

the BULLETIN

A quarterly publication of the Arboretum Associates

Summer 2009 Vol.33, No.2

Norrie's Celebrates 15 Years; The History of Norrie's

To celebrate the 15th Anniversary of Norrie's Gift Shop, it is our privilege to recall the legacy of those who visualized the possibility of a store at the Arboretum to support the operations of the Arboretum by offering the very best in nature-related merchandise.

The hope that a store could raise financial resources for the Arboretum and be a magnet for new visitors and potential new members had been long held by Arboretum supporters. The Arboretum Board, under the leadership of George Hare, first discussed the idea of a gift shop along with its possible location and design in 1989. In January 1990, Dean McHenry, founding Chancellor of UCSC, wrote a letter to the Board suggesting the possibility of a portable building to house the shop. Initial funding of \$10,000 came

from Elspeth Bobbs, an ardent supporter of all things botanical, to support the gift shop project. In a letter, she wrote, "Ray Collett (Arboretum Director) gave a talk attended by my visiting English cousin as a member of the Native Plant Society, an active group in Carmel. Olive came home full of enthusiasm and thrilled about a wonderful Arboretum within driving distance, and determined to engage my interest. The Arboretum remains a very special place to me because I spent so many happy times there." Proposals for the building of Horticulture II were also being actively considered at this time and it was the architects for that project who suggested that a permanent building be built for the shop concurrent with the construction of Hort. II.

The nascent seeds of entrepreneurial spirit that eventually led to establishing the shop were planted by Jean Beevers, who, back in 1978, sold \$1,800 of dried flowers and arrangements from the back of her car to doctors' offices, and to retail and floral shops as far away as Palo Alto and Saratoga. And that spirit was nurtured when, on one of her selling trips a vital connection was made. Jean met Shirley Beneke in Shirley's floral and gift shop, The Purple Edge, in Felton. Shirley quickly became a teacher/leader of an enthusiastic group of

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Arboretum Recognized

When Assemblymember, John Laird was preparing to leave office, he sent a letter dated November 25, 2008, to me recognizing the value of the Arboretum and its contributions to regional and international plant conservation. We are pleased to share that letter with you:

Over the past few years, I have come to recognize and understand the valuable and significant contributions being made by the University of California, Santa Cruz (UCSC) Arboretum. As I prepare to end my term in office, I would like to share my impressions about the great value of the UCSC Arboretum.

Beyond the Arboretum's world-renowned collection of plants, its compelling gardens and displays that draw the interest of visitors, students and scientists, the Arboretum has expert staff who have applied their skills and leadership to many issues of importance in our community. The Arboretum's programs in research, education, and public outreach have made positive contributions in local, regional and international conservation efforts including rare plant surveys and monitoring, native plant restoration projects, fire recovery efforts, conservation of rare and endangered plants in the Arboretum's collections, stewardship of botanical resources, land preservation, consultation in efforts to preserve plants, and addressing issues affecting California's Central Coast including Sudden Oak Death and the Light Brown Apple moth (LBAM).

This past spring, I joined the community in applauding the Arboretum for receiving the Chuck Haugen Conservation Award as the Non-Profit of the Year in Conservation, a great honor. Over the past year, I

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Ron Arruda Retiring



Ron Arruda,
South African Curator

June 27th is Ron Arruda's last day at work for the Arboretum. After nearly 15 years, Ron has decided to shift his interest towards his growing passion for music. The self-proclaimed, "Mr. Miscellaneous", Ron worked hard to tend the South African collection and garden while also keeping our calendar, website, and events updated and successful. Attractive event posters and promotional advertisements with carefully selected graphic images were Ron's forte on top of his multitude of tasks for the Arboretum. His tenure at the Arboretum satisfied a life-long love of plants and he has made an indelible mark on the collections, gardens, and everyone who was part of the Arboretum Community. He will be missed and we all wish him the best in his future. Please join us in congratulating Ron for his outstanding contributions to the Arboretum. Busy retirement, Ron!

New Growing Contract for Natives

On April 8th, the Arboretum signed a third contract with the California Department of Parks and Recreation to collect local seeds of and cuttings to produce 10,000 native plants for on-going landscape restoration projects at Wilder Ranch State Park and Henry Cowell Redwoods State Park. The contract for \$16,000 includes support for the planting of 7,000 of these plants in these two parks. This contract has an end date of March 15, 2011. With this new contract we continue to support regional needs and efforts with Arboretum expertise and knowledge in native plants and their cultivation.

Norrie's Tea



Pictured (from l to r) are Norrie's volunteers: Lori Green, Mary Ann Hobbs, Barbara Vorlop, Kathy Cairns, Evonne Waldo, May Clark, Jo Barbier, Mary Gonzalez, Katherine Moody

On Mother's Day, May 10th, the Norrie's volunteers held the Arboretum's first Mother's Day tea in Hort II. This event was a huge success as 52 Mothers and their families were treated to an authentic High English Tea complete with home-made delectables (including tea cups formed from Donnelly's chocolate), live classical guitar music by Carl Atilano of the UCSC Music Department, and a display of quilts created by the UCSC Women's Club, Sew 'n' Sew Quilt group.

Half of those attending were not Arboretum members and the same number had never even been to the Arboretum before. Norrie's volunteers donated all of the labor and much of the costs of the event were provided for free. Everyone enjoyed this event which raised nearly \$1,000 and over \$200 was raised in donations. This event will be held again next Mother's day so make it part of your plans now.

Admission Fee Update

In July of 2008 the Arboretum implemented an admission fee to enter the gardens. We simply converted our existing "Donation Tubes" to "Pay Here" Tubes and used attractive signage to encourage visitors to provide an entrance fee; \$5 for adults and \$2 for ages 6-17. Here is an update on the success of this effort in raising much-needed unrestricted funds supporting Arboretum operations including salaries of our curators and staff.

