



Wild Ones Natural Landscapers, Ltd.
2285 Butte des Morts Beach Road
Neenah, WI 54956
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Wild Ones 2022 Board of Directors Recruitment Prospectus

About Wild Ones Natural Landscapers Ltd.

Wild Ones mission is to promote environmentally sound landscaping practices to preserve biodiversity through the preservation, restoration and establishment of native plant communities. Wild Ones is a not-for-profit environmental education and advocacy organization.

Our History

Wild Ones was founded in 1979 in Milwaukee by nine people attending a class presenting the natural landscaping philosophy promoted by Wisconsin environmentalist Lorrie Otto. In 1990, we were incorporated in the state of Wisconsin. Wild Ones became a 501(c)(3) organization in 1995, and in 2008 the organization acquired the WILD Center as headquarters, showcasing native plant landscapes and habitat restoration.

How Wild Ones Makes an Impact

With more than 7,000 members and 84 chapters in 27 states, we pursue our mission through a network of community-based chapters and independent members. Chapters provide public educational programs and conferences, yard tours, field trips, native plant sales, seed exchanges, and environmental stewardship. Many chapters provide a newsletter, website, and host social media promoting chapter programs and local environmental events.

Wild Ones board and staff provide organizational leadership, administration, and membership services for our chapters and our independent members (partners-at-large, or PALs). Wild Ones develops, distributes and administers programs such as the quarterly *Journal*, Seeds for Education grants, Wild for Monarchs and educational webinars.

These programs are delivered through our local chapters and often in partnership with other environmental organizations. Wild Ones provides a website with information on native plants and natural landscaping, hosts many chapter websites, and hosts social media groups on native plants.

Wild Ones is headquartered at the WILD Center (Wild Ones Institute for Learning and Development), in Neenah, Wisconsin. The 16-acre site includes demonstration gardens, restored prairie, riparian forest, marsh, and protected natural shoreline along Little Lake Butte des Morts. The building houses staff offices and meeting rooms. We acquired the Center in 2008 through a Knowles-Nelson Stewardship grant and dedicated donations. The land is held under a Wisconsin DNR conservation easement. The property is mortgage-free.

Board of Directors



Sally Wencel
President
Joined Wild Ones 2012



Loris Damerow
Vice President
Joined Wild Ones 2011



Rita Ulrich
Secretary
Joined Wild Ones 2015



Karl Ackermann
Treasurer
Joined Wild Ones 2015



Jim Poznak
General Counsel
Joined Wild Ones 2016



Marty Arnold
Board Member
Joined Wild Ones 2016



Eric Fuselier
Board Member
Joined Wild Ones 2020



Michele Hensey
Board Member
Joined Wild Ones 2021



Holly Latteman
Board Member
Joined Wild Ones 2019



Carrie Radloff
Board Member
Joined Wild Ones 2017



Matthew Ross
Board Member
Joined Wild Ones 2012



Pam Todd
Board Member
Joined Wild Ones 2013

Learn more about the Board of Directors at <https://wildones.org/board-members/>.

Staff



Jen Ainsworth,
Executive Director



Katie Huebner, Brand
& Communications Manager



Rachel Jaschob,
Membership Coordinator



David Kryzaniak,
IT Manager



Cara Nagy,
Administrative Assistant



Lisa Olsen,
Chapter Liaison

Learn more about staff at: <https://wildones.org/about/staff/>

Contracted Service Providers



Barb Schmitz Benish,
Wild Ones Journal Editor



Kevin Rau,
Wild Ones Journal Design



Jeremy Van Groll,
Sr. Bookkeeper, NPBK



Jessica Gummerus,
Bookkeeper, NPBK

Wild Ones contracts for a Journal Editor, Payroll, Accounting and Bookkeeping Services (Non-profit Bookkeeping).

About the Board of Directors

The organizational board of directors supports the mission of Wild Ones by setting direction, ensuring financial and ethical accountability, taking part in strategic planning, fundraising, committee functions, and advising on program priorities. Current committees include Executive, Finance, and Governance. We function as a governing board and, as needed, a working board.

Bylaws provide for 10 to 15 directors serving staggered four-year terms. Directors can be re-elected for a maximum of three terms, and board elections are held by e-ballot in even-numbered years. After director elections, the board will convene and elect officers for the upcoming year. Following completion of board orientation, new directors will begin their term as of January 1st, 2023.

Responsibilities

Directors are expected to attend and participate in board meetings, serve on one or more board committees, and attend Wild Ones programming and events as they are able.

Board Director expectations include:

- Attend national board meetings; board meetings are held in alternating months on the last Monday of the month. Board members may be excused from 2 of the 6 meetings per calendar year (Jan – Dec).
- Meetings are held via video conference (e.g., Zoom, MS Teams) phone calls, and face-to-face meetings. Consistent stable and adequate internet access and bandwidth are necessary to effectively participate in board meetings.
- Materials are shared via Microsoft SharePoint. Directors will need to access both email and SharePoint frequently.
- One in-person meeting is held each year, hosted by a local chapter (barring any unforeseen circumstances). Board members are individually responsible for their travel expenses to this meeting.
- Engage in board and committee discussions; ask questions; make motions and decisions consistent with personal conscience, convictions, and ethics; support majority decisions once issues are decided by the board.
- Maintain the confidentiality of the board's executive sessions; speak for the board or Wild Ones only as authorized.
- Suggest agenda items for board and committee meetings; ensure that significant policy matters are addressed.
- Prepare by reviewing materials (via SharePoint) in advance of the board meetings, following working agreements, standard works and code of conduct in board meetings.

Exercising Fiduciary Responsibility

- Exercise prudence and sound fiscal practice in the control of funds.
- Review financial statements; help the board fulfill fiduciary responsibilities by maintaining a stable and forward-looking organization.
- Abide by all relevant laws and regulations, Wild Ones mission, bylaws, and policies.

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- Avoiding Conflicts of Interest
 - Avoid conflicts, or the appearance of conflicts, that might compromise the board or the organization; disclose possible personal conflicts to the board.
 - Serve the interests of the organization in advancing its mission, rather than any personal interest or the interest of any outside group or constituency.
 - Avoid offering or exchanging favors or gifts with anyone doing business with Wild Ones.

Participating in Fundraising

- Assist in developing and implementing fundraising strategies.
- Maintain a Wild Ones membership and contribute according to your means.

Time Commitment

Service as a board member commits you to participate in six board meetings per year for 2 to 3 hours each, plus preparation; participating on one or more board committees for 4 to 6 meetings each, plus preparation, and responding to board communications. Most board members can expect to spend 5- 10 hours/month on national board work. You are also expected to attend one in-person board meeting annually, usually in conjunction with the Annual Membership Meeting held at a hosting chapter's location.

Additional Relevant Documents

The following documents can be viewed on the Wild Ones website at: <https://wildones.org/board-noms-2023-2026-term/>.

- 990
- Bylaws
- Financial Statement
- Sample Board Member Agenda

Nominations

The online Nomination Form is available on the Wild Ones website at: <https://wildones.org/board-nomination-form/>.

When the nomination period closes, the Wild Ones Nomination Committee will review and select candidates to be interviewed in July and/or August. The committee will then put forward their slate of candidates to the board of directors for their approval at the August 22nd board meeting. Selected candidates will be published online in September and Wild Ones members will be able to cast their votes for the seven open positions.

Questions

For questions about this document, or if more information is needed about the board, the Wild Ones organization, or the nomination process please email Nominations Chair, Loris Damerow at ldamerow@wildones.org.