

June 2012

Dear Wild Ones Member:

In accordance with our Articles of Incorporation and Bylaws, the Wild Ones Nominating Committee is presenting seven board member nominees. All nominees are Wild Ones members and are volunteers. All will serve a four year term. If you will not be attending the Annual Meeting on August 17, 2012 at Appleton, Wisconsin, we would like you to cast your vote for the current roster of board members prior to the meeting.

Please complete the attached ballot, fold and mail to Wild Ones headquarters by August 10, 2012, or go to the Wild Ones website and cast your ballot by August 15, 2012. To get to the electronic ballot, go to the member login button in the upper right-hand corner of the Wild Ones website homepage. If you haven't already registered, please do so.

To register, just go to the upper right-hand corner of the Wild Ones website home page and click on the Members Login button. In the next window, go to the third line which says "member email not registered? Register password for member here." The window which appears next gives you the opportunity to register your e-mail address. You'll need to make up a password. The Internet will search the Wild Ones database to see if your e-mail address matches with what we have there, and if you're active, and if it's satisfied, it will allow you to go to the next step. Here you will need to answer a couple of pretty simple questions. Once answered, you will be sent back to the log-in page from where you should be able to successfully access a number of pieces of information including the *Wild Ones Journal*, the Photo Contest Voting and the 2012 ballot. Click on the link to the ballot and cast your vote. Or you can go directly to [www.wildones.org/members/ballot.html](http://www.wildones.org/members/ballot.html)

The following table lists the nominated Wild Ones board members: 01 Tim Lewis, 02 Bret Rappaport, 03 Dan Segal, 04 Bill Snyder, 05 Karen Syverson, 06 Rick Webb, 07 Steve Windsor.

