

2014 CTFANY Committees

President and Executive Director will be members of all committees except the Performance Evaluation Committee. Generally, the first name on the list after each committee title is that committee's chair.

Green highlight shows 2013-14 and 2014-15 special marketing and promotion Projects.

Audit – Annual review of the financial records of the Association.

Larry Abrahamson, Pete Callen, Fred Klycek, and Kurt Kuhlman.

Awards – Establish criteria for new awards and select award recipients.

Stan Peterson, Dick Darling, and Will Ruby.

Budget and Finance - Prepares annual budget including fees for Association services, and conducts quarterly review of the Association's income and expense activities.

Kay Moore, Kendra Franke, Warren Halladay, Marcia Hicks, Curt Conklin, and George Lee.

Bylaws and Constitution – Prepare possible amendments to corporate documents and bring before membership for ratification based on board recommendations.

Curt Conklin.

Marketing and Communications – Establish a brand identity for real trees grown in NYS, produce marketing materials and consumer information, and coordinate media relations. Produce a membership newsletter (three times in 2014) and other materials including the annual Buyers Guide.

Cathy Jo Brown, Mary Ellen Darling, Paulie Drexler, Katherine Humphrey, Don Griffing.

Tourism Partnership Subcommittee – **Guiding special Marketing and Promotion Project** for partnering with TPAs on advertising placement and wineries on a passport program.

Gene Knudson, Kurt Emmerich, Bill Domes, Kendra Franke, Allen Bailey, Roseann Carpenter.

Website and New Media – on-going and **Guiding special Marketing and Promotion Project** to recommend and coordinate layout, formatting and content of CTFANY website as well as Facebook and other social media opportunities.

Suzanne Stokoe, Don Griffing, Mary Ellen Darling, Cathy Jo Brown, Katherine Humphrey.

Research – Support and guide partner research efforts and share findings.

Larry Abrahamson, Betsy Lamb, Craig Winship, Eric Salem, Don Schaufler.

Legislative – CTFANY liaison with members of the State legislature, US Congress and government agencies.

Ned Chapman, Faye Beckwith, Dick Moore, Peter Brooks

Long Range Planning – Develop strategic direction for the future activities of the Association and partnerships with other affiliated organizations.

Faye Beckwith, Suzanne Stokoe, Bill Domes, Kay Moore, Kendra Franke.

Membership and Nominating – Increase the number of Association members and annually recommend a slate of candidates for the Association Board of Directors as well as a slate of officers.

Faye Beckwith, Kendra Franke, Bruce Wilbert, Bob VanGorder

Performance Evaluation – Develop annual performance standards for paid staff and officers of the Association.

Dick Moore, Ed Drexler, Mary Ellen Darling, Craig Winship.

Education and Scholarship – Annually develop guidelines and applications for CTFANY scholarship; and solicit, review and select recipient or recipients.

Sally Ellms, Rosann Carpenter, Nancy Olsen, Don Griffing.

Outreach to Schools Subcommittee – Guiding special Marketing and Promotion Project to update CTFANY's Real Tree Curriculum, to engage with NYAITC program to develop school tour training and listings for member farms, and other activities.

Sally Ellms, Rosann Carpenter, Nancy Olsen, Don Griffing, Susan Hurd, Laurie Loncosky, Sandy Goderie, Katie Bigness

State Fair – Organize the annual tree and wreath competition, recruit and train volunteers to staff the Association tent, liaison with Fair administration.

Dave and Marcia Hicks, Will Ruby

Exhibit Redesign Subcommittee - Guiding special Marketing and Promotion Project to update CTFANY's presence at NYS Fair

Ed Drexler, Rob Brown, Larry Abrahamson, and Amy Himes.

2014 Summer Meeting – Coordinate all aspects of programming and location arrangements for annual event

Don Griffing, Kendra Frank, Matt & Juanita Critz, Jerianne Scheiderich, Doug Eaton, Ray and Ann Zylinski

Trees for Troops – Coordinate collection and distribution of donated trees in collaboration with the National Christmas Spirit Foundation.

Dick and Mary Ellen Darling, Rob Brown, Suzanne Stokoe, Kendra Franke.

2015 Winter Convention – Coordinate all aspects of programming and location arrangements for annual event.

Co-chair Sally Ellms, Co-chair Paulie Drexler, Co-chair Betsy Lamb, Larry Abrahamson, Suzanne Stokoe, Jared Goderie, Travis Drexler

Wholesale Market Development - Guiding special Marketing and Promotion Project to enhance CTFANY's members' access to, and presence in, the NYC and upstate wholesale markets.

Ned Chapman, Warren Halladay, Kendra Franke, Dave Weil, Bruce Wilbert, Dave Eaton and Kathy Doyle.