



*Advancing* **EDUCATION, OUTREACH,**  
**MEMBERSHIP GROWTH & RETENTION,**  
*and* **FUNDRAISING** *through*

# Chapter Horticulture Symposia

Arvind Kumar, Chapter Council, December 2011, Carmel

*Credits: Bay Area Chapters, Channel Islands, Orange County, Santa Clara Valley, Sierra Foothills,  
State Hort Committee*

# CNPS Mission

- To conserve California native plants and their natural habitats, and increase understanding, appreciation, and ***horticultural use*** of native plants

# Horticulture & Membership

- Native plant sales consistently deliver new and renewing memberships.
- 80% of CNPS members have an interest in native plant gardening (2006 survey).
- Members expect CNPS to support & sustain their interest in native plant gardening.

# Horticulture & Revenues

- **Plant sales** are the top revenue source for many chapters.
- Membership dues collected at **plant sales** go to the general fund which pays for state staff salaries and program **expenses** (not counting contract staff or expenses).

*Today CNPS is dependent on **plant sales** to raise funds for chapters and state.*

# Diversifying Sources of Revenue

- Native plants are becoming more popular and more widely available at retail nurseries.
- In some chapters, plant sale revenues are leveling off or declining.
- *There is a strategic need to diversify sources of revenue beyond plant sales!*

# Why Chapter Hort Symposia?

- Build on CNPS core competencies:
  - Expertise/knowledge
  - Volunteer Energy
  - ~~Bank Balance~~
- Translate core competencies into \$\$\$.
- Tap into growing interest in sustainable landscaping, water conservation, and lawn replacement.
- Target the general public.

*This is a great way to utilize the expertise we uniquely have to serve our members and the public.*

# Benefits of Hort Symposia

- **EDUCATION:** Advance public awareness and knowledge of native plants.
- **OUTREACH:** Reach a wide segment of the local population.
- **GROWTH:** Attract new members.
- **RETENTION:** Retain existing members.
- **FUNDRAISING:**  
Raise funds for chapters & state.

# What Topics Are Hot

- Alternatives to Lawns
- Do-It-Yourself Native Plant Landscaping
- Pleasing Native Garden Designs
- Installation and Maintenance of Native Plant Gardens

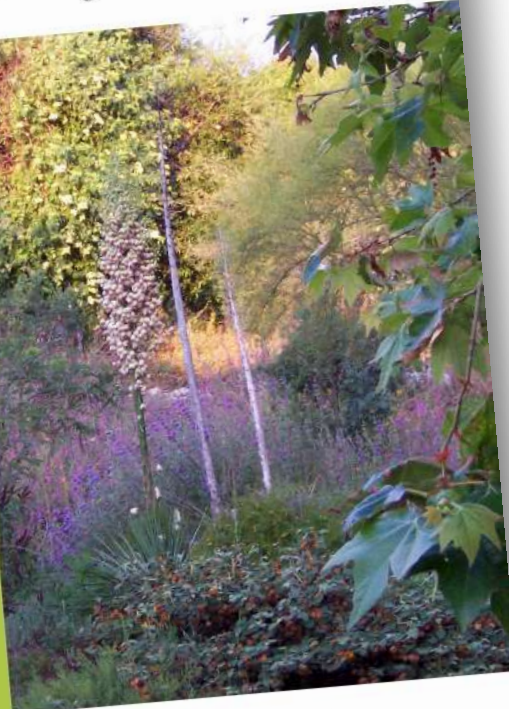




# Examples of Recent Symposia 2009-2011

# At Home with Natives

How to Create & Maintain  
an Authentic  
California Landscape  
Saturday • March 28 • 2009



A One-Day Symposium  
About Gardening with  
Native Plants  
Goldenwest College, Huntington Beach  
Hosted by Golden West College Native  
Garden and the Orange County Chapter of  
the California Native Plant Society.  
Support provided by Tree of Life Nursery.



