

Laurie Sheldon
8860 SW 123rd Court, K-308
Miami, Florida 33186

February 28, 2014

Steve Woodmansee
FNPS President
8025 Southwest 102nd Avenue
Miami, Florida 33173-3937

Dear Steve,

After consulting with F.N.P.S. Executive Director Kellie Westervelt to find out if it was kosher to do so, I have decided to nominate myself (Laurie Sheldon) for the Green Palmetto Award for Service. Here is my supporting rationale for this nomination:

With your encouragement, I decided to join the Ixia chapter around October of 2011 and quickly became a very active member. I volunteered to promote F.N.P.S. on literally dozens of occasions at environmentally-focused events throughout the Jacksonville area, and helped with local chapter projects, including completely revamping the chapter newsletter (and assuming the role of editor), and participating in a seed-sowing event (our chapter had obtained a grant to pay for native wildflower seeds) just before Thanksgiving of 2011. It was during that event that Linda Schneider (Ixia Chapter Representative) approached me and asked if I would be willing to tackle the statewide Social Media front, as Sue Dingwell (who had been writing the blog, etc.) was moving to Virginia, and Ginny Stibolt (her Blog/Facebook partner) was going on a cruise around the world and would not be available for quite some time. With absolutely no background in blogging, but a fairly strong hold on writing and most things horticulturally-related, I agreed to do it. I met with Ginny for a couple of hours one afternoon, got the fast and furious tutorial about Blogger and general do's and don'ts for Facebook, and Shirley Denton's email address (as a sort of emergency contact). Sue Took off. Ginny took off. I took off running, and have never looked back.

For over two years now, I have written thoughtful, engaging blogs for F.N.P.S., and helped to grow the organization's social media following from less than 1,500 to over 6,000. It is an everyday thing. Social media is like New York City - there's no down time. And I've done all of it without any reimbursement. So that's why I feel I deserve this award. Forget the numerous meetings at which I've been the guest speaker. Forget the thousands of dollars I helped raise at the 2013 Conference as a byproduct of the workshop I helped put on. Those are nothing compared to the THOUSANDS of hours I've given to advancing the mission of this organization as Social Media Chair - in a matter of a couple years.

In short, I want something to hang on my wall that says, "Hey, Laurie - you rock! We totally appreciate you and what you've done for this organization, and believe that you deserve to be acknowledged" (if not worshipped - just kidding). It is my hope that the B.O.D. will recognize my dedication to F.N.P.S. by awarding me the Green Palmetto for Service. Thank you for considering me for this honor.

Sincerely,
Laurie E. Sheldon
F.N.P.S. Social Media