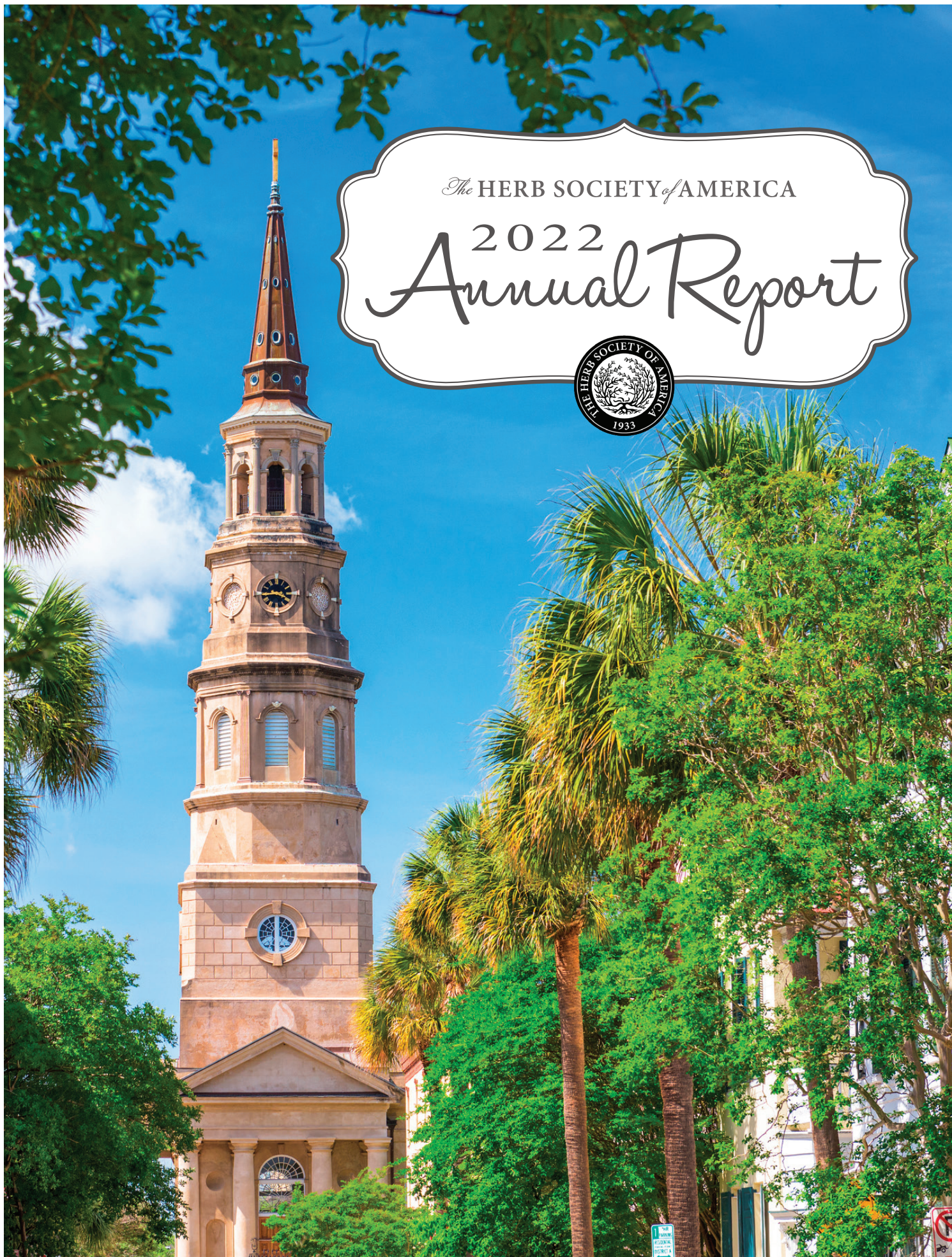


The HERB SOCIETY *of* AMERICA

2022
Annual Report





The HERB SOCIETY *of* AMERICA

88th Annual Meeting of Members

Friday, April 29, 2022

9:15 am Eastern

Charleston, SC, and Virtual

Agenda

CALL TO ORDER AND WELCOME	<i>Amy Schiavone, President</i>
Words of Inspiration	<i>Chrissy Moore</i>
Introduction of Past Presidents	<i>Amy Schiavone, President</i>
Greetings from Past Presidents not in Attendance	<i>Maryann Readal, Secretary</i>
Remembrance of 2021-2022 Deceased Members	<i>Casey King, Membership Chair</i>

UNFINISHED BUSINESS

Approval of Minutes 2021 Annual Meeting	<i>Amy Schiavone, President</i>
Financial Report	<i>Gladys McKinney, Treasurer</i>
Report from Headquarters	<i>Laura Martin, Executive Director</i>
Annual Report of 2021-2022	<i>Amy Schiavone, President</i>
Recognition of 2021-2022 Board of Directors	<i>Amy Schiavone, President</i>
Other Unfinished Business	<i>Amy Schiavone, President</i>

NEW BUSINESS

Presentation of Slate and Election of Board	<i>Rie Sluder, Nominating Chair</i>
Introduction of the Incoming President	<i>Amy Schiavone, President</i>
Remarks from the Incoming President	<i>Linda (Lin) Lange, Incoming President</i>
Introduction 2022-2024 Honorary President	<i>Linda (Lin) Lange, Incoming President</i>
Introduction 2022-2023 Board of Directors	<i>Linda (Lin) Lange, Incoming President</i>
Awarding of Past President's Pin	<i>Linda (Lin) Lange, Incoming President</i>

CLOSING REMARKS AND

ADJOURNMENT OF ANNUAL MEETING	<i>Amy Schiavone, President</i>
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ANNOUNCEMENTS	<i>Betsy Smith, Education Chair</i>
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- Recognition Conference Planning Groups
- End of Virtual Business Meeting - Educational Conference Orientation



From the President

Learn – Explore - Grow

Dear Herb Society of America Members,

Charleston – Where History and Herbs Come to Life!

