



# **California Native Plant Society**

## **Quarterly Executive Director Report**

**December 3 & 4, 2011**

Author: Executive Director and Program Staff

Internal Report

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## **EXECUTIVE DIRECTOR REPORTS**

### ***CNPS Staff Acknowledgements & Importance of Strong Staff/Volunteer Partnership***

If you did not get a chance to read the article acknowledging the work of our outstanding professional staff and volunteers, and emphasizing the importance of a strong partnership between staff and volunteers in the September 2011 quarterly report, I hope you will take the time to access and read it online. The September public version of the Quarterly Report will soon be accessible on the admin tab of the statewide website [here](#).

### ***CNPS Directory & Other Administrative Infrastructure Projects (Focus Area 4)***

Directory Updates: The quarterly updates to the CNPS were e-mailed to Chapters on September 29<sup>th</sup>. The next update will be released in late January or early February of 2012.

Web Interface: As previously reported, we upgraded the interface on the statewide website on July 26th. The new interface includes a secure user id and password registration for members and visitors. Over time, we expect to add other features to the new site. Any member or visitor can now access basic information on the site, set up a new membership, make a donation, or register for the 2012 conference immediately upon completing the online site registration. Users will also be asked to view a privacy policy, and can select e-mail preferences in their user profiles. It only takes a few minutes to register online simply by accessing the **Join CNPS** button on the main cnps website at [www.cnps.org](http://www.cnps.org). Please note that existing members will not be able to renew an existing membership online, or view their donor history until 24-48 hours after they complete the site registration and establish a user id and password.

E-Newsletter: If you have been receiving the e-newsletter in the past and prefer not to go through the full registration process, we will continue to send you the link to view the e-newsletter on our website the same day it is distributed by e-mail to registered recipients. By January 2012, we will have a new link installed on the state website that will allow users to opt in to receiving the e-newsletters simply by entering their e-mail address.

If you have additional questions about the e-newsletter, the registration process, or need help with registration, please contact Stacey Flowerdew ([sflowerdew@cnps.org](mailto:sflowerdew@cnps.org)) or Tara Hansen ([thansen@cnps.org](mailto:thansen@cnps.org)).

Renewals by E-mail: In September, we began testing the e-mail distribution of renewal notices to members whose memberships are up for renewal. Eventually, we hope to replace all mailed renewal notices for those members who supply e-mail addresses to us, which will significantly reduce printing and mailing costs for the organization's membership renewal activities, as well as paper consumption for daily operations.

CNPS membership renewal notices are mailed in two month cycles, starting one to two months before membership expiration dates. Members who do not renew upon first notice may be sent two more reminders up to four months after their expiration date. First notice renewal reminders are now sent via email to those members with email addresses on file. Members who are emailed renewal reminders will still be mailed up to two letter reminders in subsequent renewal cycles if they do not respond to the first reminder. Members who do not have email addresses on file still continue to receive up to three mailed letter reminders. If you are a CNPS member who would like to be emailed membership renewal reminders, please be sure to sign up for a [member profile](#) by completing the on online registration process in the membership portal to ensure CNPS has your most current contact information.

### ***Native Plant Week – (Focus Area 5)***

During and after the September Chapter Council meeting, staff sent out numerous communications to recruit and re-recruit chapter delegates and other volunteers for the 2012 Native Plant Week coordination effort. So far, we have had very few people respond to our request for committee members. We really need to get the 2012 planning effort off the ground, and a new committee chair is needed. If you have an interest in serving on this important statewide

committee, please contact me right away at [thansen@cnps.org](mailto:thansen@cnps.org) and Brett Hall at [brett@ucsc.edu](mailto:brett@ucsc.edu). If you are willing to chair the 2012 committee, I need to hear from you right away!

**Strategic Plan – Chapter Input Needed (reprinted from September’s Report)**

As stated in previous communications, broad engagement is desired and necessary for CNPS to realize the full force and power behind its strategic plan. While we have received some direct feedback on the draft strategic plan, engagement and feedback is still being sought from chapters and advisory committees. As discussed during the June Chapter Council meeting and subsequent communications, input is being sought in three specific areas:

- Does chapter leadership see any gaps in the draft strategies?
- What priorities should be assigned to the strategies in each focus area? In providing feedback, it may be helpful to reference the priorities already established by Chapter Council in identifying the top five goals.
- What are the outcomes desired in each of the focus areas and how will we measure our success?

The strategic plan overview presentation from June’s Chapter Council session can be found on the website at the following link: <http://www.cnps.org/cnps/admin/cc/index.php>. If your chapter has not yet weighed in on the draft strategies included in the first draft, we want to hear from you! Your input should be sent to the following e-mail distribution group: [strategicplan@cnps.org](mailto:strategicplan@cnps.org). This will ensure that your input is simultaneously received by David Magney, Brett Hall, Brian LeNeve, Orchid Black and myself.

**Web Template Development (Focus Area 5)**

Chapters that have requested a domain or are already using the template are listed as follows:

Milo Baker	Monterey	Mount Lassen
Napa	No. San Joaquin	Sacramento

Unfortunately, we have not had the bandwidth to organize and hold another statewide call for webmasters. If you are a chapter webmaster and would be willing to coordinate statewide webmaster calls with our state webmaster Mark Naftzger, please contact me and I will help support the calls with electronic tools and conference lines.

