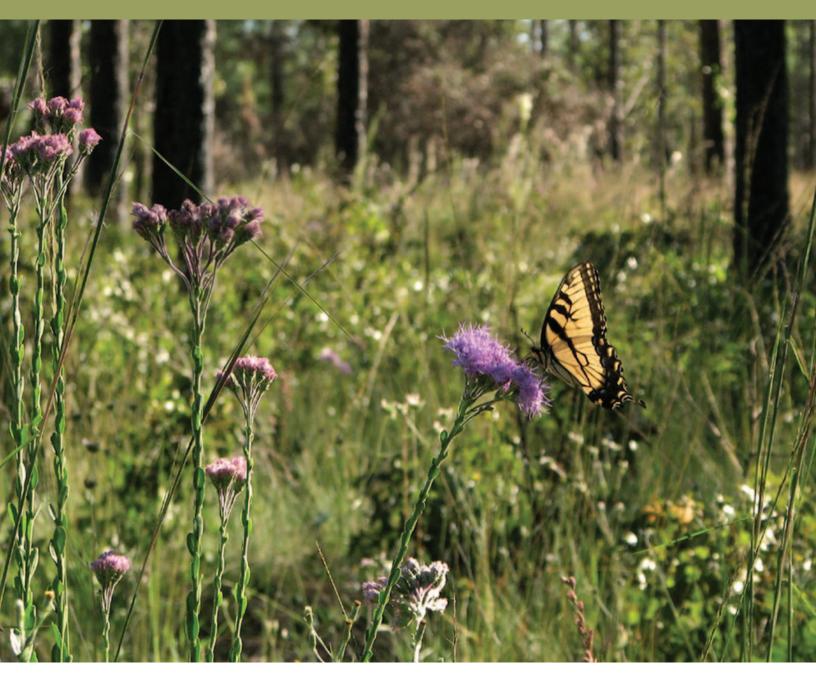
## FLORIDA NATIVE PLANT SOCIETY



**2012 ANNUAL REPORT**Preserving the Natural Heart of Florida



## At the Heart of the Matter

#### Message from the President



FNPS President Steve photographs the Encyclia altissima on the Society's expedition to the Exumas.

When one *Conserves* resources such as clean air, clean water, and energy, we turn to the plants. Native forests absorb carbon dioxide and toxic elements, mitigating climate change and air pollutants. Native plants can help us to identify overly nutrient-rich water; cattails may thrive in it, but clean water is where the sawgrass predominates. Converting high energy-use landscapes such as lawns and other thirsty plants to low-energy native plant landscapes reduces water and electric bills, and reduces our negative impacts of unnecessary over-consumption as well as our carbon footprint.

When we *Preserve* natural lands, we evaluate them by measuring native plant biodiversity and native plant habitat function. Though we may be

concerned for other organisms such as birds, bears, fish or panthers, they cannot survive if we merely provide them space. Within that space, there must be a naturally functioning ecosystem that supports the web of life upon which they are dependent. Florida is exceptional with one of the most diverse assemblages of native plants and native plant habitats in the United States. Folks identify with the natural landscapes on an internal level, giving Floridians a true *Sense of Place*.

It is not enough to just *Conserve* our resources, and *Preserve* what is left; we must also *Restore* areas to help undo the damage of over-development. Native plants are used in ecosystem restoration, when re-creating functioning habitats after invasive plant removal or cleared lands. Only then will other indigenous organisms return. Native plants in home yards enhance Florida's *Native Plant Heritage* and provide many of the ingredients that attract native wildlife.

As you look back upon the many Florida Native Plant Society accomplishments in 2012 it should be evident that all our efforts stem from the mission. We promote our mission through our outreach and education, grant programs, supporting research and conservation, advocacy efforts, and volunteer activities, both locally and statewide. We are *Preserving the Heart of Florida* through the conservation, preservation and restoration of native plants and native plant habitats. In doing so, we prevent further harm and bring Florida back from the brink, which makes us mighty.

