



# Annual Report 2018





# People Connecting with the Power of Gardens

Pacific Horticulture Society promotes horticultural and environmental literacy by increasing awareness of the power of gardens to enrich people's lives and help heal the planet. We believe that understanding the important role of landscapes in pushing back on climate change is a foundation for healing the environment.



## Executive Director's Message

As we embark on Pacific Horticulture Society's next 50 years of operations, I find myself reflecting on the importance of broad financial and community support for

non-profit organizations. In 2018 we faced a very difficult choice about whether or not to continue operations. The decision was not just financial, but cultural and philosophical too. We wrestled with the extent to which the organization was inextricably entwined with *Pacific Horticulture* magazine, and what it means to be a publisher in the digital world of 2018.

Ultimately, we chose to transform the organization in many significant ways which will emerge more clearly in 2019. I am very proud of our staff and board for digging into the strategic issues and for making difficult choices in order to bring PHS back into operational stability.

I am encouraged by the continued support and re-engagement of members of the PHS community. In 2018 we offered exceptional programming, including four issues of *Pacific Horticulture*, tours to exotic and intriguing places around the world, and two unique educational/fundraising events in the native gardens and grasslands of California.

2018 was the first of a trio of transition years for PHS, and it has paved the way for an even better 2019 and beyond.

*Pamela*

Pamela Berstler

[PamelaB@PacificHorticulture.org](mailto:PamelaB@PacificHorticulture.org)

**COVER PHOTO:** Marilee Kuhlmann  
**TOP PHOTO:** Stephanie Penn  
**BACK COVER PHOTO:** Gabilan Cattle Co.



## Board Chair's Message

Over Pacific Horticulture Society's proud 50-year plus history, so much has changed and grown. Ideas, gardens, and plant people have rooted, leafed out, flowered, and seeded in order to start the cycles again – and again – always with heart, purpose, and beauty in quality publications and educational events across PacHort's West Coast region.

As I term out after 6 years serving on the board, I look back at the legacy garden this community of people is and I'm humbled to be part of such a continuum – of plantspeople, thinkers, readers, visionaries. I see the vitality of the society's current board and staff -- the next in a long line of successions - reimagining exactly what a horticultural society is and should be in the 21st century, and I'm confident.

For the Pacific Horticulture Society, like any living landscape, dynamic change is the greatest constant – ever evolving, adapting, and bringing forth the next growing season. I'm looking forward to the harvests, and subsequent succession plantings dedicated to the future.

With deep appreciation for the first fifty years, and cheers to the next.

Jennifer Jewell  
[Office@PacificHorticulture.org](mailto:Office@PacificHorticulture.org)



## Summary of 2018 Achievements

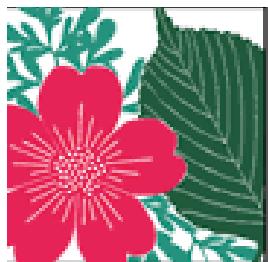
In 2018, PHS moved forward with establishing greater operational stability, and put in place the foundation to meet its mission of promoting horticultural literacy throughout the Pacific region. This year, PHS:

- Successfully met a \$50K matching grant challenge with operating revenues from September to December, demonstrating solid financial processes for retaining members, growing the number of individual supporters, and selling out tours.
- Received funding from the Elisabeth Carey Miller Foundation to produce a series of free webinars for 2019.
- Developed an Affiliated Member Organization program that put in place agreements with four of the PHS founding horticultural societies, providing them with direct member benefits and simplifying processes for PHS.
- Published four issues of *Pacific Horticulture* magazine and launched an easily-navigated digital-only platform.
- Created a ten-fold increase in PHS reach through social media, and committed to producing a monthly newsletter.
- Hosted two Friendraising Events in conjunction with the PHS board meetings in Portland, OR (July) and Berkeley, CA (December), creating a model for community engagement.
- Sold out eight of our horticultural tours to: Eastern Cuba, England, Philadelphia, Santa Fe, Seattle, Japan, Chile, and New Zealand.
- Hosted day-long educational/fundraising events at the Gottlieb Native Garden (March) and at Gabilan Ranch (October), creating a model for board-hosted fundraising in 2019.
- Transitioned with a new Executive Director and office staff and migrated contacts to Donor Perfect, a new relational data base for managing donor interactions.

# Affiliated Member Organizations

The PHS mission is to facilitate cross-pollination of all horticulture and garden-oriented organizations within the Pacific region. This year, PHS forged revitalized relationships with several of the largest horticultural societies, organizations and founders of PHS. The Affiliated Member Organization (AMO) agreements allowed PHS to reset its relationship with the members of these societies by offering them the option of becoming Individual PHS members and enjoying the full benefits of that membership, including receiving printed versions of publications.

