

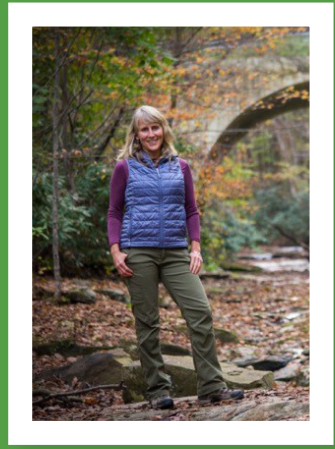


natural
areas
ASSOCIATION

2019 annual report

MESSAGE FROM LISA SMITH,
EXECUTIVE DIRECTOR

This past year was one of renewal and reward for Natural Areas Association (NAA). The 2019 Natural Areas Conference was one of the most successful ever, with a 45% increase in financial support. New relationships were developed with key foundation partners and NAA membership revenue was up 30% over the previous year. Strong fiscal management and the positive response to the organization's annual appeal resulted in a balanced budget that allowed for additional investment in our core programs, including the NAA Regional Workshops, Natural Areas Journal and the NAA Webinar Series.



The 2019 Annual Report offers a few highlights from the last twelve months and more detailed information is available on NAA's website, naturalareas.org. We encourage you to stay engaged with our programs and provide feedback as to how we can better serve your needs. Together, we must continue to advance conservation stewardship – both the science behind it and the application in the field – and challenge the current barriers to success through strong education and advocacy. Thank you for your commitment to natural areas ... *your work is our mission.*

Stewardship in Action

2019 NATURAL AREAS CONFERENCE
Pittsburgh, PA

Hundreds of constituents from the U.S. & Canada met in Pittsburgh for the 46th annual Natural Areas Conference to discuss vital issues and share personal stories about conservation stewardship in action. Western Pennsylvania rivers were at the heart of the field workshops, and climate change was threaded throughout the agenda, highlighted by a meeting of 60+ Pennsylvania constituents to discuss managing biologically important resources in light of a changing climate.

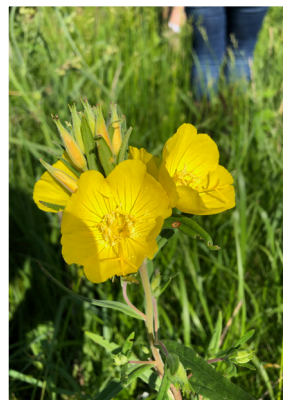
With a record number of symposia, sessions on effective communication and managing urban natural areas were among those highly attended. The conference closed with an impassioned message delivered by three conservation leaders on using our collective voice for advocacy targeted at defining and defending natural areas.

SAVE THE DATE

RENO, NV 10.13-16.2020 2020 natural areas conference

Sierra to Sagebrush: integrating management and stewardship across landscapes

photo | Lance Oditt | Studio 4760 North



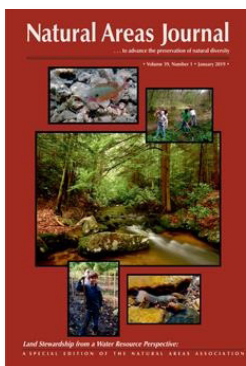
NAA REGIONAL WORKSHOPS

Tools for Keeping our Natural Areas Resilient: Developing Native Seed Resources and Managing for Pollinators Arkansas | May 7–8, 2019

Land managers, ecologists, and other experts from around the region toured natural areas and restoration sites and learned about the Arkansas Native Seed Program, a statewide partnership working to develop commercially available ecoregional-genotype seed resources. Workshop leaders explained how the program functions: volunteers collect seeds from remnant natural areas, partners in private industry propagate plants, and local farmers multiply seeds in propagation fields and sell them on the open market. Workshop participants also discussed considerations for pollinators in management of natural areas.

Co-hosts: Arkansas Natural Heritage Commission and U.S. Forest Service

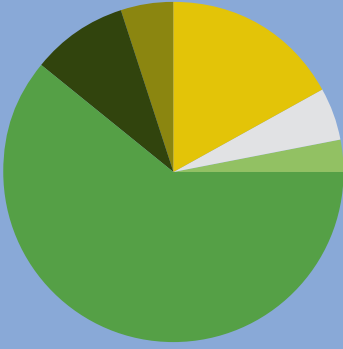
Partners: Arkansas Game and Fish Commission, Arkansas Audubon, Quail Forever, Central Arkansas Water, Roundstone Native Seed, and the Xerces Society



NATURAL AREAS JOURNAL

This special issue is on managing land from a water quality perspective, and it is devoted to evaluating the state of scientific research on how practices used to restore and manage conservation lands (forests, parks, wildlife management areas, nature preserves, etc.) affect water quality, water quantity, and freshwater ecosystems.

