



GOLD FIELD NOTES

EL DORADO CHAPTER ☼ CALIFORNIA NATIVE PLANT SOCIETY ☼ JANUARY-FEBRUARY 2009

CHAPTER PLANS FOR 2009

CALENDAR

January 17-19 (Sat.—Mon.)

CNPS conference.
CNPS 2009 Conservation Conference: Strategies and Solutions. Sacramento, CA. <http://www.cnps.org/cnps/conservation/conference/2009/>

January 20 (Tuesday)

Monthly program.
Valerie Hipkins talks about NFGEL and native plants. See inside for details.

February 17 (Tuesday)

Monthly program.
Field trip planning meeting. See inside for details.

February 27 (Friday)

Conference.
Climate Change and the California Desert. Joshua Tree Community Center in Joshua Tree, CA. See inside for details.

March 28-29 (Saturday-Sunday)

Symposium.
Growing Natives: Celebrating California's Beauty in Dry Times. Held in the East Bay Area. See inside for details.



Monthly programs are held on the third Tuesday of each month with the exception of August and December. Programs begin at 7 PM and are held at the Placerville Library, 345 Fair Lane Placerville, CA.

For updates between newsletters
www.eldoradocnps.org

In the March-April 2008 newsletter, the chapter board reported on the strategic planning that was begun. At that meeting, the group agreed upon the following goals to pursue in the next 3 to 5 years:

- Increased public participation in all programs and events
- Increase active members
- Increase new members
- Influence public policy and awareness of county issues
- Make more money to fund our programs and give back to community
- Build coalitions

At a meeting in December 2008, Amy Hoffman led the board in a discussion about the various activities we might undertake to accomplish or work towards these goals. The following are actions (or objectives) that the group decided to pursue for the first three goals above. Ideas about how we would measure our accomplishments (i.e., measures) are also noted.

Goal 1: Increased public participation in all programs and events

Objective 1: Line up speakers as early as possible and advertise broadly especially those topics of general interest.

Measure: 1) Advertise programs in six different outlets; 2) Speakers are lined up on average of 4 months in advance.

Objective 2: Prepare materials (paper and electronic) to advertise events.

Measure: Prepare material 2 to 3 weeks in advance of the program.

Objective 3: Tally number of people who attend. Identify new attendees and invite them to provide contact information on sign up sheet.

Measure: Have an Average 30 or more attendees for 5 or more public programs.

Objective 4: Survey general public and chapter members for topics. Bring "suggestion box" to events and ask for topics.

Measure: Get at least 5 new ideas

Objective 5: Offer workshops in conjunction with plant sales

Measure: Do it!

Objective 6: Continue field trip program, Yard and Garden Program, newsletters, plant sale, propagation, library displays, hospitality (food and drinks), and maintain website (stay current).

Goal 2: Increase active members.

An "active" member is one who attends meetings, or volunteers, or participates, or is on the Board or a Committee member.

Objective 1: Make a list of potentially interested folks that could be asked to help and make a list of small, easy tasks they could choose from.

Measure: Prepare list of people and tasks by March

Objective 2: Update contact list with e-mail and phone. Send return information card or call if no response.

Measure: Prepare list by August or earlier if possible.

Objective 3 – Recognize volunteers in the newsletter.

M-3 Names appear. (Collect names for Sue Britting).

M-4 (for goal) Net increase in active members

Goal 3: Increase new members. New members are those who pay dues for the first time.

Objective 1: Contact local nurseries and other businesses to offer a bonus or discount to CNPS members and publicize as benefits of membership. Invite them to become "Corporate Member."

Objective 2: Establish "greeters". Ask for new people at meetings to raise hands and make effort to welcome them and invite them to join.

Objective 3: Offer a "new member" promotion at plant sales and follow up and track retention.

Cont. page 2

PLANNING 2009 *Cont. page 1*

Goal 3(cont.):

Objective 4: Print extra copies of September and March newsletter to give out at plant sales.

Measure: Membership net increase of 10%.

Objective 5: Keep supply of standard brochures, membership forms and supplies at meetings and events.

Measure: Do it!

Goal 4: Influence public policy and awareness of county issues

Objective 1 – Identify and publicize place where people can see and learn about rare plants (including rocks and soils). Provide interpretive exhibits and materials. Work with Pine Hill Preserve.

Objective 2 – Promote BLM's walking tours of Pine Hill Preserve (and explore if BLM supports inviting nearby landowners).

Objective 3 – Deliver Pine Hill presentation to other groups and biennially to El Dorado Chapter of CNPS.

Objective 4 – Attend Pine Hill focused Management and Science Advisory Groups' meetings and provide updates to chapter.

Objective 5: Continue work on Oak Woodlands and Integrated Natural Resources Management Plan (INRMP).