News & Notes continued on page 6

Comments from our Visitor's Book

My second time here to enjoy your wonderful place of "heaven". I'm helping my daughter settle into her new apartment away from campus (3rd yr. UCSC student) This is a place to enjoy the beauty of nature and to appreciate your hard work in caring for "life."

— A visitor from San Francisco, CA (September 2006)

What a perfect setting—best arboretum we've ever experienced.

— A visitor from Minneapolis, MN (January 2007)

The Bulletin of the UCSC Arboretum Associates Volume 33, No.2 Summer 2009

The Bulletin is published quarterly by the UCSC Arboretum Associates, a non-profit organization that provides support for the Arboretum at UCSC.

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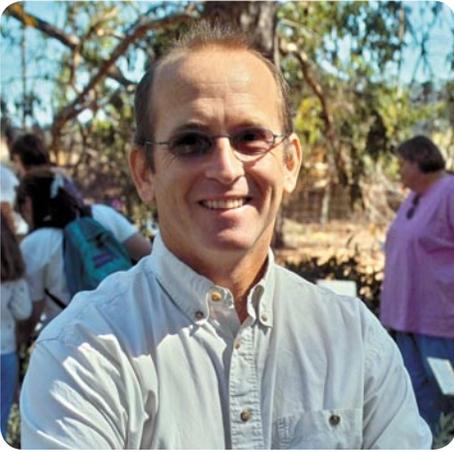
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Website: <http://arboretum.ucsc.edu>

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Dear Arboretum Friends,

I look forward to writing this Director's Note as it allows me to regularly communicate to each of you as Arboretum Associates. We very much appreciate any feedback from you about what appears in the Bulletin or is happening in the Arboretum.

July 1 is the beginning of a new fiscal year for the UCSC Arboretum and provides a good opportunity for us to reflect on the past year and, looking forward, envision our goals for the coming year and our future. We have taken a proactive approach to mitigating the effects of the slow economy on the collections and operations of the Arboretum. As you know from previous issues, the Arboretum has made significant adjustments to address our financial challenges. We reduced our non-salary expenses and other costs to ensure we continue to maintain the value of the collections as a UC and UCSC asset. Despite the economy, we raised considerable support through the generosity of all of you as Arboretum Associates and from grants, contracts and retail sales. We thank you for your generosity. For this issue, I want to use the opportunity to highlight and reflect on the role of botanical gardens and arboreta in our lives, our community, and in the world.

The downturn in the economy nationally and, especially, in California affects all of us in a variety of ways. We all feel increased stress about the situation in our personal lives. Gardens are important for people in offering a distraction or peaceful place to provide some distance from daily stresses. Planting and maintaining a garden reduces stress and engages people in nature. The physical layout of a botanical garden appeals to our aesthetic sense and we are comforted in our perception of an organized natural world. Gardens are more than places to experience, they are institutions of research, conservation and education.

With global climate change and the loss of botanical diversity affecting our planet, modern botanical gardens are living museums with an increasingly important role to play within our global ecological crisis. Gardens are devoted to develop, maintain, catalog, study, document, propagate, share, display, and promote our respective plant collections. Gardens provide reference for plant identification, field studies, floristic investigations, and nomenclature, as well as being sources for new cultivars and selections for home gardens and applications. A defining role of the Arboretum is our dedication to California native plant species and preserving rare and threatened plants. The Arboretum provides security and hope for survival of rare plants in a changing natural world. In an increasing number of cases, botanical gardens provide the last chance for species that are extinct in the wild. These rare and threatened species depend on the horticultural and scientific expertise within gardens for their survival. In this way, gardens provide service to humanity and science. Gardens provide a vestige of hope for the 2/3 of the world's plant species that are in danger of extinction within the 21st century.

Not only do plants need us, we depend on plants for food, medicines, shelter, fiber, fuel, and clothing. Facts such as, "50% of

our medicines are derived from plants" and "approximately 25% of all prescription drugs originated from a tropical forest", illustrate how important plants and healthy ecosystems are to our present and future well-being and survival. Beyond these measures, humans have a moral obligation to protect all living things and not continue to cause species extinctions. Human populations have been responsible for the reduction in forest areas around the world, and many of these reduced forest areas have a diminished capacity to support its contained living organisms. Some of these remaining plant species may only persist under the stewardship of botanical gardens both in situ and ex situ.

Botanical gardens are playing an increasingly important role in an unparalleled age of ecological and biodiversity crisis. Gardens are taking a leadership role in conservation efforts not only within their boundaries but also within their communities and in the world. There are considerable challenges, and botanical gardens are working to meet the increasing need to direct research, make discoveries, and educate about plants. Each garden is expected to carry its share of the burden to mitigate the consequences of our actions as humans. Botanical gardens provide an example of how people can make a positive change and take responsibility. It is a great time to be part of this effort on behalf of botanical gardens. Each of you as Arboretum Associates have a stake in the efforts at the Arboretum.

I want to thank you for being part of our efforts and successes as members of the Arboretum's Community of Friends. Your support and engagement with the Arboretum is more valuable than ever right now. I want to thank the members of the Arboretum Associates and the Arboretum Associates Board of Directors for continued support and encouragement.

As always, I welcome your comments and ideas.