2019 FINANCIAL REPORT*



SOURCES OF INCOME

- Foundation \$85,000
- Sponsorship \$25,500
- Individual \$13,000
- Earned/Membership \$300,500
- Investment Income \$44,300
- Government Grants \$25,000



OVERVIEW OF EXPENSES

- Programming 69%
- Operations 31%

*Numbers are based on the 2019 calendar year and not audited, fiscal-year financials.

NAA WEBINAR SERIES

In 2019, we premiered webinars on the following topics:

The Role of Honeybees in Natural Areas: A Conversation.

Rich Hatfield, Senior Conservation Biologist, Endangered Species Program, Xerces Society and Vicki Wojcik, Research Director, Pollinator Partnership

Insect Apocalypse? What is Really Happening, Why it Matters and How Natural Areas Managers Can Help.

Scott Hoffman-Black, Executive Director, Xerces Society

Is This the Endgame for Beech Trees? Tracking Symptom Expression, Chronological Spread and Mortality Caused by Beech Leaf Disease.

Dr. Constance Hausman

Spotted Lanternfly: What Natural Areas Professionals Should Know About This New Invasive Insect.

Sarah Wurzbacher, Forestry Extension Educator, Penn State University

Recovering America's Wildlife Act. Investing in States and Tribes to Reverse Our Nation's Wildlife Crisis.

Naomi Edelson, Senior Director of Wildlife Partnerships at the National Wildlife Federation

What We Know About Wavyleaf Basketgrass.

Vanessa Beauchamp, Associate Professor of Biological Sciences at Towson University

THANK YOU TO THOSE WHO GAVE ABOVE
AND BEYOND THEIR MEMBERSHIP DUES IN 2019.
WE COULDN'T DO IT WITHOUT YOU.

Craig Anderson	Alice Heikens*	Larry Rosche
Barbara Andreas	Kim Herman	Cathy Ross
Jonathan Binhammer	Terri Hogan*	Donald Ruch
Renee Boronka*	Bill Holimon*	Hugh Safford*
Darrell Bowman*	Jim Johannsen*	Scott Sauer
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Lorraine Fleming	Gregory Penkowsky	K.A. and Veronica West
Cliff Germain	Barbara Plampin	Nancy Winter
William Glass	Raymond Poshkus	Joe Woolbright
Rachel Goad	Donald Reed	Ephraim Zimmerman*
Bonnie Harper-Lore	Michele Richards	<i>*100% of NAA board contributed in 2019</i>
Francis Harty	Victor Riemenschneider	

THANK YOU TO OUR 2019 NAA CONFERENCE SUPPORTERS

Colcom Foundation	Richard King Mellon Foundation	The Pittsburgh Foundation
Allegheny Land Trust	FirstEnergy Foundation	Stick City Brewing Company
Bureau of Land Management	Laurel Foundation	The Nature Conservancy - Pennsylvania Chapter
Carnegie Museum of Natural History - Powdermill Nature Reserve	Patagonia	Utility Arborist Association
Cleveland Museum of Natural History	Pennsylvania Department of Conservation and Natural Resources	Western Pennsylvania Conservancy
Ernst Conservation Seeds	Pennsylvania Natural Heritage Program	Wines 'til Sold Out

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Amy Wills
*Operations and
Membership Manager*

Sarah Pears
Program Assistant

Macey Bates
*Operations and
Administrative Assistant*

W A Y S T O S U P P O R T N A A

Join/Renew
Becoming a member is the easiest way to support our mission – and to benefit from all we offer.

Invest
Your gift to NAA supports programming like workshops, webinars and the Natural Areas Journal. For more information on how to support NAA, check naturalareas.org

info@naturalareas.org

724-995-8466

PO Box 594
Ligonier, PA 15658

B O A R D L I A I S O N

William Carromero
USDA Forest Service

Terri Hogan
National Park Service

Peggy Olwell
*Bureau of Land
Management Liaison*

Hugh Safford
USDA Forest Service

S P E C I A L T H A N K S to our outgoing board president, Cliff Chapman and outgoing vice president Mike Leahy for their years of service.

O U R M I S S I O N

The NAA's mission is to support the community of natural area professionals. We give members the resources to reach their professional goals, and work with them to raise awareness about the need for natural areas conservation, and about the need for conservation research and advocacy.

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A S S O C I A T I O N