In exchange for helping PHS create direct relationships with its members, the AMO receives a link to the digital version of PHS publications, including *Pacific Horticulture* magazine, and promotion of their programming throughout the Pacific region. PHS also gives AMOs a discount on PHS membership and creates direct promotional assets in digital and print media.



Hardy Plant Society  
of Oregon



San Diego  
Horticultural Society



Western  
Horticultural Society



Southern California  
Horticultural Society

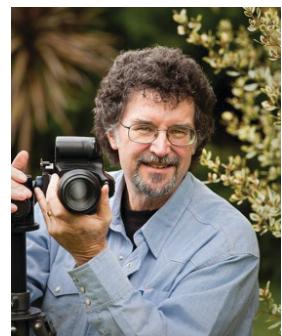
## New Content Creation



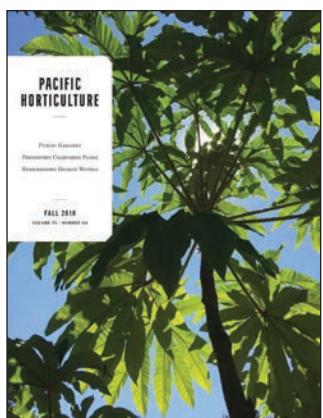
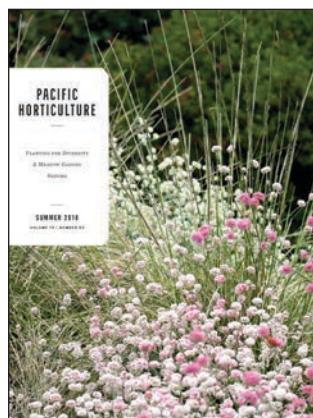
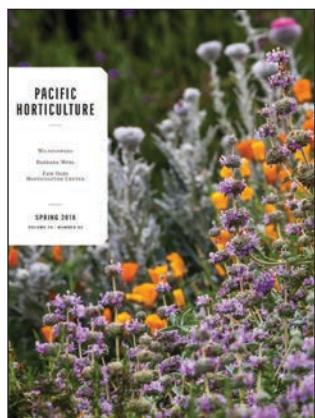
Lorene Edwards Forkner  
Editor  
*Pacific Horticulture*

In 2018, PHS published four issues of *Pacific Horticulture* magazine and began offering delivery in digital format. The Fall issue was distributed via email to our AMO Partners and all of our Individual members who provided email addresses. This is an exciting development, as it allows PHS to grow its audience through alliances with other organizations without incurring the associated printing and mailing costs.

This year we continued focusing on improving the quality of the images we publish, diversifying our regional spotlights, and developing strategic content relationships, including with our AMO partners.



Saxon Holt  
PHS Board Member



# Building Community #WeArePacHort



180

# of original PHS  
articles posted on  
social media in 2018



The PHS board volunteer-managed social media program launched in early 2018, creating a powerful tool for expanding the reach of original PHS educational content and responding to the market demand for relevant horticultural and environmental information. This year's intention was to build a stronger community around information sharing and reinforce the PHS mission with our social media audience. The team also developed a consistent design for original messaging to help establish visual brand recognition across all social media platforms.



A new flow of content creation and distribution allowed us to combine information from expert sources throughout the region with archived articles and current issues of *Pacific Horticulture* to spread horticultural understanding to 195,000 unique visitors. Social media is leading people back to the PHS website and converting them into active members of our community, as well as shining a light on our incredibly rich library.



CONNECT WITH PHS

 @PacificHortSociety  
 @PacHort

 @PacHort  
 @PacHort



Laura Wilson  
PHS Board Member



Loree Bohl  
PHS Board Member



Sue Goetz  
PHS Board Member

# Friendraising Events



**Portland, July 2018** - PHS travel concierge and board member Linda McKendry looks on as fellow board member Bob Hyland reminds us that PHS is strong because of members like YOU! **PHOTO:** Laura Wilson



Bob Hyland and his partner, Andrew Beckman (both at right) hosted our member appreciation event introducing the PHS board to designers and garden enthusiasts in the Portland, Oregon area. **PHOTO:** Sairus Patel

The PHS board turned its face-to-face meetings into opportunities to gather with members of the local garden and horticulture communities in Portland, Oregon and Berkeley, California. Mini garden tours of local members' gardens preceded the full day board meeting. Afterward, local board members hosted a member appreciation gathering.

These "friendraising" events allowed us to reinforce or reconnect with PHS supporters and members who wanted to know more about how PHS was meeting its operational challenges. The result was the start of an ongoing commitment to create member appreciation events and personal outreach as PHS moves its board meetings around the region.



