



Tree Research & Education Endowment Fund

TREE Fund Sponsorship Summit
March 25, 2010
Morton Arboretum, Lisle, IL

Agenda

- 8:00 a.m. Bus departs Chicago Hilton for Millennium Park
8:30 a.m. Tour of Millennium Park (site of 2010 Tour des Trees Launch Ceremony)
9:30 a.m. Bus departs Millennium Park for The Morton Arboretum (site of 2010 STIHL Tour des Trees Finale Ceremony)
10:30 a.m. Arrive at The Morton Arboretum Visitor Center

Sponsorship Summit Agenda

- 10:45 a.m. **Program begins – Goals and Event Introduction**
Mary DiCarlo, Fund Development Specialist, TREE Fund
Welcome to The Morton Arboretum
Gary Watson, Head of Research, Morton Arboretum
- 11 a.m. **TREE Fund Overview: History, Mission, Accomplishments**
Janet Bornancin, Executive Director, TREE Fund
- 11:15 a.m. **TREE Fund 2010 Special Events Overview**
Mary DiCarlo
- 11:30 a.m. **Chicago's Green Initiatives in 2010**
Scott Mehaffey, Landscape Coordinator, City of Chicago
- **Chicago Tree Initiative and Urban Forest Agenda**
 - **Chicago's supporting role in the STIHL Tour des Trees and ISA events**
- 11:45 a.m. **Maximizing P.R. Exposure for STIHL Tour des Trees Sponsors**
Kate Davis, P.R. Counselor, The Meridian Group
- Noon-1 p.m. **Lunch**
- 1:00 p.m. **“Activation: The Art of Pro-Active Sponsorship”**
Roger Phelps, Promotional Communications Manager, STIHL Inc.
- 1:30 p.m. **Networking and collaborative brainstorming**
- 2:30 p.m. **Wrap up**
Mary DiCarlo
- 3:00 p.m. **Bus departs** Visitor Center for a tour of the Morton Arboretum including:
- 2010 International Tree Climbing Competition site
 - International Society of Arboriculture Arbor Fair site
 - 2010 STIHL Tour des Trees Finale Ceremony site
- Bus returns to Chicago Hilton (stop at O'Hare Int'l Airport if requested)