



# Annual Membership Meeting

August 21<sup>st</sup>, 2021

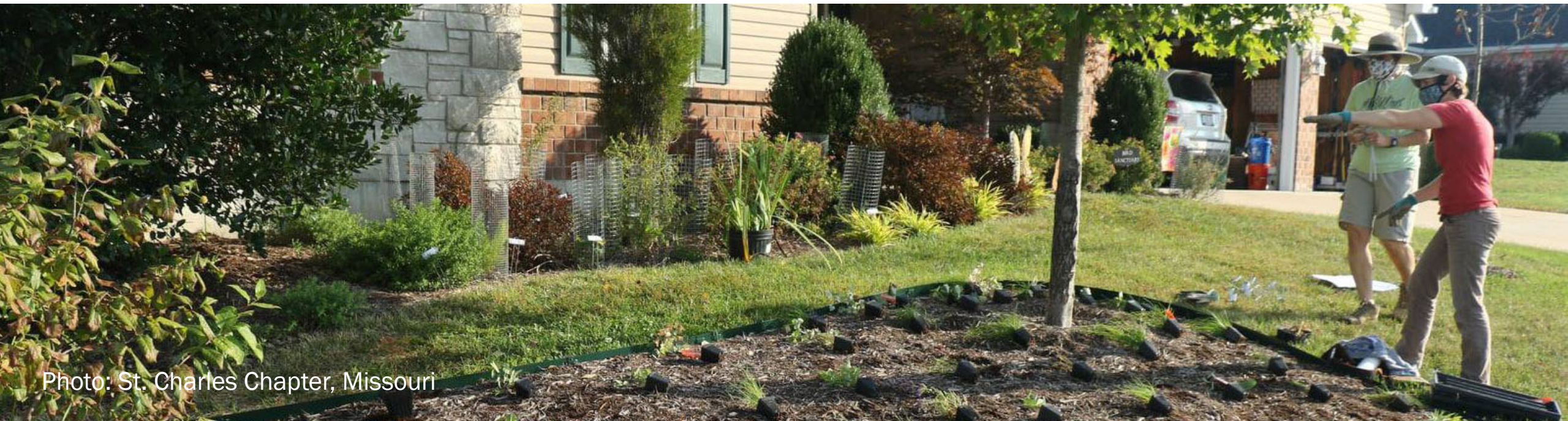


Photo: St. Charles Chapter, Missouri



# Play nice in the garden

- Introductions - name, state, chapter in chat
- Type questions/comments in chat - (there will be time at the end for questions)
- Links will be provided
- Meeting will be recorded
- Closed captioning is turned on
- Please keep yourself muted

Photo: Wild Ones Columbus Chapter, Ohio



Photo: Wild Ones Member  
Betty Hall



# 2021 Annual Meeting Agenda

- Words from Sally, Board President
- Introductions/Service Recognition
- Approval of 2020 Annual Meeting Minutes
- State of the Organization
- Adjournment

# Words from the President...



**Sally Wencel**

President  
2014-2022

- Social equity – serving the underserved
- Climate resilience
- Land acknowledgement
- Native plant definition
- Cohesive conservation community conversations
  - How to evaluate alliances



# Wild Ones Board of Directors - Officers



**Sally Wencel**  
President  
2014-2022



**Loris Damerow**  
Vice President  
2020-2024



**Rita Ulrich**  
Secretary  
2018-2022



**Karl Ackermann**  
Treasurer  
2020-2024

# Wild Ones Board of Directors – Directors



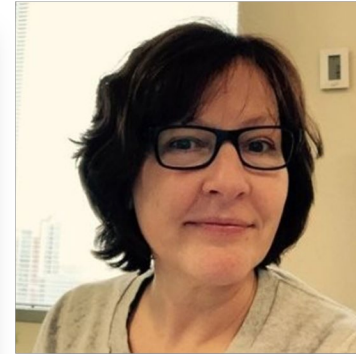
**Marty Arnold**  
2021-2022



**J.D. Carlson**  
2021-2024



**Eric Fuselier**  
2021-2024



**Michele Hensey**  
2021-2024



**Holly Latteman**  
2020-2022



**Jim Poznak**  
General Counsel  
2020-2024



**Carrie Radloff**  
2021-2022



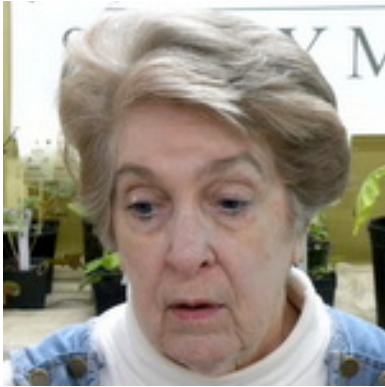
**Matthew Ross**  
2020-2024



**Pam Todd**  
2018-2022



# Thank You Wild Ones National Outgoing Directors



**Marty Agler**  
(TN)



**Janice Hand**  
(MT)



**Ellen Folts**  
(NY)

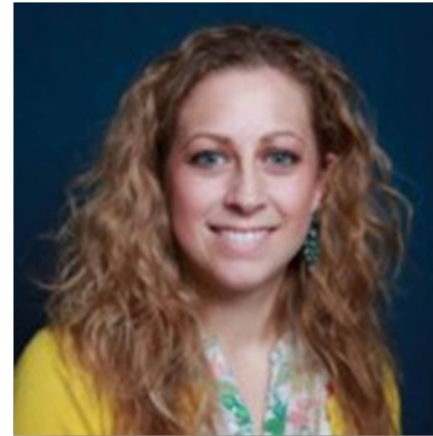
# Wild Ones National Staff Team



**Jen Ainsworth**  
Executive Director  
2020



**Rachel Checolinski**  
Membership Coordinator  
2020



**Katie Huebner**  
Mission Manager  
2020



**Lisa Olsen**  
Chapter Liaison  
2021



# Wild Ones National Contracted Teams



**Jessica  
Gummerus**  
Bookkeeper  
NPBK



**David  
Kryzaniak**  
IT Contractor  
Independent



**Kevin  
Rau**  
Journal  
Designer



**Barb  
Schmitz**  
Journal  
Editor



**Jeremy  
Van Groll**  
Sr. Bookkeeper  
NPBK

# 2020 Annual Membership Meeting Minutes

- President Sally Wencel called meeting to order
- Introductions
- APEX Award Announcement
- Citations for Distinguished Service
- 2019 Minutes Approval
- State of the Organization
- Additional Updates
- Meeting adjourned at 12:00 pm