NOMINEE	FUTURE VISION FOR WILD ONES
<p>01 Tim Lewis Rock River Valley Chapter (IL)</p>	<p>Tim has been a member since July 1996 and has served as the Rock River Valley Chapter Plant Rescue Chair, Election Chair, Webmaster, President and continues to serve in numerous capacities. At the national level he served as the Photo Contest Chair. He is also Wild Ones Discussion Group Lead Moderator. Tim has been a national director for two terms and is serving his second year as president. Tim is the second person to earn the Ecoscaper I certification. He helped national revise the Natural Landscapes PowerPoint presentation and has given the presentation many times to various local groups. He has written articles for the <i>Journal</i> and wrote or rewrote several Wild Ones guidelines including Involvement in Coalitions and Mentoring Program and Plant Rescues. He is an active member and volunteer in several environmental organizations, serving as President of the Four Rivers Environmental Coalition, a non-profit organization in Illinois. This year, he was the recipient of the Seth B Attwood Conservation Service Award, considered the most honored award in his area. He has his own business as an independent technical writer, writing instruction manuals for many companies. He and his wife live on a subdivision lot that contains over 100 species of native plants and continue to replace lawn and non-natives with natives.</p> <p><b>Vision for Wild Ones:</b> Wild Ones had financial challenges during the great recession yet we managed to break the 3000 member barrier last year. We still have those challenges but as our organization grows, we will overcome the challenges. Now that the nation is showing signs of recovery, we are in a position to increase our membership to 4000 by 2014. I envision that Wild Ones will eventually have a presence in all US states and Canada. This will position Wild Ones as the leading national organization that teaches people how to use native plants in their landscapes. During my term as president, we have activated committees, including the governance committee, and changed the function of the board. The committees work on tasks and develop recommendations which are presented to the board. The board now is a true governing body that sets policy and goals for the organization.</p>
<p>02 Bret Rappaport Lake-To-Prairie Chapter (IL)</p>	<p>Bret is a former Wild Ones national President and has served as a board member since Wild Ones established a national organization. Bret is a nationally known expert on weed laws and the impact that those laws have on natural landscapers and their efforts to change the world "one yard at a time." He has written extensively on the issue of weed laws impacting on natural landscaping and has been interviewed for various newspapers, magazines and garden books. Bret has spoken around the country on natural landscaping including recent conferences in California and Florida. Bret also serves as Wild Ones' attorney.</p> <p><b>Vision for Wild Ones:</b> "My late father was fond of saying 'from small acorns do large Oak trees grow' and I cannot help but think about that as Wild Ones opens the EcoCenter. From a small group of committed ladies in 1979 we have grown to a nationwide organization with a national headquarters. Who knows what great things lie ahead. We must not only tend that Oak, but never forget to keep planting acorns. To me that is what Wild Ones is all about."</p>
<p>03 Dan Segal Habitat Gardening of Central New York Chapter (NY)</p>	<p>A native New Yorker, Dan has been botanizing, seed collecting and growing native plants for about 20 years, roughly half his life. Initially he taught himself enough field botany to identify hundreds of species of California native plants, and grow them--then went back to school for botany, ecology and plant geography, while working in a native plant nursery north of San Francisco. Most of his nursery time in California was spent growing large quantities of native species for the restoration field, with an emphasis on marshes, coastal scrub and oak woodlands. During this time he was also a board member of the California Native Plant Society (local chapter), led field trips, and wrote for the newsletter. Also there, he started his own native plant seed list--collecting, cleaning and selling about 300 species of natives, in packets.</p> <p>In the year 2000, with a young family, he moved back East to manage Pinelands Nursery in New Jersey, a larger-scale grower of native species for the ecological restoration market. His proudest accomplishment of those years was in articulating for Pinelands and their clients why cultivars have no place in ecological restoration work, and why it's critical to link local and regional seed collection to local and regional native plant production. This concept is much less established in the East than it is in the Midwest. He presented on these principles to the EPA in Philadelphia, New Jersey DEP, New Jersey Native Plant Society, New Jersey ASLA, and many other organizations.</p> <p>Since 2006 he has owned The Plantsmen Nursery near Ithaca, NY. They grow native plants for the retail market, and use them in landscapes as much as possible. He's on the steering committee for our Finger Lakes Native Plant Society, where his personal goal is to promote best usage of native plants. Four years ago he founded (with a colleague) Ithaca's 'Designing with Native Plants Symposium'. This event is intended to build community and acceptance for progressive landscape and horticultural values based on native plants. It educates people from all over New York on the fundamentals: ecology, how-to, balancing style and substance, etc. The event has drawn over 200 people the last 3 years.</p> <p><b>Vision for Wild Ones:</b> The theme in all my work with native plants has been seed collection, propagation, and teaching how to see answers in nature to our questions about how to work with these plants. He sees his relationship with Wild Ones as an extension of his work and looks forward to helping Wild Ones accomplish their educational goals.</p>

