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A bi-monthly newsletter for the members of

THE FLORIDA NATIVE PLANT SOCIETY



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## Message from the Executive Director

As we enter the midway point in 2012, it's a perfect time to reflect upon the Florida Native Plant Society's achievements and identify avenues for future direction. Over the course of the past six months, the Society has hosted its annual conference, worked on policy issues and land management partnerships, boosted its capacity by investing in a new data management system, and is poised to launch a strategic planning process that will help the organization grow, deliver its programs effectively, and achieve its mission at the highest possible level.

Thanks to a grant from the Elizabeth Ordway Dunn Foundation, the Society has an opportunity to reaffirm its mission and identify the best means of "promoting the preservation, conservation, and restoration of native plants and natural communities" through strategic planning. More than just a weekend of exercises, the Society will work very hard over the next year to develop consensus and generate a plan that provides a blueprint for our future.

Through the strategic planning process, we will establish:

- a unified vision for the Florida Native Plant Society;
- a board structure that allows for the most responsive and effective decision-making;
- a committee structure that aligns itself to strategic organizational goals and programs;
- a strategy that maximizes current resources and allows for new resources to be added; and,
- a three year organizational plan.

The Society will hire a consultant and convene a planning committee to oversee the design of the process. This includes identifying our larger pool of interested parties, developing surveys to help identify the issues that will need to be addressed, and framing those issues at a planning retreat next February. The process is as important as the plan itself. It will build the organization-wide consensus needed to put any resulting plan into action.

This is an exciting time for the Florida Native Plant Society and we are looking forward to building on our previous successes to achieve greater, more focused, and impactful programming to advance our cause. As members, donors, and supporters, we will be counting on you to share your input and help guide the way.

Sincerely,

Kellie A. Westervelt

## Preserving the Natural Heart of Florida

The Florida Native Plant Society's annual conference provides great opportunities for members to reconnect with old friends and colleagues, meet new people with shared interests, and engage in thoughtful dialogue about something we're all passionate about — Florida native plants. Always energizing events, the 2012 Conference held in Plant City last month provided that and so much more. With over 370 registrants, 150 field trip participants, and 30 plant vendors and exhibitors, the 33rd Annual Conference provided all manner of education, social activity, and camaraderie. By all accounts, it was a great success.

Keynote speaker Jeff Kinkenberg 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 Sawin, provided a rousing talk on Saving the Physical, Liquid, and Emotional Heart of Florida. Between the plenary and breakout sessions, over 40 presentations were given in total with topics ranging from native landscaping, wildflower propagation, and Florida orchids, to establishing fertilizer ordinances, restoring habitat, and invasive species control.

**Plans are underway for our 33rd Annual Conference scheduled for May 16–19, 2013 in Jacksonville, so be sure to mark your calendars!**



Hillsborough County Commissioner Al Higginbotham presents a Certificate of Commendation from the Hillsborough County Board of County Commissioners to the Florida Native Plant Society. Accepting the award is Troy Springer, 2012 Conference Chair. (Photo courtesy of Vince Lamb)

## 2012 Conference Keynotes

Author and *Tampa Bay Times* columnist Jeff Klinkenberg amused conference-goers with his presentation, “Skeeters, Poison Ivy and Other Things I Love About Real Florida.” A masterful storyteller, Klinkenberg



spoke of boyhood adventures in Miami and the Everglades, where he spent his days fishing, catching snakes and hanging out with fellow members of the “Boys Without Dates” club. As a journalist, he travels the state, from Pensacola to Key West and everywhere in between, encountering — and writing about — Florida’s interesting if not eccentric characters like Lucky Cole, a photographer known for his “boudoir” style photos of women


set in and around his “Dr. Seuss”-like home in the Everglades, and Taxi Judy, who knows to pick up visitors from Cedar Key’s tiny airport when she sees the plane flying in over the rooftops.

Klinkenberg’s latest book is *Pilgrim in the Land of Alligators*. He is currently working on a profile of Patrick Smith, author of *A Land Remembered*, as well as a book on Taxi Judy.

2009 Keynote Speaker Doug Tallamy returned to the delight of FNPS members with his presentation, “Networks for Life: Your Role in Building Biological Corridors.” Tallamy encouraged the creation of wildlife corridors in our own backyards by replacing turf with native species appropriate not only for your geographical area, but specifically to encourage insects that are needed by native birds and other wildlife. Backed by stunning images of caterpillars and other insects, he illustrated just how many of these tiny creatures are needed to feed our native megafauna, as well as just how many plants are needed to sustain these insects.