I'm excited that we will finally be getting together for our annual meeting in Charleston, and this year has our first ever option of attending either *in person or virtually!* We have traveled this long road together and have learned quite a bit along the way. It is with boundless gratitude to the planning committee and the hotel support for helping us cross this milestone of offering new ways to share with our members and the herb community.

Looking back over the past year, your HSA Board and Staff have been busy bringing you better value for your membership despite circumstances that may have prevented us from coming together in person. Our recently updated website now has more ***Learning*** and educational content available at the push of a button through our on-line learning course, virtual workshops, webinars, or recordings of past events. I hope that you have had the opportunity to ***Explore*** all of the new features and can ***Grow*** with the many opportunities available. We also celebrate our Membership Delegates and various Committees by their inventive ways to help members stay connected. Maybe you are part of one of the book clubs or study groups, maybe you have participated in one of the evening gatherings that a few of them have pulled together that have been such a great success, or maybe you are one of the many members that participated in our first annual Fuzzy Butts Bee Observation. It was such a fun success that the committee is already busy planning the next one. Whatever your interest, there is plenty to allow each member the opportunity to ***Learn, Explore, and Grow.***

This year, the Annual Report will look a bit different. Many members have commented that they would like to have this report sooner. That is a task that is fraught with difficulties – especially in the years that our Annual Meeting of Members is so soon after our Fiscal Year End. In order to get as much of this report to you as soon as possible, the financial statements will be sent out later but as soon as they can pull it together. Even at that, the report will be preliminary (as usual) until after the audit has been completed later in the year. We appreciate your patience while we explore this new way of bringing you this report.