Norrie's Celebrates... (cont'd - p. 1)

women that included Jean, Peggy Keech, Ardie Froid, Ruth Hare, Barbara Shields, Bernie Waymire, Hazel Welborn, and many other talented artists. Thus, "The Dried Flower Ladies" were born. In 1985, the dried flower sale held in the Arboretum driveway netted over \$1,700, a very impressive number in these days! By 1988 the profit from the early November dried flower and succulent sale was \$3,000, earned by, as Shirley said, "collecting pods and gnarled branches, and throwing together a few arrangements," a real understatement. In 1990, the dried flower wreath-making was

held in Shirley Beneke's garage and Naomi Bloss hosted a succulent wreath-making workshop in the Arboretum greenhouse. That year's net was \$3,689.00.

This amazing group of artist volunteers became the backbone of the planning and creation of Norrie's gift shop as they continued to produce wreaths and arrangements and for the two-day sale in November that brought in higher profits each year (\$7,760 in 1992). Hazel Welborn created 30 to 40 exquisite wreaths annually. Peggy Keech was not only an active leader in this group, but was the inventory control

supervisor for Norrie's. She led and trained us from the opening of Norrie's to the computer age, and worked tirelessly until her retirement in 2007.

During 1991, the Arboretum Board of Directors, under the leadership of Phyllis Norris, continued planning for the building of Hort.II and the gift shop. In 1992, the University announced cutbacks in funding for the Arboretum, making a revenue-producing gift shop even more imperative. Many champions of the Arboretum made

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All Together Now

In this issue – and for that matter, in almost every issue - one thing that consistently stands out is the rich variety of contributions made by and to the Arboretum. It is astonishing how much goes on here, what is accomplished, and how good it feels to be involved. This caused me to remember the Beatles’ catchy refrain, full of energy and spirit, sung by an ever-growing chorus of voices: all together now, all together now, all together now, all together now . . . “



One could take the space of this whole column to list the Arboretum’s many valuable achievements to UCSC, regional and world conservation, and the surrounding community, to name a few, but I would like to focus on the variety of contributions being made by the Arboretum Associates “Community of Friends” to the Arboretum, recognizing that the breadth and depth of these contributions is what makes most of the Arboretum’s valuable achievements possible. In addition to utilities, the university contributes about 15% annually toward the Arboretum’s revenue support. Added to that, about 20% of revenue annually comes from grants and contacts that allow the Arboretum to improve its collection and to develop new education and conservation programs. And an additional 10% comes from the public’s purchases at Norrie’s and the plant sales. But the bulk of support, about 55%, comes from the contributions by our community of friends in three very important ways: gifts and memberships, endowments, and retail purchases.

Gifts and memberships contribute a solid 25% of the Arboretum’s annual support. Another 20% annually comes from interest payout from the twelve endowments established by members and donors over the past four decades. And finally, another 10% comes from member purchases at Norrie’s and plant sales.

Another major contribution of members, one that has a direct impact on the important work done at the Arboretum, is the collective contribution of hundreds of volunteers annually that help the curators maintain and improve the collections, staff Norrie’s, create wreaths and help propagate plants, assist with events, support office and library work, and serve on a variety of planning committees and special project work. Volunteers contribute between 500 to 1,000 hours monthly to the Arboretum’s operation, in essence adding 3-6 full-time staff assistants to the Arboretum’s workforce each and every month. This, in and of itself, is an enormous and irreplaceable contribution to the Arboretum by a truly dedicated community of friends.

So, I hope you feel proud of our collective effort, as I do, and hope you will continue to join in another energetic chorus of many friends that support the Arboretum “all together now!”

Tad Sterling – Development Director – (831) 427-2998 – sterling@ucsc.edu

Community of Friends Membership Program

MEMBERSHIPS

California Poppy \$45 (1 adult card)

Individual, Senior, Student. Non-Transferable

- Free admission to the Arboretum
- Discount at Norrie’s & Local Nurseries
- Priority Entrance to Plant Sales
- Discount on Admission to Lectures, and Events
- Recognition in Bulletin
- Quarterly Bulletin
- Free Admission to AHS Affiliate Reciprocal Garden members
- Invitation to Members Only Events
- One Garden Admission Guest Pass
- Discount on subscription to Pacific Horticulture

Salvia \$65 (2 adult cards)

Dual, Family - All the above

- Admission of one guest accompanying each member
- One additional Garden Admission Guest Pass (two total)

Kauri Circle \$100–\$249

Poppy and Salvia Benefits above, plus—

- Two additional Garden Admission Guest Passes (four total)
- 2 Guest Passes for Priority Entrance to Plant Sales
- 1 Specially Propagated Plant

Erica Circle \$250–\$499

All of the above, plus—

- Invitation to “Behind the Scenes” Event

Banksia Circle \$500–\$999

All of the above, plus—

- Invitation to Curator Events

Protea Circle \$1,000 & above

All of the above, plus—

- Invitation to Director’s Dinner

Life (1 or 2 Cards)

Poppy & Salvia Benefits

above for Life, plus—

- Protea Circle benefits for one year

SPECIAL PROJECTS YOU CAN SPONSOR!

SPONSORSHIP LEVEL

Curator Apprenticeship Program: Cooley Match Fund	NEWEST	\$1,000
New Zealand Boundary Fence Planting	NEWEST	\$200
Eucalyptus Grove & Collection Interpretation & Signage	NEW	\$500
Australian Rock Garden	NEW	\$500
Front Entrance Renovation: Gate, Wall, Norrie’s Steps & Deck		\$1,000
Self-Guided Tour Trails Signage & Interpretation		\$250
Sponsor a Student Worker or Intern		\$500
Sponsor an Issue of the Bulletin		\$250
Succulent Greenhouse and Garden Renovations		\$500
Memorial & Tribute Benches		\$3,500
Curator Discretionary Improvement Funds (for Australia, South Africa, New Zealand, Native California, Rare Fruit, Succulent Garden, and the Nursery)		\$100



Charitable Gift Annuities –

A Legacy for You, the Arboretum, and Future Generations

This is the fourth in a series of estate planning articles by Michael Lorilla, UCSC Director of Gift Planning and John C. Bost, Arboretum Associates Board member and retired estate planning attorney.