Tallamy is the author of *Bringing Nature Home: What You can Sustain Wildlife with Native Plants*.

 Be sure to visit the FNPS blog (<http://fnpsblog.blogspot.com/>) for full coverage of the 2012 keynote presentations and more!

## FNPS 2012 Board of Directors Election

The 2012 General Membership meeting and Board of Directors elections were held at the 2012 Annual Conference. Congratulations to our new and returning Board Members:

President — Steve Woodmansee

VP for Finance — Jim McCuen

Secretary — Martha Steuart

Director at Large — Rufino Osorio, Palm Beach Chapter

Director at Large — Jon Moore, Eugenia Chapter

Director at Large — Julie Wert, Nature Coast Chapter

## Here’s what our members are saying about this year’s conference:

Ray Wunderlich III led a most enjoyable Indian Mounds Tour on Thursday, May 17. The Pinellas Point Temple Mound, an 800-year-old Tocobagan Indian site, is located in a neighborhood and is surrounded by residences. Ray showed

us the Florida native plants that prevent erosion of the mound, as well as a few exotics that found their way to this site. Coonties were being planted by a work crew while we visited. We next visited the Maximo Park and Archeological Site, a 9000-year-old site of multiple shell mounds. Ray discussed the disc golf use of the park that encroaches on the shell mounds and indicated that efforts to remove this use were unsuccessful. Lunch was enjoyed at picnic tables with views of the bay and pleasant breezes. Ray led us through distinct plant communities in this 40-acre park. A plant identification walk along the shore concluded a delightful tour.

— Vince Lamb, Conradina Chapter



Field trip to Maximo Park  
(Photo courtesy of Vince Lamb)

Eleven Ixia Chapter members attended the recent conference, a record number of attendees from our chapter! I personally really enjoyed Dr. Doug Tallamay’s presentation, as well as Dr. Jaret Daniels and Pat Siemen’s presentations. The other highlights were the great native plant sale and the social at Crystal Springs. The Sandhill Cranes were a bonus! — Barbara Jackson, President, Ixia Chapter and FNPS 2013 Conference Chair

The recent FNPS Conference inspired and instilled a renewed sense of purpose toward promoting the many benefits of our native flora to our community! — Joan Kramer, Sea Oats Chapter

Both Karin and I think this conference ranks at the top of the list. Troy Springer and his cohorts did the Society good. We had a wonderful time and my favorite thing is to see old friends and special folks. Of course the field trips to new places are exciting, especially when finding new plants we have not seen before or recently. Dr. Tallamy’s talk was just special as well as overwhelming. That man has a lot to offer and it is too bad his message is not on TV or required material for our governing officials. Jeff Klinkenberg was just what I expected. I love his writings and tales of the people who make Florida unique.



Native plant sale  
(Photo courtesy of Laurie Sheldon)

I was also very proud to be a member of the Tarflower Chapter! There was an excellent turnout of members. I was so proud of Jackie Rolly. She deserves every piece of that plaque for her hard work and proudly representing the Chapter. Karin and I both agree that this year’s selection of plants to purchase was one of, if not the best. Despite no Raisin Bran Flakes for breakfast, the mini waffles were not bad at all!” — Dr. Walter Taylor, Tarflower Chapter



## 2012 Awards Presentations

### Palmetto Awards

The Palmetto Awards were established in 1984 to recognize those individuals and chapters who have shown exceptional service and dedication to further the mission of the FNPS.

#### 2012 Green Palmetto Awards

- **Best Chapter: Naples Chapter** (accepted by Bob Mitchell)
- **Service** (awarded to members who have shown an exceptional degree of volunteerism to their chapter, organization and society as a whole): **Amy Hines, Longleaf Pine Chapter** and **Paul and Win Lowry, Conradina Chapter** (accepted by Martha Steuart)
- **Education: Barbara Grigg** was recognized for her contribution to the education of Lake Beautyberry Chapter members (accepted by Mary Remer)

#### 2012 Green Palmetto Awards

The Silver Palmetto is awarded to FNPS Board members who have shown exceptional dedication to the mission and Board. Awardees are selected by the President. **The 2012 Silver Palmetto Award recipients are Jackie Rolly and Gene Kelly.**

### Landscape Awards

- **Award of Excellence, Residential Category: End of the Road Ranch, North Ft Myers, Carolyn Moore, owner**
- **Award of Excellence, Ecosystem Restoration Category: Florida Native Plants, Inc., Sarasota, Laurel Schiller, co-owner**
- **Award of Excellence, Institutional Landscape Design and Transportation Categories: City of Gainesville, Department of Parks, Recreation and Cultural Affairs, accepted by Linda Demetropoulos**