# 2020 Ideas from Chapter Leaders

- HD Webinar and digital Programming
- Native Garden Designs expanded
- Extend Zoom license capacity Zoom Training
- Updating Wildones.org website
- Improve membership account website
- Networking with other chapters, sharing best practices
- Youth Curriculum

Photo: Wild Ones Member Tom Torkelson



# State of the Organization





# Wild Ones Financials

# 2020 Financials

## (excluding chapters)

- Total revenue increased 16% in 2020 from 2019
- Total expenses increased by 10% in 2020 from 2019
- \$125k net revenue (operating gain/loss)

Photo: Wild Ones Member Michael Sternberger

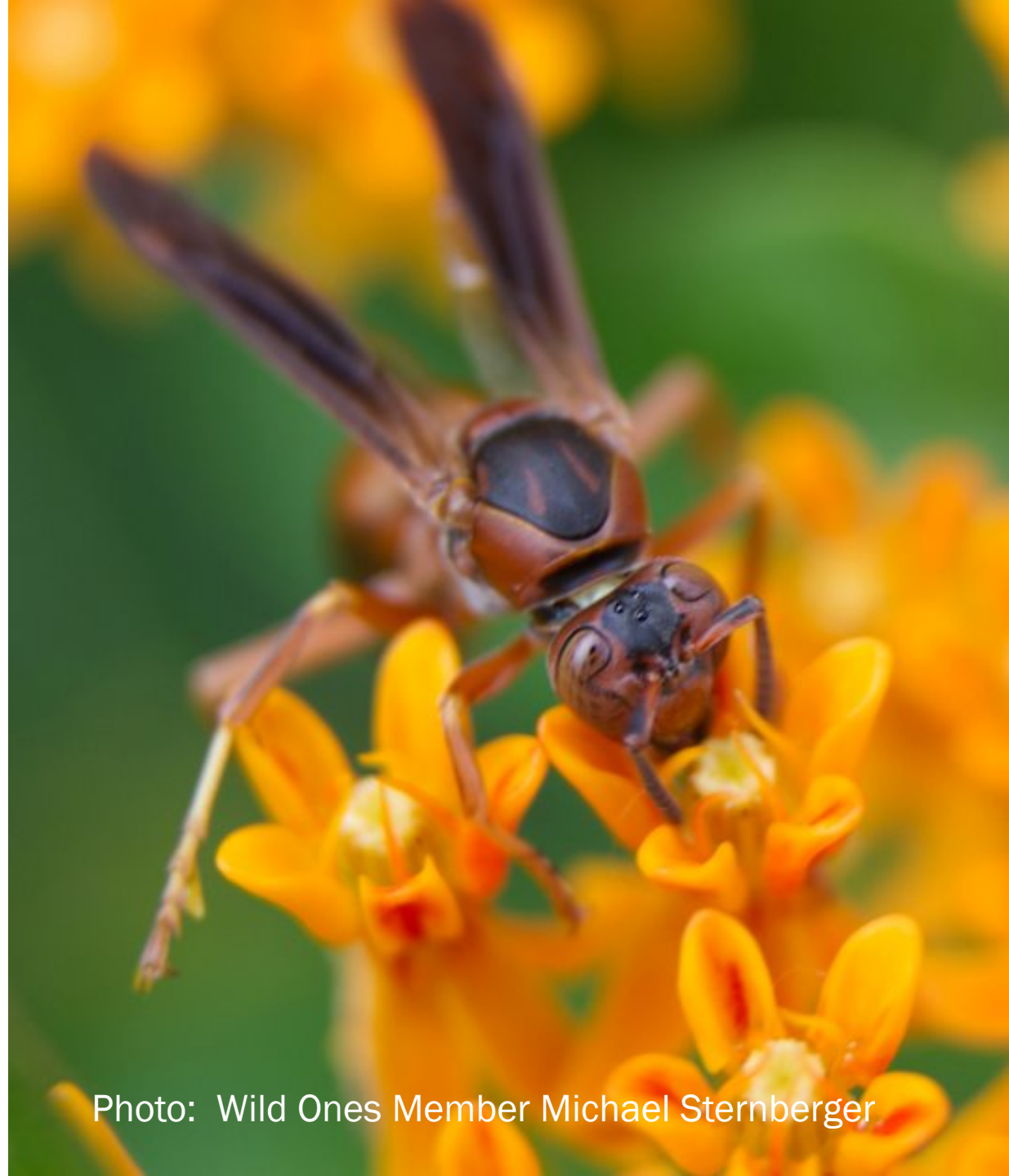


Photo: Wild Ones Member Laura Hedien

# 2021 YTD Financials (excluding Chapters)

- Total revenue increased **15%** YTD in 2021 from 2020.
- Total expenses increased by **112%** in YTD 2021 from 2020
  - Expenses for Native Garden Designs
  - Membership Account Update
  - Personnel and Contracted Services Expenses
- **-\$4.6k** net revenue in TYD 2021 (operating gain/loss)



# Wild Ones Operating Gain

- Reserves

If there was no more revenue entering the organization, we would survive for approx. 16 months.

