VOL 41 / NO 4 OCTOBER–DECEMBER 2011

CALIFORNIA NATIVE PLANT SOCIETY
BULLETIN

Diversity Characterizes the 2012 CNPS Conservation Conference

New this year is the Public Engagement Day for families, teachers, and others, and five new content sessions, including conservation on tribal lands

BY VINCE SCHEIDT

The 2012 Conservation Conference promises to be a diverse, activity-rich meeting packed with things to do. There will be 22 separate sessions, including five focused on regional botany (southern, central, and northern California, the deserts, and Baja). New sessions will be devoted to rare plant communities, conservation on tribal lands, the state of CEQA, horticultural science, renewable energy vs. conservation, restoration science, education, and a special session for students.

In addition to the 200+ oral presentations, there will be scientific posters, chapter conservation posters, and student posters decorating the walls of the venue. We will have over 25 exhibitors and vendors, poetry readings, a songfest, and a botanical art and photography exhibition/contest. The conference will include a lavish banquet, a welcome reception, and various student social events. You won't want to miss the silent auction and drawings for special prizes.

Also new this year will be a Public Engagement Day full of special events. On the final day of the conference, Saturday January 14, the public will be invited to participate in a special line-up of free workshops and conference exhibits.



Vince Scheidt

CNPS members on a guided field trip to the San Miguel Mountains in Southern San Diego County. Attendees will have another opportunity to attend guided hikes as part of the 2012 Conservation Conference.

Several learning tracks will be available during the public day. The horticulture and gardening track includes a horticultural/gardening workshop and panel discussion, and a hands-on native plant propagation workshop. A family activity track includes Native American plant basket weaving demonstrations and Native American story telling for children and adults, a workshop on nature journaling for children, and a workshop on parenting in nature. Workshops designed for teachers include one on how to use CNPS's Nature Journaling Curriculum, and a second one on native plant school gardens. Finally, a workshop/panel discussion on native plants and fire management will be held for those living in or developing landscape plans in fire interface areas.

Two full-day field trips will be available to all conference registrants for a nominal fee to cover lunch and drinks:

- On January 10 Dr. Mike Simpson, professor of biology at San Diego State University, will lead a hike into the 5,800-acre Mission Trails Regional Park, one of the largest natural urban parks in the United States. .
- On January 11 Margaret Fillius, author of *Native Plants, Torrey Pines State Reserve and Nearby San Diego County Locations,* and Darren Smith, the State Parks ecologist at Torrey Pines, will lead a hike into this coastal jewel, home to many rare and endangered species.

As part of the pre-conference activities, fourteen scientific workshops will be offered on January 10 and 11 for an additional fee. These range from half-day, to full-day, to two-day workshops and will cover a diversity of topics. See *www.cnps.org/2012* for details.

(continued on page 6)

CNPS Bulletin V41#4 v3a.indd 1 9/2/11 6:02 PM


Vince Scheidt

Vince Scheidt

From Your Board of Directors

See you in San Diego for CNPS Conservation Conference!

By Vince Scheidt

Time flies. It's hard to believe that the 2012 CNPS Conservation Conference is only a few months away! This will be an exciting event, and I hope you're all registered and ready to go. The presentations include cutting edge information from some of the world's experts. And you can't beat the location for a week in January. Those of us living here in sunny San Diego promise to provide clear blue skies and unseasonably warm temperatures. We will even manage to raise beach temps to the balmy 80°s and warm up the ocean a bit so you can surf, snorkel, or sun bathe next to the gentle Pacific Ocean.

Why not come a few days earlier to visit La Jolla, Coronado, or Torrey Pines? For the adventurous, Tijuana is less than 20 miles from downtown San Diego. I don't mean to sound like the tourist bureau, but it's all true—San Diego is a little slice of heaven.

And if you never leave the fabulous Town and Country Hotel, the conference promises to offer a great time. Although we have scores of formal presentations you can attend, there should be plenty of time to socialize. And don't forget about the workshops right before the opening day! I can't wait to visit with old friends, check out the amazing art gallery, and go crazy bidding on cool auction items.

But most of all, I'm intent on learning much more about the floristic diversity of the Golden State we live in. These are difficult times, with the destruction of vast desert areas in the name of "green energy" weighing heavily on my mind. But this is where we bring it all together—the science, the advocacy, and a better understanding of how we can conserve and restore the roots of California's richness. See you soon!