So, until we meet in Charleston, I wish you a heart that is filled with ***Learning***, a mind that never stops ***Exploring***, and eyes that feast while watching your garden ***grow.***

Herbal Blessings to You All,

Amy Schiavone

Amy



The HERB SOCIETY *of* AMERICA

In Memoriam

Patty Brown, *Baton Rouge Unit, Southeast District*

Joyce Douglas, *Philadelphia Unit, Mid-Atlantic District*

Lynn Ehler, *Pioneer Unit, South Central District*

Kit-C Fitzgerald, *Western Reserve Herb Society, Great Lakes District*

Joan Gilmore, *Nashville Unit, Southeast District*

Mildred Gordon, *Potomac Unit, Mid-Atlantic District*

Mary C. Henricks, *Nashville Unit, Southeast District*

Mary Hitchner, *South Jersey Unit, Mid-Atlantic District*

Rebecca Ickes, *Member at Large, Great Lakes District*

Arlene Kestner Ph.D., *Member at Large, Southeast District*

JoAnn Lawrence, *Member at Large, Mid-Atlantic District*

Linda Martin, *Potomac Unit, Mid-Atlantic District*

E. Scott Norton, *Virginia Commonwealth Unit, Mid-Atlantic District*

Dottie Sheffield, *Philadelphia Unit, Mid-Atlantic District*

Thea Steinmetz, *Western Reserve Herb Society, Great Lakes District*

CoCo Strang, *Colonial Triangle of Virginia, Mid-Atlantic District*

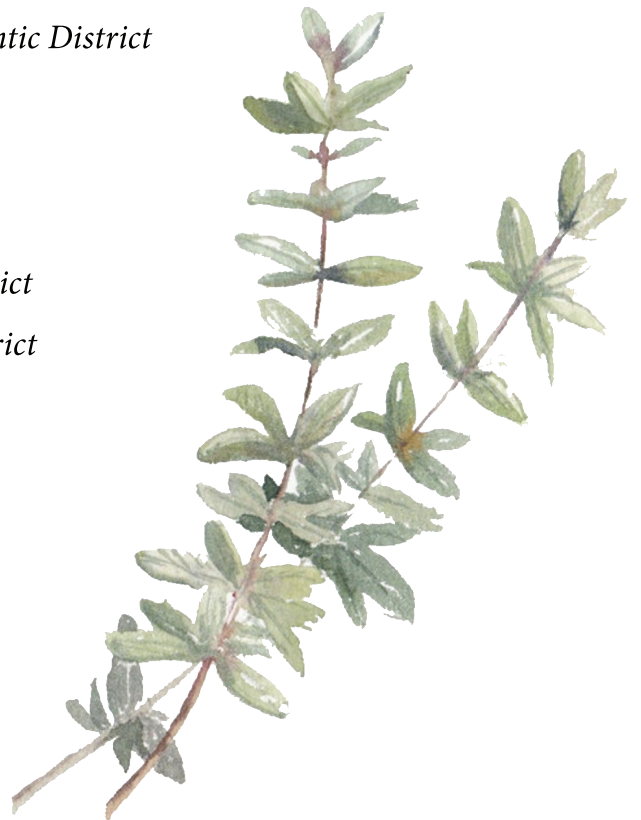
Marge Sullivan, *New York Unit, Northeast District*

Jane Tacker, *Nashville Unit, Southeast District*

Barri Throop, *New England Unit, Northeast District*

Tommy Tomlinson, *Potomac Unit, Mid-Atlantic District*

Ida L. Wallenmeyer, *Potomac Unit, Mid-Atlantic District*



Donations

The Herb Society of America gratefully acknowledges all donors who support our many projects, funds, and operations. Each gift, from the smallest to the largest is significant. Each gift represents a commitment to The Society and its members and a promise to help continue its mission of sharing the knowledge and delight of herbs. Nothing we do would be possible without your generosity. Because of space limitations, these lists only reflect gifts of \$250 and higher.

