



Pacific Horticulture Board Service



Benefits of Service

Pacific Horticulture encompasses a large, welcoming and inclusive community of passionate, garden loving people from many sectors. Benefits of service include access to invigorating conversations with some of the great and innovative thinkers in horticulture today. You will be on the pulse of trending and cutting-edge practices and thought on climate solutions through the healing powers of plants. Your contributions at this moment of great energy and growth will yield professional recognition, credibility, and positive exposure. Can you see yourself thriving as part of a collaborative team of leaders at a moment of accelerated growth?

We are seeking board members with skills in any of the following areas:

- Digital media/digital business experience
- Marketing and communications
- Development skills in systematic, sustainable, long-term fundraising
- Corporate relationship experience and connections
- Interest in and knowledge of the field of horticulture, environmental sciences, or aligned field

Mission and Vision

Our mission is to advocate for the garden and its power to enrich lives and heal the environment.

We envision a resilient world dependent on the thoughtful cultivation of plants.

Diversity Statement

Pacific Horticulture is committed to creating an inclusive, equity-based, community-focused organization that is committed to the health and conservation of both human communities and the environment.

We recognize that including, collaborating with, and lifting up all voices in the Pacific Horticulture community requires a focused awareness, which will take time to achieve. By committing to be humble and persistent, Pacific Horticulture strives to inspire environmental stewardship and improve human health by the promotion and implementation of fair, equal, and power-balanced leadership practices.

We believe that a diverse blend of perspectives, ideas, and viewpoints are essential to building a resilient world dependent on the thoughtful cultivation of plants.

Individual Board Member Role

Pacific Horticulture Board of Directors has a personal commitment to the organizational mission, values, and diversity statement, while sharing a deep and enduring connection to the field of horticulture, environmental science, or aligned fields.

Board member expectations:

- Know and understand the organization's mission, policies, programs, and needs
- Faithfully read and understand the organization's financial statements
- Serve as active advocates and ambassadors for the organization
- Fully engage in identifying and securing the financial resources and partnerships necessary for Pacific Horticulture to advance its mission.
- Actively participate in one or more fundraising activities that, in combination with personal contribution, are valued at \$2500. or more. Alternatively, leverage connections

and networks to increase membership within a targeted new audience by 50 or more new members at any membership level

- Leverage connections, networks, and resources to develop collective action or help to secure meaningful financial donations
- Attend, and conscientiously participate in 75% or more board meetings annually via video conference
- Participate fully in one or more committees
- Strongly encouraged to attend periodical in-person retreats

Our Audience

We serve the Pacific Region including Alaska, Baja California, British Columbia, California, Oregon, and Washington. We aspire to serve everyone within the Pacific region concerned about humanity's impacts on the planet.

Whether you are a horticulture professional, a passionate home or community gardener or plant person, a designer, a scientist, or a citizen wanting to support climate resilient landscapes, we are committed to provide you with high-quality content and relevant, curated information.

Our Past and Our Future

We are forward-thinking. For over 50 years West Coast gardeners looked to the pages of our award-winning quarterly journal for information and inspiration on planting gardens and growing plants in the distinctive Mediterranean climate of the West Coast. Our heritage is a point of pride and what has gotten us here today. We honor it by focusing on the future and what is to come.

In response to the climate crisis and concern for the health of our environment, people are urgently looking for ways to live more sustainably. Pacific Horticulture provides information that empowers them to take action.

We are building public awareness that gardeners, landscape managers, farmers, environmental scientists, city planners, designers, are contributing to climate solutions and elevating the relevance of horticulture to a more resilient future.

Pacific Horticulture advocates for the power of gardens to inspire environmental stewardship and improve human health. We make the science behind sustainable horticulture accessible to everyone, and demonstrate what beautiful, well-designed climate-appropriate gardens and landscapes can be at every scale.

The Pacific Horticulture Board of Directors

The mission of Pacific Horticulture is to advocate for the garden and its power to enrich lives and heal the environment. We envision a resilient world dependent on the thoughtful cultivation of plants.

As the highest leadership body of the organization, the board is responsible for establishing the mission and purposes of the organization, providing strong fiduciary oversight and financial management, developing fundraising and resource development, enhancing Pacific Horticulture's public image, selecting and evaluating the performance of the Executive Director, strategic and organizational planning, approving and monitoring Pacific Horticulture's programs and services, and assessing its own performance as the governing body of Pacific Horticulture.

Please use our nomination forms at pacifichorticulture.org or contact office@pacifichorticulture.org for more information.