Vince Scheidt is a San Diego-based CEQA biologist with a broad interest in the flora and fauna of California. A member of the CNPS Board of Directors since 2007, Vince is married with three kids.

CALIFORNIA NATIVE PLANT SOCIETY
2707 K Street, Suite 1
Sacramento, CA 95816-5113

Phone: 916-447-2677 Fax: 916-447-2727
Email: *cnps@cnps.org*
Website: *www.cnps.org*
CNPS Bulletin Email: *bhass@cnps.org*
Tara Hansen, Executive Director

2010 BOARD OF DIRECTORS
Brett Hall, President
Lauren Brown, Vice President
Sarah Jayne, Secretary
Carol Witham, Treasurer
Orchid Black (CC Rep),
Laura Camp, Ellen Dean,
Arvind Kumar, Brian LeNeve (CC Rep),
Nancy Morin, Vince Scheidt,
Alison Shilling

CHAPTER COUNCIL
David Magney, Chair
Larry Levine, Vice-Chair
Marty Foltyn, Secretary

CNPS BULLETIN
Bob Hass, Editor
Lisa Roth, Design
Diana Hickson, Arvind Kumar, Proofreaders

MAILING LABEL CHANGES
Send to: *mmillett@cnps.org*

New CNPS Horticulture Chair

Laura Camp has been appointed the new chair of the CNPS Horticulture Committee. Laura is the chief financial officer of Tree of Life Nursery in San Juan Capistrano, a member of the CNPS Board of Directors, and a past president of the Orange County Chapter.

Her appointment comes at a critical time in the development of the CNPS Horticulture Program. "The program is a crucial link between the public, our members, and the native plants that we seek to protect," Camp said. "Our goal is to establish a full-time staff director to support the program's objectives, which include fostering chapter horticulture activities, attracting new members to CNPS, bringing information and resources about native plants to the public, and encouraging the appropriate use of California native plants in public and private gardens and landscapes."

The program welcomes inquiries and contributions, and at least $175,000 would be needed to establish the program for the first two years. For additional information, please contact Laura Camp at *laurac@treeoflifenursery.com*.


David Favorite

Laura Camp, an avid hiker and amateur photographer, is pictured here resting after ascending San Jacinto Peak in the San Bernardino mountains. For her, this was another quest to enjoy California's wild places, and especially its native plants.

CNPS Bulletin V41#4 v3a.indd 2 9/2/11 6:02 PM

Looking Back, Looking Forward

California Native Plant Week

By Allen Tolleth

April 2011 marked the first statewide celebration of California Native Plant Week (CNPW). Dedicated to the appreciation, education, and conservation of California's fabulous native flora, CNPW brought to life the mission of CNPS: conserving California native plants and their natural habitats, and increasing the understanding, appreciation, and horticultural use of native plants.

The first annual CNPW resulted in the following highlights: CNPS Chapters hosted over 100 events statewide; thousands of Californians attended these plant sales and shows, hikes, tours, and lectures; over 30 organizations cosponsored events; and CNPS gained a number of new members! In addition to the impressive event planning and attendance, CNPW was formally honored as a resolution in the Cities of Benecia and Lompoc, as well as in Santa Barbara and San Luis Obispo Counties.

These resolutions recognize the importance of native plants and identify local areas with native plants. Further, these resolutions encourage the community to promote conservation, restoration, and appreciation of California's native plants and their local habitats.

CNPW 2011 would not have been possible without the hard work and dedication of Mike Ross, Barbara Wolf, Nancy Morin, Mark Naftzger, the CNPW Committee, and chapter members. In three months, thousands of volunteer hours were spent planning events, collecting event information, building a website, designing pamphlets, and establishing a viable program for future years.

Efforts are already underway for next year's celebration. Interested in planning events, designing flyers, or working with other chapters and organizations? Contact Tara Hansen (thansen@cnps.org) and join the CNPW 2012 Committee today.

Allen Tolleth,
Former Conservation Communications Coordinator



Sarah Jayne

Left to right: Laura Camp, Celia Kutcher, and Brad Jenkins, Orange County Chapter board members, during setup for Green Scene, the Fullerton Arboretum's spring Plant and Garden Show featuring 100+ vendors and thousands of visitors. A dozen chapter volunteers sold native plants and shared information about CNPS, the Orange County chapter, native plant gardening, and of course California Native Plant Week, at this very popular two-day event.

