

THE HERB SOCIETY OF AMERICA, INC.
ESSENTIAL GUIDE TO HERBS COMMITTEE
Approved June 2013

The Essential Guide to Herbs committee, in collaboration with the staff educator and staff editor, plans and produces an essential guide and other educational materials related to herbs chosen for a comprehensive study (for example, the herb of the year as selected by the International Herb Association). The “herb” may be a specific plant, a group of plants, or broader genera. The publications chair, in collaboration with the botany and horticulture chair, appoints this committee’s chair.

The Essential Guide to Herbs 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 essential guide
- Determine scope 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) oversee and/or participate in creating the guide (e.g., brochure / monograph) as well as other support materials such as a herbal fact sheet and a PowerPoint™ presentation and script
- Publicize the need for and cultivate content submissions from HSA's general membership and appropriate outside contacts in order to ensure sufficient content for the educational materials
- Proofread copy and adhere to deadlines as required by committee chair (editor)
- Review and share expertise regarding new delivery technologies as they become available for faster, more user-friendly, or more cost effective distribution of the guides