



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

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 seed-

ed 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



Summary of 2018 Achievements

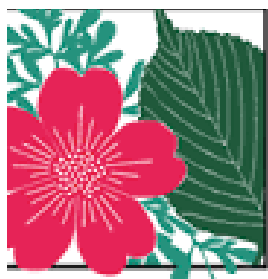
In 2018, PHS moved forward with establishing greater operational stability, and put in place the foundation to meet its mission of promoting horticultural literacy throughout the Pacific region. This year, PHS:

- 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



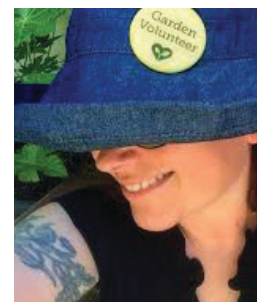
The PHS board volunteer-managed social media program launched in early 2018, creating a powerful tool for expanding the reach of original PHS educational content and responding to the market demand for relevant horticultural and environmental information. This year's intention was to build a stronger 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 conceirge 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.

2019 Proposed PHS Board Meeting Schedule:

San Diego - April 12-13

Seattle - July 26-27

Los Angeles - November 1-2



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

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



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

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

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.



Princess Norman
PHS Board

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.

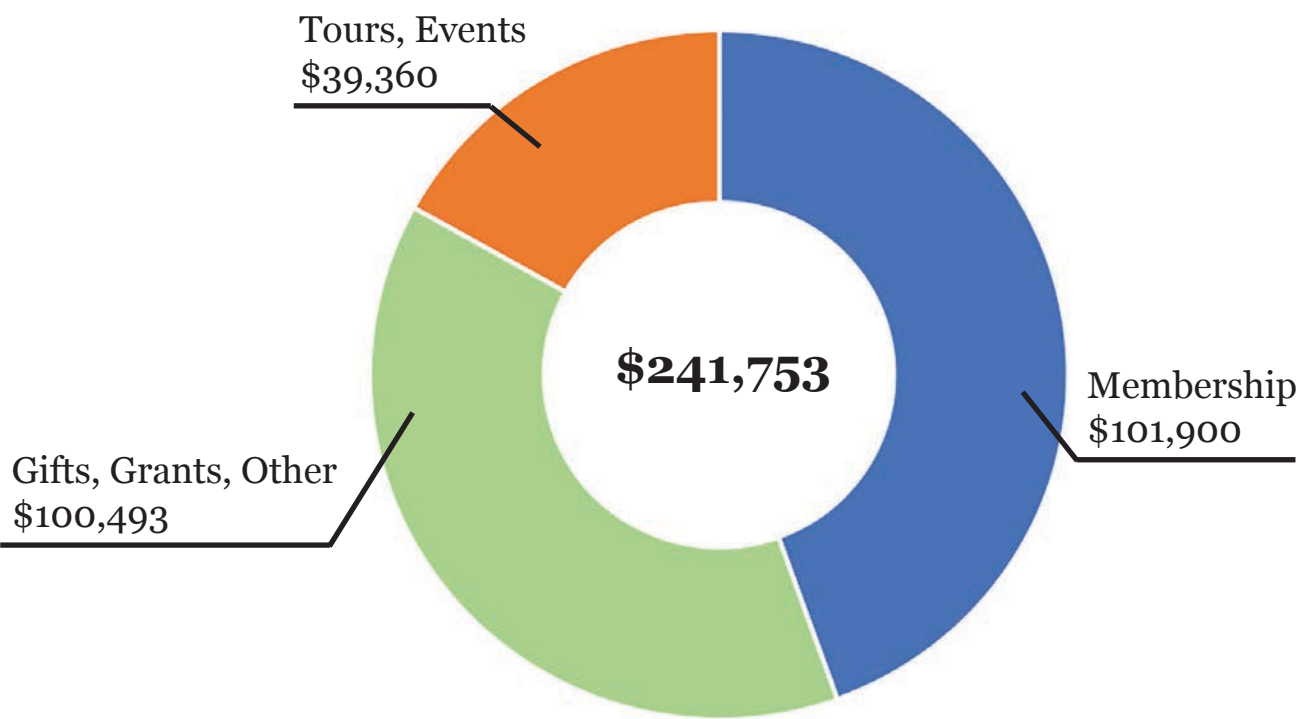
Through the generosity and commitment of our PHS community, we were able to match a \$50K challenge grant from the Left Coast Fund and several of our PHS board members. We also received a \$10K Pendelton and Elisabeth Carey Miller Charitable Foundation grant to develop and deliver free horticultural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