Donors \$250 & Above

Anne H. Abbott
Linda Nykaza Albanese
Big Sue Arnold
Marion E. Bardman
Rena Harrington Barnett
Jenny Rose Carey
Central District
Central Indiana Unit
Lucy E. Chamberlain
Colonial Triangle of Virginia
Unit
Connecticut Unit
Lucy W. Dean
Mary Doebebeling
Lory Doolittle
Glenda Emery
Henry Flowers
Pamela S. Goetsch
Ann Gorrell
Great Lakes District
Michele C. Hacherl
Sharon Hosch
Sandy & Pat Je T'aime
Arlene Kestner Ph.D.
The Kestner Family
Casey King
Lilian King
Mitzi Kowal
Linda S. Lange
Joy C. Lilljedahl
Susan Littlefield

Elizabeth J Manhart
Sandra L. Manteuffel
Lisa-Marie Maryott
Mary McQuage
Mid-Atlantic District
Chrissy Moore
Mountain Rose Herbs
Jennifer Munson
Nashville Unit
New York Unit
Northeast District
Northeast Seacoast Unit
Northern New Jersey Unit
Philadelphia Unit
Potomac Unit
Margaret S. Rados
Maryann and Thomas Readal
RidgeCrest Herbals
Maureen Ruettgers
Amy R. Schiavone
Carol Schmidt
Susan Schumann-Skehan
Gail D. Seeley
Xuan N. Sibell
Hendrika and Jeff Sluder
Anna O. Smith
Dee Snow
South Central District
Southeast District
Penni St. Hilaire
Dava Stravinsky
Janice Stuff

Lois Sutton Ph.D. and Andy
MacPhillimy
Texas Thyme Unit
The Herbal Brain, Emory
Prescott
Mary Ann Thomas
Lyn Tomlinson
Margaret U. Trevanion
URBANherbal, William "Bill"
Varney
Molly Valade
Virginia Commonwealth Unit
Western Reserve Herb Society
John Wheeler
Valerie Wheeler
Barbara J. Williams
Kate Williams
Ann Wilson
Wisconsin Unit
Mary Remmel Wohlleb
Susan G. Wood

Restricted Funds and Programs

Green Bridges

Southeast District

Samull Grants

Pamela S. Goetsch
Great Lakes District
Northeast District
Southeast District



Donations continued...

National Herb Garden Endowment

Penni St. Hilaire

National Herb Garden

Penni St. Hilaire

Philadelphia Unit

Potomac Unit

West District

Valerie and John Wheeler

Library & Archives

Maryann Readal

General Endowment

The Family of

Arlene Kestner Ph.D.

District Support West

Lisa-Marie Maryott

District Support Southeast

Southeast District Donors

District Support South Central

South Central District Donors

District Support Northeast

Northern New Jersey Unit

Susan Schumann-Skehan

Maureen Ruettgers

District Support Great Lakes

Pamela S. Goetsch

Western Reserve Herb Society

Betsy Sluder Online Education Fund

Great Lakes District

Northeast Seacoast Unit

Hendrika and Jeff Sluder

The Herbarist Underwriters

Big Sue Arnold

Central District

Lory Doolittle

Henry Flowers

Frankenmuth Mid-Michigan Unit

Ann Gorrell

Great Lakes District

Mid-Atlantic District

New England Unit

Northeast District

Philadelphia Unit

Pioneer Unit

Maryann and Thomas Readal

Barbara J. Williams

Amy R. Schiavone

Hendrika and Jeff Sluder

South Central District

Janice Stuff

Lois Sutton Ph.D. and Andy

MacPhillimy

Texas Thyme Unit

Thymely Treasures Donors

Big Sue Arnold

Dianne Duperier

Barry Eigen

Helen D. Hamilton

Gloria Cabrera Hunter

Michelle Iverson

Joan C. Keif

Cindy Meier

Ann E. Monastra

Amy R. Schiavone

Founders' Circle Members

We are grateful to the following individuals who have made an investment in the future of The Herb Society of America by established a planned gift to The Society

Anne H. Abbott

Christina W. Adams

Caroline W. Amidon

Mary Doebbeling

Deborah Boutelier

Joyce E. Brobst

Amy McKay Core

Marjorie French

Karen Kilday

Mitzi Kowal

Lavender Hill House

Sarah Liberta

Ginny Miller

Katherine Montgomery

Karen O'Brien

Ruth Mary Papenthien

Margaret S. Rados

Carol Schmidt

Lois Sutton Ph.D.

