

**The Herb Society of American  
Board of Directors  
Quarterly Board Reports  
April 28, 2016**

**PRESIDENT – Susan Liechty**

- Performed duties of president, maintaining frequent contact with executive director, board members and other HSA members
- Reviewed survey data of the February 2016 board meeting and the January facilitations
- Communicated with all committee chairs regarding status of ongoing projects
- Sent out electronic vote for board positions: membership chair, vice president and treasurer
- Communicated with all committee chairs to develop agenda for spring board meeting and facilitation schedule
- Held board meeting's facilitations in January to prepare for February board meeting
- Developed agenda for February 2016 board meeting
- Developed agenda and board materials for spring 2016 board meeting with executive director and other board members
  - Board meeting agenda
  - Facilitation Schedule
  - Review of board documents and reports for posting on website
- Attended an information teleconference with BVU on Board Governance
- Participated in a Board Governance committee meeting

**GOAL 1: Grow Membership and Strengthen Relationship with Current Members**

- Participated on membership issues with chair, executive director and membership liaison
- Numerous phone calls and meetings with previous membership chair
- Review of updated membership brochure with marketing company representative
- Participated in a meeting with *The Herbarist* committee
- Participated in a meeting with Publications and Botany and Hort.
- Presented two herb related programs for the public with 50 attendees
- Attended Herbal Forum at Festival Hill, Round Top, TX

**GOAL 2: Promote and Strengthen Educational Programs and Resources**

- Wrote "President's Message" for spring newsletter
- Participated in Education Program Committee meetings
- Proofread the spring 2015 newsletters
- Proofread the spring *Herbal Bytes*
- Participated on the GreenBridges™ committee meetings
- Continue to represent HSA on the Outreach Task Force Committee with The Garden Writers Association

**GOAL 3: Financial, Technical & Human Resources**

- Participated on two finance and operations committee meetings

- Continued to work on current proposed website attending meetings with our new provider and with the Website Committee. Contributed written material for the new site
- Attended one teleconference meeting with development chair
- Participated in the Development Marketing meeting
- Updated the Executive Director evaluation and sent out - compiled results. Meeting with VP and then executive director for completion of goals for FY 2017
- Sent out 60 Annual appeal thank you cards
- Attended 3 webinars: *Website SEO, Best Practices for Blogging, Facebook: New and Relevant*

## **HEADQUARTERS - Katrinka Morgan, Executive Director**

### Goal 1: Grow Membership and Strengthen Relationships with Current Members

#### **Membership Coordinator-Laurie Alexander & Cecilia Sordio**

- Continue to assist with membership login problems
- Mailed member at large renewal forms, followed up with e-mail reminders
- Process new member information, entering in database, sending welcome packet including membership card
- District Membership Delegates sent monthly membership reports
- Mailed membership pins and anniversary cards for first week January 2016

#### **HSA Librarian-Chris Wilkenson**

- Respond to reference requests, both snail mail and email
- Worked with the Connecticut Unit to determine what they would send to HSA archives
- Sent the Spring issue of *The Leaf* to HSA members
- Processed donations of two collections
- Organized books for library book sale and offered books to Friends of the Library and to HSA members.
- Processed orders
- Completed article for Spring 2016 Newsletter
- Created displays at two local libraries
- Research completed upon request
- Deceased members background information
- Promising plants history
- Grants history
- National Herb Garden History
- Requests for back issues of newsletters and *The Herbarist*

#### **Educator-Karen Kennedy**

- Responded to inquiries from HSA members, the public and media
- Continued Tweeting on Twitter with increased following
- Assisted the Promising Plant Committee with evaluations and compiled data from members who trialed plants from the 2015 program

#### **Editor/Graphic Artist-Brent DeWitt**

- Designed January 2016 *Herbal Bytes* e-newsletter for HSA members
- Designed Spring 2016 National Newsletter for HSA members
- Worked with Firespring web design and HSA Website committee to create a new HSA web site

### **Executive Director-Katrinka Morgan**

- Communicated with members via telephone and e-mail to address questions or requests for information on membership, education and calendar of events or deadlines for newsletters
- Sent Emma e-mails of national newsletters, and district newsletters to HSA members
- Followed up with current discounts to members to ensure the continuation and updated the discount codes for 2016.
- Assisted district membership delegates with contracts related to the 2016 district gatherings

### **Administrative Support-Amy Rogers**

- Authored and provided thank you letters for the 2016 Annual Appeal, personalizing as appropriate
- Contacted e-mail list of potential volunteers for garden and special projects

### **Headquarters Staff**

- Worked together to ensure that member relationships are built and/or strengthened in all interactions

### Goal 2-Promote and Strengthen Educational Programs and Resources

#### **Administrative Support-Amy Rogers**

- Arranged for HSA to have a display at the Kirtland Library January 2016
- Processed all 2016 Annual Meeting registrations and tour reservations
- Assisted with locating additional guest lodging in Asheville
- Provided members with answers to questions regarding the new meeting format and travel needs

#### **Educator-Karen Kennedy**

- Produced the Herb of the Month materials
- Worked with the promising plants committee, sending out follow-up notices etc., research began on how the Promising Plant Program could be expanded to include public gardens around the country.
- Continued to create boards on Pinterest to reflect growing information and diverse uses of the Herb of the Month and other herbal topics.
- Twitter is watched daily to get a sense of industry trends and topics of interest within the horticulture and food industries as they relate to herbs.
- Learned new techniques to increase the impact of Twitter by getting our tweets seen by a broader audience.
- Tweeted happenings from some of the district gatherings to increase excitement and maintain HSA presence.
- Using #herbsociety when possible for information directly related to HSA.
- Improved using Twitter to promote local, regional, and national HSA events as well as educational information for the purpose of improving HSA visibility.
- Improved and refined the process of communicating with the webinar speakers through a "Frequently Asked Questions" handout, detailed e-mail template, and providing tips on presentation techniques as needed.
- Scheduled speaker dates and worked with them to coordinate a practice time.