- Inject into the Mission



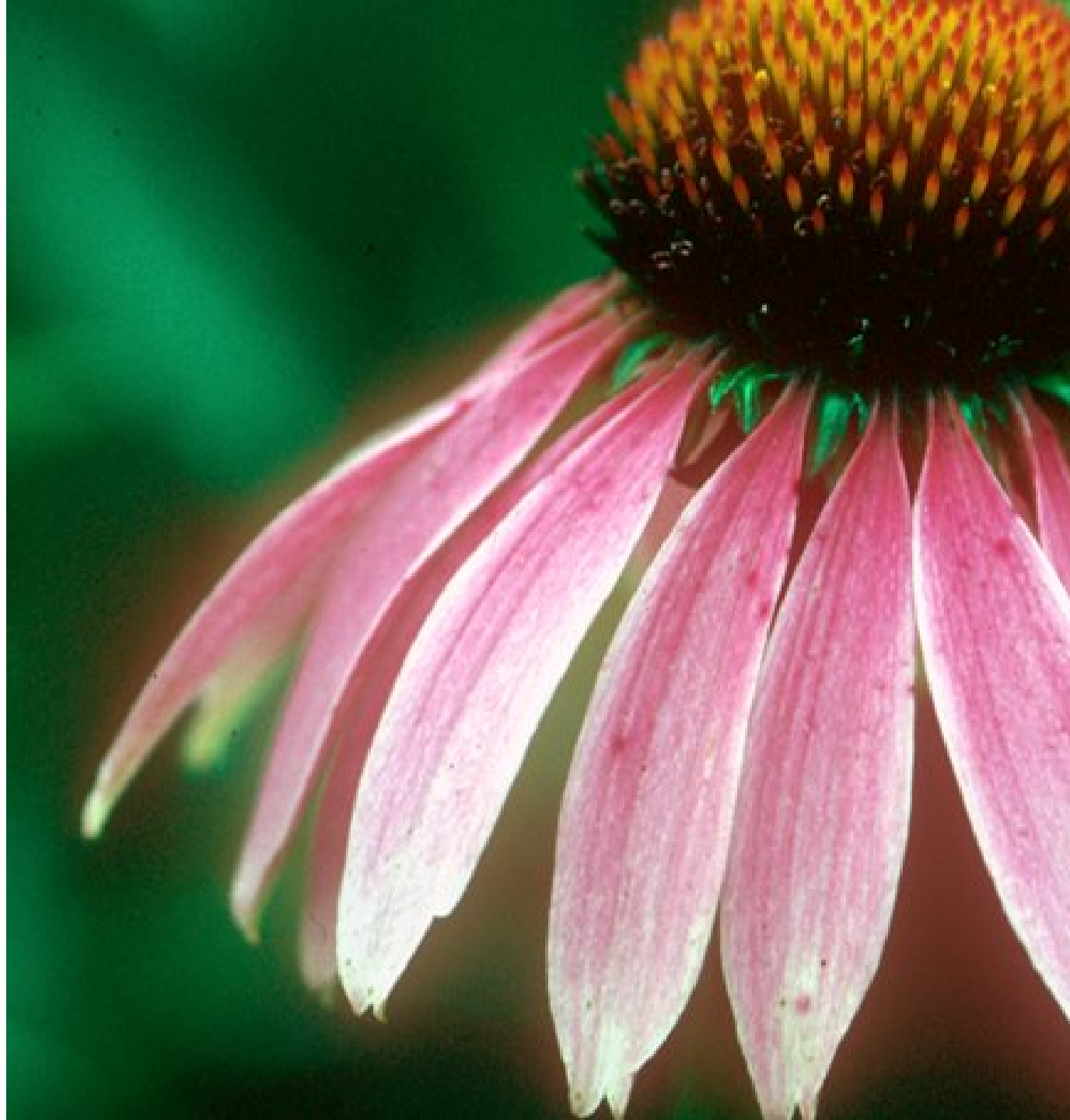
Photo: Wild Ones Member



# Chapters Report

# Seedlings

- Capital Region, NY (NEW!)
- Central Alabama (NEW!)
- Georgia Piedmont (NEW!)
- Jo Daviess County, IL (NEW!)
- Mid-South, TN (NEW!)
- Moultrie County, IL
- Mohawk Valley, NY (NEW!)
- Northeast Ohio
- South Central Minnesota (NEW!)
- South Bend, IN (NEW!)
- Western North Carolina (NEW!)
- Western Pennsylvania Area (NEW!)







# Welcome!



NATIVE PLANTS, NATURAL LANDSCAPES

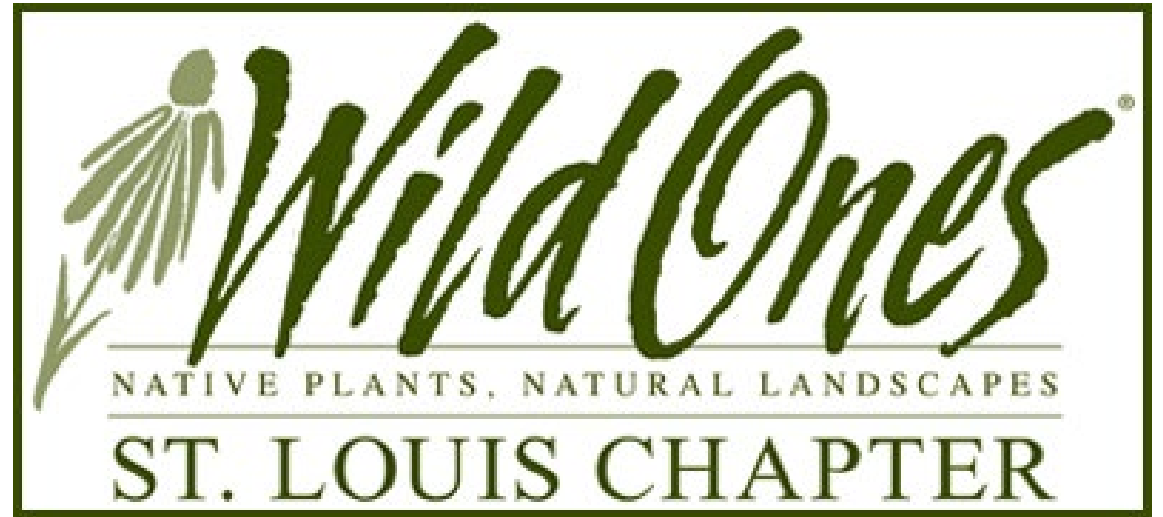
SOUTHEASTERN PENNSYLVANIA CHAPTER

- Serves seven counties throughout Southeastern PA
- Chartered on Jan. 11<sup>th</sup>, 2021
- Currently has 64 members

# De-Chartered Chapters

- Central Arkansas
- Fernwood, MI
- Driftless, WI





- Reached 300 members!
- Started as a Seedling in 1997
- Chartered in October in 1998