We Grow.  
[www.CaliforniaNativePlants.com](http://www.CaliforniaNativePlants.com)

## At Home With Natives

<b>Date</b>	<b>March 2009</b>
Venue	Huntington Beach
Organizers	Orange County
Attendance	95
Admission	\$35-\$50
Net Income	\$2,000
Memberships	10

# Growing Natives:

Celebrating California's Beauty  
in Dry Times


March 28-29, 2009



Two-Day Symposium with Talks, Workshops, Garden Tours,  
Seed Sales, and More!  
March 28, 2009  
Community Center, Lafayette  
March 29, 2009  
Botanic Garden, Berkeley

California Native Plant Society,  
Botanic Garden and Pacific Horticulture



Support provided by 

# Growing Natives: Celebrating California's Beauty in Dry Times

Date	March 2009
Venue	Lafayette/Berkeley
Organizers	Bay Area Chapters + Pac Hort + RP Botanic Garden
Attendance	250
Admission	Sat \$135-\$175 Sun \$65-\$75
Net Income	\$20,000
Memberships	5

Donated  
**\$6,600**  
to state Hort  
Program



**California Native Plant Society**  
**Channel Islands Chapter**

*Native Plant Landscape Symposium*

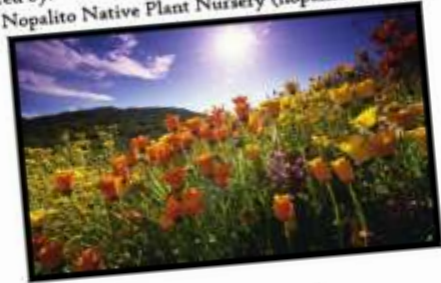
*Promoting Sustainability from Nature!*

Camarillo Ranch House Barn

201 Camarillo Ranch Road, Camarillo, California 93012

Saturday, February 20<sup>th</sup>, 2010 - 8:00 a.m. to 5:00 p.m.

Sponsored by: Camarillo Ranch Foundation ([camarilloranch.org](http://camarilloranch.org))  
and Nopalito Native Plant Nursery ([nopalitonursery.com](http://nopalitonursery.com))



**Featuring Outstanding Speakers:**

- Carol Bornstein, Horticulturist, Garden Designer, Author
- Michael Inaba, Inaba Horticulture, Arborist specializing in oaks
- Bart O'Brien, Rancho Santa Ana Botanic Garden Horticulturalist, Senior Research Associate, Author
- Richard Halsey, Chaparral/Fire Ecologist, Founder of The California Chaparral Institute, Author
- Barbara Eisenstein, Rancho Santa Ana Botanic Garden Research Associate, Founder of South
- Pasadena Friends of the Nature Park, Horticulturist
- Owen E. Dell, ASLA, Owen Dell & Associates, Landscape Architect, Educator, Author
- Others to be announced!


**Discussion Topics:** Plant choices for the home landscape, watering, wildland interface, designing for wildlife, landscape design for fire resistance, landscape maintenance, integrating natives with non-native plants, landscaping under oak trees, lawn replacements, and permaculture.

**General Information:** The Camarillo Ranch House barn is newly renovated and super high-tech! Native plant gardening and sustainable landscaping books authored by Carol Bornstein, Bart O'Brien, and Owen Dell will be onsite for sale and autograph. Beverages, snacks, and lunch (catered by Carrie Clough [www.manzanitaschef.com](http://www.manzanitaschef.com)) will be provided. Spanish translation will be available.

**Cost: \$45.00 for CNPS Members - \$60.00 for General Public**

**Registrations:** To register, go to the CNPS Channel Islands Chapter website at: [www.cnpsci.org](http://www.cnpsci.org)  
Return the form and a check payable to CNPS Channel Islands Chapter, P.O. Box 6, Ojai, CA 93024  
no later than February 15<sup>th</sup>, 2010.

**Contact Person:** CNPS Channel Islands Chapter Horticulture Chair, Pat McDaniel (805/646-9948)

 *Dedicated to the preservation of California native flora*

# Native Plant Landscape Symposium

Date	February 2010	February 2011
Venue	Camarillo	Camarillo
Organizers	Channel Islands	
Attendance	200	100
Admission	\$45-\$60	\$45-\$60
Net Income	\$2,000	\$2,000
Memberships	58	20



The Sierra Foothills Chapter of the California Native Plant Society Presents:

# Gardening with Natives

How to Transform Your Traditional Garden into a Beautiful Native Landscape.

Saturday,  
September 10, 2011  
9:00 a.m. to 4:00 p.m.  
Motherlode Fairgrounds,  
Manzanita Building,  
Stockton Street,  
Sonora, CA

Registration Fee:  
Non-member, before September 1: \$35.00  
Member, before September 1: \$30.00  
After September 1, member or non-member: \$40.00  
Space is limited - Register Early by Mail  
Registration accepted at the door if space allows.

