Dear friend and colleague,

Incredible as it may seem, the American Herbalists Guild (AHG) is celebrating its 25th Anniversary this year.

In 1989, when a group of herbalists met in the Santa Cruz home of Christopher Hobbs and Beth Baugh, they were inspired by a vision of an organization dedicated to growing herbalism in the United States and beyond, and establishing herbal practice as a viable source of health care in every community.

Today, with over 1,750 members worldwide, more than 225 professional members, and 13 active national chapters, we still aspire to that goal. And we continue to gather each year to learn from each other and nourish the vision of that first gathering.

Now in its 25th year, our Annual Symposium is a celebration of the vital, ever-expanding role herbal medicine plays in modern health care. This November, many of the herbalists who were part of that first gathering, past presidents and councilors, and AHG members from around the world will reunite in Georgia to reflect on our collective growth as healers, and celebrate the possibility and challenges of our shared future as herbalists.

We want you to be there.

This year’s gathering on November 6th to 9th, the 25th Anniversary Symposium, offers you an opportunity to join the growing list of leaders in the world of herbalism by becoming an Anniversary Sponsor. Honor the vision of our organization’s founders by making a contribution to the Guild. There is no better way to move herbal medicine into the forefront of modern healthcare than by becoming an Anniversary Sponsor.

We are proud to include past and current supporters of the AHG such as: the American Botanical Council, Bastyr University, the Eclectic Institute, Five Flavor Herbs, Frontier Natural Products Co-op, Herb Pharm, Herbalist & Alchemist, Mama Jo’s Sunshine, Mountain Rose Herbs, Natura, Planetary Herbals, Standard Process, Sylvan Institute of Botanical Medicine, Maryland University of Integrative Health, Traditional Medicinals, United Plant Savers, and Whole Foods.

**Help co-found our future.** Anniversary Sponsors receive valuable benefits in thanks for their continued commitment to our diverse community of herbalists and herbal practice. For complete details about sponsorship benefits, see the attached information.

Make your anniversary gift by April 30, 2014 to be listed in the 25th Anniversary Symposium and Founders Reunion invitation. If you have questions or need more information, please contact Adam Pedersen-Doherty at ahg.symposium@gmail.com.

We look forward to your response, and celebrating together in November!

Yours in service,

Mimi Hernandez
Executive Director
About the American Herbalists Guild

Our Mission

The American Herbalists Guild was founded in 1989 as a non-profit, educational organization to represent the goals and voices of herbalists specializing in the medicinal use of plants. Our primary goal is to promote a high level of professionalism and education in the study and practice of therapeutic herbalism.

Projects and Achievements

**The Journal of the American Herbalists Guild:** For 13 years the Journal has consistently presented cutting-edge, peer-reviewed articles documenting the use of herbs in clinical practice. It is regularly cited by both the American Botanical Council’s *Herb Clips* and American Herbal Pharmacopoeia’s monographs, and is CINAHL and MANTIS listed.

**Annual Symposium:** The symposium showcases lectures by leading herbalists and attracts professional herbalists, health professionals, students, and student practitioners. Past keynote speakers include Rosemary Gladstar, Mark Blumenthal, Paul Stamets, Kevin Spelman, David Hoffmann, and others.

**Herbalist Training Webinars:** AHG makes herbal education available to thousands of participants each year through a series of webinars taught by practicing herbalists. The webinars provide up-to-date clinical information that ranges from traditional wisdom drawn from the rich history of herbalism to the latest biomedical research. Webinars are a member benefit; some are accessible to the general public.

**AHG Chapters:** There are 13 regional chapters of the American Herbalists Guild in the US. Chapters work to promote herbal education, community awareness and healthcare through a number of projects that include lectures, free clinics, field trips, sponsored seminars, and networking with other health professionals.

**Silver Jubilee Celebration:** The Silver Jubilee Celebration includes a year-long series of events with an herbal theme such as herb product contests, educational seminars, medicine making demonstrations and plant walks at the organizations’ home office in Asheville, NC.

