

PURPOSE

The California Native Plant Society produces seven wildflower posters highlighting the beauty and diversity of the California native flora from a variety of geographical and thematic perspectives. The CNPS posters are the Society's premier public outreach product - the one that people know (and buy) before they know who we are or what we do. Our posters have a unique look and good reputation. These posters raise awareness of California's native flora and promote appreciation and interest in protecting our special heritage. They are a useful education tool and a lovely addition to classrooms, homes, offices and visitor centers. CNPS posters are a good product for chapter and Society fundraising with a direct tie-in to our mission.

CNPS relies on the chapters help promote and publicize the Society by wholesaling posters to parks, museums, tourist outlets, nurseries and bookstores in their local areas. Please supply the retailer with membership brochures and ask him to include one with each sale. We also rely on chapters to get the posters to other non-retail groups such as teachers, church bazaars, scout troops, garden clubs and other community groups.

HISTORY

The primary purpose of the posters is to promote and publicize the Society and our mission. They also are an excellent vehicle for chapters to raise money through sales to individuals and retail outlets. This is the purpose for which the first poster, "Spring Wildflowers", was created in 1979. Adding a new poster every few years, the poster program continues to be a significant source of income both for the Society and the chapters. "Spring Wildflowers" remains the most popular poster.

PRODUCT

The California Native Plant Society currently produces seven posters depicting our native flora. Some posters are regional in subject, some cover the entire state. The plants chosen for the posters are the prettiest and most common species within the subject area of the title. Species are shown on one poster only, even if they may be appropriate for several titles. The titles are the following:

- "Spring Wildflowers"
- "Wildflowers of the Desert"
- "Shrubs of the Coast Ranges"
- "Wildflowers of the Sierra Nevada"
- "Wildflowers of the Coast"
- "Wildflowers of the Redwood Forest"
- "Grasses of California"

The posters are 22" X 34" (except "Grasses"- see below), full color, botanically accurate reproductions of water color originals done from life by talented California artists, labeled with scientific and common names. Printed on heavy stock with a glossy finish, the posters are suitable for framing and are available laminated or un laminated.

The Grass poster/placemat set consists of four 11"x17" panels, each a composite painting containing numerous species. Three panels are of native grasses and one of nonnative grasses, all commonly found in California. The art is similar in botanical accuracy and aesthetics to the other CNPS posters with both common and scientific names. The reverse of each piece carries printed information on facts about grasses, California's warm and cool season grasses including horticulturally appropriate species, the impacts of nonnative species, and line drawings of grass parts. The grass poster is available laminated or un laminated and is packaged as a set of four pieces. The laminated version is intended for use as placemats.

STORING AND HANDLING POSTERS

Handle and transport the posters with care, and store them in a dry, protected place. While they are sturdy as posters go, damage to edges and surface dents will compromise their saleability. Posters should be stored

flat if possible in their original packaging and protected from dampness and light. Save the cartons for reuse in carrying larger poster orders. Please return empty poster cartons to the State quarterly meetings to whomever is delivering poster orders.

Plan to deliver posters to customers by hand if possible. This minimizes the risk of damage or loss and reduces the amount of packaging needed. To send an order by mail, a small number of posters can be rolled together into a bundle and put in a sturdy, large diameter mailing tube or box. Grass posters should be mailed flat in a reinforced envelope or suitable box. Wrapping a roll of several posters in craft paper and securing the ends with padding will minimize damage. Be sure to insure mailed poster orders for their full retail value (including packaging and handling costs) and tape the end caps securely. Mailing individual posters works well if they are in a plastic sleeve inside a sturdy mailing tube or appropriate box. Mailing whole packages of posters, even with reinforcing their original packaging, is not recommended and is quite expensive.

It is recommended that you purchase a roll of clear plastic tubing that can be cut to length to protect the posters when selling them individually. Cut the plastic a little longer than the poster (about 26"), allowing for the ends to be tucked in. Rolling single posters and slipping them into plastic sleeves can be handy for individual sales at meetings and special events. It takes considerable space to store relatively few posters this way and requires care to avoid damage, but sales are easier to handle. Rolls of clear plastic tubing are available from some container supply businesses, such as Northbay Paper and Packaging in Petaluma (800) 734-2772. A roll of 2mil 3" wide tubing weighs about 10 lbs and will last a very long time.

Whether posters are being displayed or stored, they should have restricted exposure to light. All prints will fade eventually if exposed to UV light, including fluorescent and sunlight. While it is possible to partially protect prints by framing with special UV inhibiting glass, it is cheaper and easier to replace posters and the sales benefit the work of the California Native Plant Society in protecting our native flora in its habitat. It is recommended to include a copy of the "Handling" handout with your poster orders. A sample handout is included at the end of this section

SALES and MARKETING

CNPS posters are sold primarily by the local chapters of the Society to individuals and to commercial vendors for resale. Posters may also be purchased retail through the CNPS Publications Catalogue and CNPS Website with the addition of shipping and handling. Chapters receive a special price on posters (below the wholesale price). Chapters are encouraged to pass some of these savings on to members and educators through the special member prices for posters. The reduced chapter price also allows for maximum income to support the work of the Society at the local level.

When chapters sell posters retail, whether to CNPS members or the public, they should collect the appropriate sales tax. When selling posters wholesale, be sure to keep a record of the resale number for the business or organization that will be reselling the posters. If the customer intends to resell the posters but has no resale number, collect sales tax on whatever you charge.