Best Regards,

Steven W. Woodmansee President, Florida Native Plant Society

Stown V. Rodam

"It's the Mission that makes us mighty. Conservation, Preservation, and Restoration; this is the heart of our mission protecting native plants and their habitats, and these are the actions necessary to resuscitate our wild lands and the human spirit."

~ Steven Woodmansee, President, Florida Native Plant Society

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Cover photo by Peg Urban: In the natural heart of Florida, we celebrate the Tiger Swallowtail nectaring on a Florida Paintbrush (Carphephorus corymbosus).

# 2012 Highlights

#### **Mission**

The mission of the Florida Native Plant Society is to promote the preservation, conservation, and restoration of Florida's native plants and native plant communities.

- Florida Native Plant Society Representative Richard Moyroud served as Chair of the Florida Endangered Plant Advisory Council (EPAC), his 20th year in that position. This long-lasting leadership role in an important, legislatively-mandated body shows the strength of the Florida Native Plant's Society's reputation in providing experts in the areas of plant sciences and conservation.
- A Society-led field trip to the Exumas, Islands of the Bahamas, in February of 2012 provided
  education to a handful of adventurous plant aficionados while raising funds for the Florida Native
  Plant Society as a whole.
- The Conservation Committee completely revised its grants program to focus on priority species and habitats and increase its effectiveness in promoting projects with the highest conservation values.
- Thanks to a grant from the Elizabeth Ordway Dunn Foundation, the Board of Directors launched
  an organizational assessment and strategic planning process to increase its efficiency and boost its
  effectiveness in advancing the Society's mission.
- The Society's website received a fresh new look, with more linked resources and up-to-the-minute
  news. Coupled with daily activity on our blog, Facebook page, and Twitter account, the Society is
  communicating more often and to a wider audience than ever before. The Society's new website offers
  more resources for both our membership and the public, including sections on education research,
  landscaping, and natural lands. There's even a link that takes you to a page on Florida's native plant
  communities.





Capt. John, with FNPS Members Anne, John, Annie, Sue, Ev, Patty, Dee, Steve, Marjorie, and Mike explored the Exumas on board the Shedd Aquarium's 80-foot research vessel R/V Coral Reef. Such expeditions provide education on plant species outside of Florida (such as the Chamaecyse mesembrianthemifolia on the right), opportunities for fellowship, and much needed funding for the Society. (Photos: Richard Brownscombe)

## Land Management Partners

An intensive effort by the Florida Native Plant Society, Land Management Partners speaks to our conservation-based mission, providing expert knowledge on Florida's native plants, natural communities, and ecology to improve the management of our public lands.

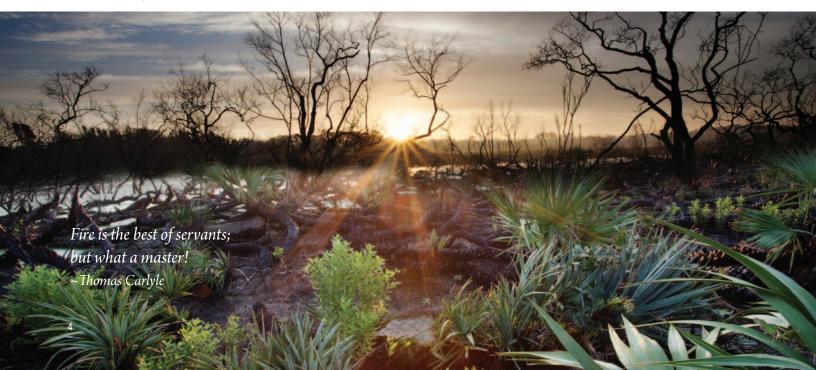
For the third year in a row, the Society's Land Management Partners Committee hit the 100% mark when it came to participating on the Florida State Land Management Reviews in 2012. From state lands, to Water Management District lands to Greenways and Trails, volunteers from all over the state served on stakeholder committees and provided expert advice on botany, ecology, and conservation-oriented land management to safeguard our natural heritage.

