

# Pollinator Steward Certification 2025 Program Outline



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## Steps to Pollinator Steward Certification (PSC)

### Certification Requires TWO Steps:

- Step 1)** Watch the 7-part virtual training modules live or recorded. Once complete, a short learning form must be filled out to share training takeaways.
- Step 2)** Complete one habitat creation action and one outreach or education action. A similar short form must be filled out by the following year.

### Details to Steps:

1. Watch all training modules, either live or recorded. See page 5 for a quick schedule for this year's program.
2. At the end of each live training session, we suggest that you write down, in point form or 1-2 sentences, the key takeaways from each training module. After all the modules are complete, you can then transfer your answers into the Step 1 form that we will provide you. **The Step 1 form must be submitted by December 31, 2025 to complete the first part of your certification.**

**NOTE:** Participants will be expected to answer learning outcomes for only one of the "Habitat Creation" modules (modules 5a, b, or c). We invite you to attend all three to expand your learning, but if you would like to focus your time and efforts, please select the module most appropriate for your pollinator steward journey.

3. After submitting the Step 1 form, your responses will be reviewed and Pollinator Partnership staff will send you the link to the Step 2 form. **You must complete your habitat and outreach actions and submit your Step 2 form by September 30, 2026.**

4. Once both forms have been submitted and approved, you will receive a certificate of completion, and the authority to use the Pollinator Steward stamp as part of your correspondence and pollinator-related activities. You will be eligible to receive a free PSC lapel pin (seen below) once certified. The pin is great to wear anytime as a conversation starter and for outreach events.



PSC lapel pin





## 2025 Training Details

- The 2025 training consists of 9 modules (7 are mandatory) with modules taking place on Tuesdays, starting on February 11, 2025. Note that the habitat-specific modules (Modules 5a,b,c) are in the same week (March 11th, 12th, and 13th) and **you are only required to attend or view one of the three**. Participants can choose the session most applicable to them.

- You will have access to the **Pollinator Steward Certification Course Information page** on the Pollinator Partnership website. Use this page to access module recordings, program information including scheduling and module outlines, as well as extra resources from each module. To access this page:

**Website:** <https://www.pollinator.org/psc/course-info>

**Username:** PollinatorSteward

**Password:** psc2025

**Please do not share the username and password as this page is only for registered participants of the 2025 Pollinator Steward Certification program.**

- Recordings for each session will be posted to the course information page the following week in which they occur.
- You will have access to the recordings until the end of the year; they will be inaccessible after December 31, 2025.
- Each session is 90 minutes in length, with approximately 60 minutes of content and 30 minutes for participant questions.
- The training will be hosted on Zoom, in a format that focuses on the speakers rather than the participants. This means you will be able to see the speakers, participate in a live chat, and post questions in the Q&A function, but will not be able to speak to other participants or the panelists through your microphone.





# Pollinator Steward Certification Schedule 2025

All Zoom sessions will take place at 4:00 p.m. to 5:30 p.m. PST / 7:00 p.m. to 8:30 p.m. EST

## **Session 1 – Introduction to Pollinators**

Tuesday, February 11th

## **Session 2 – Indigenous Perspectives**

Tuesday, February 18th

## **Session 3 – Butterflies, Bats, and Overlooked Pollinators**

Tuesday, February 25th

## **Session 4 – Creating Habitat for Pollinators Overview**

Tuesday, March 4th

## **Session 5a – Habitat Creation: Yards, Gardens, and Balconies**

Tuesday, March 11th

## **Session 5b – Habitat Creation: Large Land Managers, Right-of-Ways, and Municipalities**

Wednesday, March 12th

## **Session 5c – Habitat Creation: Farmers, Growers, and Agricultural Landscapes**

Thursday, March 13th

## **Session 6 – Identification and Monitoring**

Tuesday, April 1st

## **Session 7 – Expand your Impact!**

Tuesday, April 8th



## 2025 Pollinator Steward Certification Module Descriptions

### Session 1 – Introduction to Pollinators

Tuesday, February 11th, 4:00 p.m. to 5:30 p.m. PST/7:00 p.m. to 8:30 p.m. EST

Speakers: Dr. Lora Morandin and Anthony Colangelo, Pollinator Partnership

In this session we will discuss the fundamental information needed for all future learnings and actions. Topics that will be discussed include:

- Pollinator Foundations: what is pollination, how is it done, who are the pollinators, why bees are important, how bees live, and how to help. We will also introduce you to the main issues pollinators are facing and how this impacts pollinator species. We will briefly talk about species at risk statuses across North America.