Objective 7: Continue public comments, Weed Management Group, and donations to worthy plant causes or projects.

Goal 5: .Make more money to fund our programs and give back to the community. Currently plant sales, book and poster sales, and subvention provide income.

Objective 1 – Identify opportunities. Apply to various funding groups for grants for CNPS activities (i.e. Rotary Clubs, expanding funds for Clark Youth Fund)

Objective 2 – Send limited appeal(s) to membership for a specific need.

Objective 3 – Solicit other ideas for funds (i.e. free items for raffle or silent auction, fee for advanced shopping at plant sale)

Measures: 1) Increase operating income by 10%; 2) Have \$500 at end of year to put in reserve fund.

Goal 6: Build coalitions.

Objective 1: Prepare list of other groups that might be good partners. Start with existing partners and members.

Objective 2: Create action plan for existing and new partners.

Objective 3: Execute the plan. Prioritize new ones.

Measure: Complete partnership plan by end of 2009.

Objective 4 – Evaluate chapter projects at Institute of Forest Genetics (IFG)

As you can see, there many things that we would like to do to expand the reach of our chapter in an effort to tell more people about the CNPS mission and the value of native plants and their habitats. Please think about volunteering to help the chapter accomplish these goals. If interested contact Cindy Podsiadlo; clpodsiadlo@yahoo.com; 530-642-0648.

CLIMATE CHANGE AND THE CALIFORNIA DESERT CONFERENCE

FEBRUARY 27, 2009, 9AM-5PM
JOSHUA TREE COMMUNITY CENTER,
JOSHUA TREE, CA

Please join the National Parks Conservation Association, Defenders of Wildlife and Joshua Tree National Park for this annual conference featuring:

Nobel Laureate Jean Brennan (*Defenders of Wildlife*) on the impacts of climate change on desert wildlife, management strategies and wildlife corridors.

Kirsten Ironside (*Northern Arizona University*)- on the declining range of Joshua Trees.

Lynn Fenstermaker (*Desert Research Institute*) on the capacity of arid lands to store carbon.

Bill Powers (*Engineer*) on the Sunrise Power Link, Green Path North and the local generation of energy.

And... A World Café Conversation engaging all participants to talk about challenges and opportunities related to climate change.

The conference is free of charge. Please RSVP to Seth Shteir, Program Coordinator for Air and Climate California Desert Office,

National Parks Conservation Association, sshteir@npca.org; (760) 366-7785. For more information: http://www.npca.org/take_action/upcoming_events/climate-change-desert.html



Joshua tree woodland, Nelson Range

SAVE THE DATE GROWING NATIVES: CELEBRATING CALIFORNIA'S BEAUTY IN DRY TIMES

Two day Symposium—March 28, 2009 at Lafayette Community Center, Lafayette, and March 29, 2009 at Regional Parks Botanic Garden, Berkeley

Co-sponsored by *Pacific Horticulture*, the California Native Plant Society and the Friends of the Regional Parks Botanic Garden

We are pleased to present a 2-day program of talks and workshops exploring the possibilities for creating beautiful waterwise gardens with plants native to California.

For more information, please visit:
www.nativeplants.org
www.cnps.org
www.pacifichorticulture.org

JANUARY PROGRAM NFGEL AND NATIVE PLANTS

Valerie Hipkins, Director of the National Forest Genetics Laboratory (NFGEL), will talk to us about work that her program does with native plants. NFGEL is often asked to assist with projects that involve native plants. The objectives of these projects usually involve questions about the taxonomy of plant occurrences, the restoration or conservation of a species or population, and/or seed or germplasm movement. Much of our genetic data is used (1) to identify appropriate plant species or subspecies, (2) to see if introduced material is disrupting local gene pools, (3) to measure and maintain original levels of genetic diversity, (4) to identify intra- and interspecific hybridization and introgression ("genetic contamination"), and (5) to measure existing levels of variation to maintain original genetic structure and levels of genetic diversity.

Much of NFGEL's recent work reflects land manager's increasing interest in using native plants. Native plants are preferred not only because they are part of our natural heritage, but also because they perform impor-

tant functions in native ecosystems and promote healthy environments. Genetic information increases our understanding of native species and provides clearer management direction. Valerie will give specific examples of how we have used genetic data in the management of several native species including: *Silene campanulata* (catchfly), *Erysimum menziesii* (wallflower), and *Oenothera wolfii* (evening-primrose).

Valerie received her Bachelor of Science in Forestry from Humboldt State University, and her Master of Science in Forest Science (tree physiology) and Ph.D. in Genetics and Forestry from Oregon State University. She joined the Forest Service in 1993 and is the Director of the National Forest Genetics Laboratory (NFGEL) located at the Institute of Forest Genetics in Placerville, California. NFGEL provides genetic testing and information for integrated solutions to on-the-ground problems faced by natural resource managers and policy makers. Information about genetics helps assess past, current and future biological changes, and provides implications for management options in the future.