Florida has well over 9.9 million non-submerged acres of state, federal, and locally managed public lands held in public trust. The approximate 3.8 million acres under the purview of the Florida Department of Environmental Protection (FDEP) contains representative samples of Florida's natural communities and habitat types. The Division of State Lands, the lead agency for environmental management and stewardship, leases these lands to state agencies and local governments to manage. Management of these state lands helps assure all Florida residents and visitors have the opportunity to appreciate Florida's natural landscapes.

The Society's Land Management Partners Committee worked with local chapters, identified and trained volunteers to participate as expert team members on 29 FDEP Land Management Reviews in 2012. FNPS volunteer team members reviewed existing management plans to assure they adequately addressed the management needs, visited the site to evaluate whether the property was being managed in a manner consistent with the reason for its acquisition and in accordance with the management plan, thus contributing to management practices to improve resource protection.

FNPS members made presentations to their Chapters and led field trips to these lands after the reviews, as well as writing articles for the *Palmetto* and *Sabal Minor*. The Committee's success in taking the lead for the conservation position on the eight-member teams has contributed to better managed lands, better relationships with land managers, and a growing base of volunteers who are highly skilled, motivated, and willing to serve.

**Below:** Hawk's Bluff at Savannas Preserve State Park near Jensen Beach, after a burn. Prescribed fire is a critical conservation tool, and plays a central part in many land management plans. (Photo: John Bradford)



# Policy & Legislation

The Society stays on top of Florida's most pressing conservation issues, alerts our membership to opportunities for action, and provides a passionate and resounding voice for the protection of Florida's native plants and natural communities at every level.

Through the coordinating efforts of our Policy and Legislation Committee, the Society was represented at Water Management District (WMD) meetings, Regional Planning Council meetings, and springs protection workshops throughout the year. Our voices were heard on a myriad of issues, including hunting on WMD lands, surplus WMD land evaluations, hydrilla management in Lake Apopka, restoring WMD funding, and notably, the Zoo Animals Bill. This ill-conceived, and thankfully, ill-fated bill would have allowed state lands to be leased by zoos for the grazing and propagation of non-native wildlife.

The Society also endorsed the Florida Water and Land Legacy Campaign, providing volunteers for gathering signatures and distributing materials, sending email alerts, and publishing articles in our newsletters and blog. We are committed to helping this initiative succeed in placing an amendment on the 2014 ballot that would establish dedicated funding for land and water conservation.

Between protesting bills that would desecrate state conservation lands, ensuring public access to state lands, and seeking a balance between protection of natural resources and economic development, the Society was very active in the policy arena. The Society's Policy and Legislation Committee advocated for all of our natural resources: our native plants, natural communities, wildlife habitats and water, for the future well-being of all Floridians



Photo: Peg Urban

"Understanding the laws of nature does not mean that we are immune to their operations." ~David Gerrold



## Conservation

The Society's Conservation Grants program was completely revamped in 2012 to better focus attention on Florida's rare and imperiled plants. The program addresses the needs of rare plants and their habitats, and of rare plants in natural communities.

Future grants will be awarded to projects that have considerable conservation value and further advance applied research for the protection of native plants and natural communities.

The Conservation Committee firmed up application guidelines, established clear evaluation criteria, and articulated program goals. With a focus on Florida's rare and imperiled native plant taxa, the program will focus on acquisition, restoration, and land management activities that:

- Heighten community and/or scientific awareness
- Advance the protection of Florida imperiled native plant taxa within their habitats and Florida imperiled native plant communities
- Provide long-term benefits to Florida imperiled native plant taxa and Florida imperiled native plant communities
- Promote contiguous and sustainable habitat for Florida imperiled native plant taxa and Florida imperiled native plant communities to protect intact ecosystems, native flora, and wildlife.



Photo: Peg Urban

Those who dwell among the beauties and mysteries of the earth are never alone or weary of life.