### Session 2 – Indigenous Perspectives

Tuesday, February 18th, 4:00 p.m. to 5:30 p.m. PST/7:00 p.m. to 8:30 p.m. EST

Speakers: Brad Howie, Manoomin Learning

We are extremely excited to host Brad Howie, who will discuss his personal cultural perspectives and stewardship ethics in the world of native plants, pollinators, and community relationships with some personal stories about his experience with pollinators.

### Session 3 – Butterflies, Bats, and Overlooked Pollinators

Tuesday, February 25th, 4:00 p.m. to 5:30 p.m. PST/7:00 p.m. to 8:30 p.m. EST

Speakers: Dr. Kristen Lear, Batcon International, Amanda Smith and Steve Sass, Indiana Nature LLC, and Anthony Colangelo, Pollinator Partnership

This module will cover the important pollinator groups that often get overlooked, including birds, beetles, and flies. We will also talk about the importance of bats, butterflies, and moths covering details about their lifecycles and importance to pollination and biodiversity.

- Overview and fun facts about the different pollinator groups showcasing their amazing diversity.
- Bats: the crucial impact that bats have on ecosystems and the importance of their pollinating role for many native plants and a particular food crop of interest.
- Lepidoptera 101: What is a butterfly? How is it different from a moth? What are their roles in the pollination system? Butterfly families: What are the major butterfly families you can encounter across North America and how you can recognize them and support them.





## **Session 4 – Creating Habitat for Pollinators Overview**

Tuesday, March 4th, 4:00 p.m. to 5:30 p.m. PST/7:00 p.m. to 8:30 p.m. EST

Speakers: Dr. Lora Morandin and Anthony Colangelo, Pollinator Partnership

With a fundamental understanding of the needs of pollinators in your pocket, in this session, we will speak to the more specific habitat elements needed to support pollinators and how this varies by region for different plant species.

- Ecoregions, Ecozones, Ecotypes: What are they? What defines different types of ecoregions? How do they impact what you should and should not plant?
- Habitat elements needed for pollinators: nesting and overwintering habitat, selecting plants, diversity in plantings, and plant-pollinator interactions.
- Habitat Types: We will share some examples of habitat creation and the unique considerations and challenges faced in each.

## **Session 5a – Habitat Creation: Yards, Gardens, and Balconies.**

Tuesday, March 11th, 4:00 p.m. to 5:30 p.m. PST/7:00 p.m. to 8:30 p.m. EST

Speakers: Sara Wittenberg and Anthony Colangelo, Pollinator Partnership

Native plants and pollinators provide the unique opportunity to help enhance your green spaces at home, whether in your yard, garden space, or even on your apartment balcony. When it comes to helping pollinators, no space is too small for habitat. In this session, we will discuss the opportunities available to create healthy habitat and support pollinators and other beneficial insects at your home and green spaces.

- Planning your project: resources, funding, timelines, sourcing plants, selecting material and species, community engagement.
- Before you plant: site preparation including soil and ‘weeds’, planting dates, volunteers, materials.
- Planting day: plant layout, digging, planting, watering in, mulching and more.
- Longer term care: ways to manage native plant habitat into the future.



## **Session 5b – Habitat Creation: Large Land Managers, Rights-Of-Way, and Municipalities.**

Wednesday, March 12th, 4:00 p.m. to 5:30 p.m. PST/7:00 p.m. to 8:30 p.m. EST

Speakers: Suzanne Fisher, Tennessee Valley Authority, Anthony Colangelo, Andy Grinstead, and Jordan Phelps, Pollinator Partnership

In this session, we will discuss the challenges and opportunities present in habitat creation and management for those who manage large land areas, such as rights-of-way, parks, roadsides, and city or municipal lands.

- Learn about large-scale landscape restoration and management that promotes pollinators including assessing, designing, preparing, installing, maintaining, monitoring, and evaluating native pollinator habitats.
- A look at the unique roles for cities, towns, and municipalities in fostering and supporting pollinator and land stewardship.
- Case Study: We will learn about the work the Tennessee Valley Authority has completed to support and advocate for pollinator habitat creation on managed lands.

## **Session 5c – Habitat Creation: Farmers, Growers, and Agricultural Landscapes.**

Thursday, March 13th, 4:00 p.m. to 5:30 p.m. PST/7:00 p.m. to 8:30 p.m. EST

Speakers: Cody Wilson, Pollinator Partnership, Christine Gemperle, Gemperle Farms, Dr. Dan Sonke, Blue Diamond Growers

With growing human populations requiring an increase in food production, we will discuss the ways in which pollinators and biodiversity can be supported in agricultural landscapes.

