CNPS Quarterly Report
Performance Indicators

Priorities, Achievements, Weaknesses
Presentation and Feedback
Bylaws: CC evaluates Board Performance, Org Health

Chapter Council Meeting - Dec 4, 2011
Helpful Information

- **Green**: Means go – project / task is progressing full speed ahead.
- **Yellow**: Means slow – project is still progressing, but slowly.
- **Red**: Means stop – project/task is on hold, or running into difficulties.
- **Blue**: Means done – project is complete or nearly complete.

1st box = previous quarter and 2nd box = current quarter.
5 Main Areas Covered

**Strategic Focus Areas:**

1. Improving information about plants and plant communities; improving information & data delivery systems
2. Promoting Conservation
3. Connecting with people and organizations
4. Expanding CNPS resources and infrastructure
5. Attracting, informing, and energizing people
Improve Information & Data Delivery

1. **(Priority Goal)** Serve a greater role as a *synthesizer and distributor of information* about California native plants and plant communities by *cooperating with diverse data providers*, including public agencies, academic institutions, private organizations, and individuals along with CNPS’s own wealth of data in members, chapters and programs.

2. **(Priority Goal)** *Increase public awareness* about the importance of native plants and natural habitats and the need to protect them by *expanding the resources of all CNPS programs*.

3. Continue to *expand native plant information delivery systems* within and outside of CNPS.
Improve Information & Data Delivery

Primary program nexus:
- Vegetation Program – MCV2, Veg Camp and other mapping projects.
- Rare Plant Program – Online Inventory & Ranks
- Horticulture Program – Horticulture Database

*Resource Constraints:*
- ✔ Funding
- ✔ Database administrator staff resources
Improve Information & Data Delivery

- **Online Inventory** – More revisions soon.

- **RP Program Assistant** – DFG has provided funds, Danny Slakey had been a valuable addition.

- **Rare Plant Treasure Hunt** – New herbarium project to facilitate and manage the review & data entry of rare plant collections initiated.

- **Rare Plant Phenology Forum** – new forum for exchanging information related to the phenology and locality of rare plants.
## Improve Information & Data Delivery

<table>
<thead>
<tr>
<th>Project/Description</th>
<th>Funded By</th>
<th>Surveys</th>
<th>Alliances</th>
<th>Assns</th>
<th>Acres</th>
<th>GIS Analyses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carrizo Plain Nat’l Monument</td>
<td>BLM</td>
<td>100</td>
<td>45</td>
<td>67</td>
<td>203,037</td>
<td></td>
</tr>
<tr>
<td>Map/delineate vegetation and site characteristics from new (+existing) surveys</td>
<td>(+1,000)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grasslands Research</td>
<td>NRCS Innovation Grant</td>
<td>109</td>
<td>16</td>
<td>49</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Classify 500+ surveys; prepare for next year surveys</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Great Valley Ecoregion</td>
<td>DWR and Strategic Growth Council; CSU Chico</td>
<td>(2,500)</td>
<td>124</td>
<td>218</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Combine new and legacy data to categorize types for two mapping projects</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Establish floristic and mapping classification</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fen Research</td>
<td>USFS- Region 5 and Shasta-Trinity NF</td>
<td>50</td>
<td>99</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Survey/map of fens/meadows in Shasta-Trinity, write alliance descriptions for 7 new types</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fens - Washoe Meadows</td>
<td>Dept. of Parks and Recreation</td>
<td>13</td>
<td>11</td>
<td>8</td>
<td>17</td>
<td></td>
</tr>
<tr>
<td>Survey and map fen/meadow areas, identify fen vegetation types</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mojave Network Veg Map</td>
<td>National Park Service (NPS)</td>
<td>(2,000)</td>
<td>110</td>
<td>265</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Analyze NPS data (2000 records) and classify vegetation for maps; data from Death Valley, Lake Mead, and Mojave Preserve</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rare Plant Communities</td>
<td>Private Donation</td>
<td>(62+)</td>
<td>2</td>
<td>-</td>
<td>2,475</td>
<td></td>
</tr>
<tr>
<td>Compile existing survey data and maps; Map Hesperocyparis</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>moacnabiana and H. sargentii woodland stands</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Watershed and Plants Analysis</td>
<td>USFS- Region 5</td>
<td>(various)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td>Compile watershed and plant data across FS lands, initial analyses include roadedness by watershed and rare plant locations with invasive plants</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Chapter Council Meeting - Dec 4, 2011
Improve Information & Data Delivery