If your chapter would like to take advantage of the CNPS branded template or incorporate other branding elements, such as the state web banner, the digital files and design guidelines for these elements are located on the state website at [www.cnps.org/admin](http://www.cnps.org/admin) at the bottom of the web page. You can also contact Mark Naftzger directly if you need assistance developing or modifying your chapter web page at [mark@stusim.com](mailto:mark@stusim.com).

**Proceedings Update**

The 2009 Conference Proceedings publication is now available for sale at the retail price of \$65. You can purchase the publication through our online store or at the sales booth at the 2012 Conference. Sincere thanks to Holly Forbes for coordinating the final details necessary to get the book out to print.

**Volunteer Recognition Committee Meetings and Solicitations:**

As reported in September, the Board of Directors approved some substantial revisions to the organizations Volunteer Recognition program during its September Board Meeting. The updated policy has been posted on the Admin tab of the state website under the Administrative Policies heading.

Last week, members of the Volunteer Recognition Committee met to develop a regular, posted meeting schedule for committee meetings and statewide volunteer award solicitations that coincide with the changes made to the award recognition process in September. A copy of the schedule will be distributed at the December meeting.

## ***CNPS History Project – by Marie Finn***

The history project continues to move forward with research, one-on-one interviews, and contacts with some of our long-term members who hold CNPS' amazingly rich history in their heads and hearts! We are still looking for volunteers to actively contribute to the project.

The research of all past issues of *Fremontia* for articles about the Fellows has been completed. Full articles were found for 73% of the Fellows, and minimal descriptions were located for another 19% of them. Sadly, there have been no articles published in *Fremontia* for 8% of the people who've made such significant contributions to CNPS that they were honored by being named Fellow of the organization. Information regarding the Fellows who've not yet been highlighted in *Fremontia* needs to be developed, and information regarding all other Fellows needs to be reviewed prior to publication on the CNPS website. Research and information for publication on the website also needs to be developed for recipients of past statewide volunteer awards (such as the CNPS Legislator of the Year Award and past recipients of Horticulture awards).

A preliminary list of milestones that recognize state-wide achievements and accomplishments in CNPS history has been created, and the list needs to be reviewed, refined and or expanded with the assistance of long term CNPS members who have a recollection of important statewide milestones. We also want to develop detailed stories and photos about these milestones for publication on the website so that when the public accesses our website, they can easily find and appreciate the hard work of those who've made CNPS the organization it is today.

Finally, we'd like to expand the History Project to include development of a digital archive of all historical materials currently held at Rancho Santa Ana Botanic Garden (RSABG) and development of an oral history of CNPS historic statewide milestones and events. Marie Finn, Tara Hansen and Patrick Larkin (ED of RSABG) are working together to define a joint funding request that would include funding our own work as well as the scanning and archival of CNPS documents currently stored at RSABG by RSABG staff.

At this early stage of the project, we have already received significant contributions from Charli Danielson, Phyllis Faber and Joan Stewart. Betsey Landis has recently contacted Marie about assisting with funding proposals and other research, and we continue to receive archival materials from many other long time volunteers. If you, or someone you know would like to participate in the CNPS History Project or assist in any way, please contact Tara Hansen at [thansen@cnps.org](mailto:thansen@cnps.org) or Marie Finn at [re\\_wildflwrs@comcast.net](mailto:re_wildflwrs@comcast.net).

## **COMMUNICATIONS & SOCIAL MEDIA – authored by Stacey Flowerdew**

### ***Facebook and Social Networking (Focus Area 5)***

CNPS's activity on Facebook continues to grow. The CNPS Facebook page is up to an all-time high of 2,800 "likes" and the CNPS Facebook group has remained steady at nearly 2,300 members as of December 1, 2011. Each Facebook site continues to garner comments and post "likes", proof of the public's positive opinion of native plants and CNPS's programs.

We are working on designing a specialized landing screen for the Facebook page to provide a short message and links for the public to join/renew or to donate to CNPS. Many other non-profits on Facebook have used available web development apps to create similar landing pages to draw attention to actions, campaigns, or promotions, to increase membership, or to gain a greater audience for newsletters. Any member of the public who searches for California Native Plant Society on Facebook would see this default tab when they visit the CNPS page. This should be completed within the next couple of weeks.

We initiated a Facebook membership appeal in late September on the organization page that is still continuing.

### ***CNPS E-Newsletter (Focus Area 5)***

We switched e-newsletter providers in August from iContact to Blackbaud NetCommunity Spark, our new member interface. The August newsletter was sent to 2,211 iContact subscribers and NetCommunity users who have opted-in to receive the e-newsletter, with an open rate of 22% after only 24 hours. We are encouraging those who subscribed through iContact to create user profiles in NetCommunity (register with CNPS online) in order to continue receiving the newsletter, but are also e-mailing a link to the web version of the newsletter to the original recipient list until a new “e-mail only” anonymous registration link can be established and installed on the new web interface. We expect the new “e-mail only” link to be available in January 2012. If you received the newsletter through iContact previously, and have not gone through the full registration process on our website, you will need to re-register at [www.cnps.org](http://www.cnps.org) by completing full online registration process, or by entering your e-mail address anonymously once the “e-mail only” registration link has been installed.

If you prefer not to register at all, you can always access the newsletter through the state website by clicking on the publications tab.

### **FINANCE, ADMINISTRATION – authored by Cari Porter**

#### ***Conference Registration***

The chart below, prepared by Cari Porter, shows where we stand today on overall conference registration compared to budget and to the 2009 conference results.