- Dealt with speaker issues from resolving technical issues to working with the Education Chair to resolve situations, which resulted in an improvement in our process.
- Worked with the education chair and executive director to implement and facilitate educational webinars
- Completed materials for Allan Armitage app. Five herbs completed

#### **Editor-Brent DeWitt**

- Updated the HSA Website to include additional information of interest to HSA members
- Participated in website committee discussions and communications with website design company
- Met with a volunteer willing to assist with marketing, HSA blog and press releases
- Created Annual Meeting announcement materials and registration brochure
- Created materials for the 2016 Annual Meeting

#### **Executive Director-Katrinka Morgan**

- Ensured HSA website updated as needed, Calendar of Events & What's New Sections
- Updated Facebook posts and communicated posts to HSA Secretary
- Worked with the Biltmore staff to add an additional garden tour for HSA members
- In cooperation with the Grant for Educator Chair and Education Chair posted the winner of the Grant for Educator program
  - Facilitated contract with awardee and arranged for payments
  - Requested final report from past grant recipients.

#### **HSA Librarian-Chris Wilkenson**

- Completed research as requested by members
- Added new books to the collection
- Posted unit newsletters on HSA Website

### Goal 3-Financial Technical and Human Resources

#### **Administrative Support-Amy Rogers**

- Checked voicemails and emails daily responding to questions and referred to appropriate HSA staff member
- Prepared bank deposits and record deposits
- Processed Annual Appeal and general donations.
- Responsible for garden gallery including inventory and fulfilling orders
- Greets guests and assists with information as needed
- Researched resources for new items added to Garden Gallery

#### **Executive Director-Katrinka Morgan**

- Assisted with Board meeting documents, information and agenda
- Participated in F & O committee
- Participated in Website committee discussions
- Participated in meetings with the membership chair and the botany and horticulture chair
- Participated in Ad Hoc committee meetings regarding cost reductions and board restructuring
- Searched for a resource for two award items
- Completed research on the pricing and financial support of a possible board retreat
- Research on local investment companies, three are preparing proposals for presentation to the board.

- Searched for a replacement for the Samull Grant indoor gardening kits
- Worked with Key Bank to update bank documents for the Patriot Act and corporate resolutions

#### **HSA Librarian-Chris Wilkenson**

- Selected books for Friends of Library sale, created order form, contacted Friends for first choice of sale books
- Processed book sale purchases
- Continued to compile a listing of the current value of HSA individual books and items in the HSA collection
- Working with the HSA Educator regarding an upcoming visit of the Council of Botanical and Horticultural Librarians (CBHL) in May 2016.
- Library Visitors- 10
- Library Statistics:

| Archives | Culinary | Ethnobotany | Gardens | History | Horticulture | Medicinal | Other | People |
|----------|----------|-------------|---------|---------|--------------|-----------|-------|--------|
| 16       | 10       |             | 3       | 5       | 8            | 5         |       | 3      |

- Specific requests for information:
  - Ten requests for information on the history of the building and the organization
  - Two requests for information about deceased members
- Circulation: Total 33
  - January-14
  - February-11
  - March-8

#### **VICE PRESIDENT – Rae McKimm**

##### Administration

- Performed duties of vice president, maintaining communication with executive director, president, board members and other HSA members
- Distributed board meeting survey after February 2016 board meeting with participation of 82%
- Membership delegates
  - Prepared and distributed December 3, 2015 meeting minutes
  - Prepared agenda for the March 17, 2016 delegate meeting and conducted the meeting with new membership chair and with incoming vice president as guest
  - Included discussed agenda items, suggestions from executive director, president and membership chair, requesting input from delegates
  - Conducted on-the-job training with delegates as needed, assisting with questions about gatherings, newsletters, district budgeting and financial questions
  - Initiated review of Delegate Handbook and appendices for Operating Manual

##### Strategic Goal 1 - Grow and Strengthen Membership

- Participated in discussions with Membership Chair for delegate meeting topics and unit chair topics, for soliciting strategies and opportunities to increase membership for the strategic plan, and for unit opportunities
- Mailed notecards with hand written congratulations to 2016 HSA Award recipients

##### Strategic Goal 2 – Promote and Strengthen Educational Resources and Access

- Participated in educational program and Annual Meeting planning committee meetings
- Participated in HSA newsletter proofing committee as well as proofed other articles for publications
- Participated in discussions with Publications Chair, soliciting input in related areas of the strategic plan
- Participated in discussions with Education Chair, soliciting input in education program related areas of the strategic plan
- Participated in Educational Conference committee discussions, 2017 and beyond

