

# 2017 Annual Report

natural  
areas  
association

## Message from the Executive Director

I am happy to share with you NAA's 2017 Annual Report. This document is too brief to include all we've accomplished this year, but it will give you an idea of the strides we've made – all because of the generous support of our members and donors.

As we look back at 2017, two themes stand out – urgency and endurance. We see challenges to our community mounting, just as the need for our work becomes crucial. But this community, and this organization, have seen challenges before. As we search for solutions, we know our best hope is in standing together.

NAA made major changes behind the scenes in 2017. The Board has responded to the economic downturn by focusing on how to make the organization more responsive and streamlined. That culminated this year in the hiring of new staff, who bring fresh skills to the work, and relocating the main office to PA. We believe these measures will allow us to focus even more resources on our mission.

I also see great promise in the fact that 2017 marked our 44th Natural Areas Conference. As similar events have curtailed activities or ceased operations, NAA is seeing renewed interest in the cutting-edge information and community offered by the conference. We've also seen great response to our NAA Webinar Series, which we expanded this year. We held our first regional workshop at Doniphan, with several more in the works. In January, we will debut a members-only portal on our website with more resources.

We thank you for supporting the Natural Areas Association, and the community of natural areas professionals we represent. We look forward to great things in 2018!



## Fostering the Next Generation

NAA is committed to supporting our younger members, who are the future of our profession, and the future of the natural areas we steward.

- 38 student scholarships awarded for attendance at the 2017 Natural Areas Conference
- 6 prizes for student presentations and posters at the conference
- Enhanced online networking and job search capabilities debuting early 2018



Winners of the 2017 Natural Areas Conference student poster competition Lydia Baldwin, Andreas Wion and Javier Sagra

**“I forged some great connections with people in the field and exchanged new ideas. In just a few short days, my outlook was changed on multiple topics within our field. Thank you once again for this tremendous opportunity.”**

-Christopher Woolridge, John W. Humke Student Scholarship recipient

# Science and Practice Delivery

Our quarterly *Journal* continues to set the standard for delivering cutting-edge information relevant to natural areas managers.

- This year we launched the PeerTrack submission management system, streamlining the publication pipeline
- A new special issue of the *Journal*, on land stewardship from a water resource perspective, will be published early 2019 with support from the William Penn Foundation

Our webinar series grew from three in 2016 to five this year. You can take advantage of the free online archive of all our webinars on the NAA site or YouTube page.

We piloted Regional Workshops this year with an event in Doniphan, Missouri in May. Workshop attendees visited five natural areas where local managers shared management strategies. Three more are planned for 2018.

NAA came together with partners at the National Native Seed Conference in Washington, D.C. in February to educate decision-makers about the importance of using native seed in restoration and remediation work.



*Our July 2017 Natural Areas Journal "Stewardship in Action" feature showcased the wisdom of Steve "Sticky" Morrison, "burn boss" of The Nature Conservancy's Tiger Creek Preserve for 30 years.*



*A long-held goal, NAA began on-the-ground Regional Workshops this year, a new initiative that delivers region-specific best practices in land management to our members and partners where they work.*

**“ NAA and the Natural Areas Conference focus on management, and the information is oriented toward implementation. NAA embraces scholarship and on-the-ground experience to develop the tools land managers need. ”**

*- Dave Anderson, Director of the Colorado Natural Heritage Program at Colorado State University*

*The 2017 Natural Areas Conference focused on the theme of collaboration as a critical tool for natural areas professionals.*



The Natural Areas Conference is one of the most significant ways we deliver science and information to the natural areas community.

- The 2017 Natural Areas Conference featured 10 concurrent sessions of presentations, almost 200 speakers and nearly 50 poster presentations
- Opening and closing plenary presentations were livestreamed free of charge, and the archives are available on NAA's YouTube channel
- Conference track on managing pollinators inspired a publication on best management practices for pollinators on natural areas, coming spring 2018



“ I’ve been to many events, but I think I just found my people. ”

- Attendee at the 2017 Natural Areas Conference

Conference attendees often bond with colleagues during Field Workshops. Taken by longtime member and former NAA president Glenn Juday, Boulder Parks Field Workshop, October 12, 2017.

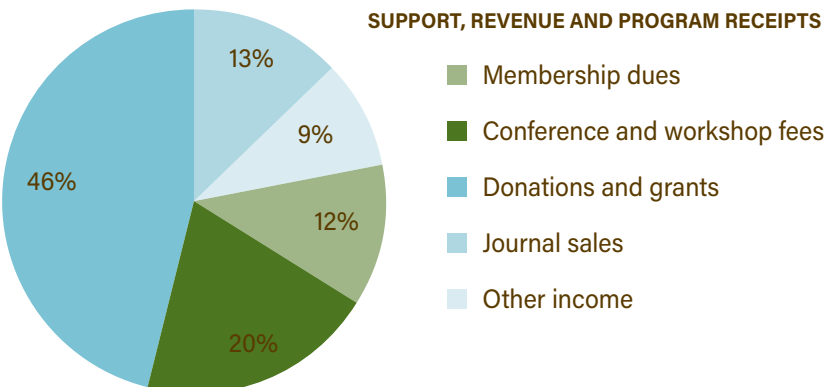
## Building and Strengthening Community

We’re committed to bringing natural areas community members together, face-to-face, to exchange ideas and foster collaboration.

- We convened almost 400 attendees at the 2017 Natural Areas Conference, with networking opportunities ranging from the Poster Session and Reception, to the State Natural Areas Roundtable, to the Awards Dinner
- Our first Regional Workshop brought together natural areas professionals from Tennessee, Kentucky, Arkansas and host state Missouri to discuss their work
- We are debuting new tools for discussion and networking on the NAA website in early 2018

## Financial Stewardship

Operating expenses are split 83% program services and 17% support services.



Funding, Sources and Uses\*

\*Based on independently audited financial results through fiscal year 2017

# Thank you

to those who gave above and beyond their membership dues in 2017. We couldn't do it without you.

Donald and Sylvia  
Robinson Family  
Foundation

Native Plant Society  
of Oregon

Craig Anderson

Steven Apfelbaum

John A. Bacone

Charles Bier

James K. Bissell

Jeffrey Stant &  
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Robert Tatina

Richard Thom

Stephen Thomas

Craig Thomsen

James Thorne, PhD

Mandy Tu

Jodi Vandermyde

Jeffrey Ward

Jeff Warren

Margaret Weesner

Bruce Wenning

Ruth Willey

Irvine Wilson

Joe Woolbright

Craig Young

## ***Our Mission***

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.

# Board and Staff

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*Bureau of Land Management Liaison*

Hugh Safford,  
*USDA Forest Service Liaison*



*The staff of the Natural Areas Association.  
Left to right: Joe Walko, Operations Manager;  
Kate Angell, Communications and Outreach  
Coordinator; Lisa Smith, Executive Director;  
Amy Wills, Membership and Outreach Coordinator*

## Ways to Support NAA

### ***Join/Renew***

Becoming a member is the easiest way to support our mission – and to benefit from all we offer. Let your membership lapse? We welcome you back. Go to [naturalareas.org](http://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](http://naturalareas.org) and click "Invest."

[info@naturalareas.org](mailto:info@naturalareas.org) - 724-995-8466 - PO Box 594 Ligonier, PA 15658