Website Upgrade a Bonus

New interface has more options

CNPS has recently upgraded our Web interface, the technology that allows visitors to our main website to join CNPS, make a donation, or get information about our planned giving program online. This upgrade will provide new and existing CNPS members with additional options to view their gift records, register for statewide events such as the 2012 Conservation Conference, and sign up for professional workshops, all through a secure member login and password. Eventually we hope to send special messages, newsletters, and alerts tailored to our members' interests through this new interface.

Existing members can register online by going to *www.cnps.org* and clicking on the Join/Renew or Support CNPS buttons. Existing and new members will navigate to a new page to register a user name and password. Immediately upon registering, members or visitors can make a donation, view an event calendar, sign up for a new membership, or register for statewide events. After 24 to 48 hours of completing the registration process, new or existing members will receive a confirmation email and can log back into the site to view their giving history, renew an existing membership, and receive special messages.

If you have any questions or feedback about the new site, please email *cnps@cnps.org.*

Tara Hansen
CNPS Executive Director

CNPS Bulletin V41#4 v3a.indd 3 9/2/11 6:02 PM

CHAPTER NEWS

MARIN CHAPTER:

Marin Conservation League Honors Wilma Follette

Wilma Follette, a founding member in 1973 of the Marin Chapter of CNPS, was honored this past April by the Marin Conservation League, which presented her with the Peter Behr Lifetime Achievement Award. She was cited for over 30 years of service as a lifelong champion of the native flora of Marin and California.



Tim Rosenfeld

Wilma Follette, left, receives lifetime achievement award from Marin Conservation League president Susan Stompe.

The award is presented to a person whose lifetime achievements reflect exemplary standards for preservation and protection of Marin's natural assets, and is named for Peter Behr, city councilman, county supervisor, and state senator, in honor of his legacy of service.

Wilma taught plant identification classes through the College of Marin's community education program, and for 30 years led weekly wildflower walks from March through May to all corners of Marin County. She is a coauthor of the revised and updated version of John Thomas Howell's *Marin Flora: An Illustrated Manual of the Flowering Plants, Ferns, and Conifers of Marin County*, published 62 years ago. Tom Howell was a longtime assistant curator under Alice Eastwood at San Francisco's California Academy of Sciences.

Wilma, who lives in Sausalito, is perhaps best known by CNPS members outside Marin County for creating a project for CNPS in which she designed and produced six beautiful wildflower posters that resulted in an extensive volunteer distribution system and sales of over a million dollars for the Society over the years. She also chaired the CNPS Fellows Committee. Wilma was named a CNPS Fellow in 1985, the highest recognition CNPS awards its members.

REDBUD AND WILLIS L. JEPSON CHAPTERS:

Strategies for Building CNPS Membership

Over the past year, several CNPS chapters have increased their membership numbers significantly. Below are brief descriptions of how two chapters account for their success thus far.

One of the chapters with the most consistent success in recruiting new members is the small, rural Redbud Chapter. Since 2006 it has brought in new members in the double digits (between 27–52 annually!). Most members have signed up at the chapter's spring and fall plant sales. Membership chair Joan Jernegan attributes the success to a few key strategies.

The membership table is located near the plant sale entrance. Every person is greeted with a smile and engaged with a friendly "pitch." Those with plant questions are referred to expert members (who continue this personal approach). Publicity is key to attracting a good turnout. Three large, artistic ads are placed in the local newspaper. There is a table containing a variety of free literature, and new members can select a free plant. Plus, members receive early admission to the sale. More details are available by typing "membership redbud" in the CNPS website search box.

The Willis L. Jepson Chapter, one of the smaller chapters in CNPS, experienced an increase of 13% in membership (7 members) over the past year. According to the chapter membership chair, Mary Frances Kelly Poh, "Personal contact and friendliness is the key to increasing membership." She sends emails or calls members who haven't renewed and gently reminds them how important their membership is to a cause they believe in.

At the most recent chapter plant sale, the membership table was strategically placed so that everyone had to pass by it. Over the next six hours Mary Frances greeted *every* person who showed up, answered their questions about CNPS, and connected them with other chapter members who could answer their gardening questions.