*FNPS President Steve Woodmansee presents the Residential Landscape Award to Carolyn Moore (Photo courtesy of Vince Lamb)*

### Research Awards

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

*This year's awards were made possible by donations from FNPS Chapters and individual members as well as income from the FNPS endowment. The award to Kristen Sauby was funded by the Tarflower Chapter in honor of Sam Hopkins.*

### Plant ID Contest Winners

#### Novice Competition

- 3rd Place — Phylis Gray and Ray Wunderlich (tie)
- 2nd Place — Julie Becker
- 1st Place — Debbie Chayot

#### Advanced Competition

- 3rd Place — Linda Duever
- 2nd Place — MaryBeth Wagner
- 1st — Catherine Bowman

A special award was given to Walter Taylor for placing high in both categories.



*Dr. Walter Taylor's concentration pays off in the Plant ID contest (Photo courtesy of Vince Lamb)*

## Heartfelt Thanks

The annual conference is a flagship program of the Florida Native Plant Society, and it would not be possible without the leadership of our hosting chapters. The Suncoast and Hernando Chapters are to be applauded for their outstanding effort that led to such a successful event, especially the planning committee: Troy Springer, Daphne Lambright, Shirley Denton, Mark Hutchinson, Bob Upcavage, Carmel VanHoek, Tom Heitzman, Cindy Liberton, Janet Bowers, Paul Schmalzer, Harriett Wright, Miki Renner, Brooke Martin, Shawana Everidge, and Devon Higgenbotham.

## 2012 CONFERENCE T-SHIRTS ON SALE!



So you weren't able to attend this year's outstanding conference. Well, you missed out! But you can still show your support with this commemorative conference t-shirt featuring the inspiring art of Marjorie Shropshire.

*Shirts are available in green and natural, and in both men's and women's styles.*

**Order today at [www.thefnpsshop.com](http://www.thefnpsshop.com) and take advantage of the \$12 sale price.** (That's a \$5 savings!)

Get 'em while they last as sizes and quantities are limited.

## More conference photos and stories online!

Want to see what all the fuss is over this year's conference?



Check out the FNPS Facebook page ([www.facebook.com/FNPSfans](http://www.facebook.com/FNPSfans)) and Flickr page (<http://www.flickr.com/photos/fnps/>) to view photos from the 2012 Conference.



To read the Jolly Bloggers' blog posts from the conference, visit <http://fnpsblog.blogspot.com/>.

And for more photos, be sure to visit Vince Lamb's web page at [http://www.vincelamb.com/fnps\\_plant\\_city](http://www.vincelamb.com/fnps_plant_city).

## FNPS Launches New Website! by Shirley Denton and Paul Rebmann

FNPS created its first website around 1999. It consisted of a loose collection of pages with no consistent style and no menu. By 2001, four buttons had been added to the home page. At that time, we were paying to have the site hosted and to have someone maintain it. Things began to change in 2002 when the first real menu was imposed, and the site was moved to a corporate server (hosting donated). This represented the beginning of a series of upgrades in capabilities, and also represented the last of the programming charges — all subsequent programming has been donated by members. By 2005, the current web team was in place, and we were using an established hosting provider.

As the head of the FNPS Website Committee, I came into the picture in 2002 with computer programming skills and a belief that FNPS could have an organized site where key FNPS leaders could manage most of the content. Cindy Liberton got involved in 2003 to help give the site a new look and again further its capabilities, including “chapter pages” that were editable by chapter leaders. Paul Rebmann began to volunteer in 2005, and rapidly became the go-to guy for assisting people with passwords, answering how-to questions, and posting content.

It is hard to believe, but our homegrown content management system survived to 2012. That is a long time in internet land. We went from a world of no programming (html only), no style (no css), and no javascript to a world where all of them had changed several times over. In fact, we went through several time periods with everything would “break” as new editions of these basic web design tools would come, and the new one would not be compatible with the previous versions (sigh). The last two years have been particularly intense with the growth of new web standards, huge increases in css and javascript capabilities, and a plethora of browser upgrades. You’ve likely noticed this as web sites have gained slide shows, videos, and people trying to use them from mobile phones and tablets.

Last year, even when some of the most recent changes were still not readily available, FNPS decided to upgrade its site. I decided to upgrade it to as modern as we dared go.

On June 1, we released the new site. Several years in the making, your comments and suggestions over the years were integrated into this new design. Initial work entailed testing and selecting a development platform that would be both easy to use and present the appropriate information to both the public and the society in a visually pleasing manner. As chair of the website committee, I, along with a group of volunteer content editors and proofreaders, created a modern web presence for FNPS. We invite you to explore and contribute. There are lots of new things!