~ Rachel Carson





Left: The year opened with good news for expanded species protect—installation of the first boundary marker for the Everglades Headwater NWR occurred on January 18, 2012, performed by Keenan Adams of USFWS and Interior Secretary Ken Salazar. The NWR may embrace 50,000 acres of conservation land with conservation easements for another 100,000. Right: Volunteers from a variety of organizations—including these UCF graduate students, planted 10,000 cypress trees on the conservation land adjacent to Forever Florida.

*Never does nature say one thing and wisdom another. ~Juvenal, Satires* 

### Research

The Society advances the study of native plant conservation through its research grants program. The program provides small grants to students, faculty, and others for unique research that adds to the general literature on Florida's rare, endangered, and threatened plants. True to the Society's mission, the Research Grants Award provides support for study that will help preserve, conserve, and restore Florida's native plant populations.

#### RESEARCH GRANTS

The Society granted three awards totaling \$4,500.00 through the research endowment fund and through the generous contributions of the Tarflower Chapter, which donated \$1,500 in honor of founding member Sam Hopkins, and the Sea Rocket Chapter, who contributed greatly to the grant awards in 2012.

- Chris Buddenhagen, Department of Biology, Florida State
  University. "Genetic resources for identifying beaksedges
  (*Rhynchospora* spp.) and understanding their diversity in Florida
  and the Coastal Plain"
- Kristen Sauby, Department of Biology, University of Florida. "Determining the consequences of herbivory by the invasive South American cactus moth, *Cactoblastis cactorum* (*Lepidoptera: Pyralidae* spp.) to native *Opuntia* populations in Florida"
- Emily Warschefsky, Department of Biology, Florida International University. "Determining parentage and ploidy of hybrid *Tillandsia*: Achieving a better understanding of Florida's native plant diversity"



Starrush Whitetop (Rhynchospora colorata) a showy native beaksedge. Research funded by FNPS will focus on genetic tools for studying species diversity in the coastal plains.



Reddish Wildpine (Tillandsia x smalliana) is a presumed hybrid between the Endangered Cardinal Airplant (T. fasciculata) and Northern Needleleaf (T. balbisiana).



Erect pricklypear (Opuntia stricta) is one of our Threatened native cacti that is eaten by the South American cactus moth (Cactoblastis cactorum).

Photo: Steve Woodmansee

# 32nd Annual Florida Native Plant Society Conference

Each year, the Society's annual conference is held in a different region of the state to promote native plants in natural areas, public landscaping, and private yards. The conferences provide education on conservation issues and technical expertise on botany, ecology, and other natural sciences.

They bring together a diverse community that includes researchers, natural resource planners, land managers, nurserymen, educators, environmental activists and home gardeners. It is the one opportunity each year for the passionate support base of the Society to unite in celebration of Florida's native plants and natural heritage. In its 32nd year, the Florida Native Plant Society produced one of its most successful conferences to date. The 2012 Conference was hosted by the Suncoast and Hernando Chapters and held in Plant City in May. Attendance records showed over 370 registrants, 150 field trip participants, and 30 plant vendors and exhibitors. Always an energizing event, the 32nd Annual Conference provided all manner of education and information exchange, social activity and camaraderie.

Plenary speaker
Jeff Klinkenberg
regaled the audience
with stories of Old Florida
while Dr. Doug Tallamy spoke of the
importance of building biological corridors and
showed the positive impact that planting native species
in our yards and along our roadsides can have. Our last
speaker of the conference, Dr. Hillary Swain, provided a
rousing talk on Saving the Physical, Liquid, and Emotional
Heart of Florida. In total, the Plenary and Breakout Sessions
included over 40 presentations, with topics ranging from
native landscaping, wildflower propagation, and Florida
orchids to establishing fertilizer ordinances, restoring
habitat, and invasive species control.

Artwork for 2012 conference.
Marjorie Shropshire

The 2012 Conference theme was *Preserving the Natural Heart of Florida*, a sentiment shared by its many participants who once again had an opportunity to reconnect with old friends and colleagues, and make new friends. As always, the conference engaged participants in thoughtful dialog about something we're all passionate about: *Florida native plants*.