Jane Thomson

Linda A. Wells

Deborah A. Winter

Mary Rimmel Wohlleb



Donations *continued...*

Tribute Gift Donations

We deeply appreciate the following who made gifts to in memory of family members and friends

Patricia Bryce Cardellio from
Grosse Pointe Unit

Lynn Ehlers from
Pioneer Unit

Ella Booth-Gibson from
Western Pennsylvania
Unit

Mildred Gordon from
Potomac Unit
Penni St. Hilaire

Donna Fay Hilliard from
Susan G. Wood

Ross Hofnagle from
Joyce E. Brobst

Nick Johnson from
Joyce E. Brobst

Arlene Kestner, Ph.D. from
Joyce E. Brobst
Sara Holland
The Kestner Family
Ginny Miller
Pledgeling Foundation
Mary Remmel Wohlleb
Lois Sutton, Ph.D.
URBANherbal, William
"Bill" Varney

JoAnn Lawrence from
Diane Schuster

Kay Lee from
Christina Liff

Valerie Lee from
Therese Ann Bilodeau

David Nardo from
Cathy Olsen Nardo

North Carolina Unit Members'
Families from
North Carolina Unit

Edward Scott Norton from
Phyllis Laslett
Joe Rountree
Sue Rountree

Frank Plucinsky from
Joyce E. Brobst

Thea Steinmetz from
Joyce E. Brobst
Pamela S. Goetsch
Ginny Miller
Bonnie Porterfield
Gail D. Seeley
Mary Remmel Wohlleb

Betty Stevens from
Mary Remmel Wohlleb

Ruth Anne Tatum from
Chattahoochee Unit

Tommy Tomlinson from
Potomac Unit

Ida Wallenmeyer from
Potomac Unit

Grace Westlake from

Betsy Westlake

Bonnie Wicks from
Joyce E. Brobst

** and the many anonymous donors who chose to support HSA and its programs without public recognition.*

We strive to create accurate lists but sometimes mistakes are made. Please let us know if we need to check or correct our records.





The HERB SOCIETY of AMERICA

87th Annual Meeting of Members Minutes Via Zoom

June 10, 2021

Minutes

President Amy Schiavone called the meeting to order and welcomed the over 300 members attending the online meeting. She introduced Andrew Perkins of Blue Stem Creatives who explained the logistics for the Zoom meeting.

Chrissy Moore, Honorary President, delivered the Words of Inspiration. She shared her herbal journey and the importance of sharing herbal knowledge and unique talents with other people.

Amy Schiavone introduced the Past Presidents in attendance.

Rie Sluder, 2018-2020
Rae McKimm, 2016-2018
Susan Liechty, 2014-2016
Debbie Boutelier, 2012-2014
Lois Sutton, 2008-2010
Ginny Miller, 2004-2006
Mary Rimmel Wohlleb, 2000-2002
Joyce Brobst, 1998-2000
Caroline Amidon, 1996-1998

Maryann Readal, HSA Secretary, reported that no greetings from Past Presidents were received.

Casey King, HSA Membership Chair, read the poem "*She is Gone*" by David Harkins in remembrance of members who passed away last year.