**MCV2 Database** — The project to digitize the MCV2 was initiated in late July. Brad Jenkins volunteered his expertise to design a database structure; phasing identified; scope & requirements overview drafted; staff is entering data. Total funding raised to date: $46,500

**Public Talks/Workshops** — Ongoing, also participation in Rare Plant Treasure Hunts.

**Horticulture** — Database project on hold.

**Horticulture at the Conference** — session and workshops planned, funding proposal submitted.
Promote Conservation

1. **(Priority Goal) Advocate for the maximum protection of native plants** and increase CNPS’s presence and involvement in both state and regional land use planning efforts that support habitat and resource conservation.

2. **Promote, support and encourage** ecologically based land stewardship activities and practices.
Promote Conservation

Primary program nexus:
- Conservation Program
- All other CNPS programs, committees, infrastructure, chapter support.

Resource Constraints:
- Funding for dedicated staff
- Volunteer resources
Promote Conservation

- **Conservation** – Renewable Energy Projects
  - Walker Ridge – Applicant delayed DEIS until 2012.

- **Conservation** – DRECP
  - Greg continues to attend monthly meetings

**Outcomes so far:**

1. Desert mapping has expanded to **5.7 million acres**.
   - 4.77 million acres in W. Mojave and 960K in Blythe/I-10

2. Covered / Planning species list has been **expanded from the initial 13 taxa to 46 taxa**. CNPS is still advocating for inclusion of another 28 taxa.
Promote Conservation

- ACEC Levee Vegetation Policy
  - Enviros filed suit; DFG intervenes with plaintiffs; CNPS will prepare amicus brief if suit goes to trial.

- THP/NPPA – pursuing fee based funding approach

- Listing Petitions – Conservation Committee and RPPC are working on developing a guiding document

**Outcomes to date: THP**

1. CNPS was invited to sit on the enviro panel on Assemblyman Chesbro’s THP working group.
Promote Conservation - Outreach

- **Center for Plant Conservation** – Greg is involved in outreach and planning for a special issue on CA Flora.
- **Conference Sessions** – Working on planning for several sessions for the 2012 Conference
Connect with People & Organizations

1. Develop a more consistent and cohesive public face throughout the organization.

2. Expand the organization’s opportunities to realize its vision by seeking legislative, agency, organizational, and foundation partners in projects that support our scientific, educational, and conservation mission and objectives.

Primary program nexus:
- Marketing & Publications
- Conservation, Education, Plant Science
Connect with People & Organizations

- Marketing Committee –
  - Busy assisting with appeal and conference communications

Native Plant Week 2012
  - Committee members are needed, a chair is needed! We are very far behind in planning 2012.

Social Media – Facebook subscribership continues to increase, e-news transitioning

Publications – *Fremontia* – *Fire issue*
  - Overstock offered to chapters at reduced costs.
Connect with People & Organizations

- Marketing/Branding – Web template
  - First chapter site is up at [http://nsj.cnps.org](http://nsj.cnps.org)
  - 6 Chapters have requested domains

- Marketing/Branding – Logo
  - Rebranding completed; files on the website

- Marketing – Communications Plan!
  - Please see admin page for V1.0
  - We need to update membership numbers in all communications.
Connect with People & Organizations

Conservation Partnerships

– DRECP Stakeholders –
  • California Energy Commission
  • Department of Fish and Game
  • Bureau of Land Management
  • US Fish and Wildlife Service
  • Local Governments
  • USFS
Connect with People & Organizations

Conservation Partnerships –

– Renewable Energy Projects
  • Center for Biological Diversity
  • Sierra Club California
  • Defenders of Wildlife
  • Audubon
  • Wildlands Conservancy
  • Western Watersheds Project
  • Tuleyome
  • California Wilderness Coalition
Connect with People & Organizations