#### LANDSCAPE AWARDS

The Society's Landscape Awards recognize excellence in the use of native plants in residential yards and commercial and public properties by homeowners, businesses, agencies, and landscapers.

In 2012, the Society provided awards for high-quality native plant landscapes in the categories of Ecosystem Restoration, Residential Design, Institutional Landscape Design, and Transportation. Of the many qualified candidates, four were selected:

- 2012 Ecosystem Restoration Award: Awarded to Florida Native Plants, Inc.; accepted by Fran Palmieri, co-owner
- 2012 Residential Design Award: End of the Road Ranch; accepted by Carolyn Moore, owner
- 2012 Institutional Landscape Design Award: City of Gainesville, Department of Parks, Recreation and Cultural Affairs; accepted by Linda DeMetropoulos.
- 2012 Transportation Award: City of Gainesville Department of Parks, Recreation and Cultural Affairs; accepted by Linda DeMetropoulos.

#### PALMETTO AWARDS

Established in 1984, the Palmetto awards recognize those individuals and chapters who have shown exceptional leadership, service, and dedication to furthering the Florida Native Plant Society's mission.

In 2012, four Green Palmetto awards and two Silver Palmetto awards recognized outstanding leadership:

- 2012 Green Palmetto Chapter Award Winner: Naples Chapter
- 2012 Green Palmetto Service Award Winner: Amy Hines, Longleaf Pine Chapter
- 2012 Green Palmetto Service Award Winner: Paul and Win Lowry, Conradina Chapter
- 2012 Green Palmetto Education Award Winner: Barbara Grigg, Lake Beautyberry Chapter
- 2012 Silver Palmetto Service Award Winner: Gene Kelly
- 2012 Silver Palmetto Service Award Winner: Jackie Rolly

Nature does not hurry, yet everything is accomplished. ~Lao Tzu

# Chapters Advance the Society's Mission Locally

The Society's chapters are the heart and soul of the organization, living our mission every day.

Touching the lives of our 3,000-plus members, the Florida Native Plant Society's chapters provide opportunities for all Floridians to actively engage in conservation. Programs are as varied as the chapters themselves, from education and on-the-ground restoration to advocacy, native nursery operations, and landscaping workshops. Florida Native Plant Society chapters welcome participation from people of all ages and backgrounds, whether expert botanist, hobbyist, or novice. *There's something for everyone; here are just a few examples*.

# The Lake Beautyberry Chapter Works to Rid Hydrilla from Lake Apopka

When the Florida Fish and Wildlife Conservation Commission considered a proposal to reduce hydrilla control in Lake Apopka to save expense, the Lake Beautyberry Chapter jumped into action, working tirelessly in support of the lake's continued restoration. Thanks to their efforts, action by the Friends of Lake Apopka, and media attention by the Orlando Sentinel, the Orange County Commission passed a resolution opposing the proposal and the Florida Fish and Wildlife Conservation Commission ended up maintaining their existing vegetation management plan.

#### Cuplet Fern Chapter Helps Protect Crystal Lake Preserve

Crystal Lake Preserve represents the City of Lake Mary's largest undeveloped tract of land. It is a 40-acre natural area owned and managed by Crystal Lake Preserve, Inc. for the purpose of conservation. The site provides habitat for gopher tortoises, bobcats, seven species of butterflies, and at least 39 avian species, like sandhill cranes, wood storks, and northern bobwhite. Along with Seminole Audubon and the Central Florida Cooperative Invasive Species Management Area, the Cuplet Fern Chapter provided their expertise on plants and ecology and spent countless hours helping Crystal Lake Preserve, Inc. plan, manage, and restore this diverse example of natural Florida.

#### On-The-Air and On-The-Ground with the Suncoast Chapter

In addition to co-hosting one of the Society's most successful conferences in 2012, the Suncoast Chapter lent a hand to local public radio station WMNF in enhancing and rejuvenating a native landscape that was first installed with the Chapter's help in 2005. What better way to have our voices heard than to partner with a listener-supported, commercial-free community radio?