### Strategic Goal 3 – Financial, Technical and Human Resources

- HSA operating manual
  - Continued review and updates for board approval of operating manual documents:
  - Secretary - documents in progress, Website Committee will evaluate new website and update, blog guideline revision April 2016
  - Treasurer documents – in process, F&O committee
  - Vice President – in process
  - Strategic Plan 2016- 1<sup>st</sup> draft
  - Publications Chair – in process, review evaluation and discussion
  - Botany & Hort. Chair, Education Chair - documents scheduled for review 2016
  - Membership Chair – in process, new chair review with executive director
  - Development Chair – in process, new chair review with executive director
- Participated in finance and operations committee meetings
- Participated in executive director evaluation, review and setting goals FY17 with president
- Participated in ad hoc committee exploring EdCon board expense reduction
- Participated in ad hoc committee exploring board governance committee
- Began introduction and migration process with incoming vice president
- Composed the February 2016 Unit Connections using EMMA for publication and distribution to unit chairs, open rate of 75%
- Attended webinar March 9 on creating monthly giving programs
- Attended webinar March 16, *Good Strategic Planning Part 1*
- Continued strategic planning compilation and development of goals
- Attended webinar March 30 on new website

### Other

- Attended HIS/ASHS conference in Tulsa, OK January 8 – small regional farmers - variety of agriculture topics, horticulture related small businesses affiliated with the university systems; 200 attendees approximately
- Presented a program on *The Delight of Growing and Using Herbs* to the Polk County Master Gardener Training in Mena, AR; class of 15 with 2 guests, attending on March 2, 2016
- Attended spring workday in the Heritage Herb Kid's Garden

### **SECRETARY – Rie Sluder**

- Attended board facilitations on January 23.
- Participated in the February 2016 board meeting; transcribed highlights and minutes.
- Sent out reminder deadline for April quarterly board reports with follow ups for the delayed submissions. Compiled received reports.

- Sent out reminder deadline for annual reports of board members with follow ups for the delayed submissions.
- Attended Education Committee Meetings.
- As chair of newsletter committee, sent out deadline reminders, solicited articles and oversaw proofing of January *Herbal Bytes* and spring newsletter
- Worked with HSA Blog Committee to update the *Blog Guidelines* to more clearly define the goals and procedures involved in producing the blog.
- Provided weekly oversight of the HSA Facebook postings and the HSA blog. Also periodically reviewed the posting on the Pinterest board.
- Conducted Website Committee meetings regarding status of new website and work needing to be done.
- Arranged and conducted a “Sneak Preview” Webinar of the new website for the full board.
- Participated in the Governance Committee meeting.

Other:

- Performed functions as chair of NorthEast Seacoast Unit, chaired NESU Program and Events Committee, performed duties as NESU Website Manager, contributed to district newsletter, participated in communications regarding district gathering

**TREASURER: Linda S Lange**

- Convened ad-hoc committee to review Board-Designated (B/D) funds and recommend re-allocations, in line with current needs and available balances. Recommendations were included with 2016 budget preparation.
- With F&O Committee, reviewed and updated relevant sections of *Operating Manual*.
- Attended initial briefing for prospective Governance Committee (March)
- As needed, conversations with Executive Director, Staff Accountant, and President regarding expense reports, reimbursements, EdCon results, investments, cash flow management, etc.
- Investment Committee is currently dormant, needing new member recruits.

**BOTANY AND HORTICULTURE – Karen O'Brien, Chair**

Administrative:

- Revised and edited HSA spring newsletter
- Wrote article on NEUHSA Symposium for Northeast District newsletter
- Attended Facilitations meeting Jan. 23
- Participated in conference call for GreenBridges and Native Herb Conservation Committees Jan. 26
- Reviewed and commented on website design (ongoing)
- Participated in conference call for National Herb Garden Committee Jan. 29
- Reviewed *Operating Manual* documents
- Attended education committee meeting Feb. 23 and March 31
- Researched alternative venues for Annual Meeting (Native Plant Societies, etc.)
- Participated in Board Meeting Feb. 27
- Spoke with Dava Stravinsky re: Promising Plant webinar and plans for display at Annual Meeting

- Attended website committee meeting March 9
- Attended website review March 30

#### Promising Plants:

- Sent in Promising Plant evaluations for 2015
- Worked with Co-chair Susan Anthony to solicit and vote on Promising Plants for 2017
- Researched sources for Promising Plants choices
- Sent out seeds of Promising Plants to evaluators
- Planted seeds of Ella dill, Santos coriander, and *Ammi majus* for display at 2016 Annual Meeting
- Arranged to take Promising Plants to Annual Meeting, including potting up flat of *Solidago* and *Agastache* and picking up plants at Quacking Grass Nursery and Triple Oaks Farm
- With Co-chairs Susan Anthony and Elizabeth Kennel, prepared for display of Promising Plants at educational conference as well as at Herb Festival
- Worked with Karen Kennedy, Education Director, on evaluations for Promising Plants
- Monitored several Promising Plants in my garden

