



CALIFORNIA
NATIVE PLANT SOCIETY



CNPS 2012
Conservation Conference

Conserving and restoring
the roots of California's richness

For Immediate Release: December 13, 2011

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

*Town and Country Resort and Conference Center, San Diego, Jan 12-14;
Workshops and field trips Jan 10-11*

California Native Plant Society's Conservation Conference promises to have deep impacts on conservation for years to come.

The CNPS 2012 Conservation Conference provides a rare opportunity for Californians with a passion for our unique flora and native landscapes to share critical knowledge, learn important skills and discover tools to tackle our most urgent conservation issues.

Conservation Conference Over 800 attendees with a deep interest in conservation will participate in this scientific conference: scientists and decision-makers in agencies, consulting firms, and environmental organizations; university professors and students, horticulturists, landscaping professionals, as well as conservation advocates and grassroots activists. Our program has something for everyone from career botanists to garden enthusiasts. The 5-day event will offer over 200 talks on science, policy and conservation practices, 14 workshops and numerous social and art events. Registration is required: go to www.cnps.org/2012 for more information.

Public Day The general public is invited to attend special programming and many parts of the conference for free, on Saturday, Jan 14 from 10:30 am -3:00 pm. Activities, talks and workshops are geared for families with children, teachers, landscape professionals, and anyone with an interest in native plants and restoration. There will be Native American basket weavers and storytellers, nature journaling for children, how to start native gardens in schools and homes, how to teach nature journaling for teachers and naturalists. We will also have gardening workshops and talks on restoration projects.

Parts of the scientific conference will be open to the public as well, from 8:00 am-4:30 pm, including talks on: horticulture, tribal conservation and uses of native plants, citizen science programs and other forms of conservation education. We invite young people with an interest in the natural sciences to listen to university students talk about their research. Public Day participants may visit the photography and botanical art exhibitions, the scientific and CNPS chapter posters, and the Exhibitor Hall. Workshops and talks will last about an hour each and many are designed with the lay-person in mind. go to www.cnps.org/2012 for more information.

Action The 2012 Conservation Conference is designed to be action-oriented. Participants will be encouraged to share what they can do (or are doing) to improve the state of conservation in California. Attendees are encouraged to brainstorm strategies and form working groups on critical issues. The Closing Plenary session,

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led by Dr. David Chipping, will summon the most pressing issues and solutions from the sessions, sending participants home with tools and strategies to help us achieve robust conservation objectives over the coming years.

Students The California Native Plant Society is encouraging student participation with a student networking/job panel and mixer, a special student session, and a job/career board. Check out the Student Opportunities and Activities on our conference website. High school students are welcome to attend certain sessions on Saturday, Jan 14.

Registration Conference participants may register for the conference or book a hotel room through the CNPS web site at www.CNPS.org/2012 until January 9, 2012. CNPS will also accept late registration at the door, please see our website for onsite registration rates. Registration discounts may still be available to conference volunteers. If you would like to volunteer, please contact our volunteer coordinator, Michelle Cox at <mailto:volunteers2012@cnps.org>. Public Day participants do not need to register.

Sponsorship Sponsorship opportunities are still available. If you would like to be a conference sponsor please contact our Executive Director, Tara Hansen at thansen@cnps.org or our Development Consultant, Sandy McCoy at sandymccoy@mindspring.com.

Please visit the conference website, www.cnps.org/2012, for up-to-date information on all events or contact Josie Crawford at jcrawford@cnps.org or call (916) 447-2677 ext 205 .

About CNPS: The California Native Plant Society, through its more than 9,000 members and 33 regional chapters, has been working to represent the public's interest in protecting California's beautiful native plants and their habitats since 1965. Run by professional staff and volunteers, CNPS is a 501(c)3 organization active in promoting public education about native plants and the use of sound plant science in advocating for conservation of natural areas throughout the State of California. To learn more about CNPS, please visit our website: www.cnps.org.

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