The Dade Chapter continued its partnership with the County's Bill Sadowski Park, launching a new initiative to revive the park's arboretum. The Chapter hosted multiple workdays, dividing members into knowledgeable groups to identify trees and record their locations on maps. Trees to be featured and those to be removed were identified and future routes were proposed.

#### Sea Rocket's Nursery Diversifies Native Landscapes

The Sea Rocket Chapter's nursery program had one their most successful plant sales on Earth Day in 2012. With months of preparation at the hands of many members, over 50 species of native plants were made available to the public. Chapter volunteers spread a conservation message while providing native plants for home landscapes throughout the community.

#### From Land Management to Yard Diversity

In addition to being an active voice in the Southwest Florida Water Management District's surplus lands dialog by performing site evaluations and reporting findings, the Pinellas Chapter also reached out to the general public, providing education on native landscapes. Hosting its 6th Annual Native Plant Landscape Tour in October of 2012, the Chapter had over 150 people venture to 15 properties that showcased diverse landscaping styles and full-grown specimens that allowed tour-goers to visualize how they might be used in a landscape.



# A Message from our Executive Director



The Florida Native Plant Society celebrated its 32nd year in 2012 and took the opportunity to reflect on its past, build on its strength, and plan for its future.

Thanks to a grant from the Elizabeth Ordway Dunn Foundation, the Society launched a strategic planning process that included a good dose of organizational assessment.

The Society has a proud history of achievement. In its 32 years, the Society has hosted annual conferences, with another outstanding event in Plant City in 2012. It has awarded grants and bestowed accolades on the

brightest minds in the field of plant conservation, science, landscape, and education; has established 37 chapters who work on-the-ground in our local communities, as illustrated by the activities described within these pages. The Society can take pride in its achievements and know that it has educated a generation of Floridians on the importance of protecting our natural heritage.

With an outstanding foundation to build from, the Society took great strides forward in 2012 to ensure its continued success by hiring the Bristol Strategy Group to facilitate strategic planning. Although the process will continue into 2013, much was accomplished in 2012. A steering committee of past, present, and very likely, future leaders was formed; organizational capacity assessments were taken; and, a survey provided feedback from nearly 30% of our membership. We are only halfway through this process; the Society will complete this important work in 2013. We will not only develop a blueprint for the future, but will also strengthen the Society and build the support from members, donors, and other constituents needed to finish the plan and put it into action.

The Florida Native Plant Society's mission is critically important. Now more than ever, Florida needs its advocates for native plants. As I look back at what was accomplished in 2012, I know that the Society is well positioned to build on its successes and become the most effective it can be on behalf of Florida's native plants and natural communities.

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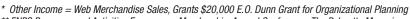
Kellie Westervelt (left), with members of the FNPS Steering Committee and the Board of Directors, will continue the strategic work started in 2012 in order to ready the organization for the future. Photo: Ginny Stibolt

Sincerely,

Kellie A. Westervelt Executive Director

# Financial Summary 2011-2012

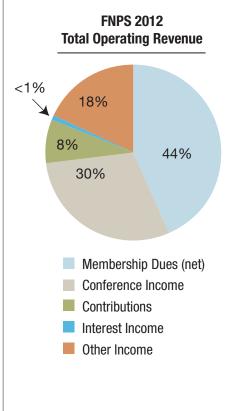
Years Ended December 31	2012	Percent	2011	Percent
_				
Revenue				
Membership Dues (net)	\$95.626	44%	\$100,037	46%
Conference Income	\$64,748	30%	\$80,083	37%
Contributions	\$17,910	8%	\$21,165	10%
Interest Income	\$198	<1%	\$344	1%
Other Income*	\$40,234	18%	\$13,384	6%
Total Operating Revenue	\$218,717	100.0%	\$216,405	100.0%
Expenses				
Program Expenses**	\$138,395	76%	\$167,054	80%
General & Management	\$38,385	21%	\$32,145	15%
Fundraising	\$4,613	3%	\$9,523	5%
Total Operating Expenses	\$181,393	100%	\$208,721	100%
Change in Net Operating Assets	\$16,363		\$36,686	
Net Assets at Beginning of Year				
Operating Fund	\$204,380		\$167,694	
Endowment Fund	\$95,116		\$90,728	
Total Assets	\$299,496		\$258,422	
Net Assets at End of Year				
Operating Fund	\$220,743		\$204,380	
Endowment Fund	\$102,476		\$95,116	
Total Assets	\$323,219		\$299,496	