	<b>2009 Final</b>	<b>2012 Budget</b>	<b>2012 Actual to date</b>
<b>Registration</b>			
Early Registration	414	275	339
Registration	111	100	19
Student Early Registrtion	73	200	106
Student Registration	40	10	3
	638	585	467
One Day	77	65	25
Student One Day	20	0	5
	97	65	30
Non Sponsor Registration	735	650	497
Sponsor, Exhibitor & Misc Comps	99	138	127
<b>Registration Total</b>	<b>834</b>	<b>788</b>	<b>624</b>
<b>Exhibitors</b>	<b>28</b>	<b>21</b>	<b>23</b>
<b>Sponsors</b>			
Giant Sequoia (\$20,000)	1	1	0
Valley Oak (\$10,000)	2	4	3
Manzanita (\$5,000)	13	21	8
White Sage (\$2,500)	0	2	14
Poppy (\$1,000)	22	20	27
<b>Total Sponsors</b>	<b>38</b>	<b>48</b>	<b>52</b>

#### ***Membership Income***

The chart below, prepared by Cari Porter, shows our membership income to date. Through October, our overall membership numbers were still down year to date by 266 members, with a total active (paid up) count of 8247. If we include members who are up to 90 days lapsed, our total count is just over 9,000 (9,032).

	Apr - Oct 10	Apr - Oct 11	YTD Budget
Renewals	\$184,000	\$165,344	\$192,438
Lapsed Member Appeal	\$20,588	\$3,205	\$0
New Members	\$31,104	\$30,969	\$31,700
Org Members	\$500	\$1,100	\$2,000
<b>Total Membership</b>	<b>\$236,192</b>	<b>\$200,618</b>	<b>\$226,138</b>

**DEVELOPMENT – Tara Hansen & Sandy McCoy**

***Fund Development Committee (Focus Area 4)***

Fund Development Committee continues to meet to discuss ways to close the gap on the overwhelming budget shortfall for statewide programs and operations. Sandy McCoy drafted a two year work plan and the Committee reviewed and offered feedback on the draft. The plan has since been expanded to three years, and while still very general offers the necessary framework to develop detailed action plans to drive the funding efforts necessary to support the organization.

In our last meeting, we looked at an analysis showing that a very minor increase in giving of \$3-5 per month from every existing CNPS member would solve the program funding crisis within CNPS. This monthly figure amounts to an additional gift (over and above current annual giving levels) of \$36 to \$60 per year. If you love CNPS and want to keep the organization’s programs in place, please consider increasing your annual donation to the statewide organization by this small monthly or annual amount, and remind your chapter membership too!

***Marketing and Communications Sub-Committee (Focus Area 5)***

The Marketing Committee has met a couple of times over the fall months, and recently drafted the beautiful fall appeal that was mailed to all CNPS members and supporters. Committee members recently helped draft a communications plan for the Conference, press releases for the 2009 Conference Proceedings and reviewed others, and has been active in planning for the Conservation fundraising campaign we plan to launch at the 2012 Conservation Conference.

The Marketing Committee is a dynamic group of talented volunteers that contributes expertise in the area of communications, design, branding, and public messaging. If you have skills in any of these areas and are interested in serving on the Marketing Committee, please contact Tara Hansen. Current members include:

- |                               |                                  |                              |
|-------------------------------|----------------------------------|------------------------------|
| Sandy McCoy, East Bay         | Brian LeNeve, Monterey Bay       | Bob Hass, Bulletin/Fremontia |
| William Wayland, Marin        | Carol Witham, Sacramento Valley  | Tara Hansen, staff           |
| Mike Ross, Santa Clara Valley | Arvind Kumar, Santa Clara Valley |                              |

***Grants and Program Project Planning (Focus Area 4)***

Sandy McCoy, the program staff and I continue to write and submit proposals to various foundations for program funding. We recently received a small grant (2,800) from the Stanley Smith Foundation to support horticulture education efforts at the 2012 Conservation Conference in San Deigo.

Sandy and I have spoken with most of the foundations about our proposals and have received very good feedback about the quality and fit of our proposals. We also continue to hear how foundations have drastically reduced available program funding in the past two years, while at the same time receiving substantially more funding requests.

Foundation cultivation is something that takes time and persistence. Based on the kind of feedback we’ve been getting, we expect to be more successful every year we repeat applications. We would also welcome assistance with any foundation connections.

**Conference Fundraising (Focus Area 4, to facilitate Focus area 5)**

Below is a synopsis of the fundraising efforts for the conference. The chart below provides basic information about the number of accounts solicited and the results of those solicitations, which provides background to the actual financial reports submitted by Cari Porter in the financial updates.

<b>Stats</b>	<b>Number</b>	<b>%</b>	<b>Avg/Active Solicitor</b>
Total Accounts Identified	574		
Total Assigned to Solicitors	335	58%	21
Total Declined Outright	88	26%	
Total No Response	160	48%	
Total Researched & Not Contacted	19	6%	
Total Who Gave	68	20%	
<b>Results:</b>	<b>Number</b>	<b>%</b>	<b>Amt</b>
Actual Amount Raised (& Pledged)	77		152,052
Number of Steering Committee Solicitors	21		0
Number of Steering CM that Raised Money	10	46%	70,152
Number of Staff Solicitors	6	54%	81,900
<b>Staff Solicitors</b>	<b>Amount</b>	<b>Contacts</b>	
Aaron Sims	1,000	4	
Josie Crawford	20,250	28	
Julie Evens	12,500	5	
Tara Hansen	23,350	107	
Sandy McCoy	24,800	163	
Other attempts	-	1	
<b>Total Raised</b>	<b>81,900</b>	<b>308</b>	