#### Native Herb Conservation:

- With GreenBridges™ Committee and Editor Brent DeWitt, finalized new sign for GreenBridges™ certified gardens which was sent to all GreenBridges™ certified gardens
- Wrote GreenBridges™ spring newsletter; worked with editor to format same
- Attended Notable Native webinar on Jan. 19
- Spoke with Debbie Boutelier concerning committee chair position
- Appointed Debbie Boutelier as GreenBridges™ Chair
- Transmitted GreenBridges™ documents to Debbie
- Wrote Native Herb Conservation blurb for website
- Edited GreenBridges™ certification letter
- Spoke with Debbie re: possible changes in GreenBridges™ program and clarification on several points
- Continue to work on recruiting new Native Herb Conservation chair
- Worked with Kathy Schlosser to publicize five year Notable Native list of plants

#### National Herb Garden:

- Participated in “35 for 35” drive

#### Other:

- Interviewed by Paris Wolfe for blog post
- Attended Wildflower Farm Seed School webinar Mar. 2
- Attended Northeast Organic Farming MA conference Jan. 16
- Attended Northeast Organic Farming CT conference Mar. 12
- Attended RI Master Gardener conference March 5
- Started and successfully germinated *Asclepius* for possible sale at the Annual Meeting
- Potted up plants of *Solidago odora* for distribution to evaluators of Promising Plants, as well as for possible sale at Annual Meeting

***National Herb Garden Committee – Penni St. Hilaire, Chair***



- The NHG Committee met January 29 by telephone conference call. The big snowstorm cancelled the onsite meeting the week before.
- The Committee will have a meeting and table at the Annual Meeting in Asheville.
- Our workday will be on May 20. We bring brown bag lunches and discuss business over lunch.
- We scheduled the following Under the Arbor programs:
  - April 23-24<sup>th</sup>, Pat Kenny, *Intro to Capsicums*
  - May 7<sup>th</sup>, Tidewater Unit, *Sweet Treats with Heat*
  - May 21<sup>st</sup>, Potomac and Philadelphia, *Roses and Chiles in Containers*, possibly sell plants
  - June 4<sup>th</sup>, Potomac and Virginia Commonwealth, *Lavender Crafts*
  - June, possible Philadelphia Unit program
  - Sept 3<sup>rd</sup>, Pat Kenny, *Paprika*
  - Oct 8<sup>th</sup>, Multi-Unit, *Chile Celebration*

### ***Native Herb Conservation Committee – Kathy Schlosser, Interim Chair***

- The Native Herb Conservation committee (NHCC) is delighted to welcome Deborah Boutelier as our GreenBridges™ chair. Many thanks to Karen O'Brien for keeping us at the forefront of her concerns and finding willing volunteers to take on the many tasks of our committee. Thanks also to the HSA Board for recognizing the potential of this committee to open new avenues of public outreach for education, partnerships, and membership building.
- As we have struggled along without an “official” leader, Karen has also stepped up to take on the task of producing our newsletter, an important communication to keep GreenBridges™ participants interested and active, and to invite new participants. Without communication, we are only a small study group—not a bad thing, but not the vision of the NHCC.
- We have discussed with Karen the possibility of pulling GreenBridges™ out of the Native Herb Conservation committee, making it a stand-alone committee with the same goals and activities but independent. It may also make the job of finding a NHCC chair a little easier.
- There should always be strong communication with GreenBridges™, as one of the primary purposes of that program is conservation of both plants and pollinators.
- That would leave the NHCC with the Notable Native Herb program and free the committee to begin exploring conservation activities, which was an important element in establishing the committee.
- The NHCC has prepared a list of Notable Native Herbs and Notables Native Trees and Shrubs for 2017 – 2022. We have been advised that rather than Fact Sheets, Essential Guides are the goal for the committee. Toward that end, we are currently hard at work attempting to have one produced as soon as possible. This was a bit of a surprise for us, but certainly a welcome surprise!

- Again, many thanks to Karen O'Brien for her continued support and assistance. We wouldn't be here without her!
- HERBS:
  - 2017 – *Solidago* spp.
  - 2018 – *Salvia* spp.
  - 2019 - *Equisetum hyemale*
  - 2020 - *Claytonia virginica*
  - 2021 - *Sanguinaria Canadensis*
  - 2022 - *Hydrastis Canadensis*
- TREES/SHRUBS
  - 2018 - *Salix* spp.
  - 2019 - *Ceanothus americana*
  - 2020 - *Hamamelis virginiana*
  - 2021 - *Gleditsia triacanthos*
  - 2022 - *Crataegus* spp.
  - 2023 - *Juniperus* spp.

**GreenBridges™ – Debbie Boutelier, Chair**

- Accepted chairmanship of this committee
- Communicated with Botany & Horticulture Chair regarding status of committee work
- Developed plan of action to move program forward
- Revised welcome letter and certificate
- Incorporated trademark into program and written communications
- Reviewed committee list and contacted members
- Communicated with past GreenBridges™ chairs
- Published *GreenBridges™ Notes* (Bot & Hort. Chair)
- Welcomed 12 new members into GreenBridges™ program & certified their gardens
- Distributed GreenBridges™ signs to all participants

**Plant Collections – Anne Abbott, Chair**

- No report

**Nomenclature Committee and Essential Guide - Elizabeth Kennel, Chair**

- Continued to edit/format the *Asclepias* essential guide; sent copies of my working draft to Karen Kennedy and Karen O'Brien
- Nomenclature Committee noticed that the subheading for the Notable Native 2016 - Mountain Mints Fact Sheet should read *Pycnanthemum* spp., not *Pycnanthemum Michx.* Michaux did not describe all of the *Pycnanthemum*.