**Berkeley, December 2018** - Garden artist, Keeyla Meadows (center) welcomes the PHS board, staff and friends to her magical garden in Berkeley, California. **PHOTO:** Michelle Squitieri



PHS board members, Laura Wilson and Loree Bohl, welcome guests to the post-meeting member appreciation event hosted at the home and garden of long-time PHS supporter, Raul Zumba. **PHOTO:** Jennifer Jewell

# Educational Fundraising Events



The Gottlieb Native Garden, a unique residential native garden just a couple of miles from the heart of Beverly Hills, CA was the site of a PHS fundraiser in March 2018. **PHOTO:** Princess Norman



The ranch house at Gabilan Cattle Co. was the site of the PHS fundraiser luncheon in October 2018. **PHOTO:** Laura Wilson

## Gottlieb Native Garden, March 2018

Beverly Hills, CA - Linda McKendry and Princess Norman worked with PHS supporters Susan and Dan Gottlieb to organize a day-long visit to the Gottlieb Native Garden in Beverly Hills. This one-acre property is both a National Wildlife Federation certified Backyard Wildlife Habitat and a Xerces Society designated Pollinator Habitat.

Attendees learned how a traditional bio-deficient urban landscape can be completely regenerated into a dynamic and abundant ecosystem with more than 200 native plant species supporting nearly 400 wildlife species. All it takes to make this kind of transformation is intent and knowledge, which PHS provides through its emphasis on environmental literacy.



A view of the Gottlieb garden with fish pond.  
**PHOTO:** Susan Gottlieb

## Gabilan Ranch, October 2018

San Juan Bautista, CA - Longtime PHS Patron and board member, Don Baldocchi, hosted a very special day of exploration and learning at Gabilan Ranch. This family-owned working cattle ranch incorporates holistic rangeland management practices in order to preserve and enhance Mediterranean grasslands for generations to come.

Attendees learned how grazing practices can create healthier grasslands and help reverse climate change by building living soils. The funds raised helped PHS meet its \$50K challenge grant and fund ongoing operations. PHS intends to host several more of these Educational Fundraising events in 2019.



Don Baldocchi explains how managed cattle grazing improves overall plant health and resilience of native grasslands. **PHOTO:** Laura Wilson

# Pac Hort Tours



Linda McKendry  
PHS Board Travel Concierge



Princess Norman  
PHS Board

2018 closed on another successful year of stellar horticultural tours hosted by PHS. Photos from our tours provide our social media team with experiences to share in real time with the greater PHS community, and 140 people were able to travel with us to eight domestic and international destinations.

Donations to PHS from the tour program represented 16% of the PHS total annual revenue. This year we began pre-qualifying our tours for Continuing Education Units from organizations such as APLD. We expect this to open up more opportunities for landscape professionals throughout the U.S. to join us on our tours.

We also began a planning process to evaluate our tours in order to ensure that we are creating unique and memorable experiences on every journey. Although PHS has always received great reviews for its tours, we are committed to continuous improvement. This includes using input from our guests to inform our choices of destination, itinerary, and educational content.



## See the World with Pacific Horticulture

### 2018 Tour Destinations

What makes Pacific Horticulture tours special? Expert guides versed in the local culture and natural history, access to exclusive private gardens, and attentive escorts ensure your travels are unique and enriching.

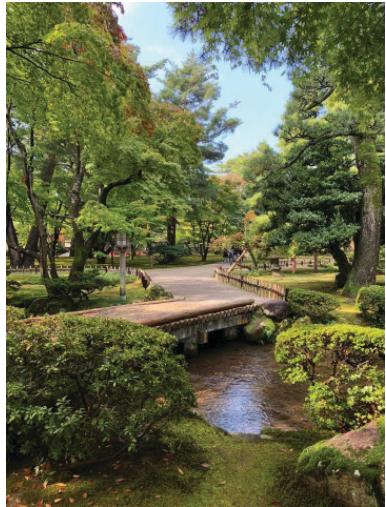




**Chelsea/England, May 2018** - PHS tour members wander among the extravagant spring blooms at Tom Stuart Smith's Hartforshire garden, Serge Hill. **PHOTO:** Princess Norman

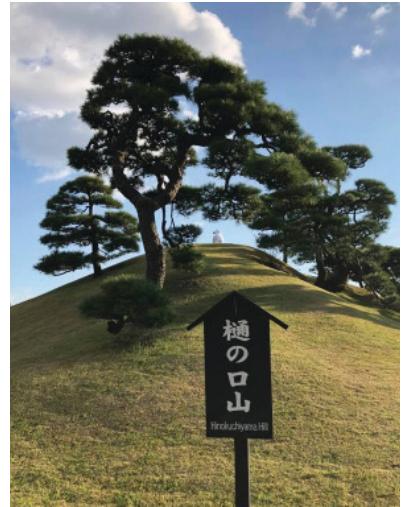


**Philadelphia, June 2018** - PHS travelers were thrilled to visit to some of the best private and public gardens in Philadelphia, including garden of Regina Thomas shown here. **PHOTO:** Sue Goetz