In today's turbulent economic times, we have seen the DOW drop by thousands of points in a few short months wiping out years of growth. Home values have shrunk by almost 50%, and retirement portfolios have been decimated. How can anyone even think about charitable giving in such horrific times? Right now, I am sure a lot of people are thinking, "I love the Arboretum but my biggest issue is how can I take care of myself?" This is a valid concern in these times.

What if you could do BOTH? Increase your income level today and help future generations to enjoy the Arboretum. What a legacy!

A Charitable Gift Annuity (CGA) may be the perfect solution. For example, if a 70 year old woman funds a CGA with assets worth \$100,000, she could get a guaranteed return of approximately 5.7% for her lifetime. If she is 80 years old when the CGA is established, the return is over 7%. Funding the CGA with greatly appreciated stock or real estate brings her additional benefits: she can get a charitable income tax deduction, she'll bypass capital gains, AND she diversifies her income stream. Let's say she owns just a few stocks or a single rental unit, she is at risk of the value of her limited stock holdings going down or of her rental having a prolonged vacancy. With a transfer of these assets to a CGA, she will no longer have these risks, instead she will have the peace of mind that comes with assured fixed income for life!

CGAs are flexible: You can add a second person to the CGA, e.g., your spouse, an adult child, or even a close friend. While the rates of return will diminish, you will have the peace of mind knowing a loved one will receive the benefits of the income streams if he or she outlives you. A CGA can be structured as a deferred annuity, which means you can fund your annuity today and have payments delayed for a set time, e.g., 5 years, 10 years, or more, in the future. By doing this you will also get an even higher return than if payments started immediately. Other benefits of a CGA are that you can lower your taxable estate while retaining the right to income AND part of the income you receive will be tax-free. As you can see, there are many advantages

to you in establishing a CGA as well as benefiting the Arboretum.

You can easily integrate a Planned Gift into your overall financial, tax, and estate planning. Furthermore, anyone making a planned gift to the UCSC Arboretum also becomes a member of the 21st Century Club, which includes these benefits from the UCSC:

- Frequent meetings with the Chancellor at events
- A members-only newsletter
- Receipt of special publications
- Invitations to special campus and community events

- Recognition as a University philanthropist and
- A designated campus contact

For more information or to discuss creating a legacy gift for the Arboretum such as a CGA, please contact Michael Lorilla, JD, MBA, UCSC Director of Gift Planning at 831.459.5227, mlorilla@ucsc.edu; or John Bost, Arboretum Associates Board member, retired estate planning attorney and professor emeritus at john.bost@sdsu.edu, or Tad Sterling, UCSC Arboretum Development Director at 831.427.2998 or by email at sterling@ucsc.edu. See also: giving.ucsc.edu/planned_giving.php

How can I help support the Arboretum?

In these difficult economic times, making a financial gift and continuing your membership are important ways that help sustain the Arboretum. There are other ways to support the Arboretum that do not involve writing a check. Below are suggestions of how you can help.

Shop at Norrie's

Avoid the shopping mall. Buy something for yourself or a gift for a friend. And, of course, members get a 10% discount.

Introduce a Friend to the Arboretum

Bring them up and give them a tour, invite them to an event, or the plant sale. They will thank you! They may just decide it's time to become a member, too.

Volunteer!

There are dozens of opportunities to help, make friends, and learn. Call the Office and we'll happily provide you with a list or hook you up with one of our staff or volunteer groups.

Make an In-Kind Gift

You may have equipment (vehicles, tools, books, etc.) we can use. Contact us and ask.

Make a Planned Gift

You can make a major gift to the Arboretum's future by setting aside a part of your estate for the Arboretum. Planned gifts provide significant tax deductions, and some even provide income to you now.

Rent the Arboretum for an Event

Our facilities are available for parties, weddings, or a business retreat. Why not plan your next meeting or celebration at the Arboretum and enjoy the gardens too?

A Message from Matthew Thompson, Arboretum Associates President



Dear Friends,

Dan Harder's reports on Arboretum projects, grants and initiatives remind us of how much is going on at the Arboretum. This is the Arboretum in its roles as educator, research scientist, grower, protector, and host. At the same time, the deep financial cuts in the UC system are challenging the Arboretum and prompt the following thoughts. While the

Arboretum does many things, it is first and foremost a collection and, maintaining and protecting the collection must be our first priority. The challenge of maintaining the collection begs questions about the allocation of resources as we try to cope with reduced support from the UC system. The one matter beyond question is the ultimate value of the collection itself. It is simply unimaginable that the collection might be lost for lack of resources.

The financial support for collections maintenance comes from many sources including visitor entrance fees, memberships, gifts, endowment income, and contributions by the University for Dan's salary. In addition, the Arboretum's projects, grants, Norries, and events such as the plant sales contribute a portion of their income to the collection maintenance. If support from the University declines, it is likely that the University will also look for cuts in the Arboretum's operating budget. These cuts will affect efforts

in pursuing the projects, grants and volunteer initiatives most drastically because these activities are the least essential to collection maintenance. Declines in these areas will reduce the effectiveness of the Arboretum in education, research, and preservation advocacy in the community and will reduce volunteerism and attendance. And, ironically, these declines will further reduce the earned income that can go toward collections maintenance.