- Discussing the unique opportunities and challenges available for farmers and growers in supporting pollinators within agricultural landscapes.
- Examples of different crop systems and approaches to habitat improvement and creation as well as other ways to support pollinators such as using Integrated Pest Management (IPM).
- Case Study: we will learn about Christine Gemperle's experience managing almond farms across California, as well as the benefits and opportunities she's encountered using bee friendly practices.





## **Session 6 – Identification and Monitoring**

Tuesday, April 1st, 4:00 p.m. to 5:30 p.m. PST/7:00 p.m. to 8:30 p.m. EST

Speakers: Dr. Lora Morandin and Anthony Colangelo, Pollinator Partnership

Once your habitat is planted and blooming, it is time to start seeing who visits! In this session, we will discuss the general groups of pollinators, how to identify them, and how to track their populations through time using community science tools and resources.

- Pollinator ID: Who are the main pollinators, what are the characteristics of different groups and how do you tell them apart.
- Monitoring: What we know/don't know, how to monitor, tools, resources, examples of monitoring projects/databases, importance of monitoring, and community science.

## **Session 7 – Expand Your Impact!**

Tuesday, April 8th, 4:00 p.m. to 5:30 p.m. PST/7:00 p.m. to 8:30 p.m. EST

Speakers: Anthony Colangelo and Maddie Dong, Pollinator Partnership

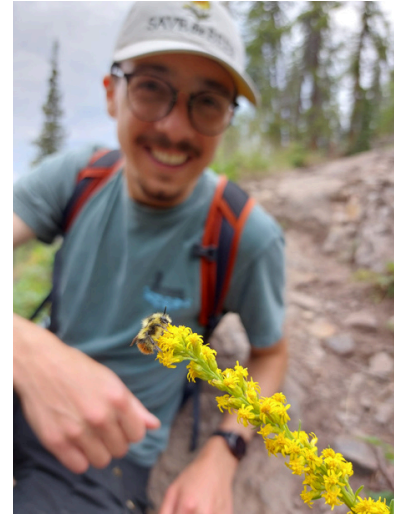
In this final session of the Pollinator Steward Certification training, we will discuss how to expand the impact of your work through communication, outreach, and education.

- Effective communication methods for neighborhood, community, and stakeholder engagement and forms of communication (signage, social media posts, etc.).
- Bee and butterfly houses – misconceptions and applications.
- Storytelling on social media and driving engagement.



## Meet Your PSC Instructors!

**Anthony Colangelo, Outreach and Education Specialist, Pollinator Partnership.** Anthony is a biology enthusiast who received his Bachelor of Science degree at Queen's University majoring in Biology. Anthony has worked through multiple field seasons on many study organisms including tree swallows, black-capped chickadees, and bumble bees. He loves to be outdoors to conduct research and is currently leading a Habitat Stewardship Program grant to learn more about the relationship between northern bumble bees, pollinators, and native plants in Yellowknife, Northwest Territories, Canada. Anthony has worked with Pollinator Partnership for 8 years and is the Outreach and Education Specialist. He is excited to be leading the 2025 Pollinator Steward Certification Program!



**Dr. Lora Morandin, Associate Director, Pollinator Partnership.** Lora has been doing research and outreach on bees and pollination for over 25 years. Her research has spanned bee pollination of greenhouse tomatoes, landscape assessment of pollination services and native and managed bees in various cropping systems, habitat restoration impacts on native pollinators and pest control, and economic analyses of habitat, restoration, production, and ecosystem services, working at Western University, Simon Fraser University, and the University of California, Berkeley. Lora has co-authored books and book chapters, created outreach and technical guides, has about 30 peer-reviewed publications on pollinators and sustainable agriculture, and has consulted for government and industry. One of her main interests is finding ways that human land-use, production, and conservation can co-exist for a healthy and sustainable environment. Lora lives in Victoria, British Columbia and when she's not working she spends time sailing and enjoying BC's beautiful natural areas.







## Meet the PSC Guest Speakers!

### **Maddie Dong, Programs and Communications Coordinator, Pollinator Partnership.**

Maddie grew up in Palo Alto, CA where she developed a passion for rock climbing and the greater outdoors. She earned a Bachelors of Science degree in Natural Resources Policy & Management and a minor in Sustainability from Oregon State University in 2022 and decided to move back home to the San Francisco Bay Area. An experience performing Taylor's checkerspot butterfly habitat restoration in college fueled her dedication for pollinator conservation. Maddie is ecstatic about engaging her community in pollinator issues and starting her career in conservation.



