
Appendix E: National Technology Transfer Team

The Urban and Community Forestry (U&CF) National Technology Transfer Team of 23 members is composed of urban forestry professionals, technology transfer specialists, research scientists, university professionals, not-for-profit organizations, and other external partners. The team's ongoing role is to periodically review the technology transfer activities of the Forest Service, U.S. Department of Agriculture (USDA), U&CF Program, establish new directions and goals as needed, and provide project leadership in accomplishing the various team objectives.

The team currently serves at the pleasure of the director of U&CF and is administered by the National Technology Transfer Team Leader (Jim Geiger, Acting). An annual face-to-face meeting is held in conjunction with periodic conference calls and special subgroup meetings as needed.

The team's 5-year objectives, 2006–10, as established at the last annual meeting, are as follows:

- **Increase our partnerships beyond the U&CF community (Customers):** Collaboratively use U&CF technology to include green infrastructure in sustainable community planning.
Champion, Bill Hubbard
- **Improve delivery of U&CF products and information (Delivery):** Use market research to develop and disseminate user-friendly U&CF material.
Champion, Jill Johnson
- **Implement feedback process to determine success of technology transfer (Feedback):** Ensure that right messages and products reach intended audiences.
Champion, Donna Murphy
- **Introduce marketing to the U&CF community (Marketing):** Promote the use of market research and marketing strategies to improve delivery of U&CF products and science-based knowledge for targeted audiences.
Champion, Jim Geiger

The members for 2007 are as follows:

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(Current Chair of NUCFAC)

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Northeastern Area U&CF State Coordinator, (position open)

Ex officio members:

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Susan Mockenhaupt, U&CF, Forest Service, Washington
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Steve Marshall, Acting Director, U&CF, Forest Service,
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Phillip Rodbell, U&CF, Forest Service, NA