Both articles by Bob Hass
Editor, CNPS Bulletin

CNPS Bulletin V41#4 v3a.indd 4 9/2/11 6:02 PM

Volunteer Recognition Awards

CNPS regularly recognizes members for outstanding contributions to the preservation and appreciation of California's native flora through its Volunteer Recognition Award. CNPS is grateful for all these volunteers have done.

Lucy Clark has served in many leadership roles in the Kern County Chapter, including president from 2005 to 2009 and newsletter editor. She also helped to reinvigorate the chapter at a time when it was minimally active, which would not have taken place without her infectious enthusiasm for everything CNPS.

This involved lending support to chapter programs and field trips, and attending to a myriad of other details. She has spent countless hours analyzing EIRs, and has contributed comments on behalf of CNPS to more politicians and agencies than anyone can possibly recall. She and her partner Clyde have worked vigorously on the Panorama Vista Preserve, and in opposing the proposed State Recreational Vehicle Park along a pristine stretch of Poso Creek.

Laura Stockton has been active in the Kern County Chapter since it was established in 1982. She served as chapter president from 2000 to 2005, kept the chapter alive during difficult times, and is a natural teacher who shares her knowledge of native plants and habitats with ease and kindness. In addition to championing CNPS, Laura has supported the Desert Tortoise Natural Area in the western Mojave Desert, working to reestablish the native plants there that are important food sources for wildlife, especially in areas damaged by off-road vehicles.



Clyde Golden

Lucy Clark

CNPS members are encouraged to submit award nominations to *blairce@verizon.net* through—or with the concurrence of—their chapter presidents.

Charles Blair, Chair
Volunteer Recognition

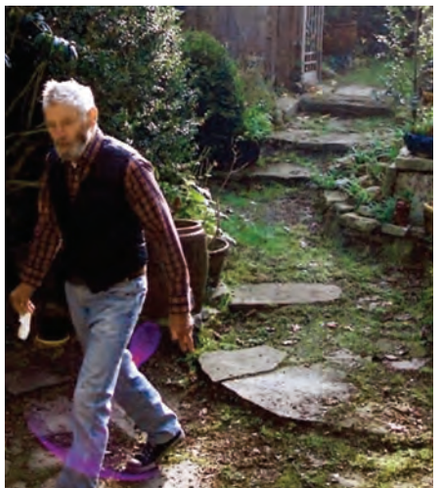
In Appreciation: Harmon Frohmuth

His legacy will live on

Harmon Frohmuth, long-time CNPS member and native plant enthusiast, passed away in June of 2010 at the age of 83. Though it is always sad to learn of a CNPS member's passing, there is a melancholy silver lining: He generously included CNPS in his estate plans, bequeathing nearly $127,000 to the CNPS Natural Heritage Endowment.

Mr. Frohmuth was a professional self-taught garden designer, and responsible for designing, creating, and maintaining gardens throughout San Francisco and Marin Counties. According to his partner, Edward Van Egri, his greatest "opus" was his own backyard behind their San Francisco home. Once a neglected lot of weeds, Harmon transformed it into a magical multi-terraced botanical wonder.

The Ohio native enjoyed exploring nature, and marveled at the beauty and uniqueness of California's native plants. He began to incorporate more and more native plants into his landscaping, both professionally and in his personal gardens. Over time, he pulled or cut down all non-native plants on his ten-acre property in the hills overlooking Napa Valley. With an eye towards conservation, he left this same property of Douglas fir and oaks to the Land Trust of Napa Valley, to be included as part of the Linda Falls Preserve, along with the adjoining 140 acres owned by his partner.



Harmon Frohmuth in his magical San Francisco backyard garden.

Harmon's enthusiastic love of California's native plants was renowned among those who knew him. Because of his generosity, his legacy will live on to help preserve them—something we can all appreciate.

Stacey Flowerdew
Membership and
Development Coordinator

CNPS Bulletin V41#4 v3a.indd 5 9/2/11 6:02 PM

Key Dates to Remember

- **October 31** Early registration and associated discounts end
- **December 16** Special CNPS event rate at the Town & Country Resort ends
- **January 9** Final day to register before the conference begins
- **January 10–14** On-site registration opens to walk-in attendees

Tips to Keep Your Costs Down

- Become a *current* CNPS member *before* registering.
- Register before Oct 31 to receive discounts on the conference, workshops, and banquet.
- Receive hotel discounts at the Town & Country Resort by booking before Dec. 16.
- Volunteer before or during the conference to receive registration rebates.