A few important points:

1. Amounts include \$4,900 in “in kind” contributions, student support, and regular sponsorships.
2. Some of the accounts originally identified (the group of 574) were not contacted simply due to lack of bandwidth. Others were not considered to have a viable connection to CNPS that would make for a fruitful “ask.” Others were considered too small to contact, and were never assigned. Some were considered inapproachable (such as IBM) after doing some initial research. There are a few contacts remaining in this group that should yet be contacted, and we will continue to work on those over the next two weeks.
3. The “total assigned to solicitors” number (335 +) represents a significant fundraising effort. Our solicitor report shows that about 80 accounts were originally assigned to steering committee members, but many were re-assigned to staff solicitors toward the end of the fundraising process, and are listed in the staff totals.
4. Several (up to 5 or 6) attempts were made to follow up on non-responsive contacts.
5. The numbers in this report will not necessarily agree with those shown in the financial report, because these numbers include all pledges and in kind support.
6. All numbers are estimated and some data inaccuracies may exist in Raiser’s Edge.

In summary, these figures represent a significant effort on the part of staff and volunteers. The fact that 10 Volunteer Steering Committee members were able to raise nearly 50% of the total funds raised through direct organizational contacts is particularly significant, as it represents an effective fundraising tactic. In my humble opinion, Sandy McCoy deserves a medal for his effort to do most of the cold calling, plus repeated follow up on many of the ED’s accounts as well as accounts previously assigned to others. Staff members all contacted people they knew would support CNPS, and the results show the effectiveness of this team effort coordinated by Josie Crawford, Sandy McCoy, and myself. Vince Scheidt and Brett Hall, Executive Committee members also contributed advice, contacts, and direct fundraising efforts. Carol Witham also contributed extensively in both fundraising with outside contacts, personal contributions, and commitments from her chapter.

## **HORTICULTURE PROGRAM – authored by Tara Hansen**

The Horticulture Committee, chaired by Laura Camp, met recently and has been actively developing a proposal to help chapters facilitate, organize, and fund horticulture symposia around the state. The proposal was drafted by Arvind Kumar and will be presented at the December 2nd board meeting. Look for an update from Arvind Kumar and Laura Camp during the December Chapter Council meeting.

Sandy McCoy and Tara Hansen submitted a grant request to help fund the horticultural aspects of the 2012 Conference to the Stanley Smith Foundation in August. The request was for \$10,000, and the foundation granted \$2,800 in support for the Conference.

## **CONSERVATION PROGRAM – authored by Greg Suba & William Hamilton**

### **MAJOR INITIATIVES:**

#### ***Listing Petitions***

Greg Suba spoke with the Rare Plant Program Committee at the RPPC's first meeting following September's Chapter Council Conservation Symposium, where Listing Petition issues were covered in depth. RPPC members and Greg discussed the development of a CNPS Listing Petitions Guidelines document, and Greg, Aaron Sims, and Heath Bartosh agreed to work together on the next step - assembling an outline before the end of 2011.

#### ***THP / NPPA***

Vern Goehring attended a State Assembly Committee hearing regarding project fees and DFG THP review staff funding, and provided public statements on behalf of CNPS. Vern sought to raise awareness of existing statutes within the CA Fish & Game Code (specifically Section 711.4), providing the authority to DFG to assess fee increases for timber harvest applications, and advocated for the DFG Director to exercise this authority to help secure funding to reinstate DFG's THP review staff. Following the hearing, Vern has been selected to represent CNPS on a THP Working Group to examine the funding issue further during 2012. The THP Working Committee is being assembled by State Assemblyman Chesbro.

#### ***Army Corps' Levee Vegetation Policy***

Greg Suba continues to monitor this lawsuit to determine whether it will actually see its day in court, or whether the Corps will settle the issues before the matter goes before a judge. The Corps has made statements that they are exploring state-specific variances that would allow for woody vegetation on levees in California, however this is only rumored discussion. Meanwhile, the CA DFG has joined the suit as intervenors on behalf of the group of plaintiff (environmental) parties. If the suit goes to trial, CNPS will most likely prepare an *amicus* brief on behalf of the plaintiffs rather than join as additional plaintiff.

#### ***Walker Ridge***

One week before the Walker Ridge DEIS was scheduled to be released, the project applicant, Alta Gas, requested an indefinite delay to re-examine their Plan of Development. BLM now estimates the publication of a DEIS sometime in early 2012. The reason(s) for the delay remain unclear.

#### ***Desert Renewable Energy Conservation Plan - DRECP***

The majority of Greg's time and efforts this Quarter have been focused on the continuing development of the Desert HCP / NCCP (the DRECP). The DRECP Stakeholders are in the process of developing a draft Conservation Strategy, however major issues remain as the process hurtles forward.