NOMINEE	FUTURE VISION FOR WILD ONES
04 Bill Snyder Illinois Prairie Chapter (IL)	<p>Bill Snyder is a charter member of the Illinois Prairie Chapter of Wild Ones and has served as Treasurer since 2011. He is a longtime member of the ParkLands Foundation, a local private land trust, and has volunteered in a variety of stewardship activities including prescribed burns and invasive control. His work with Parklands has helped hone land management skills used with his habitat restoration efforts on his own woodland property in the Mackinaw River valley in Central Illinois. Bill says that he has been inspired by Doug Tallamy's message on the ecological role of native plants in the preservation of biodiversity.</p> <p>Bill and his wife, Sherrie, also have a small greenhouse devoted to the propagation of native plants. They derive great satisfaction by donating these wild flowers to Wild Ones, friends, and neighbors.</p> <p>Bill is a recently retired executive with the responsibility for articulating a clear organizational vision, then developing strategies to realize that vision. Responsibilities also included managing strict financial budgets, building relationships within the organization to help achieve results, and maintaining a positive, innovative, and welcoming work environment. Bill hopes to bring the same skills used in his professional career to the Wild Ones board position.</p> <p><b>Vision for Wild Ones:</b> Bill believes it's important to recognize that both governance and organizational roles/responsibilities need to evolve in order to realize the growth potential of Wild Ones. In addition, aggressive marketing of the Wild Ones brand, supporting education efforts at the chapter level, and providing a solid internet presence are efforts necessary to fulfill the Wild Ones commitment made to our membership.</p>
05 Karen Sverson Fox Valley Area Chapter (WI)	<p>Karen has been a member of the Fox Valley Area Chapter of Wild Ones since 1998. She served as chapter President from 2003 to 2008 and has also served as chapter newsletter editor, program chair, conference chair and special events coordinator. Karen is retired after 33 years as an elementary school teacher in Appleton, Wisconsin and now lives in Waushara County on a 15 acre property along the Pine River which includes an oak and white pine woodland habitat. In 2007 Karen worked with the Friends of the Pine River Library to design and plant a garden in front of the library featuring Waushara County native plants. At her property in Pine River, Karen maintains several native plantings around her house and a small savanna prairie and works to maintain wildflower growth in the oak woodland.</p> <p>"Growing up in South Dakota, I remember looking for the Pasque flower on the way home from school, the smell of the wild prairie rose, nestling in the tall prairie grasses, and wondering what were the real names of the summer pasture flowers. Wild Ones has been a big part of my life since 1997 when I attended Fox Valley Chapter's first "Toward Harmony with Nature Conference." That conference led me to establish a nature area on the school grounds in 1998, involving 600 students and teachers. I've continued working in the care and maintenance of the area in my retirement."</p> <p><b>Vision for Wild Ones:</b> "I am currently heading the National Wild Ones Board Governance Committee and hope to continue with this Board development work. My vision for Wild Ones is that our organization is visible as a resource for sustainable and "green" land use practices in communities throughout the country."</p>
06 Rick Webb Partner-at-Large (SE PE)	<p>I lived the first 50 years of my life in the west suburbs of Chicago, in Glen Ellyn and Aurora, Illinois. My mom gave me subscriptions to the National Wildlife Federation in the 1960's and I started to become interested in nature. I also discovered the Golden Guide Books that dealt with various topics of science and nature in North America, as Birds, Mammals, Insects, Wild Flowers, and Trees. I used those books to identify plants and animals in Illinois, and in Minnesota, where we vacationed during many a July. In college I decided to pursue a certain career and I earned a BS in ornamental horticulture from the University of Illinois in 1975. I have worked as a groundsman, landscaper, and salesman in nurseries and garden centers since 1975. At my very first groundsman job, at Fermi National Accelerator Laboratory in Batavia, Illinois, I first met a man by the name of Tony, who introduced me to the realm of American native plants. Fermilab was restoring many acres of native prairie and savannah. I did not really start to do native stuff myself until at my second house in Aurora, Illinois, circa 1992. When I moved to southeastern Pennsylvania near some cousins and my sister in 2002, I really started to do most of my yard in a native theme.</p> <p><b>Vision for Wild Ones:</b> I do want to see a great landscape revolution in the USA, where much native plant community is restored in forests and meadows or prairies, as at Fermilab or at various sites here in the Philadelphia region managed by the Natural Lands Trust and the Nature Conservancy. As a person trained in conventional horticulture and always having lived in regular suburban neighborhoods, I would also like to see a good amount of such a good ecological revolution in the average yard and this is my vision for Wild Ones. To help make that happen. This would result in less lawn and more native, naturalistic or informal plantings around the yard. I would like to see Wild Ones establish a backyard wildlife habitat program like the one started by the National Wildlife Federation.</p>
07 Steve Windsor Greater DuPage Chapter (IL)	<p>Steve Windsor has been a Wild Ones member for only 5 years, starting as a Wild member and stair stepping his membership to Lifetime recently. His love for the outdoors was instilled during his youth by many camping trips and by a tallgrass field on the edge of town where he would lay out of view as he pondered the pressures of grade school. This tangential relationship with native plants took root when he had to work on his yard's slope while he studied up on natives in 2003. He now has about 40 species on 1/8 of an acre along with grasshoppers, bugs and butterflies -unique for now in his 500 home subdivision. Steve is President of the Greater DuPage Chapter and has been active at display tables where he has often been heard saying "nature is richest where there are native plants" or "nature isn't something you should have to drive to." Recently his chapter emphasized the national purpose of Wild Ones by donating the funds to purchase the Wild Center site sign. Steve filled a Board vacancy in 2009 and has been active in communicating with Board members, particularly as Secretary of Wild Ones in the past two years. His proposal to equalize member reimbursements was voted into effect earlier this year.</p> <p><b>Vision for Wild Ones:</b> Wild Ones exists as a 3000 member organization and we will succeed as a 5000+ member organization. We fill the spot in the marketplace where the homeowner and ecology intersect because we are a national organization. The Nature Conservancy has the spot in the marketplace where the rancher/timber company intersects with ecology, but our market of homeowners is vast in numbers so our chapter template can be replicated in all regions. This will bring about economies of scale, helping to keep our costs low and thus our dues. To become a larger organization we need a marketing approach to identify potential new chapter markets and build them. My idea is for us to locate mentor chapters to help build new chapters once they have gotten off the ground, just as cities learn from each other by being sister cities. I would like to see the Journal colorized and have calculated this will pay for itself through increasing our retention rates and new member totals. This will build the WO brand. The <i>Journal</i> is the primary face of our organization and the expected revamping of the new website will supplement it by allowing for more promotional opportunities. I would also like to see Wild Ones assist its chapters by improving the chapter websites to a basic level for all chapters. And I will become more active by organizing chapter activities and newsletters into a forum for sharing between chapters.</p>