Discounts and Other Opportunities for Students

- Apply before Oct. 31 to receive student registration and workshops discounts.
- Apply ASAP for student registration and travel stipends.
- Special student session allows more students to present their research.
- Students making presentations or posters may enter the Oral and Poster Presentation contests to win cash prizes.
- A Job and Resume Board will allow posting of resumes and job openings.

Conference *(from page 1)*

One certain highlight to the conference will be our keynote and plenary speakers, Drs. Louise Jackson, Bruce Pavlik, and Peter Raven.

Dr. Louise Jackson is a professor at UC Davis. Dr. Jackson studies soil and root ecology in grassland ecosystems and landscape-level ecology. She has a keen interest in the role of biodiversity in agricultural systems and the potential for working landscapes to play a role in the restoration and conservation of native flora and fauna.

Dr. Bruce Pavlik is currently a professor of biology at Mills College and the head of restoration ecology at the Royal Botanic Gardens, Kew, England. Dr. Pavlik's research has focused on the ecology of plants native to the West, including the conservation of endangered species.

Dr. Peter Raven is the president emeritus of the Missouri Botanical Garden and professor of botany emeritus at Washington University in St. Louis. Dr. Raven is world renowned as a leading botanist and advocate of conservation and biodiversity. For more than 39 years, Dr. Raven headed the Missouri Botanical Garden, an institution he nurtured to become a world-class center for botanical research, education, and horticulture display.

Our closing plenary session will be facilitated by the engaging Dr. David Chipping, current president of the San Luis Obispo Chapter and past CNPS Conservation Director. This promises to be a fun way to wrap up the conference and plan for the future. So be sure to attend this remarkable event—we'll see you there!



Vince Scheidt

***Dudleya formosa*, a local endemic succulent restricted to La Misión in Baja California. Learn more about the floristic diversity of Baja California during the conference session devoted to the Borderlands and Beyond.**

Session Schedule

THURSDAY, JANUARY 12, 2012

- California Plants and Climate Change
- Vegetation Mapping, Classification, and Analysis for Conservation
- Rare Plant Communities
- Planning Tools for Rare Plant Conservation
- The Science, Life History, and Population Dynamics of California's Rare and Endangered Plants
- Central Coast and Central Valley Conservation
- The Border and Beyond: Baja California, the Same But Different
- Invasive Non-Native Plants: Multi Scale Management and Assessment From State, to Region, to Local, to Site

FRIDAY, JANUARY 13, 2012

- Impacts and Mitigation: Assessing Plants and Plant Communities
- Using Science to Increase the Success of Restoration Efforts in California
- Advances in Plant Science
- Land Acquisition: Looking Back and Planning for the Future in a Challenging Economy
- Land Management and the Conservation of Plants and Communities: Part 1
- Renewable Energy and Conservation in California

SATURDAY, JANUARY 14, 2012

- Conservation on Tribal Lands
- The Vital Role of Education in the future of Conservation
- Horticulture: Part of Conservation is Growing
- The State of CEQA: Challenges and Opportunities in Uncertain Times
- California's Transmontane Flora: Progress in Our Learning Amid Looming Change
- Vibrant Flora, Vibrant Folks: A Diverse Network Working to Conserve Southern California's Rich Botanical Heritage
- Botanical Wonders of Northern California
- Native Plant Conservation Laws
- Land Management and the Conservation of Plants and Communities: Parts 2 & 3
- Regional Session, New Session for 2012.

Vince Scheidt is a San Diego-based environmental biologist with a broad interest in the flora and fauna of California.

CNPS Bulletin V41#4 v3a.indd 6 9/2/11 6:02 PM

New Mapping of the Sierra Nevada Foothills

Fine-scale maps are an important tool in responsible land management and conservation

BY JULIE EVENS

CNPS and partners have recently completed two fine-scale vegetation maps in the foothills of the Sierra Nevada. This region is considered important for study because large undeveloped tracts of wildlands occur here, and detailed vegetation maps are needed for planning and implementation of land conservation and management activities.