Donna Agan
Margie Barrat
Jeanne Bird
Elspeth Bobbs
Gernie Campanella
Hilda Daley
Patricia Dennis
Jan Downing
Eleanor Dussling
Ella Gibson
Dianne Hilborn

Donna Rae Knop
Arietta Malott
Sally McDonald
Janet Reeves
Dolores M. Rowlett
Louise Sacci
Helen Sajko
Dorothy Sanders
Elizabeth Scholtz
Betty H. Stevens
Virginia Waddey

Amy Schiavone asked for a motion to approve the minutes of the 2020 Annual Meeting of Members.

MOTION: Casey King moved and Gayle Engels seconded to accept the Annual Meeting of Members Minutes. Motion carried including votes received after the meeting closed.

(All votes during the meeting were taken electronically. Members had until 4:00PM, Monday, June 14 to cast their vote. The vote was final at that point.)

Gladys McKinney, HSA Treasurer, then presented the financial report. She said that the 2019 and 2020 financials have been audited and are final. It was a clean audit for those two years. The financials for 2021 are currently being audited. As a result, numbers reported for 2021 are preliminary. Gladys stated that HSA has moved from Budgetease and has hired Cindy Gill, CPA, for accounting work. Cheryl Skibicki, HSA Membership/Development Coordinator, will be working closely with Cindy Gill.

Gladys presented the Statement of Financial Position and explained the assets, liabilities, and equity of the organization. She thanked Jeff Sluder, Chair of the Investment Committee, for his work with HSA investments.

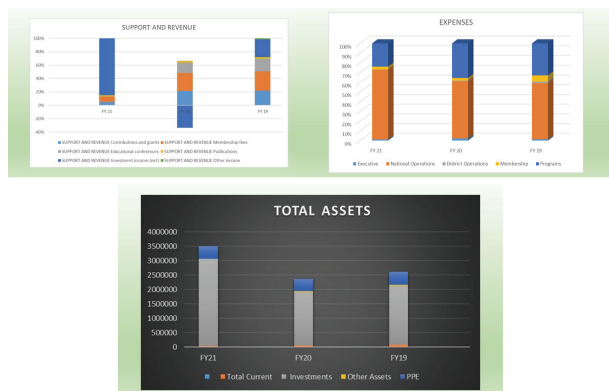
Statement of Financial Position

	FY21 Preliminary	FY20 Audited	FY19 Audited
ASSETS			
Cash and cash equivalents	18,628	1,497	64,086
Accounts Receivable	(705)	24,000	145
Inventory	5,577	5,577	6,785
Prepaid Expenses	11,399	17,382	13,087
Total Current Assets	34,900	48,456	84,103
Investments	3,028,674	1,864,039	2,048,486
Property and Equipment	439,387	438,860	448,439
Other Assets	6,375	29,447	29,447
Total Assets	\$ 3,509,336	\$ 2,370,802	\$ 2,611,485
LIABILITIES			
Accounts Payable	5,909	18,936	24,156
Accrued Expenses	6,930	5,850	3,725
Deferred Liabilities	9,882	5,519	50,898
Total Current Liabilities	32,721	30,305	78,779
Long-term Liabilities	51,682	26,187	30,270
Total Liabilities	\$ 84,403	\$ 56,492	\$ 109,049
NET ASSETS			
Without donor restrictions			
Undesignated	704,485	484,088	509,583
Board designated	206,448	174,329	180,587
With donor restrictions	1,497,336	1,655,293	1,803,784
Net Income	926,445		
Total Net Assets	\$ 3,404,714	\$ 2,314,310	\$ 2,593,694
Total Liabilities and Net Assets	\$ 3,509,336	\$ 2,370,802	\$ 2,611,485

Gladys explained that the liabilities show \$52K. However, this amount will be reduced when the PPP Loan of \$25K is forgiven. Gladys then presented the growth in HSA's total assets in 2021.



Minutes cont'd...



Next, Gladys presented revenue and expenses, noting a drop in revenue and expenses due to not having an Educational Conference or an Annual Meeting of Members last year because of Covid.