**Mentorship Program:** The AHG Mentorship Program provides student practitioners and mentors with detailed guidelines for setting up a successful mentorship. Our goal is to help student practitioners accrue the clinical experience required as criteria for professional membership, and successful careers as a practicing herbalists.

**Council of Students (CoS):** The CoS brings the needs and concerns of herbal students to the Governing Council and to give them a voice in the shaping of AHG policy and programs.

**HerbDay:** The AHG is a founding member of the HerbDay Coalition. We are actively working with our members and regional chapters to organize events that educate the general public about the importance of herbal medicine in modern healthcare.

**Community Service Award (CSA):** Each year, AHG awards the CSA in recognition of an organization or individual working to increase community access to health care and herbal medicine, protection of indigenous traditions, or protection of endangered or at-risk herbs.

**The Herbalists Health Trust:** This is a fund dedicated to providing financial resources for herbalists in dire need of assistance with health care expenses. Donations to the fund are tax-deductible. Determination of need is made after reviewing applications for funds.

For more information about our programs and services, please visit [www.AmericanHerbalistsGuild.com](http://www.AmericanHerbalistsGuild.com).
Anniversary Symposium: Event Information

For a quarter of a century, the American Herbalists Guild's Annual Symposium brings the herbal community together to learn more about the practice of herbalism and encourage discussions about botanical medicine and its clinical applications. Our symposium offers a variety of forums for learning including lectures, case study review panels, open discussions, and herb walks. We seek to present information that addresses the needs of herbalists as well as other health care professionals and healing disciplines to increase communication, foster safe practice guidelines, and expand the role herbalism plays in health care.

The Symposium hosts outstanding individuals as keynote speakers to inspire our vision of herbalism. Past keynote speakers include Mark Blumenthal, Tieraona Low Dog, Rosemary Gladstar, Kevin Spelman, and Paul Stamets. In addition, we honor organizations and individuals who have made significant contributions to community herbalism and sustainability by awarding the Annual Community Service Award. Past recipients include Olympia Free Clinic, Richo and Mayche Cech of Horizon Herbs, and Lorna Mauney-Brodek/Herbalista Free Clinic.

Among the 1750 AHG members are some of the most respected voices for herbal medicine in the world. These include those who proudly use the credential Registered Herbalist, American Herbalists Guild: Roy Upton, Christopher Hobbs, Michael and Lesley Tierra, David Winston, Amanda McQuade Crawford, Kerry Bone, Ed Smith, Chanchal Cabrera, Donald Yance, Mary Bove, Robert Rountree, Matthew Wood, and many, many others who make important contributions to herbal medicine each day.

Our Symposium is attended by almost 400 socially- and environmentally-conscious people dedicated to keeping herbalism alive. In addition to our professional members, we attract many other medical practitioners including naturopaths, acupuncturists, veterinarians, midwives, nurses, osteopathic physicians, medical doctors and others. However, we are most proud of the large number of herb students and student practitioners that attend each year. They will soon become the next generation of herbalists and supporting them is central to our organizational mission. Together our attendees form a lively, diverse community of people who share a love of plants and a commitment to practice sustainable, effective herbalism.

Our members and attendees have come to rely on Symposium sponsors as a source of the latest information about herbal products, educational programs, books, and more. Becoming a national sponsor of the Anniversary Symposium provides you with the opportunity to reach herbalists and other practitioners who will benefit from your goods and services.

Your participation also provides us with funds needed to offer student scholarships, expand our educational programs, and offer our members more benefits and resources through various projects.

We hope you will take advantage of this opportunity by making an Anniversary Gift and renew your commitment to the continued growth of herbalism!

Date: November 6-9, 2014
Location: Callaway Gardens
          Pine Mountain, GA
Symposium Committee Co-Chairs: Bevin Clare
                               Patricia Kyritsi Howell
Keynote Speaker: Steven Foster

General registration begins in May. If you have questions or need more information, please do not hesitate to contact Symposium Coordinator Adam Pedersen-Doherty at ahg.symposium@gmail.com. You may also visit www.AmericanHerbalistsGuild.com for more information.
Symposium Sponsorship Opportunities

Your sponsorship supports the American Herbalists Guild and comes with valuable deliverables. Maximize your support and respond by April 30, 2014 to be listed in event materials.