**Japan, October 2018**  
**PHOTO:** Greg Graves

2018 PHS Travel:  
Eastern Cuba - February  
Chelsea/England - May  
Philadelphia - June  
Seattle - June  
Santa Fe - July  
Japan - October  
Chile - November  
New Zealand - November



**Japan, October 2018**  
**PHOTO:** Greg Graves



**New Zealand, November 2018** - Board member, Linda McKendry, communing with a Merino sheep at New Zealand's Mt. Nichols High Country Farm. **PHOTO:** Princess Norman



**Chile, November 2018** - Two days of hiking and exploring the majestic Patagonian landscapes in Torres del Paine National Park. **PHOTO:** Bob Hyland

# 2018 Finances



Don Baldocchi  
PHS Board Treasurer

In 2018 PHS concentrated on developing and implementing new systems and policies to better manage cash flow. This process began in late 2017 when we initiated a migration of our donor management to a powerful new relational database. In May we changed our membership category structure, exchanging indirect “society” memberships with direct Individual memberships. We also halved the cost of our bi-annual donation drive by switching from letters to postcards and encouraging online transactions. In July we increased the minimum price of Individual membership to \$50/year and changed member benefits to provide digital-only delivery of *Pacific Horticulture* magazine to certain members. In September we began sending bi-weekly renewal emails, improving our member retention rates and further reducing the cost of bi-annual renewal mailings.

Through the generosity and commitment of our PHS community, we were able to match a \$50K challenge grant from the Left Coast Fund and several of our PHS board members. We also received a \$10K Pendleton and Elisabeth Carey Miller Charitable Foundation grant to develop and deliver free horticultural programming in 2019.

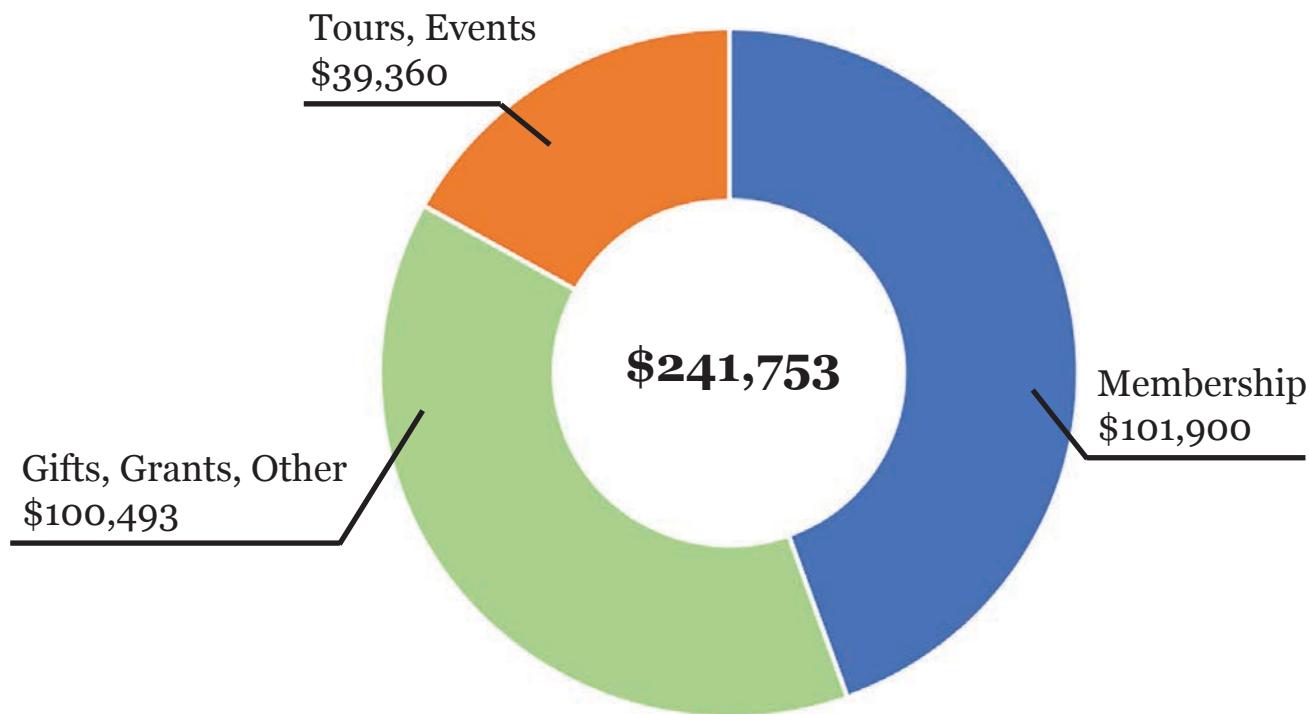
We are not out of the woods yet, but we are committed to growing new and renewing memberships and unrestricted donations to meet the coming years' challenges.