#### ***BLM's Solar Programmatic EIS***

BLM has released the draft Supplemental PEIS and comments are due in January, 2012. BLM will be holding public meetings beginning in December. The Supplemental PEIS contains four important recommended changes pushed for by environmental groups including CNPS. First, the new preferred alternative would remove two of the four Solar Energy

Zones originally planned for CA. Second, the new preferred alternative would include more provisions to constrain solar development within identified Solar Energy Zones, and make it more difficult to build projects outside these zones (though this would still be possible). Third, the Supplemental PEIS describes a process by which new Solar Energy Zones could be developed - a condition sought by developers as a trade-off for removal of high-impact zones. Though the development of new zones is not a best-case scenario, the Supplemental PEIS establishes criteria that helps restrict any new zones to low-impact lands. Fourth, the Supplemental PEIS identifies the need for BLM's Solar PEIS to integrate closely with the DRECP process in CA, and states that the BLM will amend the CA Desert Conservation Plan (CDCA) only once through a joint DRECP / PEIS amendment, a time and labor saving measure that further ensures the two efforts will be more closely coordinated in their approach to planning desert solar development.

### **EDUCATION PROGRAM –authored by Josie Crawford**

#### ***CNPS 2012 Conservation Conference: Conserving and Restoring the Roots of California's Richness***

Early Registration for the conference closed on Nov 10 and people continue to register. Presently we have over 560 people registered, including well over 100 students. In addition we have 22 exhibitors signed up, 100 artists, poets and musicians exhibiting or performing, and 240 people presenting talks and posters.

Our fundraising continues with our total, as of Nov 28, hovering around 150K. Over 60 agencies, firms, organizations, chapters, and individuals have pledged sponsorship to date with a few more expected to come through this month.

If we include the 240 oral and poster presenters, there are now around 450 staff and volunteers from all over the state working on making this a great conference! If we have 650 conference attendees, the vast majority of attendees will be contributing in some way to the event. We have a strong community.

We are still in need of support for travel stipends for the 100 students who applied for funding and for Silent Auction donations. Please contact Josie Crawford at [jcrawford@cnps.org](mailto:jcrawford@cnps.org) regarding student funding or Stephanie Shigematsu for Silent Auction donations at [silentauction2012@cnps.org](mailto:silentauction2012@cnps.org).

Full conference details can be found on the conference webpage at [www.cnps.org/2012](http://www.cnps.org/2012).

#### ***Rare Plant Treasure Hunt (Focus Area 5)***

The Rare Plant Treasure Hunt has proved an excellent way to engage members and people new to CNPS while collecting important rare plant data. Amber Swanson coordinated and led trips for the desert portion of the Rare Plant Treasure Hunt and Danny Slakey coordinated the rest of the state. We are sorry to announce that Amber left CNPS to pursue other interests at the end of October. She has been a tremendous asset and cheerful proponent of the RPTH and we will miss her. We were invited to submit a full-proposal for a third year of funding for the desert portion of the RPTH and we will hear back from them, hopefully in December. If we receive that funding, which also includes funding for rare plant status updates in the desert and on forest service lands, we will hire someone to replace Amber's position. As of this writing we do not have funding for the statewide treasure hunt for 2012. We have one grant submitted and after the conference we will continue to pursue other funding sources.

#### ***Plant Science Training Workshops (Focus Area 5)***

We will offer 14 skill-building workshops during the 2012 Conference Jan 10-11. The schedule for conference workshops is available at <http://cnps.org/2012>. We are beginning to plan for the 2012 workshop season now but have not gotten far due to the conference planning.

### ***Upcoming: Education Program seeks chapter input this spring***

This coming spring, the Education Program will seek input from chapters on programs and ideas that will be useful to them for educational purposes. Ask your local education chairs to start thinking about ways the state Education Program can support them. Ask for volunteers to become Education chairs, if your chapter does not currently have one.

### **RARE PLANT PROGRAM – authored by Aaron Sims**

#### ***Rare Plant Inventory [Focus Area 1]***

The review of CNDDDB data has resulted in dozens of changes to CNPS Rare Plant Inventory data over the past three months. Most of the changes were updates to the threats, phenology, elevation ranges, and habitat of dozens of taxa. During the September to November time period, a total of 19 reviews rare plant status reviews were completed. The following is an outline of completed reviews:

- Additions: 8 plants
- Rank Changes: 4 plants
- Deletions: 1 plant
- Considered But Rejected: 4 plants
- Postponed: 2 plants
- Name Changes: 0 plants

For additional information on changes please contact Aaron ([asims@cnps.org](mailto:asims@cnps.org))

#### ***Inventory Revision Project [Focus Area 1]***

The new Online Inventory was released in early December and is available for use at [www.rareplants.cnps.org](http://www.rareplants.cnps.org). The release of the new Inventory was proven to be a great success by reviewing incoming user feedback and the resulting heavy bandwidth use. An independent consultant completed the bulk of the programming and technical revision required, while many other individuals contributed in a number of ways. Although the new Online Inventory is a significant achievement, there are still improvements that can be made. Users have been encouraged to provide comments and feedback, and some minor revisions and increases in functionality have been catalogued and prioritized for future revisions.

The Program has received some additional funding from a CNPS member in order to make these revisions happen. Once the funds are allocated to the Program, increases in Online Inventory functionality and some modifications are expected to come.

#### ***Rare Plant Program Assistant [Focus Area 4]***

The Rare Plant Program is proud to have Danny Slakey continue on as a part time Program Assistant. Danny started working for the Program in early June. The Department of Fish and Game has funded the part time position (up to 30 hours a week) for the first half of the year, and Tara Hansen, Josie Crawford, and I are working on securing other agency or private funding to cover the second half of the year. We believe the support provided by this position will allow us to process *at least* 100 additional status reviews and/or name change updates over the next year, significantly reducing our backlog, and we are off to a great start (see status reviews completed under the RP Inventory section of this report).