Gladys ended by giving thanks again to Jeff Sluder, Laura Martin for her work on the Payroll Protection Loan program, the Finance and Operations Committee, and the members for their support. Gladys said that she would answer questions via e-mail.

MOTION: Maryann Readal moved to accept the 2021 Preliminary Financial Report as given. Lin Lange seconded. Motion carried including votes received after the meeting closed.

Laura Martin, Executive Director, then gave a report from HSA Headquarters. She announced that Amy Rogers was no longer working at HQ. She invited members to visit any time between 10:00-2:00 (Eastern) each day. Laura felt that the organization was in a good position to offer online education. The webinars continue to be strong; book clubs have been successful. The website is being updated, and publications will be more accessible to members.

Mary Lampros has been hired to fill the Digital Media/Marketing position due to a generous donation from a group of donors. She is well-qualified for the position. She will be the bridge between HSA's great educational content and herbal enthusiasts.

Laura asked that members reach out to HQ about what they want their HSA experience to be. She emphasized that just like the physical assets, the programs belong to the members.

President Amy Schiavone then gave her report.

Members Are Our Most Valuable Asset			
	2021	2019	2017
MAL	628	598	485
Unit	1546	1613	1661
Total	2174	2211	2146

Districts	2021	2019	# Units
Central	222	200	5
Great Lakes	391	389	8
Mid-Atlantic	485	477	8
Northeast	304	326	7
South Central	304	306	7
Southeast	325	333	5
West	136	124	2
International	7	7	

	2021	2019	2017
Business	45	43	47
Individual	1794	1781	2005
Joint	131	138	138
Life	186	191	198
Student	18	9	17

NOTE: Life category contains two business life and four joint life members

She shared an email from Marion Bates, Pennsylvania Heartland Unit, expressing what HSA meant to her. She then extended her thanks to the 208 Life Members who have donated a lump sum to continue being an HSA Member.

Next Amy recognized the Golden Sage and Rosemary Circle members.

Members Are Our Most Valuable	
Golden Sage	
Marjorie G. Howard Member at Large Great Lakes District	Brenda Reid International Member at Large
Phyllis Sadorsky Potomac Unit Mid-Atlantic District	
Biddy Watson Philadelphia Unit Mid-Atlantic District	Faith Scovel New England Unit Northeast District

Members Are Our Most Valuable Asset

Rosemary Circle

Tina Abbott
Anita Bradley
Lynn Ehler
Charles Ewing
Marjorie French
Carol Ann Harlos
Sara Holland
Gerry Kovatch
Joe Rountree
Pam Vogel
Eileen F. Yeager

Susan Leigh Anthony
Jane Brubaker
Pamela Eilenberg
Barbara Ewing
Donna Gerbosi-DiFolvio
Pam Harris
Patricia N. Johnson
Patricia Magala
Donna M. Shelley
Helen Webster

Betty Beatrice
Janice Dana
Susan A. Eisenhandler
Beryl Feldman
Catherine Hall
Jacqui Highton
Jan King
Gisela M. Reibel
Susan Thorson
Tina Marie Wilcox

Thank you for your dedication and service!



Minutes cont'd...

Amy congratulated the 2021 HSA Award winners saying that since 1952, HSA has honored over 300 members for their achievements.



Amy recognized the contributions of volunteers who gave 32,725 hours of their time at a value of \$28.54/hour representing a value to HSA of \$933,971.50

Amy recognized Founders Circle members, who have included HSA in their estate planning.



Amy commented that HSA's online outreach continues to grow. Feedspot has just named the blog as #2 among herbal blogs. Amy announced that the coming update to the website will make it more accessible for everyone, especially those using mobile phones. She commented that the Herb of the Month continues to be a popular attraction on the website. A screen saver, recipes, and a "Did you Know" section has been offered for a different herb each month since 2013. She encouraged everyone to check out the Notable Native™ Herb Profiles on the website.