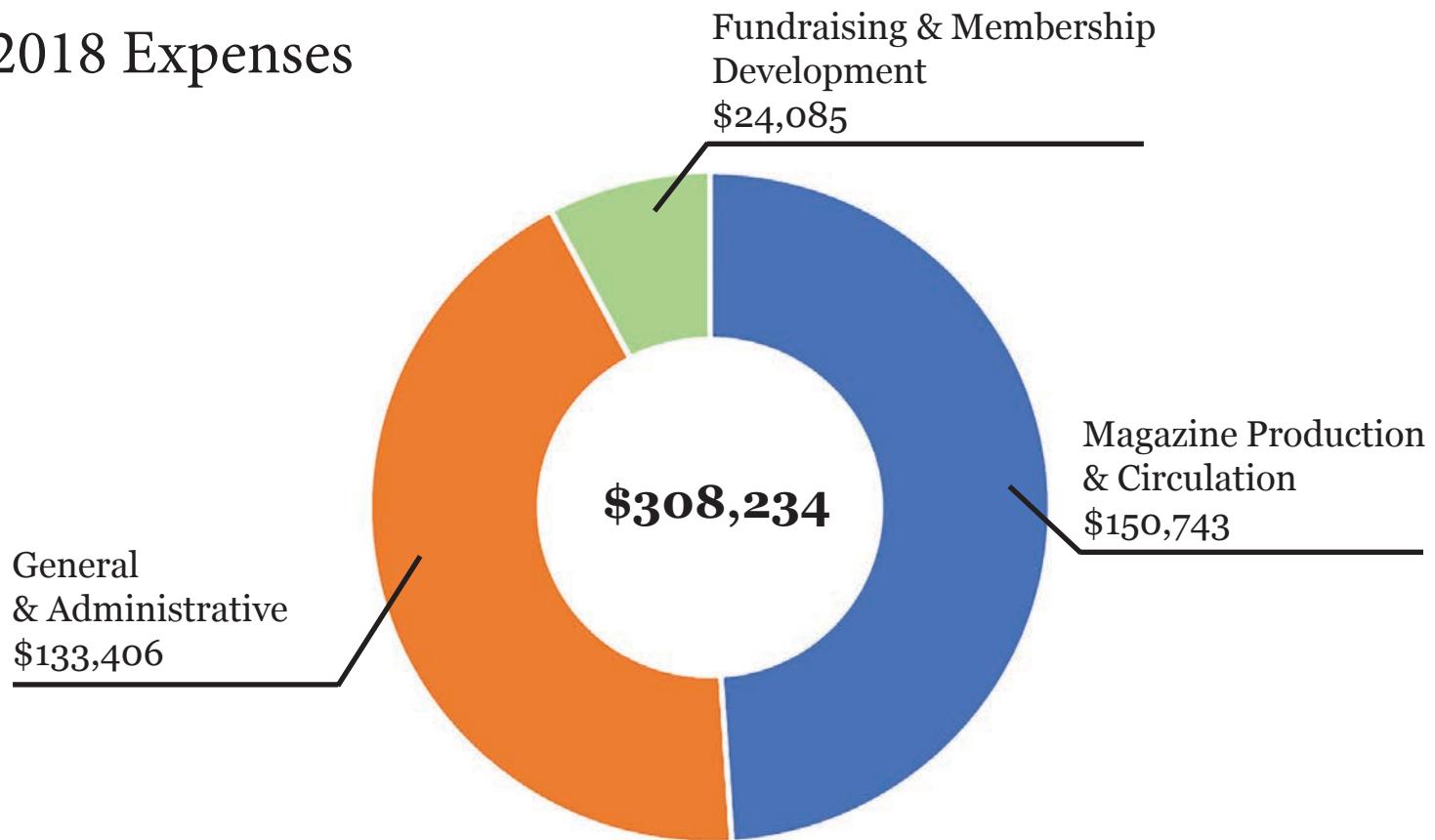
## Statement of Financial Position

	2018	2017
<b>ASSETS</b>		
Cash and cash equivalents	\$82,906	\$149,913
Accounts receivable	\$1,339	\$831
Inventory	\$3,699	\$3,699
Prepaid expenses	\$300	\$300
Furniture, equipment	\$9,494	\$9,494
<b>TOTAL ASSETS</b>	<b>\$97,438</b>	<b>\$164,237</b>
<b>LIABILITIES AND NET ASSETS</b>		
Accounts payable	\$0	\$0
<b>TOTAL LIABILITIES</b>	<b>\$0</b>	<b>\$0</b>