Danny also works part time as the statewide CNPS Rare Plant Treasure Hunt coordinator, which has gone hand in hand with developing data and writing reports for status reviews in addition to further prioritizing plants in need of having updated records in the CNDDDB. Danny Slakey can be reached at [dslakey@cnps.org](mailto:dslakey@cnps.org)

### ***Other Activities [Focus Areas 1 & 5]***

The Rare Plant Program and Rare Plant Program Committee developed a new Rare Plant Phenology Forum. The new Forum provides a place for field botanists to share observation data relating to flowering and fruiting times, as well as the general location of California's rare plant taxa. Sharing these types of observations assists field botanists, researchers, consultants, and others on when to conduct field studies and surveys on the subject taxon. More information on the forum can be found at <http://www.cnps.org/cnps/rareplants/forum-phenology.php> or by contacting Aaron ([asims@cnps.org](mailto:asims@cnps.org)).

The past three months have provided several opportunities to inform and educate others about the CNPS Rare Plant Program and the information and tools it provides for tracking and monitoring rare plants for conservation.

In September I attended the Chapter Council meeting in San Diego, and assisted Greg Suba with agenda topics, speakers, and overall work flow of the meeting. I attended a meeting with the California Lichen Society and U.S. Forest Service botanists, and also attended a plant gall workshop at UC Berkeley. Towards the end of September I attended the CNPS Legends of the Fall Workshop lead by Jim Andre and Tasha LaDoux in the Mojave Desert (where we saw 37 rare plants in only 2 days!). At the end of September I attended the Legaslatore of the Year Award hosted by the Napa Valley Chapter, and bar tended the event.

In October I held a meeting with experts on the flora of the California Islands, and began initial assessment of the status of dozens of rare island plant taxa. I also held an in-person meeting with the Rare Plant Program Committee and attended the Southern California Botanists Symposium. Lastly, I assisted with the initiation of the Rare Plant Treasure Hunt herbarium project and helped formulate guidelines for herbarium specimen review and data entry.

In November I attended and bar tended the Celebration for Vernal Pools, 6<sup>th</sup> Annual, held by Carol Witham and the Sacramento Valley Chapter. I also voted and finalized winners of the 2012 Conservation Conference Photo Contest with two counterparts, and have been regularly working with Nick Jensen as a co-session leader for the Rare Plant Session of the Conference.

This is just a snapshot of the various projects and topics that the Program has been involved with and working on in the past three months. For more information, please feel free to contact Aaron ([asims@cnps.org](mailto:asims@cnps.org)).

### **VEGETATION PROGRAM – authored by Julie Evens & Vegetation Program Staff**

#### ***Chapter and Public Vegetation Workshops & Talks (Focus Area 1 & 5)***

Julie finalized the schedule for the vegetation session at the CNPS 2012 Conservation Conference and contacted ten speakers to confirm their talks. She also followed up with ESRI and Sierra Nevada Conservancy as new sponsors of the conference, confirming their sponsorship at the Valley Oak and White Sage levels, respectively.

Michael Hardy, a Program volunteer, and Deborah Stout, a staff member, continued to assist us with quality control of vegetation survey data collected during past chapter workshops and rare plant community sampling events. Michael resolved issues with UTM geographic locations for some surveys, and Deborah reached out to past data collectors to obtain missing location information from other surveys.

#### ***Manual of California Vegetation, Second Edition (MCV2) (Donation and Grant-funded) (Focus Area 1 & 3)***

In continuing efforts for the new MCV2 database project, Brad Jenkins provided a new version of the database structure/tables. Julie and Rebecca entered and quality-controlled data going into the database, and they met with some database subcommittee members to confirm additional database fields/content. Hailey Michel-Evleth, a new volunteer, is helping to input literature cited for vegetation types in the database. Rebecca finished inputting information on life history and fire regime characteristics as well as editing the CalVeg and Holland crosswalk tables. Julie quality controlled the table of Associations and Alliances Species in the database by correcting taxonomic errors.

We also continued collaborating with research staff at Princeton and Stanford universities by providing them with additional databased lists of species that are representative of vegetation alliances. The university staff is using our species lists to analyze potential climate-related shifts of species over the past 100+ years, and to evaluate patterns of species shifts across a community perspective (i.e., across ecological/vegetation units).

***Alluvial Scrub Native Plant Materials Project (Grant-funded) (Focus Area 1 & 3)***

The Program completed a collaborative project with the Riverside-Corona Resource Conservation District (RCRCD) and finalized a comprehensive classification report of alluvial scrub vegetation in southern California. The report is available on our vegetation program webpage at <http://www.cnps.org/cnps/vegetation/reports.php>. Our RCRCD partner, Arlee Montalvo, will present results of this project at the CNPS 2012 Conference.

***Carrizo Plain National Monument Project (Grant-funded) (Focus Area 1 & 3)***

Three staff, Danielle, Deborah and Rebecca, continued to map vegetation within the Carrizo Plain National Monument (CPNM). Currently, 203,037 acres (or approximately 80% of the monument) are delineated and attributed with various characteristics including vegetation type and tree/shrub/herb cover. Danielle and Rebecca conducted a week of reconnaissance surveys to inform mapping and attribution in the remaining map areas, and Jennifer and Deborah have been performing map quality-control.