### **Suzanne Fisher, Senior Program Manager in the Natural Resources division of the Tennessee Valley Authority (TVA).**

In addition to generating power for seven states in the southeastern United States, TVA also manages 293,000 acres of public land and the Tennessee River. Suzanne's current work promotes biological diversity on TVA's land holdings and partnership projects through public outreach and community engagement. She received her Bachelor of Science degree at the University of Tennessee majoring in Ecology and Evolutionary Biology and her Master of Science degree in Environmental Health at East Tennessee State University, where her research focused on dendrochronology in the George Washington-Thomas Jefferson National Forest.



### **Andy Grinstead, Conservation Manager, Pollinator Partnership.**

Andy grew up in Indiana, where he developed an enduring fascination for nature and exploration in the dense hardwood forests of the Hoosier National. He spent countless hours hiking, camping, building forts, and wandering the woods at night looking to uncover new natural mysteries. He wanted to share his passions for the outdoors and so pursued a degree in recreation with hopes of becoming an interpretive guide. Andy later discovered that to answer his childhood quandaries he needed to learn more about ecology and natural history, so he completed a masters specializing in ecological restoration. He has worked in the Northwoods of Minnesota, Great Plains of the Dakotas, mountains and foothills of Colorado, expansive deserts of New Mexico, and cascading gorges of Upstate New York. A common theme throughout his career has been community engagement and volunteerism in support of natural resource management initiatives. Andy is excited to share his enthusiasm for plants, pollinators, and human connection with Pollinator Partnership and community.





**Christine Gemperle, Gemperle Farms.** Christine farms 135 acres of almonds across two ranches in Ceres and Gustine in Central Valley, California with her brother Erich. She's a director for the Almond Board of California and serves on the Nutritional Research Committee, and is Vice Chair of the Biomass Workgroup. She's also a lover of pollinators, serving on the board for Project Apis m., which funds and advocates for honeybee research and health. Christine grew up in farming. Her father, an immigrant from Switzerland, brought his almond growing skills to California with him, though she never imagined she would return to farming herself. With a mind for science and environmental crusading, she set her sights on saving the environment. She earned a Bachelor of Science in biology from UC Santa Cruz and a Master of Science in fisheries from Utah State University. As a woman breaking into farming after spending years raising her children, Christine knew she was a little behind the learning curve when it came to the farming she set out to do, but she had no problem asking questions whenever she didn't know something. That inquisitiveness, paired with a passion for what she was doing, led her into the success she enjoys today as a self-proclaimed almond advocate and pioneer. One of Christine's proudest accomplishments on the farm is the successful replanting of a 20-acre almond orchard. The rows are meticulously planted, pruned and interwoven with pollinator-friendly cover crops such as wildflowers and sweet peas.



**Brad Howie, Manoomin Learning.** Brad is a speaker, land teacher, scientist, and founder of Manoomin Learning. He is of mixed European and Anishinaabe ancestry from Nipissing First Nation. With a diverse background in education, research, and science he authentically weaves Indigenous and western ways of knowing into his teaching practice. As a passionate viewer of pollinators and plants for many years he is ecstatic to share his knowledge with you all.







**Dr. Kristen Lear, Agave Restoration Program Director, Bat Conservation International.** Kristen is the Agave Restoration Program Director in charge of BCI's bi-national Agave Restoration Initiative. She got her start in bat conservation in 6th grade when she built and installed bat houses for her Girl Scout Silver Award project. Since then, she has worked on bat research, conservation, and education projects around the world. She earned a BA in Zoology from Ohio Wesleyan University in 2011, where she assisted with a project studying the pest control services of bats in pecan orchards and led a bat house study for her Honors research. Following graduation, she earned a Fulbright Scholarship to study the critically endangered Southern bent-wing bat in South Australia. In 2020, Kristen earned her Ph.D. in Integrative Conservation from the University of Georgia. Her Ph.D. work combined natural and social science approaches to aid in the conservation of the endangered Mexican long-nosed bat in northeast Mexico. Kristen is a National Geographic Explorer, AAAS IF/THEN Ambassador working to encourage girls and young women in STEM fields, and a Lifetime Member of Girl Scouts. She is also passionate about public outreach and education, giving numerous bat talks at schools and organizations around the world, leading public bat walks and bat house building workshops, and making numerous media appearances, including on CBS' "Mission Unstoppable" TV show.