## 2018 Revenue



## 2018 Expenses



# PHS Patrons & Supporters

*Thank you to everyone who donated to PHS in 2018. We are*



Monica Martin, PHS Board



Sairus Patel, PHS Board

*We gratefully acknowledge the support of the PHS Patrons who contributed \$2,000 or more in the past year and PHS Sustaining Members who contributed \$600 or more.*

## 2018 PHS Patrons:

### **Left Coast Fund**

Donald Baldocchi

Dr. & Mrs. Roger Greenberg

Jennifer Jewell

Monica Martin

Delle R. Maxwell

Laura Wilson & Todd Faulls

## 2018 PHS Sustaining Members:

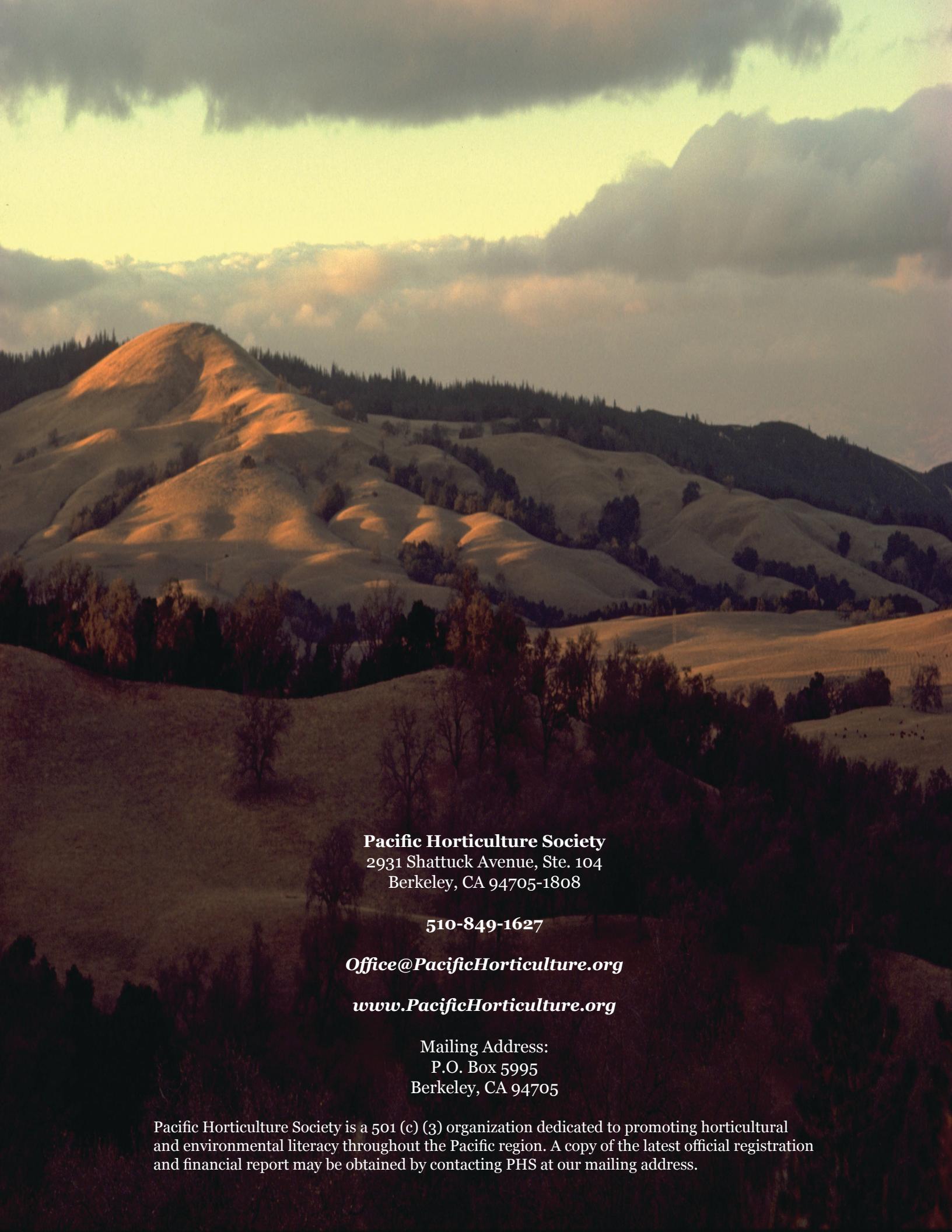
Paul Althouse • Robert Bartlett • Sairus Patel  
• John Gantner • Terry Hayes • Saxon Holt •  
Gwen Quail • Michael Sasso • Gary Sorgen •  
Paddy Wales • Margo Sensenbrenner • Mariana  
Beatty • Bonnie Berk • Dexter Cannon •  
Lucinda Capers • Edith & Dale Eggen • Wilfred  
& Isabella Fung • Kathryn Gianolini • Laura  
Goble • Carol Hardesty • Richard Hayden •  
Bob Hyland • Mary Hirshfield • Howard Ives •  
Frances Klein • Deborah Lindsay • Faith Lind-  
say • Ellen & Paul McKaskle • Linda McKendry  
• Chris D. Miller • Princess Norman • Michael  
Peters • Larry Schonbrun • Lesley Stern • Sally &  
Kerry Sundstrom • Patricia Windelmann