CNPS produces a marketing flyer on the posters which is available for chapter use. This flyer is particularly useful at public outreach events and for potential wholesale customers. The flyer is an 8.5"x11" two sided, glossy, full color depiction of all the wildflower posters and the grass poster/placemats featuring blow ups of certain species. There is a general statement about CNPS, prices, ordering and contact information. There is also space for chapters to attach their own contact information. Contact the office for distribution.

CNPS posters are advertised in our Publications Catalogue and on the CNPS web site. They are occasionally mentioned in other publications.

RECORD KEEPING

It is important to keep an accurate record of chapter poster inventory and payments, income from retail and wholesale transactions, sales tax collected and wholesale customer information. This information will be required for year-end treasurers' reports to the Society. It is recommended that receipts be provided to customers, particularly for large orders.

ORDERING AND PAYMENT

The procedure for chapters to obtain posters is to order them from the CNPS office in Sacramento. An invoice will be prepared at the time of the order and sent to the chapter treasurer. Payment is due on receipt and should be made to the CNPS office. Orders are best picked up at the quarterly meeting. Please order at least one week in advance of the meeting. Poster orders may be picked up at other times by special arrangement from the CNPS office in Sacramento and in the Bay Area. Please allow sufficient time to process your order. Volunteers handle distribution of posters. Most posters are not stored in the office. Chapter poster orders cannot be mailed from the office.

Unlaminated posters come in packages of 100 and must be ordered by the package (sets of unlaminated grass posters may be ordered in any amount). Chapters are encouraged to order a package of posters and pay for them as they are sold. Chapters may wish to trade smaller amounts of posters among themselves. Laminated posters are not packaged and may be ordered in smaller amounts and any combination of titles. Laminated Grass poster sets may be ordered in any amount. Laminated posters are thicker and much heavier than unlaminated posters. 40 laminated posters fit perfectly in the regular poster cartons that are used for transporting them. Please return an empty carton or box when picking up a laminated poster order.

Poster account balances are due as they are incurred. For unlaminated posters, chapters can take up to one package of each poster on consignment. If a chapter has an outstanding balance at the time of placing an order, the previous invoice should be paid in full prior to the state CNPS office shipping the subsequent order. This means the previous package (#100) of any unlaminated poster must be paid for before receiving another 100 of the same poster. For laminated posters, the previous order of a poster title, whatever the number, must be paid for before reordering that title. The Society very much appreciates the effort many chapters make to pay their poster account balances as they are incurred. This allows the Society to use those funds for other programs. Partial payments may be made as poster stock is sold.

PRICES

WILDFLOWER POSTERS (per poster)	UNLAMINATED	LAMINATED
for Chapters	\$6.00	\$10.00
Wholesale	\$8.00	\$12.00
Retail	\$15.00 plus tax	\$19.00 plus tax
CNPS members	\$10.00 plus tax	\$13.00 plus tax
CNPS Catalogue/Website Orders	add shipping & handling	add shipping & handling

GRASS POSTER (per set of 4 pieces)	UNLAMINATED	LAMINATED
for Chapters & CNGA	\$7.00	\$10.00
Wholesale	\$10.00	\$12.00
Retail	\$15.00 plus tax	\$20.00 plus tax
CNPS/CNGA members	\$12.00 plus tax	\$15.00 plus tax
CNPS Catalogue/Website Orders	add shipping & handling	add shipping & handling

CONTACT INFORMATION

Questions: Bertha McKinley, CNPS Poster Chair
berthamckinley@earthlink.net (510)525-4671

Orders: CNPS Sales Manager
cnps@cnps.org (916)447-2677

Posters should be ordered from the CNPS office in Sacramento one week in advance for pickup at the quarterly meeting. Contact the sales manager at cnps@cnps.org, call (916) 447-2677, or mail this order form to: CNPS

2707 K Street, Suite 1
Sacramento, CA 95816

Posters ordered through the office may be picked up at other times at the CNPS office in Sacramento and the Bay Area by prior arrangement. The minimum order is a full package of unlaminated posters (grasses any amount) or any amount of laminated posters (mixed titles OK).

UNLAMINATED POSTERS:

SPRING DESERT SHRUBS COAST SIERRA REDWOOD

(There are 100 posters per package; order by the 100's.)

GRASSES _____ (Order any amount)

LAMINATED POSTERS:

SPRING DESERT SHRUBS COAST SIERRA REDWOOD

GRASSES _____

(Because they are not packaged, you may order any number of laminated posters in any combination of titles. A regular poster carton will hold about 40 laminated posters. Be sure to bring a transportation carton or box to exchange.)

Chapter: _____

Signature: _____

HANDLING YOUR CNPS WILDFLOWER PRINT

Whether your print is being displayed or stored, it should have restricted exposure to light. Unless prints are protected against sources of ultraviolet light, including fluorescent light and sunlight, the colors will eventually fade. Framing the print under a UV-inhibiting surface such as UF-3 Plexiglass will filter out 90% of the damaging rays. Even with protective framing, the print should not be displayed in strong light. Unfortunately, UV-inhibiting glass is quite expensive. On the other hand, replacement prints - or new different ones - are not. And all proceeds from sales benefit the work of the California Native Plant Society in protecting our native flora in its habitat.