***Great Valley Ecoregion Project (Contract-funded) (Focus Area 1 & 3)***

Jennifer compiled and reviewed more than 5,000 vegetation surveys from the Great Valley ecoregion in collaboration with DFG, and approximately 2,500 of these surveys were included in a large-scale classification analysis. Surveys are currently categorized into 124 alliances and 218 associations, including 9 new alliances and 25 new associations not previously described in the *Manual of California Vegetation*. A draft floristic classification summary table and field key have been provided to our partners for review. This information will be used by Chico State University's Geographic Information Center to map and attribute vegetation within two priority areas of the Great Valley, as identified by the Department of Water Resources and the California Strategic Growth Council.

***Grasslands Research Projects (Donation/Grant-funded) (Focus Area 1 & 3)***

Jennifer is coordinating with partners to obtain land access for the 2012 field season and is prioritizing sites to revisit to identify seasonal and yearly changes in grassland vegetation. Jennifer will present the preliminary results of this project at the CNPS 2012 Conference.

***Fen Research Project of National Forest Lands (Contract/Grant-funded) (Focus Area 1 & 3)***

Staff completed four weeks of field surveying of fens and related wet meadows in the Shasta-Trinity National Forest (Shasta-T NF) in September, summarizing 17 separate meadow sites and completing 50 vegetation plot surveys. Field data have been entered into a geodatabase, with approximately 100 acres of fen/meadow complexes delineated. This work is funded by Region 5 and the Shasta-T NF of the US Forest Service.

***Fen Research Project of Washoe Meadows State Park (Contract-funded) (Focus Area 1 & 3)***

CNPS completed a report on newly surveyed fen vegetation areas of Washoe Meadows State Park for the California Department of Parks and Recreation. About 11 acres were assessed for fen characteristics, in which 4 acres were newly identified as fens. Thirteen stands of vegetation were sampled in the summer, and these stands represent 11 alliances, 8 associations, and many plant records.

***National Park Service (NPS) Mojave Network Vegetation Mapping Project (Contract-funded) (Focus Area 1 & 3)***

Julie and Kendra continued work on the interim vegetation classification of Death Valley National Park (DEVA), Lake Mead National Recreation Area (LAKE), and Mojave National Preserve (MOJA). In analyzing around 2,000 data records from DEVA, LAKE and vicinity, we have confirmed the classification names for approximately 110 alliances and 265 associations, including documentation of 4 new alliances and 40 new associations. We also received input from NatureServe, purveyors of the national vegetation classification, on this classification analysis, and we wrote a field key

to the vegetation types of LAKE. The data and classification will be used to establish detailed vegetation maps and monitoring plans for the National Park Service in the Mojave Network.

**Rare Plant Communities Initiative (Donation-funded) (Focus Area 1 & 5)**

Deborah and two volunteers, Michael Hardy and Melissa DeSiervo, continued mapping cypress vegetation types in California. For the past few months, they have been delineating stands of MacNab (*Hesperocyparis macnabiana*) and Sargent (*H. sargentii*) cypress in Marin, Sonoma, and Napa counties, using existing field data and maps. To date, approximately 2,475 acres have been mapped. Most recently, we have enlisted a third highly qualified volunteer that will expand this effort to map additional cypress woodlands. Initially, this will entail contacting researchers, agencies, and chapters to obtain and organize existing location/reference data. With continued volunteer support, we eventually will produce a state-wide map of these endemic and rare vegetation types.

**Other Vegetation Program Details (Focus Area 1, 3 & 4)**

Kendra and Julie met with Diane Ikeda in September to initiate a new project using existing datasets to analyze trends in vegetation, invasive plants, rare plants, and environmental data at the watershed level throughout National Forests in California. A second meeting in October resulted in an initial compilation of datasets and a multitude of potential analyses to explore. Initial analyses include roadedness by watershed and a comparison of mapped or treated invasive plants with known rare plant locations.

Staff continued contributing articles and photos for CNPS publications and e-news brief, and staff continued correspondence with the public and agencies about vegetation mapping and classification topics. Staff attended various software trainings through ESRI, and ESRI worked on establishing a new GIS data portal for viewing and editing of our vegetation maps.

Staff wrote a new proposal to the Channel Islands National Park, for CNPS to act in an advisory role on vegetation sampling, classification and mapping of their Park lands, with the hopeful intent of initiating a new cooperative agreement with NPS over the next 3 years.

Staff will be participating in the bi-annual CNPS Vegetation Committee meeting this December. We will discuss current vegetation mapping projects, other potential opportunities to establish collaborative vegetation projects, the MCV2 database project, and other topics.

**SALES REPORT – (Focus Area 5)**

The table below, prepared by Cari Porter, shows the sales activity on key CNPS publications and resale titles over the past two years.

Sales	MCV 2	California Mosses	Mosses and Other Bryophytes	2009 Conference Proceedings
Oct - Dec 09	313	234	103	2009 Conference Proceedings available 11/17/2011
Jan - Mar 10	334	172	50	
Apr - Jun 10	174	59	19	
Jul - Sept 10	87	33	8	
Oct - Dec 10	59	31	18	
Jan - Mar 11	78	49	21	
Apr - Jun 11	70	18	10	
Jul - Sept 11	46	38	10	
Oct 1 - Nov 28, 2011	19	13	3	12
	1180	647	242	12
Current Inventory	1922	761	46	732
Retail Price	\$82.00	\$68.00	\$68.00	\$65.00

## MEMBERSHIP REPORT – by Stacey Flowerdew and Tara Hansen (Focus Area 5)

### ***CNPS Membership Exchange Program with RSABG and UCSC Arboretum (reprinted from the September Report)***

As announced at the June meeting, CNPS entered into an MOU with Rancho Santa Ana Botanic Garden to cross sell memberships in our respective organizations to current members at a reduced price. Members in several chapters in the southern half of California recently received an e-mail offer to join RSABG at a reduced initial membership rate. RSABG likewise sent some 2,200 of their members in southern California a similar message, drafted by CNPS staff, offering a reduced initial rate to join CNPS if already a member of RSABG. We plan to follow up on these initial direct messages with an ad in the Bulletin and RSABG's quarterly newsletter and have set up codes to track results.