Plant Science Partnerships –

- US Forest Service
- Bureau of Land Management
- National Resource Conservation Service
- National Park Service
- California State Parks
- Caltrans
- Department of Fish and Game – including Biogeographic Data Branch
- Resource Conservation Districts
- Tejon Ranch Conservancy and other Land Trusts
- ESRI (Environmental Systems Research Institute)
- California Native Grasslands Association
- Consulting Firms – including Aerial Information Systems and Aspen Environmental Inc.
- Academic Institutions and Botanical Societies (across the State)
- CSU Chico, Geographic Information Center
Connect with People & Organizations

- **Education Partnerships** –
  - Jiji Foundation
  - US Forest Service
  - National Fish and Wildlife Foundation - RP Treasure Hunt
  - Bureau of Land Management – RP Treasure Hunt
  - Sierra Streams Institute
  - Academics, consultants, agency botanists and biologists
  - CAL-ECO (consortium of many groups)
  - Botanic Gardens
  - Jepson and other herbariums
Connect with People & Organizations

[L] Legislative
- Raising awareness about Fish & Game code Section 711.4 – provides authority for DFG to increase fees for industry to pay for THP reviews.
- Successful events held for LOY and Leg Staff of the Year awards at Napa and Sac Valley Chapters

[L] Other Key Partnerships –
- Invasive Plants - Cal – IPC and other groups
- Universities
Expand Resources & Infrastructure

1. **(Priority Goal)** Develop *stable and sufficient financial resources.*

2. Continue to *improve organizational infrastructure* as necessary to *support the growth* of the organization and maintain professional and ethical operations.

3. **(Priority Goal)** Increase public awareness about the importance of native plants and natural habitats and the need to protect them *by expanding the resources of all CNPS programs.*

4. **Raise funds to hire a full time Horticulture Program Director** to more fully promote, support and encourage the appropriate horticultural use of California native plants in gardens, landscapes and conservation activities.
Expand Resources & Infrastructure

Primary program nexus:
- Development – raising funds
- Marketing – Outreach and communications
- Administration and Finance

**Resource Constraints:**
- Funding for development staff
- Funding for program expansion
- Administrative staff capacity
- Quantifiable program results
Expand Resources & Infrastructure

Progress in all of the other 13 goals contribute to success of this goal.

To some extent, measurable progress in all other CNPS programs and effectiveness of chapters contribute to our ability to expand resources and infrastructure.
Expand Resources & Infrastructure

- **Fund Dev Committee Planning** – underway for 2012 – fix operational shortfall.

- **Foundation cultivation** - ongoing – six proposals drafted and submitted so far this year for conservation – one small (2,800) approved.

- **Major Donor Events** – central office will look to start planning major donor events in 2012.
Membership & Development Income

YTD Membership
October 31, 2011

<table>
<thead>
<tr>
<th></th>
<th>Apr - Oct 10</th>
<th>Apr - Oct 11</th>
<th>YTD Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Renewals</td>
<td>$184,000</td>
<td>$165,344</td>
<td>$192,438</td>
</tr>
<tr>
<td>Lapsed Member</td>
<td>$20,588</td>
<td>$3,205</td>
<td>$0</td>
</tr>
<tr>
<td>Appeal</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New Members</td>
<td>$31,104</td>
<td>$30,969</td>
<td>$31,700</td>
</tr>
<tr>
<td>Org Members</td>
<td>$500</td>
<td>$1,100</td>
<td>$2,000</td>
</tr>
<tr>
<td>Total Membership</td>
<td>$236,192</td>
<td>$200,618</td>
<td>$226,138</td>
</tr>
</tbody>
</table>
Conference Fundraising

- **Raise $190K in sponsorships; $20K for students**
  - $58 K yet to go in sponsorships
  - $7,500 K yet to go in student support
  - Steering Committee Volunteers have raised $70K
  - Staff has raised $82K

