Respond to public inquiries
 Jennifer Root/
 Kerry Kelly*

Human Resources & Secretary

- Bill Stott
- 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
 Deb Wieber

Finance & Treasurer

- Steve Klein
- Accounting**
Maintain financial records
 Paul Ton
- Mail**
Manage mail and incoming checks
 Joan Antle
- Shared IT Systems**
Support IT programs
 Vacant*
- DonorSnap**
Lead the organization in the effective use of the software
 Natalia Szymczak
- Membership Services**
Maintain member records
 Mary Peterson

*** Has Purchasing Authority**