**Promising Plants Co-chair Elizabeth Kennel**

- In cooperation with Susan Anthony and Karen O'Brien, began compiling short form profiles for the 2016 promising plants and a PowerPoint presentation for the HSA annual meeting

- Started seedlings of three of the 2016 promising plants
- Began collecting evaluations for the 2015 promising plants
- Agreed to provide a webinar on promising plants in May

#### **Promising Plants Committee – Susan Leigh Anthony, Co-Chair**

- 2017 PP Winners:
  - Annuals- *Ammi majus*, *Anethum graveolens* 'Ella',
  - Perennials- *Agastache aurantiaca*, *Phytolacca americana*
  - Shrubs- *Viburnum nudum*
  - Vines- *Lonicera prolifera*
  - Trees- *Diospyros virginianum*
  - Notable Native- *Solidago odora*
  - HOY- *Coriandrum sativum* "Santo"- cilantro
- Elizabeth Kennel will write profiles- and S.L. Anthony will get photo permissions
- Photo permissions accomplished by late January 2016
- Asked to participate in a Webinar for PP by Dava Stravinsky- Elizabeth Kennel will do it.
- Elizabeth Kennel will do presentation at Asheville

#### **Seed Collections – Caroline Amidon, Chair**

No report

#### **DEVELOPMENT- Carol Schmidt, Chair**

##### Administrative:

- Holly Cusumano, Philadelphia Unit and Connie Holmes, Colonial Triangle of Virginia Unit became members of the Development/Marketing Committee
- Development/Marketing Committee communicated often through e-mails
- Development/Marketing Committee met once by conference call
- Minutes of the conference call were written and sent to participants
- Suggestions for marketing were received and appreciated from Pat Greathead, Gloria Hunter, and Bonnie Porterfield

##### Strategic Goal 1: Grow Membership and Strengthen Relationship with Current Members

- Read *The End of Membership as We Know It*

##### Strategic Goal 2: Promote and Strengthen Educational Programs and Resources

- Encouraged members of local unit again to attend the webinars
- Suggested to local unit newsletter editor that webinars be included in the Newsletter

##### Strategic Goal 3: Financial Technical and Human Resources

- Attended Finance and Operations Meetings
- Attended a webinar given by Mersky, Jaffe & Associates, *Creating a Monthly Giving Program*

- Read Mersky, Jaffe & Associates article, *4 Ways to Recognize Major Gift Prospects in Your Donor Pool*.
- Discussed new items for the Garden Gallery with Katrinka Morgan
- Discussed the Garden Gallery, the placing of a “donate” button on the HSA Facebook page, the HSA Garden Sponsorship program, the recognition of larger donors at the Annual Meeting, the Special Gift Funds with the participants in the Committee Conference call.
- Discussed Lunaria Society with participants during the conference call and voted to submit a proposal to suspend the program
- Wrote the HSA Board proposal concerning the Lunaria Society with input from committee members and other conference call participants
- Attended the HSA Board webinar, “Sneak Preview” concerning the new website

Additional:

- Presented *Herbal Mustards* to the Berkeley Garden Club in Williamsburg
- Attended one HSA webinar
- Worked on gift bags for \$500+ donors with help of Holly Cusumano and Connie Holmes

**EDUCATION - Dava Stravinsky, Chair**

Asheville Planning Committee

- Contacted all speakers in preparation for their presentations in Asheville and their arrival at the DoubleTree.
- Communicated with chair of NC Unit about centerpieces and give a ways.
- Worked out details of educational displays with Botany and Hort. Chair and executive director (ED).
- Helped organize “Toast to Asheville”
- *Herbal Bytes*, winter newsletter submissions
- Ongoing communication with committee on meeting details, etc.
- Monitored registration and kept committee abreast of numbers.
- Helped organize table at Asheville Herb Festival to be staffed by board and members.
- Contacted guest speakers for Past Presidents’ reception.

Educational Conference Advisory Committee

- Added committee members as per guidelines.
- Revised EdCon speaker application and worked with ED to post to website.
- Worked with ED to publicize 2017 EdCon on website, *Herbal Bytes* and newsletter.
- Contacted committee on next steps and organize meeting in Asheville with those in attendance.

Educational Program Committee

- Held committee meetings to discuss future sites for annual meetings and EdCons for 2018-2022.
- Prepared presentation of future sites for board meeting in Asheville.

### Grant for Educators

- Reviewed all applications and communicated with chair on disallowed applications.
- Stayed abreast of committee communications on scoring of applications.
- Wrote article on committee for national newsletter. (Pending publication.)
- Helped prepare article for *Herbal Bytes* and newsletter on grant winner.
- Discussed issues with grant intentions and guidelines with committee chair and others.
- Discussed Samull Grant awards and the possible changes in indoor grant awards for next year with ED and others.

### Research Grants

- Reviewed all applications and communicated with chair on disallowed applications.
- Stayed abreast of committee communications on scoring of applications.
- Wrote article on committee for national newsletter. (Pending publication.)

### Webinars

- Contacted speakers for webinars through June 2016.
- Continue to seek suggestions for upcoming webinars.

