Getting Started
What to do???

Join forces!
Plan of Attack

1. Talk to Lindheimer Chapter at Fall Symposium 2011
2. Ask for steering committee volunteers in November
3. Begin committee meetings in January
4. Plan for September 2012 kickoff
Committee Procedure

--First meeting—brainstorm after reviewing Boerne materials

--Succeeding meetings

1. review assignments from previous meeting
   • discuss info brought in
   • edit as necessary
   • ask for more info if necessary
2. move to new topics
3. make new assignments
4. make final decisions as research done
By May 1

1. We would do 4 featured plants per quarter
2. The year’s plant list was almost finalized
3. All but one participating nursery was recruited
4. The care cards were in production
5. The annual poster and advertising flyers were in final design stages
6. Nursery reps were recruited
7. All materials and programs would be production-ready by June 1
8. Kick-off program Sept. 1 with events at the nurseries
By July 31

- Printing done
- Nursery rep materials assembled
- Publicity plan and press releases ready
Some changes from Boerne

- Our nurseries wanted to keep their wholesalers confidential
- We decided to create a picture book of native alternatives to common exotics—and to show pictures of the exotics
What We Learned

• Adapt NICE! to your situation
• Cooperate and share with other chapters
• Enthusiasm is contagious
• Members have many “hidden” talents
• Community projects can attract new members