**Jordan Phelps, Bee City Canada Coordinator, Pollinator Partnership Canada.** Jordan's passion for pollinators was sparked as an undergraduate at Western University, where he studied animal cognition and learned about the incredible feats of learning and memory that bees and other small-brained but mentally mighty pollinators are capable of. He went on to complete an MSc at Western in neuroscience where he studied how exposure to common pesticides impacts the ability of bumblebees to learn about and gather food from flowers. This experience launched a lifelong interest in pollinators – not only for the good of our food crops and the ecosystem, but also because they are fascinating creatures to watch and learn from. Jordan is delighted to bring this passion to Bee City Canada, where he works with municipalities, Indigenous communities, campuses, schools and businesses to make meaningful change for pollinators.





**Steve Sass, Co-Founder of Indiana Nature LLC.** Indiana Nature LLC includes the educational initiative indiananature.net, and its corresponding social media outreach. Their popular Facebook Group “IN Nature” contains the Great American Indiana Nature (GAIN) projects, which have engaged thousands of Hoosiers to collaboratively build a database of moth, butterfly, tree, and wildflower populations in the state. He resides in South Bend, Indiana, owns a small business specializing in electronics and volunteers as a conservation-focused, civic leader.



**Amanda Smith, Co-founder of Indiana Nature LLC.** Indiana Nature LLC includes the educational initiative indiananature.net, and its corresponding social media outreach. Their popular Facebook Group “IN Nature” contains the Great American Indiana Nature (GAIN) projects, which have engaged thousands of Hoosiers to collaboratively build a database of moth, butterfly, tree, and wildflower populations in the state. She resides in Hamilton County, Indiana where she is the Superintendent of Natural Resources and Education for Hamilton County Parks.



**Dr. Dan Sonke, Head of Sustainability, Blue Diamond Growers.** Dan Sonke grew up working on his family's almond farm near Ripon, California. As an undergrad, he self-designed a degree in sustainable agriculture through and B.A. in Environmental Studies with plant science electives. An expert on environmental issues in agriculture, Dan has more than 20 years of professional sustainable agriculture experience. His Doctorate in Plant Medicine (D.P.M.) is an integrated professional degree in crop health management from the University of Florida. He has worked with systems ranging from small-holder tropical vegetables to diverse specialty crops and large commodity crop systems. He has developed sustainable agriculture programs for fruits, vegetables, mushrooms, and nuts, including a key role in starting the California Almond Sustainability Program. From 2011-2021, he developed Campbell Soup Company’s approach to sustainability in agriculture. In this role, he developed farm to spoon storytelling capabilities for Campbell and served as subject matter expert on agriculture and sustainability issues. In 2021, he became Director of Sustainability for Blue Diamond Growers, leading sustainability at the cooperative of almond farmers behind the Blue Diamond Almonds brand.







**Cody Wilson, Agricultural Manager, Pollinator Partnership.** Cody was born and raised in the San Francisco Bay Area, and has always been driven by his curiosity of the natural world. He received his B.S. in Ecology and Evolutionary Biology from the University of California, Santa Cruz, where he focused on invasive and noxious species influence on arthropod community composition, and continued to receive his M.S. in Environmental Management with an Ecology concentration from the University of San Francisco, where he studied agricultural crop, pest, and pathogen relations in response to the pressures of climate change. Having worked at local farms, a county level Department of Agriculture, and a regional restoration and land management company, his background and passion for ecology, entomology, conservation, and agriculture has propelled his career sights to his home of the last three years; the PNW, where he is excited to encourage responsible land management practices through Pollinator Partnership and the Bee Friendly Farming program.



**Sara Wittenberg, Bee Friendly Garden Coordinator, Pollinator Partnership.** Sara has a BS in Zoology (Auburn University) and a MS in Biology (University of Arkansas). Her experience includes interning at the national zoo in Costa Rica, directing the rehab program at the Southeastern Raptor Center, running a HawkWatch banding station in the Florida Keys, tracking gopher tortoises, conducting breeding bird surveys for the USFS and Sandhill Crane/Sage-Grouse surveys for the USFWS, and assisting with Cornell University's search for the (extinct?) Ivory-billed Woodpecker. She has taught/coaches science at two public secondary schools, and believes strongly in sharing her passion for the natural world with the next generation of conservationists! In her free time, Sara enjoys reading, hiking, birding, traveling, gardening, and exploring the beautiful Ozark mountains with her husband and two children. Sara joined Pollinator Partnership in early 2020 as the Project Wingspan Arkansas State Coordinator, then soon stepped into the role of AR NRCS Pollinator Liaison. Most recently Sara became Pollinator Partnership's Bee Friendly Garden Coordinator and is excited to grow the program and connect with those seeking ways to help pollinators on their own property!





Thank you for joining the Pollinator Steward  
Certification program, and for continuing to make the  
world a better place for people, plants, and pollinators!



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