



2018 Annual Report

natural
areas
association

Message from the Executive Director, Lisa Smith

I'm excited to share with you NAA's 2018 Annual Report. We've made some big improvements to the way we do things behind the scenes here recently, and we're proud of the way that's made us better able to fulfill our mission to support and advance this community.

Below are some highlights of what we accomplished in 2018. We feel these achievements take on more significance in view of challenges currently facing the natural areas community. But as the needs of this community have increased, our supporters and donors have continued to step up. That's why it's so appropriate that the theme of our 2018 Natural Areas Conference was **resilience**.

It's the resilience of this community that continues to make me optimistic about what NAA can accomplish in the future, and about the future of our profession. Let's stay resilient and make great things happen in 2019!



Science and Practice Delivery

NAA Events

2018 Natural Areas Conference October 23-25, Bloomington, Indiana

The 2018 conference was our 45th, but after more than four decades the mission is still the same—to share the latest advances in science and stewardship and connect with the natural areas community.

“ I've gotten more out of a single day at this conference than I've gotten out of whole weeks at other events. ”

-Katherine Moore Powell, Climate Change Ecologist, The Field Museum

- Attendees from 32 states
- More than 125 sessions, ID and Field workshops
- Symposia included **Urban Restoration Through Collaboration; Improving Restoration Outcomes in the U.S.: Research Related to the Native Seed Strategy; Working Landscapes Conservation**
- 2018 saw the return of topic Roundtables to the conference, including **Potential Impacts of Honey Bees to Native Bees, Plant Communities and Ecosystems; and Seed Mix Design for Restoration**



“We wanted to use the lessons we learned to show how this turbulent time is affecting the American landscape, and offering practical strategies for action.” Dr. Gary Machlis, former chief scientist for the National Park Service, at the 2018 Closing Plenary

Highlight: *The Closing*

Plenary with former National Park Service chief Jon Jarvis and his lead scientist, Gary Machlis, was standing room only. Video of this event is freely available on the NAA website—and Jon and Gary's discussion of the future of conservation should not be missed.

NAA Regional Workshops

Let the Sun Shine In - Shawnee National Forest - April 11-13

Lake Erie Ecosystems - Western PA and Eastern OH - July 10-11

NAA Regional Workshops allow us to reach out directly to natural areas practitioners in specific regions to bring them the strategies and tools they need while bringing local partners together to further build their local professional community, showcase their successes, and exchange information.

- Regional Workshop Attendees: 62
- Natural Areas visited: 6

Highlight: *We held our first regional workshop in 2017, and held two in 2018, and the reception showed us that our members and community benefit greatly from these events. Our next one will be May 2019 near Little Rock, Arkansas on native seed and pollinator management.*



"It was extremely valuable to meet with colleagues within the region and to get outside and have an organic conversation." Michael Hahn, Stewardship Specialist, City of Ann Arbor

Online

Natural Areas Journal

Our quarterly, peer-reviewed *Journal* for natural areas practitioners is celebrating its 38th year of bringing good science to our members.

- NAA has taken a number of steps this year to make production of the *Journal* more efficient and less impactful on the environment.
- Articles from the *Journal* have been accessed through BioOne more than 100,000 times over the past year

Highlight: *Academic publishing has changed, and in 2018 we laid the foundation for a redesign of the Natural Areas Journal to keep it at the forefront of the field. We expect to debut this some time in 2019.*

Resources

Pollinator Management

Fire Ecology

Invasive and Exotic Species

As a result of increased efficiencies elsewhere in our organization, we have been able to bring more focus to our library of resources for natural areas practitioners. These on-demand resources are freely available through our website.

- 9 resources available under Pollinator Management
- *New Research and BMPs in Natural Areas: A Synthesis of the Pollinator Management Symposium from the 44th Natural Areas Conference, October 2017* now available
- We've added the Fire Compendium 2010-2017 to supplement the Fire Compendium covering 1983-2009



NAA Fire Compendium 2010-2017 now available on the NAA website. Photo courtesy of Dave Borneman.

Highlight: *Our Resources can now be searched by topic, and we will be adding regularly to these pages as we produce new NAA resources and connect to partner resources.*



"Today was phenomenal. What amazing speakers and information....I know a lot of people that need to see this." **Dennis L. Krusac, Certified Wildlife Biologist, USDA Forest Service, attendee of the April 2018 Pollinator Management Webinar**

NAA Webinar Series

2018 NAA Webinars

2018 Pollinator Management Webinars

We expanded our webinars and had two different series in 2018—three in our regular series and four in our pollinator management series. Webinars are a great way to share emerging science with the community and have become increasingly popular, especially for hard-working natural areas professionals with limited time.

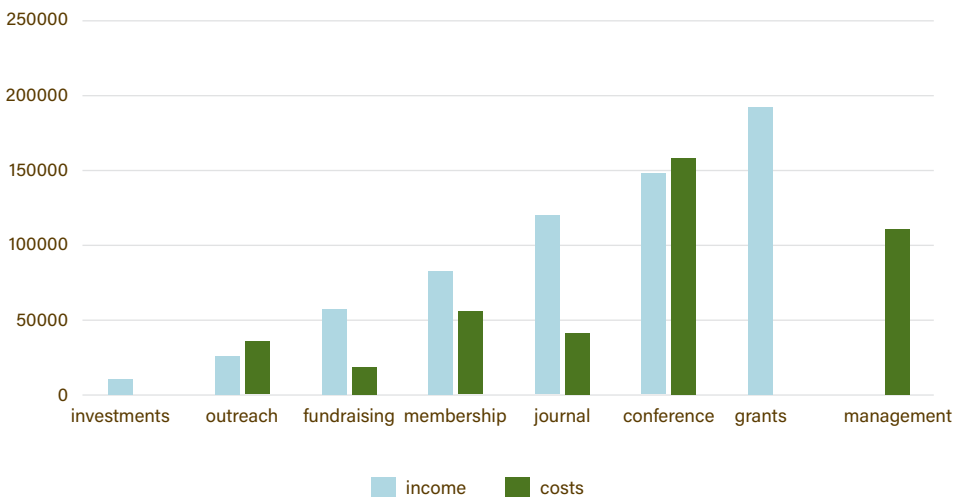
- 911 registrants
- 7 webinars, 12 total speakers

Highlight: *We've more than doubled the capacity of our webinar platform because of demand, and continue to expand our webinar series.*

Financial Stewardship

2017-2018 Fiscal Year

Income and Expense by Program



Highlight: *Operational efficiencies decreased overall expenses by \$99,500 compared to the prior fiscal year.*

Thank you

to those who gave above and beyond their membership dues in 2018. We couldn't do it without you.

Highlight: *In 2018, NAA received the largest individual donation ever. Thank you to **Robert and Gayle Meyer** for their \$5,000 gift.*

Craig Anderson	Kim Herman	Ron Panzer
David Armstrong	Jim Johannsen	Noel Pavlovic
Charles Bier	Kevin Keat	Kristin Pink
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Joel Heinen		Craig Young
William Helfferich		

Our Mission

The NAA's mission is to support the community of natural areas 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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Kate Angell,
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Ways to Support NAA

Join/Renew

Becoming a member is the easiest way to support our mission, and to benefit from all we offer. Has your membership lapsed? We welcome you back. Go to naturalareas.org and click "Join" or "Renew."

Invest

Membership dues help, but we require additional support in order to offer programming – and keep our lights on. Find out the many ways you can donate to NAA right now: go to naturalareas.org and click "Invest."

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