Louise Abbott • Bill Adams • Susan & Michael Addison • Judy Adler •  
Susan Albright • Barbara Alexander • Kim Altomare • Elizabeth Ames •  
Jean Amick • Janet & Peter Andersen • Tom & Tamia Anderson •  
Bradley Anderson • Paul Anderson • Phoebe Andrew • Jeanne Andrews  
• Sheila Anthony • Carol Antle • Sohini Appana • Patricia Apregan •  
Tricia Avey • Allen H (Hank) Aymond • Gwen & Guilford Babcock •  
Redgina Baker • Brandon Baker • Raquel Baldocchi • Bernadette Balics  
• Joseph Barbaccia • Molly Barker • Helen Barnes • Roberta Barnes •  
Karen Bartholomew • Gretchen Bartzen • Denise Basham-Clair • Pay-Yu  
Basmadjian • Carol Bassett • Priya Basu • Laura Bauer • Karl Bechtel •  
Judy Bell • Lisa Bellora • Marie & Charles Bender • Cheryl Bergquist •  
Edith Bergstrom • Carol & Peter Berkenkotter • Pamela Berstler • Marc  
Better • Linda Beutler • Wes Bevans • Karen Birks • Jim Bishop •  
Amanda Black • Jeanne Bland • Anna Bolla • Helen Bootsma • Scott  
Borino & David A. Lee • Carol Bornstein • Lavonne Bouchez • Hannah  
Bradley • David Bragen • Barbara Brandriff • Lynne Brewer • Timothy  
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Brown • Tish Brown • Katherine Buckley • James Budke • Dana Burns •  
Marilyn Burrows • Pamela Burton • Sheila Busch • Patricia & Michael  
Busk • Marianne Calhoun • Whit Carhart • Margaret Carlberg • David  
Carlisle • Paul Caron • Thomas Carruth • Sharon Castle • Scott Cataffa •  
Deborah Celle • Cynthia Chase • Al Cheney • Rae Childers • Jennifer  
Childress • Gillian Collins • Kelly Comras • Rebecca & Bruce Conrad •  
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Coppola • Abby Corbet • David Cortez & Thomas Tragardh • Elbert  
Cortright • Joan Costello • Patricia & Putnam Crafts • Alex Craig •  
Judith Creasy • Chris Crego • Lynn Crook • Carolyn Curtis • Laurie  
Dahl-Isacson • Richard Daily • Paolo Damoli • Sylvia Darr • Donna  
Datsko • Jeanette Davis • Deanne De Jong • Julie Deamer • Leslie Dean  
• Judith Dean • Maureen Decombe • Carole Dehlinger • Tanya  
Demarsh-Dodson • Carol Dependahl-Ripperda • Ann Derosa • Jason  
Deweese • Genevieve Dishotsky • Jackie Doda • Joan Dolan • Monica  
Donovan • Kristin Douty • Marian Dowling • Mary Dryden Helgo • Julie  
Dryden-Brown • Susan Dunn • Julie Dybbro • Linda Eastman • Karin  
Eckelmeyer • Juelle Edwards • Lorene Edwards Forkner • Janet C.  
Eldridge • Diane Elliott • Sue Emmons • Karen English • Kathy Essick •  
Judith Faulkner • Diana Favre • Sherryl Fawx • Nada Ferris • Barbara  
Feyerabend • Mary Feyk • Natalie Findlay • Tanya Finney • Carolyn  
Fisher • Mary Fisher • Thomas Fitzpatrick • John Flaherty • Jean  
Follette • Stephen & Susan Ford • Nancy Forkner • Nola Foster • Anne  
Fox • Farida Fox • Sue Fuhrmann • Dana Gabriel • Giulia Gallego •  
Susan Garbarino • Virginia Gardner • Dorothy Gardner • Megan Garrett  
• Renata Gasperi • Janice Genevro • Virginia Gibbs • Edith Gibson •  
Donna Giguere • Laura Goble • Howard Goode • Peter Goorjian • Adam