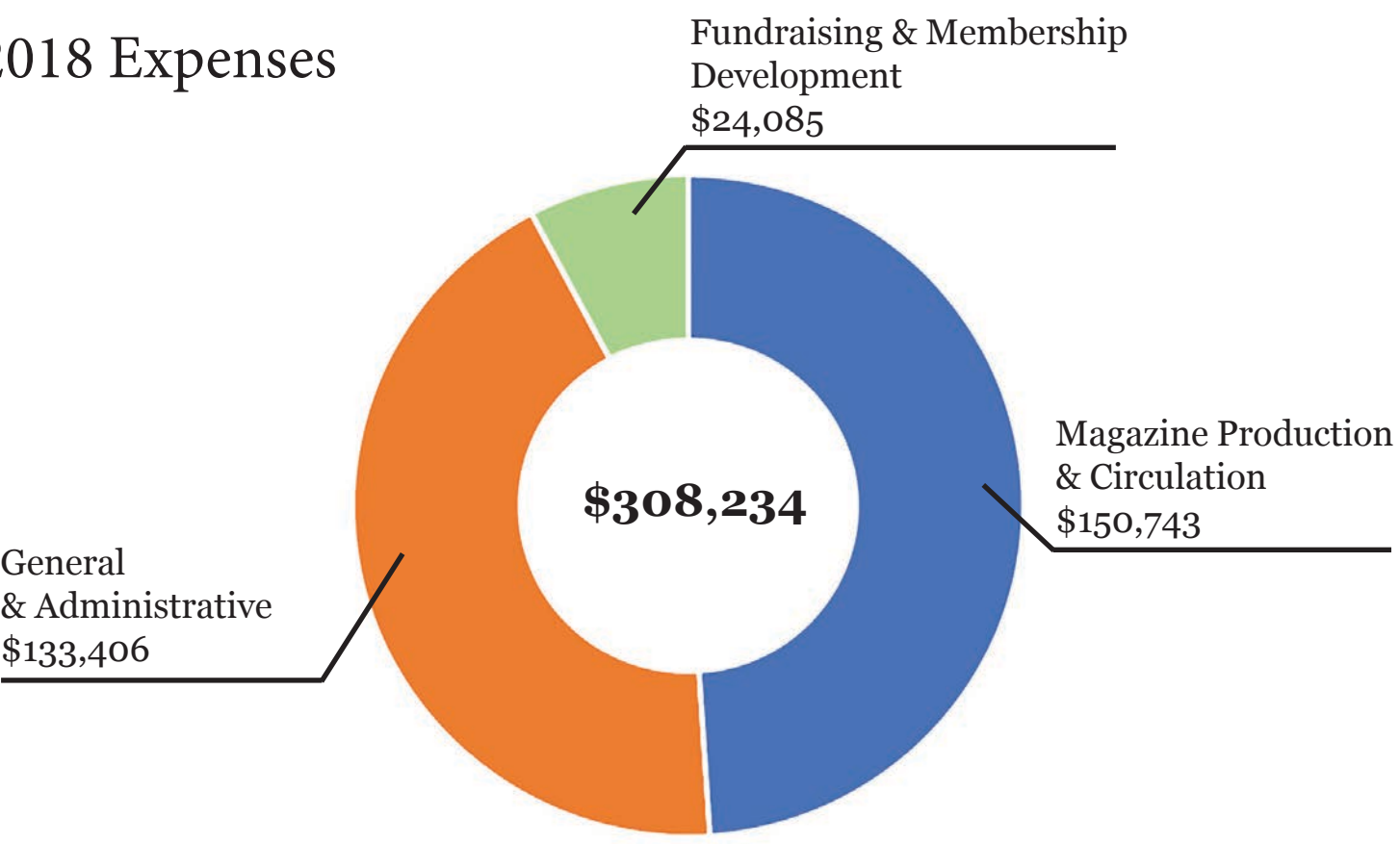


Statement of Financial Position		
	2018	2017
ASSETS		
Cash and cash equivalents	\$82,906	\$149,913
Accounts receivable	\$1,339	\$831
Inventory	\$3,699	\$3,699
Prepaid expenses	\$300	\$300
Furniture, equipment	\$9,494	\$9,494
TOTAL ASSETS	\$97,438	\$164,237
LIABILITIES AND NET ASSETS		
Accounts payable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

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:

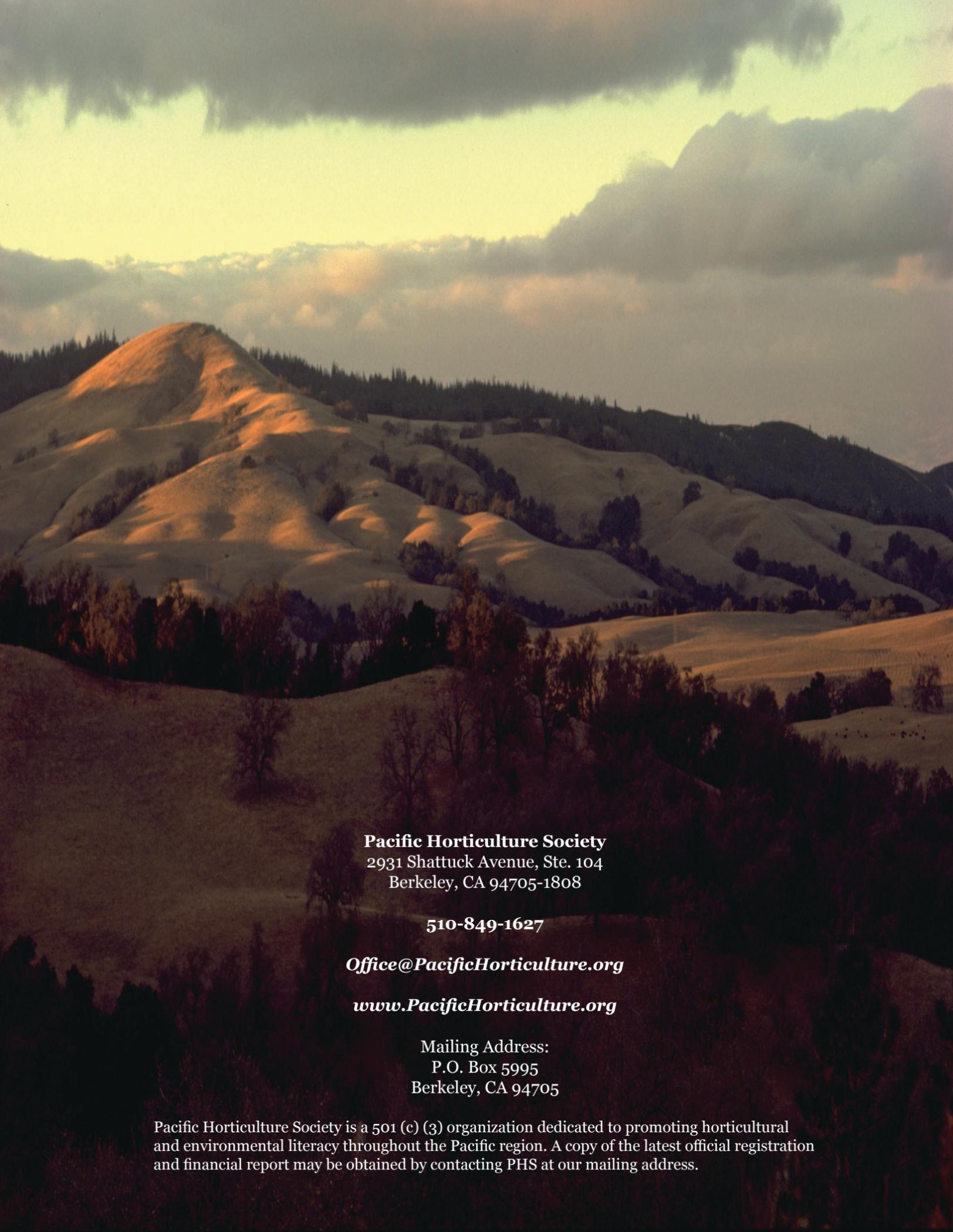
Paul Althouse • Robert Bartlett • Sairus Patel
• John Gantner • Terry Hayes • Saxon Holt •
Gwen Quail • Michael Sasso • Gary Sorgen •
Paddy Wales • Margo Sensenbrenner • Mariana
Beatty • Bonnie Berk • Dexter Cannon •
Lucinda Capers • Edith & Dale Eggen • Wilfred
& Isabella Fung • Kathryn Gianolini • Laura
Goble • Carol Hardesty • Richard Hayden •
Bob Hyland • Mary Hirshfield • Howard Ives •
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• Chris D. Miller • Princess Norman • Michael
Peters • Larry Schonbrun • Lesley Stern • Sally &
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• Joseph Barbaccia • Molly Barker • Helen Barnes • Roberta Barnes •
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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
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Brown • Tish Brown • Katherine Buckley • James Budke • Dana Burns •
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• Judith Dean • Maureen Decombe • Carole Dehlinger • Tanya
Demarsh-Dodson • Carol Dependahl-Ripperda • Ann Derosa • Jason
Deweese • Genevieve Dishotsky • Jackie Doda • Joan Dolan • Monica
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Susan Garbarino • Virginia Gardner • Dorothy Gardner • Megan Garrett
• Renata Gasperi • Janice Geneviro • Virginia Gibbs • Edith Gibson •
Donna Giguere • Laura Goble • Howard Goode • Peter Goorjian • Adam

deeply appreciative of your ongoing support of our mission.

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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.