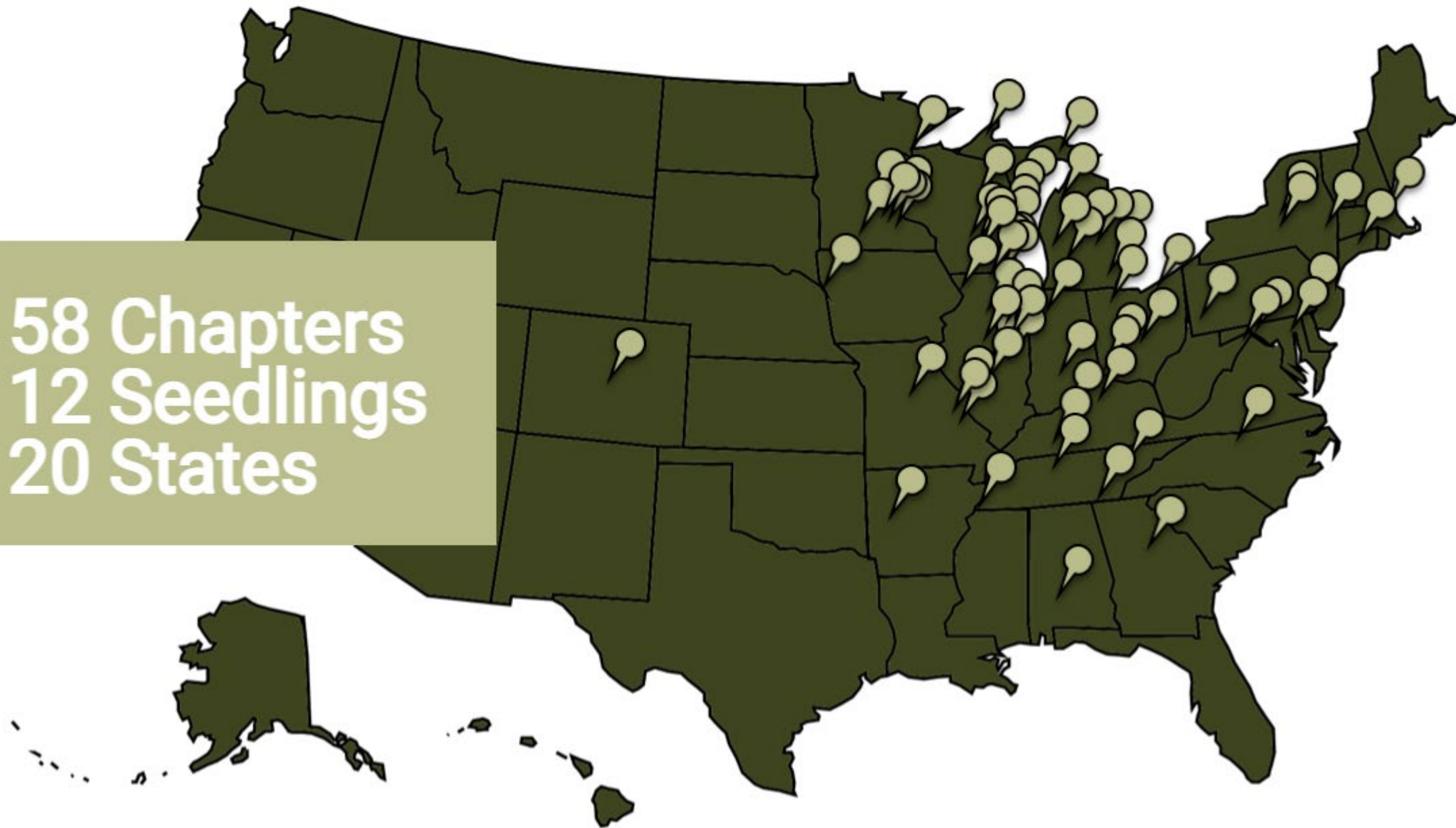


# Chapter Recognition

- SoKY Chapter received the "Earth Week 2020 Habitat Hero Award" from Lost River Cave
- Wild Ones Mid-Missouri won the "Columbia Environmental Stewardship Award"



58 Chapters  
12 Seedlings  
20 States







# Membership Report



# Membership

- Over 5,500 Memberships!
- Chapter adaptability in challenges of COVID-19
- Nationwide programming



# Welcome New Lifetime Members

- Phil Houser & Marcia Rossi
- Bettegail Shively
- Ernie Green
- Mary Spires
- Meribeth Bolt
- Sara Kampf
- Richard Griffiths
- Jaima Galfi
- Ted Ross
- Jane Reuber
- Tracey Koenig
- Carolyn Braun
- Kathy Daniel
- Susan Bryce



Photo: Wild Ones Chesapeake Chapter, Maryland





Photo: Wild Ones River City Chapter, Michigan

# Business Members

- Arcadia Natives
- PittMoss
- Holland Wildflower Farm
- Scioto Gardens Nursery
- Garden Edit
- New England Pollinator Gardens
- Plant It Native LLC
- Morning Sky Greenery
- Backyard Wildlife Habitats LLC
- Second Nature Landscape Services
- All Being Ecoscapes LLC
- Aster Plans
- Wild Acre Farms
- Redbud Native Plant Nursery
- Folklore Botanical
- Ohio Native Growers
- East Michigan Native Plants, LLC
- Wildscape Artisans
- Thomas Nursery Inc.
- Kerry Taste & Nutrition
- Missouri Wildflowers Nursery LLC
- Midwest Groundcovers LLC & Natural Garden Natives
- Waterwise Gardening LLC
- Minnesota Native Landscapes Inc.