In response to these challenges, the staff and the Associates Board and volunteers will be refocusing our attention on making sure that every project, or grant, or volunteer initiative makes a clear contribution to collection maintenance. This contribution must make an irresistible investment to the collection. If we can consistently accomplish this we will have a well maintained collection and even more effectiveness as an educator, researcher and advocate for plant conservation.

—Matthew Thompson

News & Notes... (cont'd - p. 2)

As "Donation" tubes we averaged \$6,400 annually; yielding less than .15 per visitor for the estimated 30,000 visitors we welcome each year. These voluntary donations were simply not raising sufficient funds to cover the costs of servicing our visitors. In effect Arboretum Associate members covered these costs through annual dues and gifts. Below is a monthly breakdown of revenue generated from these "Pay Here" tubes for the past eleven months:

July	\$2,603.98	January	\$ 423.10
August	\$2,435.65	February	\$ 448.50
September	\$1,297.63	March	\$1,499.00
October	\$1,330.14	April	\$2,626.35
November	\$1,363.10	May	\$2,494.17
December	\$ 469.39	Total	\$16,991.01

Edna Popering Vollmer Remembered

September 24, 1925 - April 27, 2009

by David Vollmer



Edna Vollmer

Edna suffered a stroke the evening of April 20 and was taken to Dominican Hospital. She could not speak or see, but she recognized family members by voice. Her husband and second daughter were present when she died. Death came peacefully.

Edna was born to Hazel and Wolfer Van Popering in Sayville, Long Island, a rural village on the Great South Bay populated largely by Hollanders who gathered oysters commercially. She discovered the public library there, and has been surrounded by books ever since. She graduated from the New York State Teachers College now SUNY at Albany in 1946 and later obtained her Masters in Biology. In 1948 she married David W. Vollmer in Albany, NY and they raised their three children in Rochester, NY.

David and Edna moved to Santa Cruz in 1976 and it was perfect for her. She delighted in the plants, birds, butterflies and the North Coast Beach scene. She observed everything, often through binoculars, and her sketch book was always with her. Edna was a long-time UCSC Arboretum supporter, Life member, and active Arboretum community member. Among many other things, she was a butterfly census taker, a plant propagator, an avid

gardener, a birder, a Spanish-speaking regular at the Santa Cruz Flea Market, and staff artist at the Lupin Naturist Club. In her life Edna always had something to share that she was excited about, while in her artwork, butterflies, fruit, flowers, and gently swimming fish mix calmly with naked men and women.

She is survived by her devoted husband, David, a daughter April, of NYC, a daughter Sara, of Birmingham, AL, a son Frederick, of Kingston, NY, and her only sister Shirley, of Bodega Bay, CA.

In accordance with Edna's wishes there will be no ceremony of any kind. In lieu of flowers, donations may be sent to support the UC Santa Cruz Arboretum. They are much needed in these difficult times. Please contact the Arboretum if you wish to make a gift in Edna's memory.

Two Nurseries Join Arboretum's Discount Program

We are pleased to welcome two new partners to the Arboretum's Nursery Discount Program. Both are locally owned, and provide our members with a 10% discount. See the back page of this issue for their addresses and telephone numbers. Drop by, they will appreciate your business.

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the building of Hort. If possible, and a second gift was donated by Elspeth Bobbs to make our gift shop a reality. To honor the support of Elspeth Bobbs, the shop was named after her eldest daughter, Norrie, who, tragically, was killed in an automobile accident.

Current board president, Matthew Thompson was the architect who creatively came up with the design that made best use of limited funds for Hort. II and Norrie's. Then board president, Lorna Clark, shepherded the two building projects to completion. Shirley Beneke served as a member of the Arboretum Board and was planning leader for the store. In the Winter 1993-'94 Arboretum Bulletin, the

first request for volunteers for Norrie's Gift Shop was published. The first buying team of Shirley Beneke, Bernie Waymire and Hazel Welborn was given \$5,000 from Mrs. Bobbs for the fittings and original stocking of the store. These three amazing volunteers together represented over 100 years of buying and selling experience in the gift and floral industry - Shirley in her own shop in Felton and Bernie and Hazel as owner and manager of the Plum Tree Shop in Capitola. It was Bernie's original concept to create a team to do the buying for the shop; thus, Barbara Sheriff and Jean Beevers were included in the buying trips to the San Francisco Gift Show, and were

part of the team that placed orders through catalogues.

In pictures from February of 1994, these first volunteers are seen scrubbing and preparing the cupboards and display shelves, used fixtures recycled from the Monterey Bay Aquarium renovation. Pictured up on ladders and down on their hands and knees are Emily Clark, Barbara Sheriff, (the important recruiter of Bernie and Hazel), Dottie Kimball, Jean Beevers, Peggy Keech, along with Bernie, Shirley and Hazel all working hard toward opening day. Russ Rogers, a local furniture maker, generously donated his time and talent to design and create a beautiful sales counter just for our space. With great expectancy, the first orders were received at the home of Bernie and Hazel. There was great excitement on the part of all the volunteers as the new products were brought into the store and the displays took shape under the guiding hand of Hazel Welborn. Artists in the area were asked about the possibility of selling their work on consignment, and there were watercolor paintings, beautiful woodcarvings and hand-painted sweat shirts. The shop was filled with all sorts of nature-related items, including jewelry, notepaper, cards, gardening books, tee-shirts, pottery, vases, bamboo cutting boards, potpourri, lavender sachets, dried material, succulents and colorful plants grown from the collections at the Arboretum.

