

# California Native Plant Society

## **POLICY ON BUSINESS ENDORSEMENTS**

Adopted December 1987

ISSUE: Because of its status as a unique organization dedicated to preservation of and education about California's native flora, CNPS is sometimes asked to lend its name, and therefore its credibility, to profit-making ventures of businesses or individuals whose subject matter is in some way related to that flora. CNPS endorsement presumably offers a business either an image of subject matter expertise or a ready-made market for their products. In return CNPS is usually offered some sort of financial compensation for the use of its name.

POLICY: In order to further its purposes of preservation of and education about California's native flora, CNPS will consider allowing its name to be used in conjunction with business activities which result in substantial benefit to protection of or knowledge about California's native flora. Financial compensation alone is not sufficient to justify CNPS endorsement of business activities initiated outside the Society.

California Native Plant Society  
1722 J Street, Suite 17  
Sacramento, CA 95814  
(916) 447-2677