<table>
<thead>
<tr>
<th>Fund</th>
<th>No. Donors</th>
<th>Avg/Donor</th>
<th>No. Gifts</th>
<th>Avg/Gifts</th>
<th>Total Given</th>
<th>Goal</th>
<th>Over(Under)</th>
<th>%Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012 Conf 1K</td>
<td>2</td>
<td>$2,450.00</td>
<td>2</td>
<td>$2,450.00</td>
<td>$4,900.00</td>
<td>$0.00</td>
<td>$4,900.00</td>
<td>0.00%</td>
</tr>
<tr>
<td>2012 Conf Sponsor</td>
<td>58</td>
<td>$2,322.46</td>
<td>65</td>
<td>$2,072.35</td>
<td>$134,702.50</td>
<td>$190,000.00</td>
<td>($55,297.50)</td>
<td>70.90%</td>
</tr>
<tr>
<td>2012 Conf Std Supor</td>
<td>17</td>
<td>$732.35</td>
<td>17</td>
<td>$732.35</td>
<td>$12,450.00</td>
<td>$20,000.00</td>
<td>($7,550.00)</td>
<td>62.25%</td>
</tr>
<tr>
<td><strong>GRAND TOTALS:</strong></td>
<td><strong>77</strong></td>
<td><strong>$1,974.71</strong></td>
<td><strong>84</strong></td>
<td><strong>$1,810.15</strong></td>
<td><strong>$152,052.50</strong></td>
<td><strong>$210,000.00</strong></td>
<td>($57,947.50)</td>
<td><strong>72.41%</strong></td>
</tr>
<tr>
<td>Actual Counts:</td>
<td>74</td>
<td>$2,054.76</td>
<td>81</td>
<td>$1,877.19</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

A Total of 3 Fund(s) Listed
Conference Fundraising

- Raise $190K in sponsorships; $20K for students

<table>
<thead>
<tr>
<th>Stats</th>
<th>Number</th>
<th>%</th>
<th>Avg/Active Solicitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Accounts Identified</td>
<td>574</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Assigned to Solicitors</td>
<td>335</td>
<td>58%</td>
<td>21</td>
</tr>
<tr>
<td>Total Declined Outright</td>
<td>88</td>
<td>26%</td>
<td></td>
</tr>
<tr>
<td>Total No Response</td>
<td>160</td>
<td>48%</td>
<td></td>
</tr>
<tr>
<td>Total Researched &amp; Not Contacted</td>
<td>19</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Total Who Gave</td>
<td>68</td>
<td>20%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Results:</th>
<th>Number</th>
<th>%</th>
<th>Amt</th>
</tr>
</thead>
<tbody>
<tr>
<td>Actual Amount Raised (&amp; Pledged)</td>
<td>77</td>
<td></td>
<td>152,052</td>
</tr>
<tr>
<td>Number of Steering Committee Solicitors</td>
<td>21</td>
<td>46%</td>
<td>70,152</td>
</tr>
<tr>
<td>Number of Staff Solicitors</td>
<td>6</td>
<td>54%</td>
<td>81,900</td>
</tr>
</tbody>
</table>

Chapter Council Meeting - Dec 4, 2011
# Expand Resources and Infrastructure

<table>
<thead>
<tr>
<th>Project/Outcomes</th>
<th>Description</th>
<th>Start Date</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member Database Conversion</td>
<td>Convert all existing data to new host data system</td>
<td>Jun-09</td>
<td>Complete</td>
</tr>
<tr>
<td>Accounting Conversion</td>
<td>Re-configure and upgrade entire accounting system</td>
<td>Jan-10</td>
<td>Complete</td>
</tr>
<tr>
<td>Annual Report 2009-2010 -</td>
<td>Public communication of annual results</td>
<td>May-11</td>
<td>Complete</td>
</tr>
<tr>
<td>RE Member Communications -</td>
<td>Migrated membership communications to Razors Edge</td>
<td>Jul-11</td>
<td>Complete</td>
</tr>
<tr>
<td>Web Interface Upgrade -</td>
<td>Adds new interactive online tools for members</td>
<td>Jan-11</td>
<td>Complete</td>
</tr>
<tr>
<td>Electronic Renewal Notices</td>
<td>Reduce paper renewal notices to one per year</td>
<td>Jul-11</td>
<td>Complete</td>
</tr>
<tr>
<td>E-News Migration</td>
<td>Migrated e-newsletter to Razer’s Edge</td>
<td>Jun-11</td>
<td>Complete</td>
</tr>
<tr>
<td>Web Conference Registration -</td>
<td>Configuration and set up moved to Razer’s Edge</td>
<td>Jan-11</td>
<td>Complete</td>
</tr>
</tbody>
</table>