# *deeply appreciative of your ongoing support of our mission.*

Graham • Richard Graves • Greg Graves • John P. Greaves • Alexis Greenberg • Barbara Griffin • Diane & Dennis Grimsman • Emily Griswold • Margaret Grover • Peggy Guccione • Julie Guiney • Karen Gustafson • Ralph Gutmacher • Susan Gwynn • Gordon Haberfelde • Janis Hadley • Kit Haesloop • Sue Haffner • Frederick Hagemeister • Thomas Hahn • Half Moon Bay Nursery • Anne Halverson • James Hansen • Melissa Harris • Judith Harris • Mark Harris • Mary Harrison • Rebecca Haseleu • Blair Haynes • Sharon Hempler & Ken King • David Hensley • Paula Henson • Virginia Heywood • Sandra Hill • Douglas Hitsman • Jan Hoag • Richard & Juley Hoffmeister • Lucy Homans • Billie Hopper • Deborah Horn • Joanna Hubbard • Laura Hudson • Elizabeth Hulsey • Janice Humeniuk • Edward Huson • Barbara Ives • Richard Jaffe • Madelyn Jameson • Sharon & Robert Jangaard • Sabrina Jewell • Flora Jewell-Stern • Tami Jewett • Sylvia Johnson • Jill Jones • Chris Kalinski • Joan Karbeck • Thomas Karwin • Betty Kasson • Jane Kaylor • Denise Kelly • Karla Kelly • Julie Kelly • Ann Kempees • Anne Kennedy • George Kenny • Ann Keppler • Kasia Kessler • Carolyn Kincaid • Sylvia Kindig • Patricia Kircher • Martha Kirsten • Dorena Knepper • Sandra Knowles • Don Krafft • Nikolai Kristensen • Marilee Kuhlmann • Bennett & Naomi Kuhn • Serena Kusserow • Jim & Connie La Face-Olson • Judith Langhoff • Sherry Larsen • Evelyn Later • Terri Lausten • Jack & Patricia M Leary • Katherine Lee • Isabelle Lefebvre • Suzanne Legallet • Dorothy Lennard • Ken & Gaby Levine • Barbara Levinson • Abbey Levantini • Jan Lewinsohn • Anthony & Pat Ley • Martin Liberman • Joel Lichtenwalter • Bette Lloyd • Nancy Locke • Karen Long • Marina Longden • Andrea Lopinto • Margaret Lord • Ann Lotti • Thomas Lucero • Nancy Lucid • Tim Lukaszewski • Barbara Lycett • Cathleen Lynch • Besse Lynch • John Lyons • Catherine Macklin • Catherine Maclean • David Madison • Lois Madsen • Shawn Maestretti • Joy Magnon • Donald Mahoney • Tevis Mahoney • Bill Maina • Michaelie Maloney • Lee Mangus • Esther Mantelli • Maya Margaronis • Melinda Marian • Susie Markarian • Gretchen Marlotte • David Marriott • Evelyne Marwood • George Masamori • Denise Mason • Gwen Mazoujian • Nancy McCleenny • Britt McConnell • Jeanne McCormack • Maryellen McCulloch • Kate McCune • Barbara McDonnell • M Carole McElwee • Margaret McKinnon • Jill McLean • Daniel McNabb • Shirley Meneice • Linda Menon • Michelle Mercier • Sarah Merner • Steve & Thea Merrill • Nancy Merritt • Christine Metro • Linda Middleton • E Tyler & Diane Miller • Carol Moholt • Sandy Moisenco • Letitia Momirov • Julie & Jim Monson • Jeff Moore • Lori Morris • Kimberly Moses • Sue Moss • Richard Motika & Jerrie Whitfield • Kathy Munderloh • Susan Munroe • James Murphy • Emily Murphy • Kathy Musial • Louis Naidorf • Alan & Marjorie Neal • Lee Neff • Jane Neville • Maryann Newcomer • Rosalie Newell • Leslee

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A wide-angle photograph of a hilly landscape. The foreground is dominated by dark, silhouetted trees and shrubs. Behind them, the hills are covered in a mix of green and yellowish-brown vegetation, suggesting a transition between seasons or different types of vegetation. The background features a range of mountains, with the sky above filled with heavy, dark clouds. The lighting suggests either sunrise or sunset, with the sun's rays illuminating the peaks and creating a warm glow on the exposed slopes.

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Berkeley, CA 94705

Pacific Horticulture Society is a 501 (c) (3) organization dedicated to promoting horticultural and environmental literacy throughout the Pacific region. A copy of the latest official registration and financial report may be obtained by contacting PHS at our mailing address.