Much thought was given to the physical style of the shop and its emphasis on nature-related items so as to carry the style and setting of the Arboretum into the shop. But, just as important, was the style, feeling and setting inside the shop created by the volunteers. In a memo from Bernie, she stressed the importance of the customer, "Preserve the 'class act,' a quiet friendly feeling. Greet the customer and pay full attention to the customer. Excuse yourself for a phone conversation. If the customer is from out of town, show local products and perhaps a photo book." The "quiet friendly feeling" and "customer focused" style of reaching out and welcoming each visitor, not only to the shop, but to the total experience of the Arboretum, is a philosophy and practice that, with great pride, we strive to continue to this day.

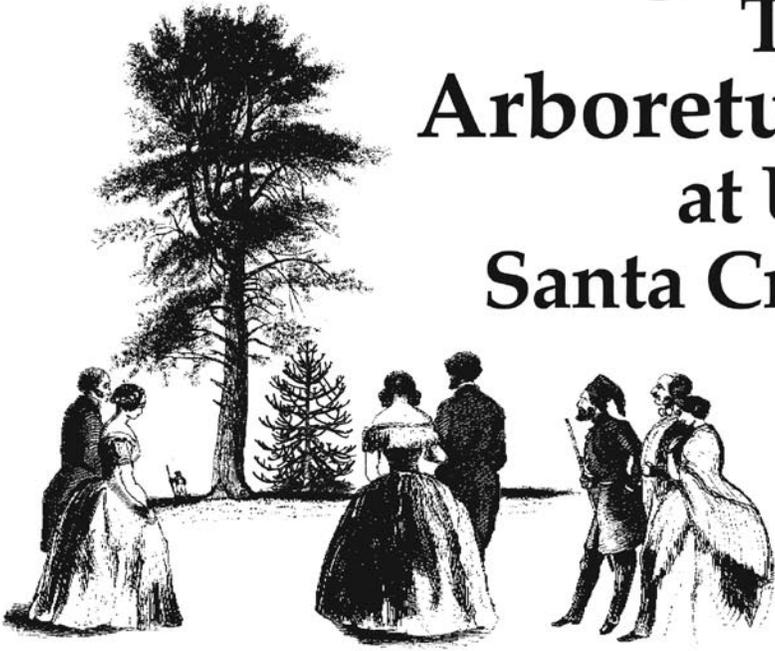
Finally it was May 1, 1994, Opening Day. Pictures show how beautiful the shop looked, and, outside was a lovely punch

continued on page 8

Retreats **We Do** **Business Meetings**

Weddings

The Arboretum at UC Santa Cruz



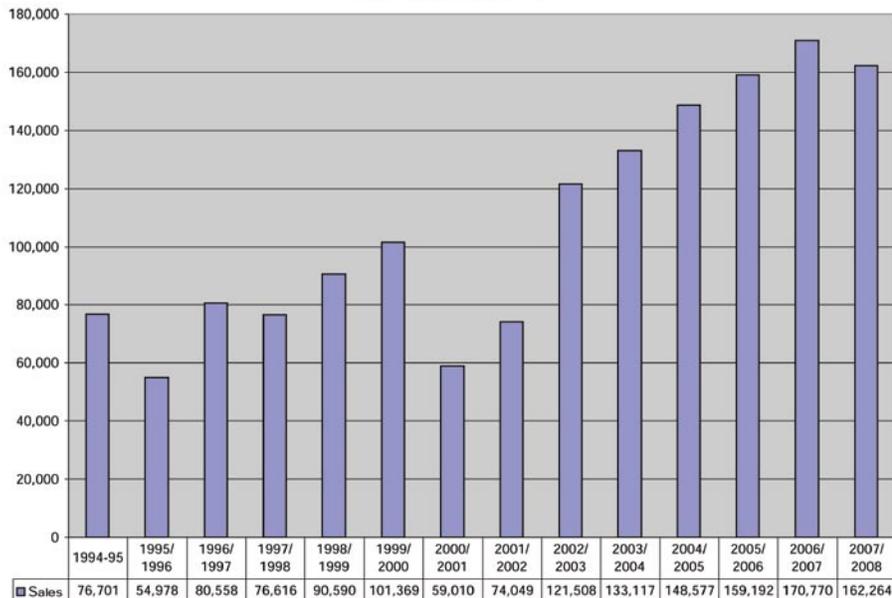
Each wedding, celebratory event, or business meeting is unique. Contact Susie to discuss the possibilities, (831) 427-2998, arboretum@ucsc.edu

An outline of costs and policies is available online
<http://arboretum.ucsc.edu/eventweddingbrochure.pdf>

*The Arboretum gardens are open 9am - 5pm every day, \$5 adults, \$2 ages 6-17 yrs.
Norrie's Gift Shop is open every day 10am-4pm*

Norrie's Celebrates... (cont'd - p. 7)

Norrie's Gift Shop
at the Arboretum at UCSC



1994/95 may include revenue from Plant Sales and/or Dried Flower Sales as well as Norrie's revenue.

The Fiscal Years include July 1 through June 30

table set up to add to the celebration. The outdoor front of the shop was ablaze with a display of bouquets and arrangements of *Protea*, *Leucodendron*, *Leucospermum* and *Banksia* for sale to our new customers. The local newspapers were very generous in the space given and the enchanting pictures of our new endeavor, helping to create the feeling of anticipation. Opening in time for Mother's Day was very helpful and many of the objects sold were gifts for the family. Free gift-wrapping was offered from the start. Bernie, a true artist, designed the gift-wrapping. She used light brown craft paper (low cost) and designed a maroon sticker with a drawing of a *Protea* to put on each package. The string was builder's twine, (a low cost choice), hand-dyed to match the maroon sticker. The design is still used and each time a package is wrapped, decorated by a big "Bernie Bow" with its original twist, it is done in recognition of the wonderful artists that designed the gift wrapping and created our shop.