HSA Social Media			
Still Growing Strong			
Facebook (Jan-Mar)		Followers	Posts
2019		130,411	87
2020		136,940	77
2021		135,419	87
Most Popular post this year – Lambs ear prop for Weir Herbs webinar			
Instagram (Jan-Mar)		Followers	Posts
2021		506	54
HSA initiated Instagram in December 2020			
Website (Jan-Mar)		Visitors	
2019		18,415	
2020		17,363	
2021		19,387	
Blog Readership by Country			
	USA	Canada	UK
2019	39,669	1,614	909
2020	39,131	2,153	2,208
	Australia		India
2019	522		114
2020	890		900

The National Herb Garden, dedicated on June 12, 1980, celebrates the 41st anniversary of this landmark gift to the people of the United States.

Amy congratulated the Research Grant Committee's choice of Dr. Paul Polechla, Jr. from the Central New Mexico Community College as the Research Grant recipient. She also congratulated the schools chosen to receive the Samull Classroom Garden Grant: Jonesville Elementary (Jonesville, MI); PS84 Lillian Weber School of the Arts (New York, NY); Horizon Science Academy (Columbus, OH); St. Joseph's School (Cincinnati, OH); Aquila School District (Aquila, AZ); Victory College Prep (Indianapolis, IN); Ancona School (Chicago, IL); Jamison Elementary (Jamison, PA); The Oakwood School (Greenville, NC); Howard Elementary (Madera, CA)

Amy encouraged members to look at the more than fifty webinar offerings on our website. She announced that Bevin Cohen, a webinar presenter, will be offering an Introduction to Herbs Online Learning Experience later this year. She also remarked on the success of the online Book Clubs that began this year. She reminded members that they will be receiving their copy of *The Herbarist* later this year.

Rie Sluder, Past President, Nominating and Awards Committee Chair, made the following announcements:

- Lin Lange was appointed to fill the vacant West District Membership Delegate position.
- Casey King was appointed to fill the vacant Membership Chair position.
- Jackie Johnson was appointed to fill the Central District Membership Delegate position.
- Pam Ruane resigned as Vice President and Lin Lange was appointed to fill the Vice President position.
- Bill Varney was elected as South Central District Membership Delegate for the second term.
- Roxanne Varian was elected as Northeast District Membership Delegate.

MOTION: Out of committee to elect Betsy Smith, Member at Large, Southeast District, as Education Chair for the term July 1, 2021 – June 30, 2024. Motion carried including votes received after the meeting closed.

There were no nominations from the floor.

Rie announced the current open positions: West District Membership Delegate, Southeast District Membership Delegate, and Development Chair.



The HERB SOCIETY of AMERICA

Minutes cont'd...

In 2022, the positions of vice president, membership chair, nominating chair and treasurer will be open. Also, membership delegate positions will be elected in the Great Lakes District, Central District, and West District.

There being no new business, President Amy Schiavone introduced the 2021-22 Board Members:

Linda Lange, Vice President

Maryann Readal, Secretary

Gladys McKinney, Treasurer

Jackie Johnson, Central District Membership Delegate

Pam Goetsch, Great Lakes District Membership Delegate

Kim Labash, Mid-Atlantic District Membership Delegate

Roxanne Varian, Northeast District Membership Delegate

Bill Varney, South Central District Membership Delegate

Gayle Engels, Botany and Horticulture Chair

Betsy Smith, Education Chair

Casey King, Membership Chair

Rie Sluder, Nominating and Awards Chair

Chrissy Moore, Honorary President

Next year's Annual Meeting of Members will be in Charleston, SC.

MOTION: Maryann Readal moved and Rie Sluder seconded that the meeting be adjourned. Motion carried including votes received after the meeting closed.

President Amy Schiavone declared the 87th Annual Meeting of Members adjourned. Respectfully submitted,

Maryann Readal



Save the Date
Baton Rouge, LA
April 27-29, 2023
Annual Education Conference



The HERB SOCIETY *of* AMERICA