☐ **Platinum Leaf Sponsor - $10,000**
  - Admission for 8 guests to the Symposium
  - Admission for 8 guests to Community Luncheon
  - Platinum Leaf listing and logo placement on all event materials and AHG outreach for 1 year
  - Complimentary VIP vendor table
  - Full page color ad in Symposium Program
  - Full-page, color, inside inside cover ad in an upcoming issue of *Journal of the American Herbalists Guild*
  - Platinum Leaf listing and logo placement on AHG website, and dedicated Company page on AHG website directly linked to sponsor’s website
  - Full year sponsorship of Professional Herbalist Webinar Training Series
  - Verbal recognition from keynote speaker and at all plenary sessions
  - (1) One-year AHG institutional membership and accompanying benefits

☐ **Gold Leaf Sponsor - $5,000**
  - Admission for 4 guests to the Symposium
  - Admission for 4 guests to Community Luncheon
  - Gold Leaf listing and logo placement on all event materials
  - Complimentary VIP vendor table
  - Full page color ad in Symposium Program
  - Full-page, color, inside cover ad in an upcoming issue of *Journal of the American Herbalists Guild*
  - Gold Leaf listing and logo placement on AHG website, directly linked to sponsor’s website
  - Verbal recognition at all plenary sessions
  - (1) One-year AHG institutional membership and accompanying benefits

☐ **Silver Leaf Sponsor - $2,500**
  - Admission for 2 guests to the Symposium
  - Admission for 2 guests to Community Luncheon
  - Silver Leaf listing and logo placement on all event materials
  - Complimentary VIP vendor table
  - Full page color ad in Symposium Program
  - Full-page, black and white ad in an upcoming issue of *Journal of the American Herbalists Guild*
  - Silver Leaf listing and logo placement on AHG website, directly linked to sponsor’s website
  - Verbal recognition at all plenary sessions
  - (1) One-year AHG institutional membership and accompanying benefits

☐ **Copper Leaf Sponsor - $1,000**
  - Admission for 1 guest to the Symposium
  - Admission for 1 guest to Community Luncheon
  - Copper Leaf listing and logo placement on all event materials
  - Complimentary vendor table
  - Half-page color ad in Symposium Program
  - Half-page, black and white ad in an upcoming issue of *Journal of the American Herbalists Guild*
  - Copper Leaf listing and logo placement on AHG website, directly linked to sponsor’s website
  - Recognition at all plenary sessions
  - (1) One-year AHG institutional membership and accompanying benefits

☐ **Green Leaf Sponsor - $500**
  - Green Leaf listing on all event materials
  - Complimentary shared, half vendor table
  - Quarter-page color ad in Symposium Program
  - Quarter-page, black and white ad in an upcoming issue of *Journal of the American Herbalists Guild*
  - Green Leaf listing on AHG website

List yourself or business as you would like it to appear in print:

__________________________________________________________________________________________

Contact person __________________________ E-mail Address __________________________

City/State/Zip __________________________ Telephone __________________ Fax __________

☐ Yes, we will be attending. Please send guest names to Adam Pedersen-Doherty: ahg.symposium@gmail.com

☐ We cannot attend, but please accept our sponsorship of $________________________

**Payment Information**

☐ Check is enclosed. *(payable to American Herbalists Guild)* ☐ Check will be mailed. *(Please send an invoice)*

☐ Credit Card #__________________________ exp. ______________ sec. code ________

Name on card __________________________ signature __________________________

Total Pledge Amount $________________________ Date __________

Please return this form to 125 S. Lexington, Suite 101, Asheville, NC 28801. All sponsors will be contacted to verify promotional recognition and guest lists. General registration opens in May. Electronic invitations will be mailed early May.