This event will be held at 7:00 pm, January 20, at the Placerville County Public Library at 345 Fair Lane, Placerville.

ACTION ALERT STATE BUDGET CRISIS AND THE CHAPTER LANDSCAPING PROGRAM

By now, most everyone is familiar with the budget crisis for the State of California. Due to the crisis, the Governor suspended all state contracts funded under the voter passed conservation bonds in December. This has grave impacts for the entire Sierra Nevada and directly affects one of our Chapter's projects — the landscaping consultancy project that is being headed up by Rosemary Carey. Funds for this project are on hold. Our project is just one example of the hundreds of good conservation projects throughout the Sierra Nevada and the State that are in jeopardy.

Please write, call and/or email Governor Schwarzenegger and your State

Senator and Assembly Member and tell them to pass a budget. This will help restore California's credit and encourage the administration to pay past invoices funded by bonds, as well as authorize work to start again on existing conservation contracts.

Governor: Email via web: <http://gov.ca.gov/interact>; Governor Arnold Schwarzenegger, State Capitol Building Sacramento, CA 95814; Phone: 916-445-2841; Fax: 916-558-3160 (new number)

Legislators: Visit this website to find your legislators contact information: <http://www.leginfo.ca.gov/yourleg.html>

FEBRUARY PROGRAM TRIP PLANNING AND PIZZA PARTY

Our trip planning meeting will be held on Tuesday February 17th at 7pm at the Placerville Library, 345 Fair Lane, Placerville. It is a "Planning and Pizza Party". Come with your ideas, suggestions, photographs of possible areas, and any maps or books of the particular area that you are interested in. This should be a fun and exciting event as we explore possibilities to entice folks to come and join us! If you can't make it, please call our trip planning chairperson, Shellie Perry with your idea at (530) 644-6335 or e-mail: seperry@concentric.net.





El Dorado Chapter
California Native Plant Society
P.O. Box 1948
Placerville, CA 95667

January-February 2009

Learn more about State CNPS at: www.cnps.org



DEDICATED TO THE PRESERVATION OF CALIFORNIA'S NATIVE FLORA

The California Native Plant Society is a statewide nonprofit organization of amateurs and professionals with a common interest in California's native plants. The mission of the Society is to increase understanding and appreciation of California's native plants and to preserve them in their natural habitat through scientific activities, education, and conservation. Membership is open to all.

Membership includes the quarterly journal, *Fremontia*, the quarterly *Bulletin*, which gives statewide news and announcements of Society activities and conservation issues, and the chapter newsletter *Gold Field Notes*. To join, call our main office in Sacramento, (916) 447-2677, or visit www.cnps.org to join online.

CHAPTER OFFICERS AND COMMITTEE CHAIRS

| | | | |
|--------------------------|----------------------------------|----------------|------------------------------|
| PRESIDENT | Cindy Podsiadlo | (530) 642-0648 | clpodsiadlo@yahoo.com |
| VICE PRESIDENT | Armond Chase | (530) 620-7006 | chasemtkm@aol.com |
| SECRETARY | Joanne Geggatt | (916) 939-3394 | joannegeggatt@sbcglobal.net |
| TREASURER | Ernie Hartley & Susan Fredericks | (530) 626-7234 | go4mound@directcon.net |
| BOOKS AND POSTER SALES | Marty Oberlander | (530) 333-1536 | mober44@sbcglobal.net |
| CLARK YOUTH FUND PROGRAM | Rosemary Carey | (530) 620-3631 | rosemarycarey@comcast.net |
| CONSERVATION | Sue Britting | (530) 295-8210 | britting@earthlink.net |
| Field Trips | Shellie Perry | (530) 644-6335 | seperry@concentric.net |
| HOSPITALITY | Doris Corson (Jan-Mar) | (530) 344-8221 | |
| INVASIVE EXOTICS | Annie Walker | | botanist@d-web.com |
| MEMBERSHIP | Ben Parks | (530) 626-8889 | baparks38@directcon.net |
| PLANT SALES | Shellie Perry | (530) 644-6335 | seperry@concentric.net |
| PROGRAMS | Susan Durham | (530) 626-6736 | durhamsus@yahoo.com |
| PUBLICITY | Rich Wade | (530) 644-7210 | rwade@spi-ind.com |
| WEB MASTER | Steve Tyron | (530) 622-6567 | steve@TyronGraphicDesign.com |
| NEWSLETTER EDITOR | Sue Britting | (530) 295-8210 | britting@earthlink.net |