*Expand membership data and fundraising capabilities for size & growth of CNPS*

*Expand accounting capability to accommodate size & growth of CNPS*

*Informs the public about CNPS Results and Outcomes*

*Improves efficiency/increases capacity within the administrative office*

*Improves efficiency/increases capacity within the administrative office*

*Improves service delivery and expands membership communication/interaction*

*Replaces first and last mailed notices with e-mailed notices (if e-mail address is record)*

*Allows distribution of the e-newsletter directly from the membership database*

*Integrates all registration with membership database; allows capture of additional data*
## Expand Resources and Infrastructure

<table>
<thead>
<tr>
<th>Project/Outcomes</th>
<th>Description</th>
<th>Start Date</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CNPS History Project</strong></td>
<td>Recognize CNPS milestones and volunteers on the web</td>
<td>Aug-11</td>
<td>Out of the gate</td>
</tr>
<tr>
<td></td>
<td>Recognizes CNPS grassroots origins and volunteer contributions</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Bulletin Going Electronic</strong></td>
<td>Planned conversion from paper to electronic delivery</td>
<td></td>
<td>Approved</td>
</tr>
<tr>
<td></td>
<td>Reduces CNPS print/mail costs</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Annual Report 2010-2011</strong></td>
<td>Public communication of annual results</td>
<td></td>
<td>In progress</td>
</tr>
<tr>
<td></td>
<td>Informs the public about CNPS Results and Outcomes</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Expand Resources & Infrastructure

Finance – It’s the law!

– Chapter financial reporting
  • Quarterly sales tax – due by Jan 21\textsuperscript{st}
– Raffles – new policy in progress.
– Staff – any chapter hires must go through the State Finance & Administration manager.
  • 1099’s must be issued for chapter contractor services
  • State office can process 1099’s for chapters – we need 2011 list by Jan 15, 2012 to allow time to process by Jan 31 deadline.
Expand Resources & Infrastructure

Finance – Year End Reporting

– 2010-11 fiscal year audit is in progress. First audit on our new accounting system.

– Tax returns will be prepared at audit completion
  • One chapter report still missing

Please contact Cari Porter if you have any questions about required reports and forms, due dates of required reports, or other matters related to CNPS fiscal performance.
Expand Resources & Infrastructure

- **Horticulture Program Proposal** –
  - A new proposal has been drafted by Arvind Kumar to develop the program by helping chapters facilitate symposia around the state.

- **Horticulture Newsletter** – great material!

- **Horticulture Blog**
  - We need volunteer authors to post articles!
Attracting, Informing & Energizing People

1. **(Priority Goal)** Expand CNPS’s membership to 15,000 members by 2012.

2. Strengthen the network of people involved in native plant protection

3. Increase the involvement in and effectiveness of local chapters

4. Develop a committed, diverse, and effective pool of people to actively support CNPS.
Attracting, Informing & Energizing People

Primary program nexus:

- **Education Program**
- Administration
- Conservation

*Resource Constraints?*

✓ Message?
✓ Organizational culture?
✓ ?
Attracting, Informing & Energizing People

- **Education** – Plant Science Training Workshops
  - 15 workshops scheduled during the 2012 Conference.

- **Education** – 2012 Conservation Conference
  - See website for updates

- **Conservation** – chapter calls/messaging
  - Our funding for conservation support has expired.