We have been asked to establish a similar arrangement with the UC Santa Cruz Arboretum, an exchange that will be available to members in the Monterey, Santa Cruz, and Santa Clara Valley chapters.

The key to assessing success of these partnership exchanges will be not be in the initial number of sign ups, but in the total number that renew after the first year. CNPS loses 50% of its members after the initial sign up year, so having some sort of outreach within the chapters benefiting from these new membership signups will be key to measuring the program's success. If we assess the results of these trial exchanges with RSABG and UCSC Arboretum and find them to be positive in the coming year, we will want to pursue additional opportunities for similar membership growth exchange relationships around the state. If your chapter works with a membership organization that might be a possible candidate, please contact Stacey Flowerdew at [sflowerdew@cnps.org](mailto:sflowerdew@cnps.org).

### ***Membership Trends (Focus Area 5):***

Organization-wide, we continue to lose more members than we add each month. The table below shows our five year trend through December 31, 2010, and Table 3 shows the membership trends year to date. Through October, membership based on the new counts was down by a net of 266 members, for total paid membership of 8,247. When we factor in members lapsed up to 90 days, total counts are at just over 9,000 members.

One thing to think about when pondering the drop in membership counts is that CNP can no longer claim in its letters and public communications that we are an organization of nearly 10,000 members. We are in fact, now an organization with barely 9,000 members. I hope for the overall strength of the organization that this downward trend does not continue, and that we find ways to encourage members to rejoin and re-engage in our mission, both locally and statewide. I know from working at the membership table at the Sacramento Valley Chapter's fall plant sale for the past three years, that membership in CNPS can be a hard sell, and that many chapters are working very hard at it and still losing members.

Please let us know what we can do to help support your efforts and **don't forget to take a look at the newest selling tool (membership sales poster) recently released** by the CNPS administration team with input from our Membership Committee Chairs. The poster print file can be found at the following link: [Why Join CNPS?](#)

Annual Membership Trends							
Year	Old Count	New Count	New		Est Non-Renewals	Attrition Rate	Net Growth
			Members	Join Rate			
2010- December 31 (2010 activity)	9312	8513	1098	11.8%	860	-9.3%	238
2010 - January (2009 activity)	9294	8275	1087	11.3%	1424	-14.8%	-337
2009 - January (2008 activity)	9631		982	10.9%	345	-3.8%	637
2008 - January (2007 activity)	8994		938	10.2%	1178	-12.8%	-240
2007 - January (2006 activity)	9234		816	8.8%	835	-9.0%	-19
2006 - January (2005 activity)	9253						

\*New accounting system as of Jan 1, 2010 counts only current members and not lapsed members out to 90 days or comp members

**Table 3 - Chapter Membership Trends Year to Date -2011**

Chapter	Dec-10	Oct-11	New Members Added	Members Not Renewed (est)	Net Growth YTD	
			Oct NM	YTD	#	%
Alta Peak	59	52	0	-7	-7	-12%
Bristlecone	169	156	0	-13	-13	-4%
Channel Islands	282	270	5	-17	-12	-4%
Dorothy King Young	103	106	0	3	3	3%
East Bay	1017	964	13	-66	-53	-5%
El Dorado	125	102	2	-25	-23	-18%
Kern	77	74	0	-3	-3	-4%
Los Angeles/Santa Monica Mountains	438	427	8	-19	-11	-3%
Marin	342	315	1	-28	-27	-8%
Milo Baker	402	359	7	-50	-43	-11%
Mojave Desert	24	30	1	5	6	25%
Monterey	216	218	6	-4	2	1%
Mt. Lassen	187	209	5	17	22	12%
Napa Valley	190	171	1	-20	-19	-10%
No Chapter Requested	101	103	4	-2	2	2%
North Coast	245	253	5	3	8	3%
North San Joaquin	42	44	2	0	2	5%
Orange County	314	311	24	-27	-3	-1%
Redbud	231	210	14	-35	-21	-9%
Riverside/San Bernardino	137	160	4	19	23	17%
Sacramento Valley	546	524	3	-25	-22	-4%
Sanhedrin	71	63	0	-8	-8	-11%
Santa Cruz County	249	249	6	-6	0	0%
Santa Clara Valley	810	806	15	-19	-4	0%
San Diego	678	681	11	-8	3	0%
Sequoia	101	93	0	-8	-8	-8%
San Gabriel Mountains	214	212	3	-5	-2	-1%
Shasta	126	119	0	-7	-7	-6%
Sierra Foothills	170	152	3	-21	-18	-11%
San Luis Obispo	236	215	0	-21	-21	-9%
South Coast	112	119	15	-8	7	6%
Tahoe	35	42	0	7	7	20%
Willis L. Jepson	55	63	7	1	8	15%
Yerba Buena	409	375	3	-37	-34	-8%
<b>Totals</b>	<b>8513</b>	<b>8247</b>	<b>168</b>	<b>-434</b>	<b>-266</b>	<b>-3.12%</b>