8:00-9:15a.m.: Introductions  
9:15-10:45a.m.: Keynote Speaker: author Bart O'Brien, Transformation: Bringing California Home  
11:00-11:45a.m.: Guest Speaker: Transforming a Lawn into a Native Garden.  
11:45a.m.-1:00p.m.: Lunch (provided).  
1:00-1:45p.m.: Bart O'Brien, High Country Gardening with Natives.  
1:45-2:30p.m.: Nancy Longmore, Transforming the Traditional Landscape into a Fascinating Native Landscape.  
2:30-4:00p.m.: Panel Discussion with Our Speakers: Transformations with which they've been involved.  
Two breaks. Refreshments served.

For more information, or brochure and registration form, contact  
Patricia Hofine at (209) 751-4313 or phofine@gmail.com  
or see [www.sierrafoothillscnps.org](http://www.sierrafoothillscnps.org)

# Gardening With Natives

Date	September 2010	September 2011
Venue	Sonora	Sonora
Organizers	Sierra Foothills	
Duration	½ day	1 day
Attendance	92	85
Admission	\$25	\$30-40
Net Income	\$800	\$100
Memberships	1	6



# California Gardens:

## Beauty & Sustainability With Native Plants

A symposium on native plant gardening & design

Talks by California's top horticulturists and designers:

- Bart O'Brien**, Rancho Santa Ana Botanic Garden
- Bernard Trainor**, Bernard Trainor + Associates
- Carol Bornstein**, Carol Bornstein Design
- Dr. Glenn Keator**, Merritt College
- Judith Lowry**, Larner Seeds
- Nevin Smith**, Suncrest Nurseries
- Paul Kephart**, Rana Creek

Plus: Plant Sale, Book Sale, Tours, and more

**Saturday, February 19, 2011, 9am-6pm**

Foothill College Smithwick Theater  
 234 El Monte Road, Los Altos Hills

Hosted by:



To register, visit:  
[symposium.cnps-scv.org](http://symposium.cnps-scv.org)

Sponsored by:



Credits:

Above: Bernard Trainor (design & photo)  
 Left: Bart O'Brien (design)  
 Steve Rosenthal (photo)

# California Gardens: Beauty & Sustainability With Native Plants

<b>Date</b>	<b>February 2011</b>
<b>Venue</b>	<b>Los Altos Hills</b>
<b>Organizers</b>	<b>Santa Clara Valley</b>
<b>Attendance</b>	<b>300</b>
<b>Admission</b>	<b>\$50-\$110</b>
<b>Net Income</b>	<b>\$14,000</b>
<b>Memberships</b>	<b>5</b>

Donated  
**\$2,117**  
 to state Hort  
 Program



# Growing Natives:

## Inspiring & Enduring Gardens

A two-day symposium on native plant gardening  
Lectures • Workshops • Plants • Books

**Saturday Lectures:**  
Carol Bornstein  
Michael Craib  
David Fross  
Luke Hass  
Deva Luna

**Sunday Workshops:**  
Jocelyn Cohen  
Steve Edwards  
Katherine Greenberg  
Don Mahoney  
Pete Veilleux

Support provided by:



Sponsors:



Lafayette  
Berkeley

849-1627

Donated  
**\$4,340**  
to state Hort  
Program

# Growing Natives: Inspiring & Enduring Gardens

Date	September 2011
Venue	Lafayette/Berkeley
Organizers	Bay Area Chapters + Pac Hort + RP Botanic Garden
Attendance	175
Admission	Sat \$130-\$170 Sun \$45-\$65
Net Income	\$12,000
Memberships	?

# Organizing a Hort Symposium

- What's involved in organizing a symposium?
- What obstacles might you face?
- How can the state office help?
- How can the Hort Committee help?



# What the Chapter Does

1. Form a committee & solicit volunteers.
2. Prepare a budget.
3. Confirm a venue/date/time.
4. Confirm theme/topics/speakers.
5. Confirm sponsors.
6. Publicize.
7. Arrange caterer, if needed.
8. Conduct program.
9. Do the accounts.

# How the State Office Can Help

1. Provide \$500 seed grant/capital.
2. Provide Certificate of Additional Insured.
3. Publicize through state website & eNews.

# How the Hort Committee Can Help

1. Suggest themes, topics, speakers.
2. Contact high profile speakers.
3. Provide template letters for approaching local agencies for sponsorship.
4. Provide template letters for approaching a local educational institution for a venue.
5. Consult by email/phone.

# Support the Hort Program

- Donate a portion of the proceeds to the state Hort Program.
- Contribute your ideas & documents to help with future symposia.
- Grow the pie: help neighboring chapters with their hort symposia, if needed.

*Thank you!*