### Other

- Discussed strategic plan with incoming President as it applies to educational programming.
- Served on the Native Herb Conservation Committee and contributed to 2017 *Solidago Essential Guide*

### **MEMBERSHIP – Gloria Hunter, Chair**

- No report as just recently assumed position of membership chair.

### **PAST PRESIDENT – Debbie Boutelier**

#### Strategic Goal 1: Grow and Strengthen Membership

- Contacted Past Presidents as necessary
- Completed awards review with committee and membership chair

#### Awards:

- Wrote article for national newsletter introducing award winners to the membership
- Mailed information packages to each award winner and their nominator requesting pictures and acceptance speeches for the awards and recognition ceremony in Asheville
- Followed up with award winners/nominators to get information for awards presentation
- Requested list of Rosemary Circle and Golden Sage recipients
- Requested PowerPoint background for awards presentation
- Preparing awards and recognition presentation to be given at the awards dinner in Asheville
- Preparing script to accompany awards and recognition presentation

#### Strategic Goal 3: Financial, Technical and Human Resources

- Reviewed financial information for finance and operations committee
- Participated in finance and operations committee meetings

- Participated in Website Preview webinar; offered comments

#### Nominating Committee:

- Notified winners of elections in the Great Lakes and Central districts
- Prepared slate letter presented to general membership
- Updated list of potential candidates

#### Other activities:

- Participated as guest host on Troy public radio show (3 segments)
- Conducted 8 community education programs reaching 425 participants

### **PUBLICATIONS - Jackie Johnson, Chair**

#### Administrative:

- Attended Winter Board meeting (Jan 23, Feb 27)
- Attended part of February Educational Committee meeting
- Reviewed *Essential Guide*.

#### Herbarist:

- 2016 *Herbarist* – writers deadline was 1 April
- Looking for writers for this and future issues

#### Other:

- Wrote an article, *Holistic Stress Relief*, for *The Essential Herbal* magazine.
- Wrote two articles for the Herbal Academy of New England – *Matcha Tea*; *Using the Language of Flowers to Make Mother's Day Bouquets*.
- Helped with Northeast Wisconsin Unit's (GBBG) garden planning.
- Gave a talk on the plant, chocolate, for a Shawano Garden club.
- Gave the presentation for the Annual Tea at the Green Bay Botanical Garden.
- Gave the talk, *Herbal and Holistic Stress Relief*, to Seymour Ladies Groups on.

### **MEMBERSHIP DELEGATES**

#### **CENTRAL DISTRICT - Pat Greathead, Membership Delegate**

##### Membership/Communication

- Corresponded with all (7) district steering committee members
- Corresponded with all (5) Unit chairs
- Corresponded with most of the members at large
- Sent several e-mails with items of interest to all district members with e-mail
- Reminded e-mail members to attend webinars, or to check out recorded webinars
- Responded to questions and requests for information
- Sent out welcome cards to 19 new members, e-mailed four recently lapsed members asking if they knew their membership status.
- Attended the Wisconsin Unit for monthly unit events with 25-35 in attendance (hosting one), and their Spring Symposium with 170 attending, where one past member rejoined. I set up a HSA Membership table and donated a raffle basket filled with lavender items. Sold tea cozies, catnip toys, and other items I had made, generating a \$125 donation to WI Unit. Attended unit BOD meetings.
- Communicated with five Unit Chairs for newsletter updates, news from headquarters and unit events.
- Continued maintenance for accuracy of membership list.

##### Central District Gathering

- Meet with the committee and six of us visited five hotels, followed by lunch at the restaurant we will be dining at Friday evening.
- Two gardens will be toured Friday afternoon, followed by dinner, and crafting supplies donated by WI Unit.
- Have two speakers for Saturday Gathering. Third being contacted by committee member.

#### Newsletter

- Composed, published and mailed the district newsletter following the 2/27/16 board meeting.
- Contacted district business members if they wanted to have business card or ad in newsletter. One did.
- Contacted members at large if they wanted to submit to newsletter. One did.
- Submitted to headquarters for posting to EMMA, website and to the BOD.
- Printed and mailed fifteen newsletters to non-e-mail members by USPS.
- Continued to fine tune my e-mail distribution list.

#### Other activities

- Served on the Manual Review Committee.
- Served on Nominating Committee.
- Served on Finance and Operations (F & O) Committee.
- Attended BOD meeting, BOD Connections, BOD Facilitation, Nominating Committee, Delegate and F & O meetings. Attended webinars: *The Power of Black*, *Distilling History*, and Website preview.
- Attended four phone interviews: VP 1/21, Treasurer 1/28 and two Membership Chairs on 1/11.
- Presented talk to West Side Garden Club on 1/26 with 33 in attendance.
- Secured national members' discounts at Mountain Rose Herbs and Botanical Interests, and district discount at Fragrance Isle (not on-line).
- Secured better national member discount for *Mother Earth News*, and new discounts at *Grit*, *Mother Earth Living*, *Utne Reader* and *Capper's Farmer* magazines.
- WI Unit Herb Fair liaison with currently 20 vendors received and two more coming.
- WI Unit Communications Chair and Historian, and organized seed exchange on 2/16.
- Sent sixteen members birthday cards and a gift, and three sympathy cards.
- Mailed five tea cozies to Kentuckiana Unit for their upcoming Spring Education Day.