In the northern foothills, we have worked collaboratively with the Department of Fish and Game (DFG) and Aerial Information Systems to produce a map encompassing 2.6 million acres. In the southern foothills, CNPS has mapped approximately 11,600 acres and conducted field surveys across hundreds of thousands of additional acres.

The two resulting maps (northern and southern foothills) will allow wiser land use planning and long-term management of natural areas in several ways. They can be used to locate high quality habitats and areas with sensitive plant communities, identify habitats with rare species, model and predict wildlife and plant distributions, assess wildfire risks and plan post-fire actions, evaluate potential effects of climate change, and identify appropriate wildlife corridors.

When integrated with other data layers in Geographic Information Systems (GIS), these detailed vegetation maps will assist developers and land planners in avoiding conflicts with valuable natural resources. Ultimately, unnecessary destruction of important habitats as well as costly litigation and delays can be avoided or reduced by assessing specific and cumulative impacts of development proposals. When incorporated with historic vegetation and fire maps as well as climate data, the new maps will help land managers in evaluating past changes and predicting future changes.

These maps also provide useful information for conservation organizations and land trusts. For example, groups that are developing long-term protection and management plans can use the maps to establish land acquisition and management priorities. They will be able to identify high quality habitats in their preserve areas and prioritize other diverse or important habitats in need of protection and/or restoration. They also can identify areas in need of prescribed burns, or evaluate areas with high wildfire risk.

Additional details about these two projects are available on the CNPS website (*http://www.cnps.org/cnps/vegetation/reports.php*).

Also, please contact us if you are interested in helping continue this important resource assessment work across the rest of the southern Sierra foothills.



Danielle Roach

The Sierra Nevada foothills region is botanically diverse. In this photo alone are several types of plant communities from gold-field grasslands to blue and interior live oak woodlands.



Julie Evens

An expansive view from Big Table Mountain of our mapping area in the southern Sierra Nevada foothills in Fresno County.

(Note: These projects have been supported by funding from the DFG's Wildlife Conservation Board, Resources Legacy Fund Foundation, and Sierra Nevada Conservancy. Additional support was provided through in-kind time from DFG's Vegetation Classification and Mapping Program and CNPS's Vegetation Program, and by a generous private donor.)

Julie Evens is director of the CNPS Vegetation Program.

CNPS Bulletin V41#4 v3a.indd 7 9/2/11 6:02 PM

33% off Just for You!

Special introductory membership at
RANCHO SANTA ANA BOTANIC GARDEN for CNPS Members!

Individual Membership $30 (regularly $45) Family Membership $50 (regularly $75)



MEMBER BENEFITS

- Free Garden admission.
- Special admission at more than 250 botanic gardens and arboreta.
- Discounts at RSABG's California Garden Shop, Grow Native Nurseries and on classes and events.
- The value of supporting native plant conservation, horticultural education and research.

As a member of California Native Plant Society, you support native California plant conservation, horticulture, and appreciation. Because you love native plants, you will want to join Rancho Santa Ana Botanic Garden (RSABG).

For a limited time, CNPS members receive a 33 percent discount on their first-year RSABG membership.

RSABG is the state's most extensive garden devoted exclusively to California native plants. More than 2,800 species, 280 of which are rare, threatened or endangered, are represented in the Garden's 86 acres.

RANCHO SANTA ANA BOTANIC GARDEN
California's Native Garden

Sign up today!
Visit *www.rsabg.org/membership/cnps.*

Next Chapter Council Meeting

(Details available at: *http://cnps.org/cnps/admin/cc/*)

DECEMBER 2–3, 2011—CARMEL, SUNSET CULTURAL CENTER
HOST CHAPTERS: MONTEREY BAY, SANTA CRUZ, SAN LUIS OBISPO

CALIFORNIA NATIVE PLANT SOCIETY BULLETIN
2707 K STREET, SUITE 1
SACRAMENTO, CA 95816-5113

The California Native Plant Society is a statewide, nonprofit organization of amateurs and professionals with a common interest in learning about and preserving California's native plants and plant communities. Membership is open to all. Visit cnps.org

Printed on 50% recycled paper containing 25% post-consumer waste, processed chlorine-free.

Member of EarthShare California

NONPROFIT ORG
U.S. POSTAGE
PAID
A.M.S.