

For Immediate Release
July 10, 2009

Florida Wildflower Foundation
Request for Proposal:
Research, Planting and Education Contractor

Deadline for submittals: 5 p.m. Aug. 14

Submit to: Lisa Roberts, Executive Director
executivedirector@floridawildflowerfoundation.org
407-353-6164

The Florida Wildflower Foundation is requesting proposals for an independent contractor who will assist the executive director in achieving the Foundation's goals in the areas of research, education and planting.

The successful candidate will:

- Exhibit evidence of a deep knowledge of Florida's unique and endemic native wildflowers.
- Possess a wide range of field experience with native flora.
- Be available to devote 10 to 20 hours per month to duties assigned by the executive director.
- Have the demonstrated ability to juggle multiple tasks under deadline pressure.
- Possess superior knowledge of the history of the Florida Wildflower Foundation and its mission and vision.
- Hold or agree to acquire comprehensive business liability insurance that names the Florida Wildflower Foundation as an additional insured.
- Be proficient in the MS Office 2007 suite, including Excel and PowerPoint.
- Possess a valid Florida driver's license.
- Be willing and able to travel long distances by motor vehicle as assigned.

In the area of **Education**, the successful proposal will demonstrate the candidate's:

- Ability to assemble and present complex presentations and publications on all facets of native flora.
- Experience in disseminating the above information in a variety of venues to a variety of audiences.
- Superior knowledge of Florida's culture and heritage as it pertains to native wildflowers and plants.

In the area of **Research**, the successful proposal will demonstrate the candidate's:

- Expertise in reviewing native wildflower scientific research.
- Knowledge needed to advise researchers and the FWF research committee on direction of research.
- Well-established statewide ties to academia.

- Knowledge of cutting-edge research techniques and their uses in plant research.

In the area of **Planting**, the successful proposal will demonstrate the candidate's:

- Familiarity with best maintenance practices of growing native Florida wildflowers on roadsides, in fields and in urban landscapes.
- Extensive native wildflower and plant knowledge in order to serve as a credible source of information to public and government entities interested in establishing roadside plantings.

Scope of services

Proposals should address the following in the Foundation's three primary areas of interest:

Education:

1. Produce a series of complex PowerPoint presentations that engage the general public in the programs of the Foundation.
2. Assist in the development of publications on all facets of native wildflowers.
3. Make presentations at variety of venues to a wide range of audiences, from layman to expert.
4. Assure the integrity of information presented on the Foundation's Web site, and assist in the design of a new site that is the world's most comprehensive source of native wildflower information.
5. Be an immediate and authoritative source of native Florida wildflower information as needed.

Research:

1. Assist in the development of research that identifies best management practices for the preservation and expansion of existing, naturally occurring populations of native herbaceous species.
2. Develop a literature survey of past research on propagation and the use of native herbaceous species.
3. Review complex research proposals and make recommendations to the Foundation's research committee on their pursuit or denial.
4. Serve as a liaison as needed between the Foundation and those whose research is funded by the Foundation.
5. Conduct periodic reviews of projects as needed.
6. Assist in the writing of RFPs for additional projects.

Planting:

1. Assist in the development of a technical planting and maintenance procedures manual for widespread use by landscapers.

2. Assist with the development of a native wildflowers planting guide for homeowners.
3. Conduct site visits as needed to support and evaluate Foundation projects.
4. Assist in the writing of RFPs for other contractors as needed.

Supporting documents

Each proposal submitted for consideration must include the following documents:

- Resume
- Proof of professional licenses (if any)
- Letter(s) of recommendation (optional)