We also want to thank the board members who are stepping down from their positions as national board members. Please share with me a huge thank you to Pat Armstrong of the Greater DuPage (IL) Chapter, who has served on the board since 1997; Kathy T Dame of the Mountain Laurel (CT) Chapter who served from 2008-2011; Chris McCullough of the Greater Cincinnati (OH) Chapter who served from 2008-2011 and as membership chair; and Brian Parsons a Partner-at-Large from OH who briefly served from 2010-2011. Thank you all for your past and continuing support. We really appreciate all your efforts.

Donna VanBuecken  
Executive Director

**TRI-FOLD AS INDICATED, STAPLE OR TAB, AFFIX 45¢ STAMP AND MAIL**

B A L L O T	This is the official ballot for Board of Directors for Wild Ones Natural Landscapers, Ltd for terms ending 2016. Cast your vote to elect 7 directors to the Board of Directors and mail in to Wild Ones headquarters by August 10, 2012 or go to the member login button in the upper right-hand corner of the Wild Ones website homepage <a href="http://www.wildones.org">www.wildones.org</a> If you haven't already registered for the members only webpages, do so now. Logging in will bring you to <a href="http://www.wildones.org/members/">http://www.wildones.org/members/</a> to vote electronically by August 15, 2012.
	NOMINEES: 01 Tim Lewis                      03 Dan Segal                      05 Karen Syverson                      07 Steve Windsor 02 Bret Rappaport                      04 Bill Snyder                      06 Rick Webb
	FOR all nominees listed, except as marked to the contrary. <input type="checkbox"/>
	Nominees names withheld: _____ (enter number designations only)
	WITHHOLD authority to vote for all nominees listed. <input type="checkbox"/>
	WRITE-IN nominee: _____
	_____ /_____/2012 Signature of Wild Ones® Member                      Date