- **Education** – Rare Plant Treasure Hunt - Desert
  - NFWF has invited us to submit a full proposal for 2012

- **Education** – RP Treasure Hunt – Statewide
  - Funding to continue the project is depleted.
2011 Rare Plant Treasure Hunt Results

<table>
<thead>
<tr>
<th>Type</th>
<th>Statewide RPTH (all but deserts)</th>
<th>CA Deserts RPTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Occurrences reported</td>
<td>155</td>
<td>153</td>
</tr>
<tr>
<td>New occurrences</td>
<td>34%</td>
<td>58%</td>
</tr>
<tr>
<td>Historical occurrences</td>
<td>32%</td>
<td>26%</td>
</tr>
<tr>
<td>Recent occurrences</td>
<td>21%</td>
<td>3%</td>
</tr>
<tr>
<td>Negative (not found) occurrences</td>
<td>5%</td>
<td>13%</td>
</tr>
<tr>
<td>Status or Identification undetermined</td>
<td>8%</td>
<td>0%</td>
</tr>
<tr>
<td>CA Rare Plant Rank (CRPR) 1B</td>
<td>76%</td>
<td>40%</td>
</tr>
<tr>
<td>Rank 2</td>
<td>5%</td>
<td>31%</td>
</tr>
<tr>
<td>Rank 3</td>
<td>&lt;1%</td>
<td>0%</td>
</tr>
<tr>
<td>Rank 4</td>
<td>18%</td>
<td>29%</td>
</tr>
<tr>
<td># of trips reported to date for 2011</td>
<td>20</td>
<td>37</td>
</tr>
<tr>
<td># of chapters involved (with members participating)</td>
<td>11</td>
<td>13</td>
</tr>
<tr>
<td>Groups outside of CNPS participating</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Land owners, agencies contributing</td>
<td>26</td>
<td>3 (primarily BLM)</td>
</tr>
</tbody>
</table>
## CNPS Publications & Sales

### 2009 Conference Proceedings – just released!!!

<table>
<thead>
<tr>
<th>Sales</th>
<th>MCV 2</th>
<th>California Mosses</th>
<th>Mosses and Other Bryophytes</th>
<th>2009 Conference Proceedings</th>
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<td>Jan - Mar 10</td>
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<td>Oct - Dec 10</td>
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<td>Jan - Mar 11</td>
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<td>Current Inventory</td>
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Chapter Council Meeting - Dec 4, 2011
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Co-Hosted State / Chapter Events –

- Napa Valley Chapter and CNPS Conservation Program co-hosted the Legislator of the Year award presentation to Senator Noreen Evans in conjunction with a program presentation by Napa’s Kathleen Chassey in late September.

- Sacramento Valley Chapter held a joint event with the State office on the awards presentation for the Legislative Staff Award recipient Susan Little at the SVC’s October program meeting.
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- CNPS History Project – Marie Finn
  - Design Web Format – to house historical & volunteer award information. **completed**
  - Research CNPS Fellows – develop information archives on fellows for web publication; organize archival material. **✓**
  - Review, Organize, and Scan Archival Material at RSAB
  - Complete Oral History – interview CNPS long term members and transcribe.
  - Organize and publish materials on the website
  - Find a writer to compose a historical novel from histories? About early CNPS plant explorers and advocates
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**Membership — Growth Trends**

- Loss of 266 net memberships year to date, while adding 960 new members through October this year.
- CNPS total membership has dropped significantly this year.
- CNPS can no longer say we are an organization of nearly 10,000 members.
- CNPS is now an organization that is just over 9,000 members when all 90 day lapses are included.

**Membership — Facebook appeal in progress**

**RSABG / CNPS Promotion — A few new members!**
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Membership – Chapter Successes

- Mohave Desert has the highest rate of rejoiners and the largest increase in members at 25% net growth (24 to 30)
- Tahoe has added 7 new members and had 1 rejoin for growth rate of 20% (35-42)
- Riverside/San Bernardino has had a whopping 19 rejoiners and 4 new members for 17% net growth (137-160)
- Willis Jepson added 8 for a net growth rate of 15% (55-63)
- Mount Lassen grew from 187 to 209 members for 12% NG
- Santa Clara Valley has added 100 new members this year.
QUESTIONS?
FEEDBACK?