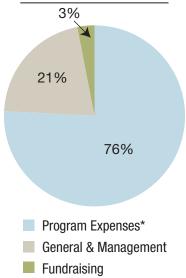
<sup>\*\*\*</sup> FNPS Programs and Activities Expenses = Membership, Annual Conference, The Palmetto Magazine, Education, Research & Conservation Grants, Landscape Awards, and the E.O.Dunn Grant



2012 FNPS Conference attendees encounter hidden treasures on their field trip to Hernando County's Cypress Lakes Preserve. The programs of the Florida Native Plant Society are focussed on preserving such places for future generations through research, education and conservation activities.



### FNPS 2012 Total Operating Expenses



\*(Includes Membership, Palmetto, Conference, Education, Government Policy, Research & Conservation, and Landscape expenses)

## Florida Native Plant Society Governance 2012

#### SOCIETY LEADERSHIP



In early 2013, the Board of Directors and the Steering Committee continued the strategic planning work began in 2012 in a weekend-long retreat.

Reflecting a distinctively high level of dedication and native plant-based knowledge, the Society's leadership is represented by individuals possessing diverse skills, backgrounds and talents. Ranging from scientists, conservationists, and educators to artists, entrepreneurs, and hobbyists, the Executive Committee, Board of Directors, and Committees contribute in immeasurable ways to the Society and its mission.

#### BOARD OF DIRECTORS, 2012

#### **Officers**

Steve Woodmansee President
Gene Kelly Past President
Jackie Rolly VP of Administration
Jim McCuen VP of Finance
Kim Zarillo Treasurer
Martha Steuart Secretary
Jon Moore Director At Large
Julie Wert Director At Large

#### **Standing Committee Chairs**

Barbara Jackson Conference Juliet Rynear Conservation Jim McCuen Finance Committee Anne Cox Land Mgmt Partners Karina Veaudry Landscape Shari Blissett-Clark Membership **Eugene Kelly** Policy & Legislation Paul Schmalzer Science Laurie Sheldon Social Media Website **Shirley Denton** 

#### **Chapter Representatives**

**Gail Taylor** Coccoloba Dick Workman Debra Klein Cocoplum Vince Lamb Conradina Richard Brownscombe Coontie Neta Villalobos-Bell **Cuplet Fern** Lauren McFarland Dade Judy Avril Eugenia **Greg Thomas** Heartland Miki Renner Hernando Linda Schneider lyia Jon Pospisil Lake Beautyberry Ann Marie Loveridge Lakela's Mint Chervl Jones **Longleaf Pine** Jim McCuen Lyonia

Magnolia

Mangrove

Marion Big Scrub

**Bob Mitchell Naples** Russell J. Watrous Nature Coast Palm Beach Lynn Sweetay Sonya H. Guidry Pawpaw Sandi Saurers Paynes Prairie **Debbie Chavet** Pinellas **Rick Dalton** Pineywoods Jeannie Brodhead Sarracenia Joan Kramer Sea Oats Paul Schmalzer Sea Rocket **Dave Feagles** Serenoa **Amy Hines** Solidago **Betsy Martin** Sparkleberry Norm Isbell Sumter **Shirley Denton** Suncoast Ina Crawford Sweetbay Julie Becker Tarflower Nena Brown Univ. of Florida



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The Florida Native Plant Society is registered with the IRS as a 501(C)(3) corporation and all donations to the Society are tax deductible.

We are a proud EarthShare member.