- The Society website is still reached at the same address – [fnps.org](http://fnps.org) – but you will quickly notice an all new appearance. The main menu is across the top of the page, and at the bottom of the page are more menu choices, mostly internal society related items.



- You’ll see plenty of modern touches such as slide shows — there is one on our home page.
- There are useful tools and information throughout the site. Check out the “Resources” tab to find lots of information on native plants, native plant communities, and where to go to learn about them. We

are particularly pleased with the plant pages that provide colorful photographs and tons of information about natives that are used in landscaping projects.

- One of the biggest improvements is in “Native Plants For Your Area,” found under “Resources” or by clicking the big “Find Plants” icon at the bottom of the page, which now has easier and more versatile search methods and more information presented for each plant.
- Connections to social media, including the latest blog post, are located on the home page.
- You’ll find tools for Society and chapter leadership. (Login is required.)
- Be sure to check out the “Participate” tab for info on how to get more involved with the Society.
- We have also vastly upgraded support for chapters that don’t have their own web sites. Instead of chapter pages, every chapter now has a website that is customizable and easy to maintain, even if you don’t have web design skills. These sites represent a huge step up for chapters that once relied on chapter pages. They can be accessed at [chaptername.fnpschapters.org](http://chaptername.fnpschapters.org) as well as via links from the “Chapters” page, which contains a map with informational flags for each chapter. Chapters are now searchable by zip code. (Note: If your chapter has its own site, it will not be affected by this change.)
- Behind the scenes, we have a modern login and permission system, administrator tools to edit almost anything without needing to program them, and lots of flexibility not offered by typical content management systems — and all of it easy to use.
- Most importantly, we have an emphasis on telling the world who we are, what our mission is, and how we accomplish it.



We hope you take the time to explore, and enjoy the site, and contribute to its future growth. If you’d like to make any comments or volunteer, send an email to [webteam@fnps.org](mailto:webteam@fnps.org).

*Do you have photos of past conferences? Do you have photos of landscape award winners? We’re looking to fill in the many gaps in what we have. We promise to use the best in slideshows that you can enjoy on our site.*

### A Call to Arms

The Florida Native Plant Society Wants YOU!

There are many opportunities to get involved in the Society, from working at the chapter level to serving on one of our statewide committees.

Positions are available on Education, Policy, Communications, and Strategic Planning committees. Please consider volunteering with us to help make the Society the best it can be by contacting [ExecutiveDirector@FNPS.org](mailto:ExecutiveDirector@FNPS.org).



## Chapter Native Plant Sales — the Coccoloba Chapter Evolution *by Rick Joyce, Coccoloba Chapter*

Successful FNPS chapter-sponsored native plant sales offer many valuable things to chapters and their communities. They are an exceptional fundraiser for chapter functions and projects; they provide a singular location where people can learn about native plants, get sound advice on different plants for their landscape, and buy a wide assortment of native plants. These sales also support local native plant nurseries.

For over 20 years, the Coccoloba Chapter in the Lee County-Fort Myers area has been doing successful native plant sales. During this time, the process by which our Chapter has organized, set up, managed and accounted these plant sales has evolved. While there is not a “one size fits all” way to conduct plant sales, this article is intended to share our Chapter’s plant sale success with the hopes that other chapters will benefit.

Currently, the Coccoloba Chapter has two native plant sales a year, one in April and one in October. Both sales are in public parks in different parts of the county. Our sales run from 9am until 2pm. We are cleaned up and have all plants loaded to leave by 3pm. It works like a well-oiled machine. The park staff at both plant sale locations are supportive and appreciate the way our sales are managed. It’s a very positive, working relationship.

The agreement between the Chapter and the participating nurseries is that 25% of the sales (after sales tax is deducted) is retained by the Chapter. An Excel spreadsheet is used at the end of the sale to accurately calculate state sales tax, nursery distribution and Chapter retention of sale proceeds. Checks are mailed to the participating nurseries within two weeks after the sale with a documented summary of that nursery’s sales.

Beyond plants, a Chapter volunteer sells native plant books, Chapter t-shirts and bags. We set aside a few booth spaces for not-for-profit and other like-minded organizations (such as the Florida Yards and Neighborhoods program, Charlotte Harbor National Estuarine Program, and a local beekeeper who

sells local honey and beeswax candles). We offer these booths for free or a small fee or donation.

