

**THE HERB SOCIETY OF AMERICA, INC.**  
**NOTABLE NATIVE HERB ESSENTIAL GUIDE COMMITTEE**

Approved June 2013

The Notable Native Herb Essential Guide committee, in collaboration with the staff educator and staff editor, plans and produces an essential guide and other educational materials related to an annually featured native herb chosen by the native herb conservation committee. The publications chair, the botany and horticulture chair, and the native herb conservation committee chair collaborate to appoint the committee's chair.

The Notable Native Essential Guide is a publication containing information and photographs of the chosen herb and is intended to give our members and the public an overview of the herb with suggested resources for further in-depth study. The guide should cover the subject, but the preferred length should not exceed 50 full-size pages. Approval of a guide longer than 50 pages will be at the discretion of the publications chair.

### Responsibilities

#### Committee chair

- Serve as editor of the notable native herb guide
- Determine scope and length of publication
  - Establish content categories, such as:
    1. Plant description
      - Botanical and horticultural taxonomy
      - Chemistry
      - History and etymology
      - Horticulture
    2. Ethnobotanical notes
      - Culinary and craft applications
      - Medicinal utility (including the HSA medicinal disclaimer)
      - History and folklore
    3. Photographs
    4. References
- Identify and recruit committee members who also may be contributing authors
- In collaboration with the publications chair and executive director, set production deadlines that ensure compliance with the HSA publications calendar
- Collaborate with the publications chair for determining length of the publication
- Ensure all guide and support materials are formatted as defined in the *HSA Style Manual*. References should be included for specific facts attributed to these sources within the text.

#### Committee

- With committee chair (editor), oversees and/or participates in creating the guide (e.g., brochure / monograph) as well as other support materials such as a fact sheet and a PowerPoint™ presentation and script

- Publicizes the need for and cultivates content submissions from other members of the native herb conservation committee, HSA general membership, and appropriate outside contacts in order to ensure sufficient content for the educational materials
- Proofreads copy and adheres to deadlines as required by committee chair (editor)
- Reviews and shares expertise regarding new delivery technologies as they become available for faster, more user-friendly, or more cost effective distribution of the guides