**We must receive your hand-written ballot no later than August 10, 2012.**

**Current Members on the National Wild Ones Board of Directors:**

<u>Name</u>	<u>Chapter Affiliation</u>	<u>Current National Board Position(s)</u>	<u>Bd Mbr Since</u>	<u>Board Status</u>
Pat Armstrong	Greater DuPage (IL)		1997	Retiring
Trish Hacker-Hennig	North Oakland (MI)	Honorary Director Com	2011	Continuing
Bonnie Harper-Lore	Partner-at-Large (MN)	Honorary Director Com Chair	2010	Continuing
Katrina Hayes	Partner-at-Large (TN)	2012 Nominating Com Chair, 2012 Annual Mtg Com, Marketing Com	2010	Continuing
Tim Lewis	Rock River Valley (IL)	President, Discussion Group Chair, Bylaws Com, Governance Com, Finance Com	2004	Nominee
Jan Hunter	Oak Openings (OH)	2012 Annual Mtg Com	2011	Continuing
Chris McCullough	Greater Cincinnati (OH)	Membership Com Chair	2008	Retiring
Joe Powelka	Madison (WI)	Treasurer, Finance Com Chair	1998	Continuing
Bret Rappaport	Lake-To-Prairie	Vice President, Legal Counsel	1995	Nominee
Marty Rice	Twin Cities (MN)	Finance Com, Merchandise Com	2006	Continuing
Karen Syverson	Fox Valley Area	Governance Com Chair	2008	Nominee
Janis Solomon	Mountain Laruel (CT)		2011	Continuing
Richard Webb	Partner-at-Large (SE PA)		2012	Nominee
Maryann Whitman	Oakland (MI)	Editor, Marketing Com	2002	Continuing
Stephen Windsor	Greater DuPage (IL)	Secretary, WILD Center Steering Com Chr, Governance Com	2009	Nominee



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WILD ONES  
P O BOX 1274  
APPLETON WI 54912-1274



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# Wild Ones

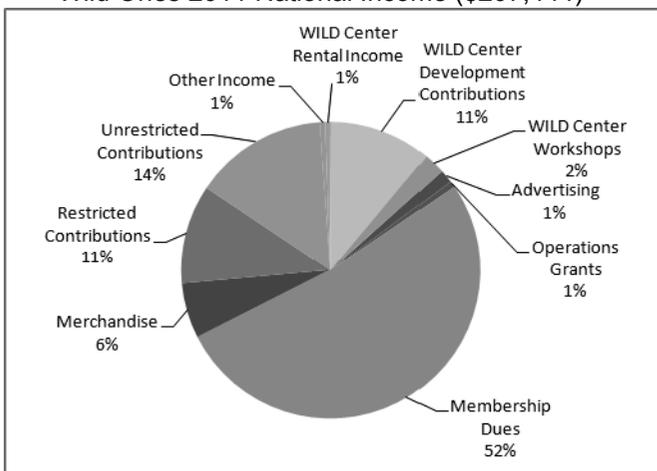
the voice for the native landscaping movement

If you have not entered your vote electronically at the Wild Ones website, please fold this panel back and fold the address panel over the top. Scotch tape or staple loose edge. Affix a 45¢ stamp and mail.

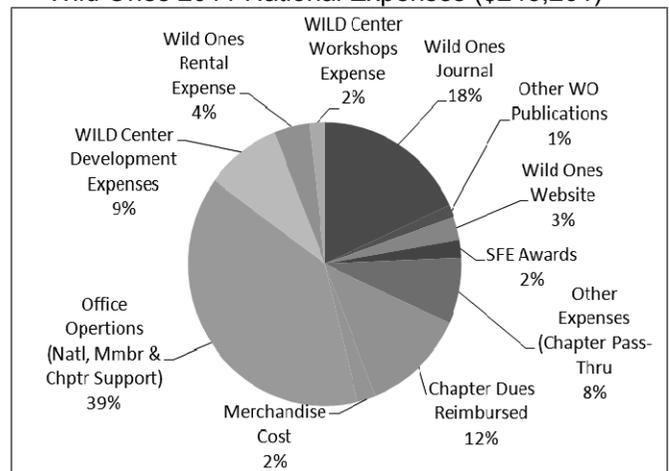
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Despite the economy and having to pay for office space for the first time in 30 years, we appear to be holding our own financially. Thank you to everyone who has helped us stay financially secure. To see a complete financial statement check with your local chapter treasurer or contact the national office directly at 877-394-9453 or info@wildones.org.

Wild Ones 2011 National Income (\$207,444)



Wild Ones 2011 National Expenses (\$243,261)\*



\*\$35,817 was taken from asset restricted accounts to pay for anticipated expense