# Affiliate Members

- Donna Baker-Breningstall
- Water It With Love Landscaping LLC
- Megan Lankford
- Oak Brook Park District Dean Nature
- Heritage Flower Farm
- Lloyd Library
- Chippewa Nature Center
- Nancy Schunk
- Donna McElrath
- Tammi Van Horn
- Sherry Weinstein
- Peace & Tranquility Lake Corp
- Donna Juneau
- Bristlecone Gardening LLC
- Creative Nature Playschool
- Bigelow's Botanical Excursions
- River Bend Gardens
- Acadiana Native Plant Project
- Good Oak Ecological Services
- Scientist Cliffs Association
- Fox Valley Technical College
- Mr. & Mrs. Haines
- Sleepy Creek Massage & Therapeutic Bodywork
- Anita Unrath
- Cornerstone University
- Richard Webb
- Point of Care Partners
- Michelle Kutz
- Spirited Gardener Inc.
- Charlie Stevens
- Trent Creative
- The Dawes Arboretum Natural Resource Department
- Maureen Ruben
- Ann Litrel

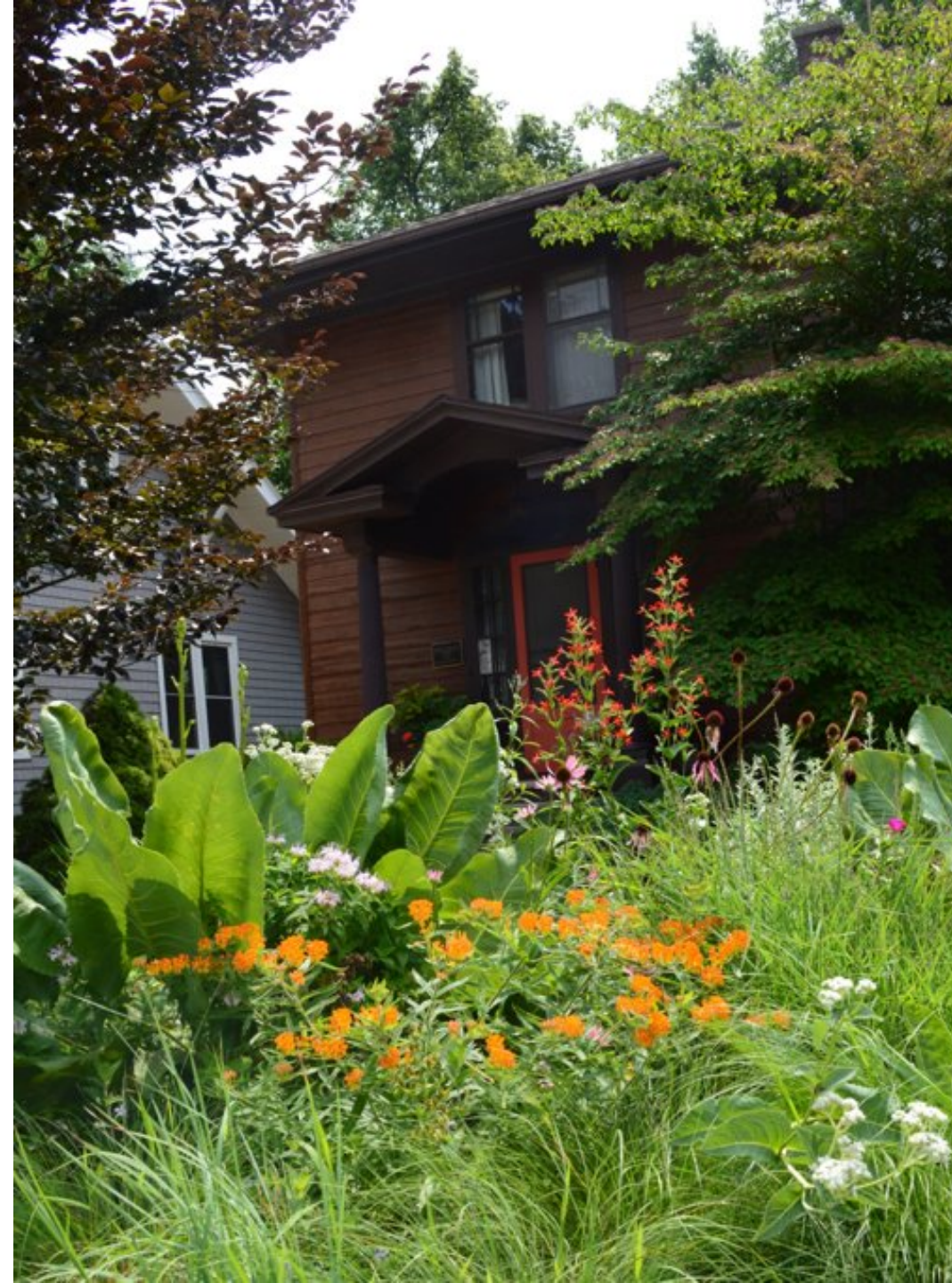




Photo: Front Range, Colorado Chapter



# Partners At Large

- California – 3 members
- Florida – 4 members
- Kansas – 2 members
- Louisiana – 4 members
- Maine – 1 member
- Montana – 2 members
- Nebraska – 2 members
- New Jersey – 8 members
- Oklahoma – 2 members
- Oregon – 1 member
- Rhode Island – 1 member
- South Carolina – 1 member
- South Dakota – 2 members
- Texas – 2 members
- Utah – 1 member
- Virginia – 5 members
- Vermont – 2 members
- Washington – 2 members
- Wyoming – 1 member



# Membership Account



[Home](#) [Membership](#) [Chapter Info](#) [Log Out](#)



Hello, Jen Ainsworth! You're an administrator, so you can access ALL THE THINGS!

[Chapters](#) - [Members](#) - [Payments](#)

Attend the Wild Ones Annual Member Meeting webinar on Saturday, August 21st, 10 a.m. – 12 p.m. CDT!


[Annual Meeting Link](#)

Meet the Wild Ones National Board of Directors and staff and learn how Wild Ones is growing. This is a great opportunity to learn about the organization. We encourage you and your Wild Ones friends, relatives, and colleagues to participate!