### **GREAT LAKE DISTRICT— Bonnie Porterfield, Membership Delegate**

#### **Membership/Communications**

- January 7: E-mailed unit chairs reminders about upcoming webinar, hotel reservations for Annual Meeting, open board positions, using HSA calendar of events for publicizing their events online and newsletter deadline
- January 10: E-mailed 53 of the 56 inactive members in the Great Lakes District membership report from Katrinka. The three that I left off were from WRHS unit and are inactive in our roster for personal reasons.
- January 27, contacted Laurie at HQ to double check new members in 2015
- February 1: E-mailed unit chairs reminders about newsletter deadline, webinars and post office goof with longevity pins. E-mailed members in WRHS who will be receiving longevity pins about post office snafu.
- February 12: E-mailed unit chairs to confirm they received *Unit Connections* via Emma email on February 10.

- February 12 sent Valentine cards with two tea bags to unit chairs thanking them for their work
- March 4 sent unit chairs reminder about next webinar, *Herbarist* submission deadline, new member benefit discounts and HSA Annual Meeting in Asheville.
- March 10, sent thank you letter to Ann Eatherly and Grosse Pointe Unit members for their donation to the Annual Meeting.
- March 12, sent unit chairs e-mail to make sure they received the spring HSA newsletter
- April 1: E-mailed 4 members on membership list from HQ regarding their preference for receiving newsletters via Emma or post.

#### District Gathering

- Cyndy Bellaver and her committee from the Frankenmuth-Mid Michigan Unit are in charge of the 2016 Great Lakes District Gathering. It will be held July 15-16 in Frankenmuth. Cyndy reports the program and location are secured.
- March 21, Cyndy e-mailed contracts to Katrinka and me. She also sent a link to chamber of commerce in Frankenmuth for hotels.

#### Newsletter

- Worked on newsletter, finished and sent to HQ for Emma delivery on March 28.
- March 31 printed newsletters and mailed via post office April 1.

#### Other Activities

- January 11, nominating committee interview for membership chair with Gloria Hunter and Pat Sweetman
- January 21, nominating committee interview with VP candidate Nicoll Brinley
- January 23, attended Board facilitations teleconference
- Attended Webinar with Kathy Schlosser
- Attended Webinar with Pat Crocker
- February 27, attended Board meeting via teleconference
- March 17, delegate teleconference
- March 18 E-mailed Carol Schmidt and Gloria Hunter idea for membership and development
- March 26, reviewed Membership Delegate handbook assignment, sent report to Rae.
- March 30, attended webinar introducing new website, emailed questions regarding new website to Rie on April 1.

### **MID-ATLANTIC DISTRICT – Cindy Meier, Membership Delegate**

#### Membership/Communication

- Communicated with 11 unit chairs and members at large for general information and articles for district newsletter.
- Sent welcome letters to 17 new members.
- Emailed unit chairs to see if they received 2/10/16 Unit Connections.
- Sent notes to the 10 district 2016 Rosemary Circle inductees.
- Contacted members re incorrect email addresses.
- Contacted unit chair re resignation from HSA and as unit chair.
- Emailed Social Symposium information to members at large with email addresses

#### District Gathering

- Corresponded with South Jersey Unit re 2016 district gathering.

#### Newsletter



- Composed and published the district Spring 2016 newsletter (14 pages) following the February Board Meeting. Submitted to Headquarters for posting via EMMA on the website and to the Board of Directors and district membership on 4/3/16.
- Distributed 60 newsletters by mail to members without email addresses.

#### Other Activities

- Attended the Philadelphia Unit meeting on 3/16/16.
- Participated in Nominating Committee conference calls on 1/21/16 and 1/28/16.
- Participated in National Herb Garden Committee meeting via conference call on 1/29/16.
- Participated in Board Facilitations via webinar on 1/22/16.
- Participated in Board Meeting via webinar on 2/27/16.
- Participated in Delegate Meeting on 3/17/16.
- Participated in Manual Review Committee document review.
- Attended webinars on 1/19/16, 2/17/16, and 3/7/16.

### **NORTHEAST DISTRICT – Jen Munson, Membership Delegate**

#### Membership/Communication

- Corresponded with 9 district steering committee members, 7 unit chairs
- +/- 30 members at large
- Responded to questions and requests for information; numerous e-mails and 1 phone call
- Sent out welcome cards and e-mails to 3 new members
- Sent out “we miss you” letters and e-mails to 4 inactive members
- Communicated regularly with 7 unit chairs for newsletter updates and news from headquarters
- Recruited 3 new members
- Continued maintenance for accuracy of membership list
- Mailed congratulation cards to 10 Rosemary Circle inductees

#### District Gathering

- Continued work on the 2016 Northeast District Gathering
- Continued correspondence with district gathering steering committee members via email
- Attended lecture being given by one of the keynote speakers to ensure make in person introduction

#### Newsletter

- Composed, published and e-mailed to district and board of directors winter-e-newsletter
- Composed, published and e-mailed & mailed (sent to both board of directors and district members) the district newsletter following the February 2016 board meeting. Submitted to headquarters for posting to website.
- Distributed 33 by mail
- Savings of \$349 by utilizing e-mail
- Continue to fine tune my e-mail distribution list

#### Other Activities

- Served on the website committee
- Served on nominating committee
- Served on governance committee
- Attended medicinal salve making workshop and promoted The Society.
- Took 6 week fundraising class through the University of New Hampshire received certificate of completion.