The general set-up for the native plant sale is simple and that is part of the value. All plants are brought to the sale by Chapter member nurseries. The nurseries provide the selection, number, loading and transportation to the sale site. All plants brought to the sale are on consignment, which eliminates risk to the chapter for unsold plants.

The plants are delivered on site the day before the sale. Chapter volunteers help unload the plants, place the identification tags in the containers, and water the plants. They also help reload the plants in the nursery trucks or trailers after the sale. The parks provide water and hoses to be able to water the plants upon delivery and during the sale. After being transported and moved around, the watering really helps the

plants look better for the all-day-in-the-sun event.

We have found that it is better for the plants, volunteers and customers to set up the plants on grass. We have done paved parking lots in past years, but have learned that the lack water availability and the hot asphalt can be tough on most plants.

The plants are organized by nursery. We attempt to provide relatively wide access aisles for plant sale customers to walk, learn and mingle. A central checkout (cashier) area is established with two tables, chairs and recreational canopies to keep the volunteers and customers in the shade during checkout. Both nurseries and members bring hand carts, wheel barrows and wagons for the customers’ use.

Coccoloba Chapter members have creatively evolved the plant tags for the sale and that has been invaluable to success. Two plastic tags are placed in each plant; the customer retains one, and the other goes into a cup established for each nursery. For the last sale, we used the 2.5 in. x 4.25 in. “Real Florida Native” plastic tags produced by the Florida Association of Native Nurseries (FANN). Printed stickers are placed on the plant tags. The tag is also used as the sales receipt for the customer.

The plant tag includes:

- Nursery name, phone and address
- Plant common name (large font) and scientific name
- Details about the plant (features, maturing size, natural habitat, growing preferences, landscape use)
- Container size
- Price (large font) including State of Florida sales tax (*State of Florida sales tax must be collected and reported*)

Lastly and critically important, sale publicity and promotion is a key to native plant sale success. All and any opportunity to get the word out about the sale helps attract customers. We always try our best to get a native plant related article with information about the upcoming sale in the Lifestyles section of the local daily newspaper and other weekly papers the week before the sale. We place small real estate signs covered over with “Big Native Plant Sale” and sale information at intersections and highly traveled roadways.

We hope our Chapter native plant sale experience will help other FNPS chapters. While many member hands make the sales a success, the Coccoloba Chapter has a few members that consistently do an awesome job with sale coordination. Those members are Robin Gardner, John Sibley, Mark Miller, Rachel Singletary, Debbie Preston and Marlene Rodak.

May the success of a future native plant sale of your chapter be with you!



### Chapter Happenings

**Coccoloba Chapter** The Coccoloba Chapter will participate in the Taste of Lee Tropical Fruit Fair on Saturday, June 30 at the First Baptist Church Community Room in downtown Ft Myers. They will have native edible fruits and plants from the area.

**Sea Oats Chapter** The Sea Oats Chapter was once again invited to participate in the annual City of St Augustine Beach Arbor Day festivities. Their table included a plant identification game.

Phase one of their Demonstration Garden at the St Johns County Extension Office is complete. It’s new bench and plantings were very well received at the recent home and garden show held there.

The chapter also participated in Pollinator Day on June 23rd in Ponte Vedra Beach. They sold plants that are especially attractive to bees, butterflies and hummingbirds. The event was hosted by the Guana Tolomato Matanzas National Estuarine Research Reserve.

**Tell us what YOUR chapter is up to. Send your Chapter Happenings to [stacey@impactpress.com](mailto:stacey@impactpress.com).**

## **2012 Meeting Schedule**

Jul 14: Executive Committee, Turkey Lake Park, Orange County  
Aug 11: Board of Directors, Museum of Natural History, Gainesville  
Oct 13: Executive Committee, FFA Training Center, Haines City  
Nov 17: Board of Directors, IFAS Extension Building, Orlando  
*\*Meeting locations are subject to change.*

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## **Want your publications in digital form?**

**We hear you!** FNPS has responded to our members' desire to get their publications in digital form by encouraging chapters to go green with their newsletters (and many do) and by providing our *Sabal minor* in digital form. By default, if we have an email address for you, the *Sabal minor* is emailed unless you specify that you request otherwise.

We would eventually like to offer a digital option for the *Palmetto* and we are exploring ways to provide it in print and online in a quality format. While we're not yet ready to implement this option, we'd like to hear from members who would be interested in a digital option.

Let us know your preference by sending an email to [info@fnps.org](mailto:info@fnps.org), or if you prefer, call FNPS Administrative Services at 321-271-6702. Remember to clarify which publications you wish to receive by email (chapter newsletter, *Sabal minor* and/or *Palmetto*). **Thank you for helping us serve you better.**

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