 [Current Wild Ones Journal](#)

 [Member ID Card](#)

 [Native Garden Designs](#)

 [Chapter Officer Hub](#)

[Account Home](#) - [Support](#) - [WildOnes.org](#)

[Support](#)

# Member Recognition

- John Ploof (Gibson Woods) – “Bringing Nature Home Award” with Shirley Heinze Land Trust
- Peggy Foster (Gibson Woods) - “Volunteer of the Year Award” with Shirley Heinze Land Trust
- Hal Mann (Oak Opening) – Outstanding Volunteer
- Charlotte Pyle (Mountain Laurel) received the 2020 “Les Mehrhoff Award” from the Connecticut Invasive Plant Working Group
- Christine Gust and Lisa Olsen (Front Range) were honored with “Inter-Neighborhood Cooperation Neighborhood Star Awards”





# **Wild Ones National Program Report**



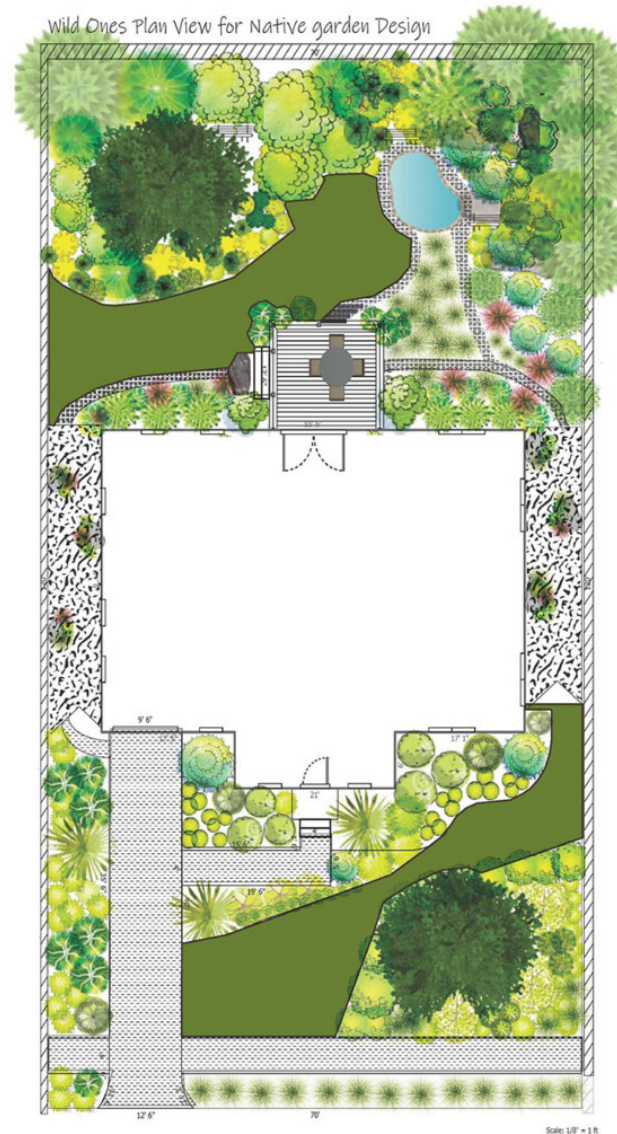
# Butterfly Garden Certification and Registration

- 135 Gardens Certified in last 12 months
- 79 exclusive Wild Ones Native Plant Butterfly Garden signs have been ordered!
- Certify your garden at <https://wildones.org/certify-your-garden/>



# Native Garden Designs

- Wild Ones offers 9 total beautiful, professional, ecoregion-specific, free, native garden designs!
- Ecoregion specific designs include Boston, Chattanooga, Chicago, Denver, Milwaukee, Minneapolis, St. Louis, Tallahassee and Toledo.
- See the designs at [nativegardendesigns.wildones.org](http://nativegardendesigns.wildones.org)



**NEW! Boston**



**NEW! Denver/Front Range**



# MEET THE DESIGNERS OF THE BOSTON NATIVE GARDEN DESIGN

Thurs., Sept. 16, 2021 | 5-6 p.m. CDT  
Register for this free webinar online at:  
[nativegardendesigns.wildones.org](https://nativegardendesigns.wildones.org)



Josh Altidor,  
Boston Native  
Garden Plan



Andy Brand,  
Boston Native  
Garden Plan





# Lorrie Otto Seeds for Education Grant Program

- **Online application is open now through Oct. 15 at 11:59 p.m. CDT!**
- Awards up to \$500 for organization projects that engage youth in planning, planting and caring for native plant gardens.
- Apply now at: <https://wildones.org/sfe-application/>
- Awards will be communicated to recipients by February 2022 – ahead of planting season.





# Congrats to 2020 Photo Contest Winners

- Abby Rexer – Photos by Kids
- Arlene Kjar - Scenery
- Cathy Streett – Natural Landscaping
- Joan Brandwein – Best In Show, Flora, Pollinator
- Kim Smith – People's Choice



# Annual Photo Contest!

- **Get your entries in soon!**  
**Contest closes on Aug. 31st**  
**at 11:59 p.m. CDT!**
- Submit entries at:  
<https://wildones.org/photo-submit/Contest>
- \$50 cash prizes for 1st place category winners as well as for the Best in Show winner and the People's Choice winner.



# Wild Ones Honorary Director Webinar Series



## **“The Nature of Oaks: The Rich Ecology of Our Most Essential Native Trees”**

**Oct. 5th, 6 p.m. CDT**

**Wild Ones Lifetime Honorary Director, entomologist, behavioral ecologist, professor  
University of Oxford, Pennsylvania**

Registration now Open! [Wildones.org/Tallamy-oaks-registration/](https://wildones.org/Tallamy-oaks-registration/)



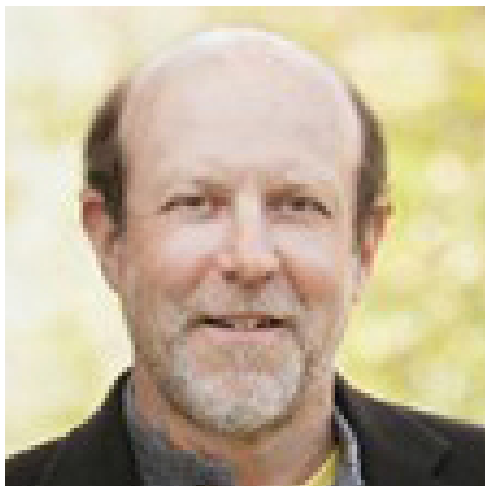
## **“Wasps: Their Biology, Diversity, and Role as Beneficial Insects and Pollinators of Native Plants”**

**Oct. 20, 6 p.m. CDT**

**Wild Ones Honorary Director, biologist, pollinator conservationist, and author  
Heather Holm**



# Wild Ones Guest Webinars



## **“The Self Perpetuating Landscape: Setting a Process in Motion” Webinar**

**Nov. 16, 6 p.m. CT**

Learn principles and protocols for creating dynamic, ecologically rich landscapes where nature does much of the “planting.”