Through the years, there have always been "exceptional volunteers:" Ruth Hare created magnificent arrangements of Arboretum flowers that graced the stages and important meetings of the University; Barbara Shields brought home the idea for "Hot Spots" (a water-cooled bandana) from a shop she visited on vacation; Emily Clark and Dottie Kimble sewing them and our beautiful lavender sachets. Then, as now, bringing back suggestions for products from other gift shops visited on our vacations

is a wonderful contribution that all our volunteers give to our shop. In the December Sunset Magazine, Norrie's Gift Shop was designated as a suggestion for great places to shop, away from the crowds, in Botanical Garden's gift shops and centers. "The two year old UCSC Arboretum gift shop offers a handsome array of natural ornaments and wreaths, as well as many other garden and nature-related gifts." Our first mention in Sunset when we were only one and one-half years old!

The store founders originated the idea of a Management and Buying Team of volunteers, a style that was not typical in the non-profit gift shop world. No item was purchased for the shop unless at least three members agreed that it would be a profitable item. From Bernie's Memo: "Let us preserve the support, kindness and consideration we've established for each individual. We can disagree, but we can do it professionally and never hold a disagreement; discuss it and, if necessary, agree to disagree quietly and gently with full consideration for every individual." For Norrie's volunteers, this was not only a personal challenge, but also an individual learning experience. It was sometimes referred to as a continuous "social experiment," and it was exciting to be a part of this working team.

In late 1999, a grant from the David and Lucile Packard Foundation enabled the Arboretum to hire a consultant with experience in museum and botanical garden shops. Andrew Andonaides visited

continued on page 9

Recognized... (cont'd - p. 1)

and my staff have had the pleasure of working closely with UCSC Arboretum Executive Director Dan Harder on the LBAM eradication issue. Mr. Harder played a key role bringing science into the discussion and his work contributed to a decision by the California Department of Food and Agriculture to not spray over urban areas. Mr. Harder's contribution and leadership in being willing to stand up in the name of science were recognized throughout the greater Monterey Bay and San Francisco Bay areas.

As Assembly Budget Committee Chair, I am keenly aware of the dire state budget situation and its potential impact on organizations within the UC system, like the Arboretum. I, along with many in the community, am concerned about potential negative impacts on these important units within the UC. The Arboretum will not be able to continue its great work without support. Cuts in staffing would certainly diminish the Arboretum's ability to continue to make valuable contributions to the community, and clearly would hamper its ability to reach out to the community for support.

I hope others will join me in recognizing the value of the Arboretum, its staff and collections. I know Mr. Harder is working hard to identify additional resources in order to preserve and grow the Arboretum as an important asset for our community, the region and the world, and I fully support his effort.

Sincerely,
JOHN LAIRD,
Assemblymember, 27th District

A Special Offer for Arboretum Associates

Pacific Horticulture is written by and for gardeners and plant lovers who understand the need for responsible gardening in the summer-dry climates of the West Coast states. The quarterly publication features information-packed articles, superb color photography, in-depth book reviews, and scientific reports. Visit us at www.pacifichorticulture.org.



Pacific Horticulture is now available to Arboretum Associates at a 20% discount: \$22 per year. Call the office at 831/427-2998.

Gold Rush Nursery

Gold Rush Nursery is a small, two year old nursery in Soquel. Nicky Hughes is the owner. Though not certified organic, they stick to organic growing principles. Their mission is "to grow quality plants using organic production methods, to promote regionally appropriate, sustainable landscaping practices and to have a hell of a lot of fun while doing it!" They specialize in non-invasive plants that are water-wise and/or provide food/habitat for birds, butterflies and beneficial insects.

Plants offered at Gold Rush include a wide variety of choice of California natives and an excellent range of more drought and heat tolerant *Heuchera* species (alum root or coral bells), *Salvia* (sages) and *Euphorbia* (spurge). Most of their plants are in easy-to-carry, good value-for-money 4" pots. They are open by appointment Monday through Saturday from 8am - 5pm.

NewGarden Nursery

NewGarden Nursery and Landscaping is located in the Live Oak area of Santa Cruz. A previous nursery was located on this property since 1948 and NewGarden retains some of its old-time country charm. Long-time landscape contractor Tish O'Reilly reopened the nursery just over 3 years ago. NewGarden Nursery was a wholesale-only nursery catering to local landscapers but is now offering choice plants to the public.

NewGarden offers plants locally grown and

well suited for our region. It also specializes in drought-tolerant, deer and fire-resistant plant material and groundcovers. Tish has been actively involved in the Santa Cruz community both in plant habitat restoration, and in donating plants and services to help support local non-profits. She also provides professional landscaping design and installation services.

Addresses and phone numbers are on page 12.

Katie's Baby, Marlena Gustafson

Administrative Operations Assistant, Katie Starr Cordes and her husband, Pete Gustafson, welcomed a beautiful, 7lb., 7 oz. baby girl, Marlena Evelyn on May 1, 2009. Congratulations Katie and Pete! Their five-year old daughter, Greta, is now busy and doing great with her big sister duties.



the Arboretum and Norrie's for two days in December and January of 2000. He reported, "I anticipate many and effective changes to further enhance the operation and value of Norrie's to the Arboretum." He met extensively with both the staff of the Arboretum and the volunteers of the shop.

The consultant recommended that a store manager be hired because his analysis supported the idea that "Norrie's should be generating significantly more income than it now generates." The decision to hire a store manager created a need for the store volunteers to modify their commitment to the Arboretum to support this new approach. Some volunteers agreed to stay on; others decided to volunteer in other areas at the Arboretum. The experiment with a hired store manager did not lead to "significantly more income", in fact, profits from the store were reduced in 2001. In late 2001, Dan Harder was hired as the new Arboretum Executive Director and the hired store manager retired. Based on the success of Norrie's under the previous management regime, Dan encouraged them to return.