- Served as membership chair, study group coordinator and Facebook manager for the Northeast Seacoast Unit.

## **SOUTHEAST DISTRICT – PJ Stamps-Kitchen, Membership Delegate**

### Membership Communication

- Checked and answered e-mails daily
- Continued maintenance of HSA database for accuracy and notified HQ of changes
- E-mailed thirty-eight letters to lapsed members
- Snail mailed six letters to lapsed members
- Checked southeast database for anniversary pin recipients and sent congratulatory e-mails to eight and snail mailed to two
- Sent Kirtland, Ohio newspaper article to all southeast members
- Sent “welcome to HSA” e-mails to twenty-five new members

### District Gathering

- Have had two meetings with HSN Vice-Chairman, two HSN Herb Day Co-Chairman and one other to plan Southeast District Gathering in Nashville on January 29, 2016 and February 17, 2016
- Made phone calls to locate a Friday night dinner venue
- Called the Tennessee Gaming Commission to check on legality of Auctions in TN

### Newsletter

- Contacted unit chairs, vice chairs, assistants and members at large for newsletter information
- Compiled and wrote *Southeast District Spring Newsletter*
- E-mailed newsletter to all southeast members in five units and sixty-nine members at large
- Snail mailed newsletter to seventeen members without e-mail addresses

### Other Activities

- Attended HSA Nominating Committee Teleconference on January 11, 2016
- Attended HSA Webinar on *Pycnanthemum* with Kathy Schlosser on January 19, 2016
- Attended HSA Nominating Committee Teleconference on January 21, 2016
- Attended HSA Board of Directors Facilitation on January 23, 2016
- Attended HSA Webinar on *The Power of Black* with Pat Crocker on February 17, 2016
- Attended HSA Board of Directors Meeting on February 27, 2016
- Attended the Baton Rouge Unit's first Herb Day on March 5, 2016
- Attended a New Orleans Unit Luncheon to celebrate their twenty-five year anniversary with some of the founding members on March 7, 2016
- Visited the New Orleans Unit *Salvia* collection at the New Orleans Botanical Garden on March 8, 2016
- Attended the New Orleans Unit meeting at the St. James Cheese Factory on March 9, 2016
- Attended HSA District Delegate Teleconference on March 17, 2016
- Attended HSA Website Sneak Preview Webinar on March 30, 2016
- Reviewed page two and suggested changes to the *Membership Delegate Handbook*
- Assisted Sara Holland in reviewing page three of the *Membership Delegate Handbook*

## **SOUTH CENTRAL DISTRICT – Sara Holland, Membership Delegate**

### Membership/ Communications

- Corresponded with 7 unit chairs, 2 members at large, vice president, president, executive director

- Checked membership list for accuracy
- Communicated with 7 unit chairs for newsletter updates
- Communicated with PJ re review of page 3 of handbook
- Communicated with headquarters re 3 HCU members who did not receive *The Herbarist*. Problem resolved.

#### District Gathering

- Set up appointments for second visit in April for Beaumont Gathering

#### Newsletter

- Composed, published, and mailed (through Emma) the *SCD Newsletter* following the spring board meeting. 230 sent by e-mail
- Mailing to non-e-mail users this week.

#### Other Activities:

- Participated in the Governance Committee phone meeting
- Served on Nominating Committee. Participated in 4 phone interviews for potential board members.
- Participated in phone board meetings
- Participated in phone membership delegate meetings
- Participated in new website preview

### **WEST DISTRICT - Jody Lacey, Membership Delegate**

#### Membership/Communication

- Corresponded with: 2 steering committee members, 4 Unit chairs 6 times each, and 26 members at large
- Responded to questions and requests for information; 15 e-mails
- Sent out welcome letter to 14 new members
- Sent out letter to past members to get feedback on why they are no longer members (generated 6 responses)
- Visit to 1 unit for unit meeting
- Communicated with 6 business members (articles for newsletter)
- Communicated with unit chairs and new members with interest in local units
- Continued maintenance for accuracy of membership list
- Website Statistics data

#### District Gathering

- Continued work on the West District Gathering to be held in September 2016

#### Newsletter

- Composed, published and mailed the district newsletter following the February 2016 board meeting. Submitted to headquarters for posting to EMMA, website and to the board of directors.
- Distributed 12 by mail
- Continue to fine tune my email distribution list

#### Mini Newsletter

- Sent out 2 mini newsletters utilizing e-mail
- Mailed 24 mini newsletters
- Sent reminder to West District members to attend 2 webinars

#### Other Activities

- Served on the nominating committee 01/12/16 - membership chair, 01/21/16 -vice president

- Attended 1 unit meetings (No CA unit)
- Attended 2 educational webinars *Distilling History* and *The Power of Black*
- Attended budgeting workshop webinar
- Attended training on new website via webinar
- Attended facilitation meeting (01/23/16) via teleconference
- Attended board meeting (02/27/26) via telephone
- Attended delegate meeting (03/17/20) via telephone
- Served on review committee for *Membership Delegate Handbook*