**Larry Weaner, FALPD, president and founder of Larry Weaner Landscape Associates, developer of New Directions in the American Landscape (NDAL)**



## **America’s Public Gardens: A Resource for Native Plants Webinar**

**Jan. 13, 6 p.m. CT**

Take a journey to several of the nation’s public gardens. From gardens that grow exclusively native plants to others that have worked them into their diverse collection, get an in-depth look into how public gardens can help inform and influence your design and maintenance practices.

**National Board Member Matthew Ross of Longwood Gardens**

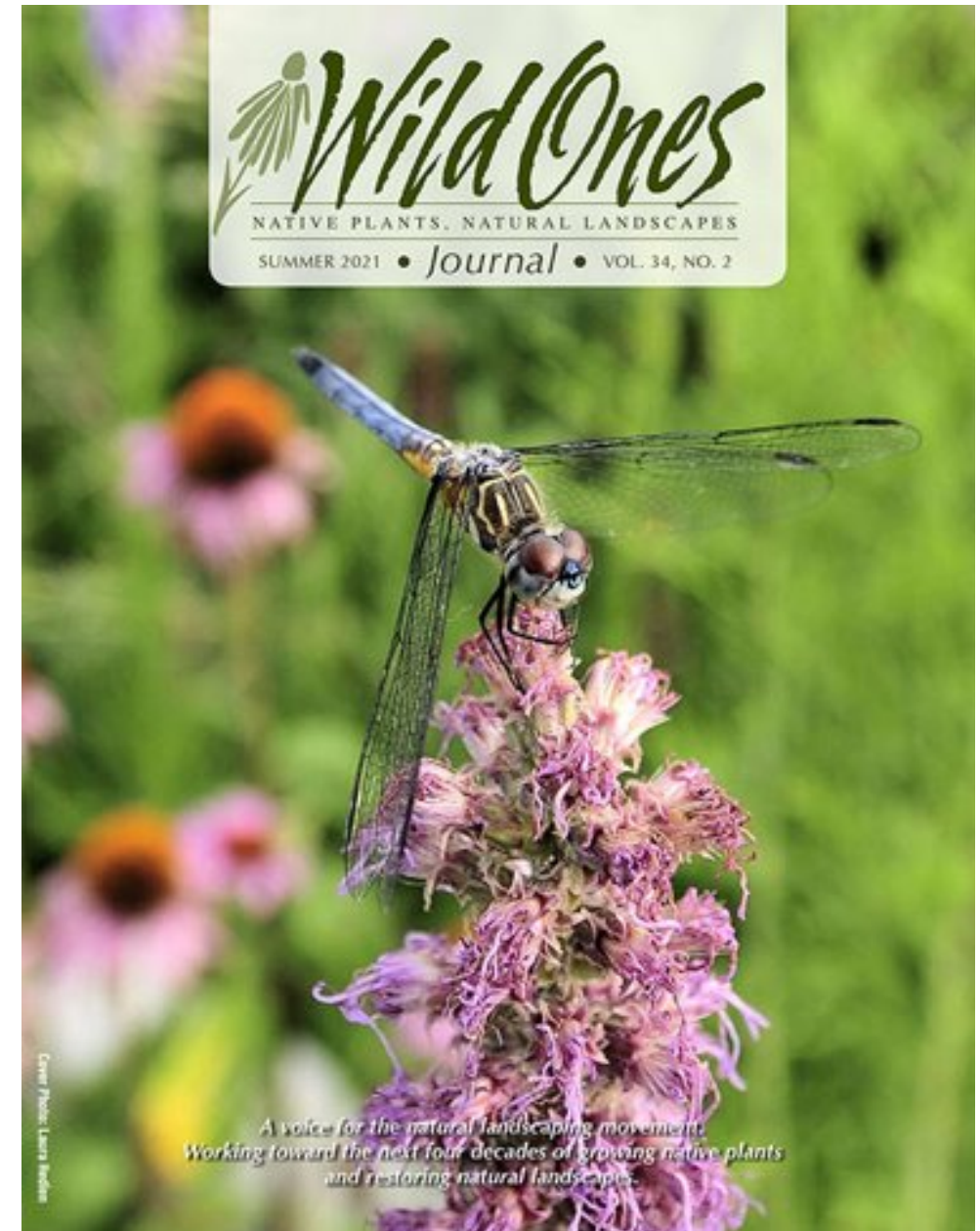
# Our Proud Partners



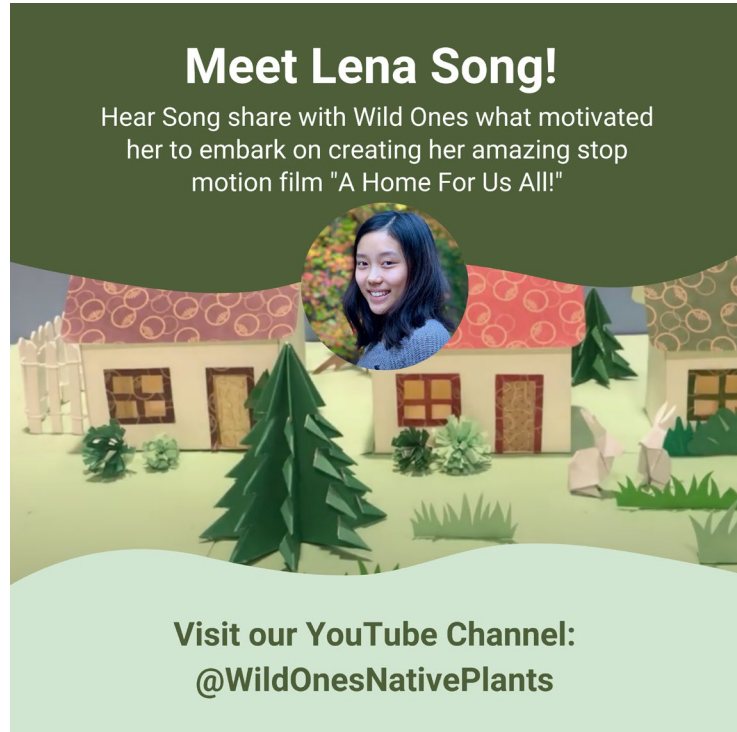


# Wild Ones Journal

- Membership gardens
- Desirable article topic
- Knowledge sharing
- Barbara Schmitz (Journal Editor)  
[Journal@wildones.org](mailto:Journal@wildones.org)



