



Plants and Healers INTERNATIONAL

Plants and Healers International List of Accomplishments 2014 www.plantsandhealers.org

Organizational Structure

We welcomed two new members to the PHI board or directors.

Chris Jacobs <http://www.naturalhealthadvisory.com/person/chris-jacobs-lac/>

Robin Harford <http://www.eatweeds.co.uk>

Awards

PHI won a Community Service Award from the American Herbalists Guild

<http://www.americanherbalistsguild.com/community-service-award>

Our short film The Green Man; A Tribute to Frank Cook won an Honorable Mention in the Unsung Heroes Category of the My Hero film festival

http://myhero.com/films/festival_winners.asp

Frank Cook Tribute Film

Film showings

[LEAF Festival](#), Sunnybank Inn, Herb Mtn Farm, My Hero film contest, and the Bay area in California

Website

13,000 visits in 2014

[Essays](#) and [Recipes](#) posted monthly

Tab created and [poems](#) posted monthly since October

Updated the [events](#) page

New audio of Frank reading his essay [Holistic Herbal Healing](#) was uploaded

Social Media

Email Newsletter

Sent seasonally with over 170 subscribers up from 60 last year

Facebook

2200 plus likes up from around 475 last year

Pinterest

Joined Pinterest and established various folders

7 boards, 50 pins, 6 Likes, 19 Followers, 6 Following

Videos

Executive Director Marc Williams did a Mountain Xpress video about [wild greens pesto](#) and another about [bliss bites](#)

Krista Slavik is working on a video for a song inspired by Frank performed by Eric Lewis

Matt Stivers made video at the Frank Cook memorial hosted by Herb Mtn Farm that we can use for a future crowdfunding campaign.

Outreach`

Article in the [United Plant Savers](#) May Newsletter

Tabled at Asheville Herb Festival <http://www.ashevilleherbfestival.com/>

Tabled at the annual Society for Economic Botany and Society of Ethnobiology conference in Cherokee, NC in May <http://ethnobiology.org/conference/upcoming>

Over 200 People from over 30 countries! About 70 brochures taken. Lots of great conversations especially with potential collaborators featured below.

Tabling at Medicine's From the Earth Conference in Black Mtn May 31st – June 2nd.
<http://www.botanicalmedicine.org/conferences/me2014/me2014genl.htm>

Sharing Nature's Abundance at [Sunny Bank Inn](#). Part of the proceeds went to PHI

Tabling at the [West Asheville Tailgate Market](#)

Tabling at Wild Herb Weekend <http://www.ncherbassociation.org/#!wild-herb-weekend/ca3p>

Tabling at the SE Permaculture Gathering <http://www.southeasternpermaculture.org/>

Green Scene Gathering at Peaceful Valley home of Board of Advisers member Ken Crouse outside of Boone, NC

Marc did a radio Show for [Our Southern Community](#) focused on Food as Medicine wherein PHI was prominently featured [First half of show](#) [Second half of show](#)

Five Year memorial of Frank passing at Herb Mtn Farm

Marc Williams was part of an Our State magazine article <http://www.ourstate.com/honeysuckle-2/>

Plant Allies Network

Generated a list of over 100 organizations to represent in Asheville for an online map.

Outreach to Warren Wilson College and Tom Llewelyn on [Sharable](#) Cities for map making assistance

<http://www.shareable.net/blog/we%E2%80%99re-jammin%E2%80%99-round-the-world-mapjam-reaches-50-cities>

Grant writing and research

We made a compilation of over 20 similar resources that we would like to link together.

A crowdfunding campaign is being planned for the Spring

Education Centers

Herb Mountain Farm is being discussed as the first PHI affiliated education center

This would house resource including

Library, PHI/Frank Cook Archives, Botany Trail, Retreat Center,
Lodging (Scholar, Research in Residence)

Miscellaneous

Archives

10 hours of work organizing i.e. Correspondence, Place Based (Costa Rica, California, India, Peru, Africa, Writing Categories (Early, Poetry, Essays), Pictures, Academic Work, Teaching Notes

Marc admitted into the AB Tech Business [incubator program](#) and now has office space and access to consultations from a lawyer, accountant and social media company as well as lots of great classes

A Board of Directors Retreat was held in January 2014