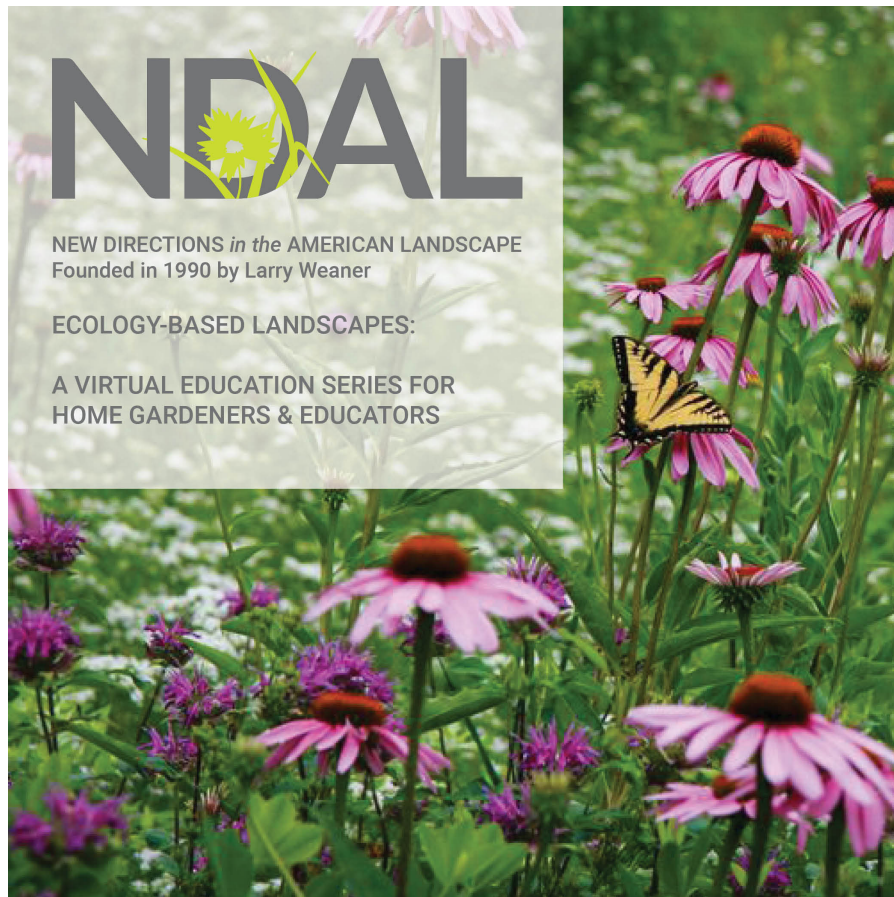
# Lena Song Awarded for Short Film



- Lena Song, a talented student at Oakton High School in Vienna, VA is the recipient of the 2021 One Earth Young Filmmakers Contest “Wild Ones Environmental Sponsorship Award” for her stop motion film “A Home For Us All.”
- Watch Lena's film on our YouTube channel: <https://youtu.be/myaVcMQeybo>
- Watch Board Member Loris Damerow's interview with Lena also on YouTube: <https://youtu.be/mqY4KtOtsYI>



# New Directions in the American Landscape



## Neighborhood-Based Landscapes: Inclusivity & Economic Recovery in Detroit (Professional)

*Alexa Bush, PLA & Ujiji Davis Williams, PLA, ASLA*

Tuesday, August 31st

1 – 4:30 PM EDT

## Ecologists and Landscape Architects: Working Relationships (Professional)

*Barbara Wilks, FASLA, FAIA & Steven N. Handel, PhD, Fellow of the Ecological Society of America*

Wednesday, September 1st

1 – 4:30 PM EDT...

Register at: <https://learning.ndal.org/collections>

# 2021-2022

- Exploration of brand refresh (Website)
- Expansion of Native Garden Design Program
- Increase inclusivity of Seeds for Education Program
- Evolution of Honorary Director/Guest Speaker Program
- Chapter Leadership Development





A bouquet of white flowers, possibly hydrangeas, is shown against a dark green background. The flowers are in focus, with many small, delicate petals visible. The overall image has a soft, slightly blurred quality.

# Wrapping Up

# Get Social!

*wildones.org*



@wildonesnative



@wildonesnativeplants



@wildonesnativeplants



@wild-ones-native



@wildonesnatives





# Join the discussion!



## Join Our Facebook Group!

- Join the private Wild Ones Native Plant Facebook group!
- Connect online with over 1,300 Wild Ones members!
- Go to:  
<https://www.facebook.com/groups/wildonesnativeplants/>
- Volunteer moderators needed



**Attend the Wild Ones Annual Member Meeting webinar on Saturday, August 21st, 10 a.m. – 12 p.m. CDT!**

Meet the Wild Ones National Board of Directors and staff and learn how Wild Ones is growing. This is a great opportunity to learn about the organization. We encourage you and your Wild Ones friends, relatives, and colleagues to participate!

[Annual Meeting Link](#)

[Join Now](#)

[Member Login](#)

[Garden Designs](#)

#### Recent Blog Posts

- [Wild Ones Releases Revised Nativar Statement](#)
- [Save the Date for Doug Tallamy Webinar](#)
- [NDAL Offering Summer Virtual Learning Sessions Discounted for Wild Ones Members](#)
- [Wild Ones and Two Thirds for the Birds unite to promote native landscaping](#)
- [Wild Ones is currently hiring for two critical positions](#)

# Get Support!

- E-mail us at [support@wildones.org](mailto:support@wildones.org)
- Use the support button
- E-mail Jen Ainsworth directly [Execdirector@wildones.org](mailto:Execdirector@wildones.org)

[? Support](#)



**Thanks for joining us!**

Photo: Wild Ones Member Jan Hunter