In December 2006, Norrie's was once again praised in the pages of Sunset Magazine. They listed, "5 great stores for Creative gifts:" in Aspen, CO; Phoenix, AZ; Seattle, WA; Venice, CA; and in Santa Cruz, CA, Norrie's Gift Shop (with a small picture). "At this cottage shop in the UC Santa Cruz Arboretum, find carved stone boxes from Viet Nam or native plants

continued on page 10

PLEASE SEE COMMUNITY OF FRIENDS MEMBERSHIP PROGRAM ON PAGE 4

Yes, I want to give a gift membership or renew my Arboretum Associates Membership!

New Member Renewal Gift Membership* Donation Only (no benefits)

Check (payable to **UCSC Foundation**) Check No. _____

Cash

Please bill my [] Visa [] MasterCard [] Discover [] American Express

Card No. _____ Exp. Date _____

Cardholder's Signature _____

*Gift from (Name, Complete Address): _____

Member Name (two names for *Salvia* or above) _____ Phone Number _____

Street Address _____ E-mail (for occasional reminders) _____

City, State, Zip _____

Yes, E-Membership*

*E-Membership helps the Arboretum save money by sending the Bulletin to your e-mail address.

Membership Levels

- \$45 Calif. Poppy
- \$65 Salvia
- \$ _____ \$100-\$249
Kauri Circle
- \$ _____ \$250-\$499
Erica Circle
- \$ _____ \$500-\$999
Banksia Circle
- \$ _____ \$1000 or +
Protea Circle
- \$2500 Life
- \$ _____ Donation
- without benefits

Arboretum

The poet wants to

slowly savor

the succulent

California names —

monkey flower, madrone,

flannel bush, wild lilac,

wooly blue curls, salvia —

chew each softly into rhyme.

The rest of me wants

to rush ahead, to Africa,

down the pebble path,

portal to Protea,

named for sea god, Proteus:

both mutable and

masters of disguise.

My fingers ache

to stroke their silky,

burnt sunrise petals;

my eyes crave to see

their Phoenix feathers

winging skyward,

back to Gondwanaland,

where they materialized,

millions of years

before caveman

first carved rock.

- Susan Reddington

Are you a writer or poet? Are you an artist or a photographer? Do you want to share your Arboretum-inspired work in the Bulletin with other Arboretum Associates? Interested? Contact the Arboretum.

Norrie's Celebrates... (cont'd - p. 9)

paired with guides written by Arboretum Staff." We were very proud!

We are grateful for the continuous support of the hard-working Arboretum Staff and our wonderful and loyal customers who support our volunteer efforts. It is through this combination of group energy that we become greater than the sum of our parts. It is our experience that our success lies in the joy of celebrating the gifted volunteers in the past and looking forward in the future to continued effectiveness in supporting the collections and programs of the amazing UCSC Arboretum.

Here are a few anecdotes from Norrie's volunteers about their experiences of working in the shop:

"I find myself striking up a conversation with just about everyone that enters our door. I have a business card from a San Luis Obispo Arboretum volunteer who invited me to call her next time I visit to get a guided tour of her facility...Ahhh what kindred spirits we garden lovers are. Lucky me, I intend to be down that way in the not so distant future."

"On a Sunday afternoon I was amazed as I talked to our visitors that there was a couple from Venezuela, a man from England and a couple from Canada all at the same time. I felt like we are truly an international Arboretum."

Two volunteers expressed the feeling that volunteering on the buying committee gave them an opportunity for personal growth and also a feeling of mutual support. They were able to use their creativity and intelligence along with their business and people skills to actively support the success of the shop.

"My personal experience from working in Norrie's and the Arboretum is that I found more than flowers grow in those gardens; it is also where friendships bloom."

Researched and Written by

Kathy Cairns

Edited by

Peggy Williams and Dan Harder

Sources:

Minutes, UCSC Arboretum Board of Directors meeting, 1989 to 2009

The Bulletin; A quarterly publication of the Arboretum Associates, 1990 – 2009

From the Garden

Contributors:

Andrew Andonaides, Jo Barbier, Marie Beckham, Jean Beevers, Shirley Beneke, Elspeth Bobbs, Susie Bower, Lynda Goff, Mary F. Gonzalez, Lori Green, Brett Hall, Madeline Kauffman, Peggy Keech, Dottie Kimble, Chancellor Dean McHenry, Phyllis Norris, Lynn Roberts, Bernie Waymire



Salvia "Costa Rica Blue"

Call for Volunteers

Currently, staff especially need volunteer help in the following specific areas:

🔊 **Leading Guided Tours** 🗣️

🔊 **Helping in the Library** 🗣️

🔊 **Serving on Events or Membership Planning Committees** 🗣️

🔊 **Helping weekly with Collection Care and Weeding groups** 🗣️

If any of these opportunities sound interesting, please call the Arboretum Office at 427-2998.

Dozens of volunteer activities are available at the Arboretum.

In each you can learn a lot and make new friends. The Arboretum Office can provide you with a list or put you in touch with one of the staff.

Calendar of Events

Arboretum at
UCSC

Summer 2009

July 2009

ARBORETUM ASSOCIATES BOARD MEETING
Wednesday, July 8, 5 pm

ALL-VOLUNTEER COFFEE

Thursday, July 23, 10:30 am

The Events Committee of the Board will host the first Volunteer Coffee for all volunteers to get to know one another. Held on the patio between the Horticulture Buildings.

September 2009

ARBORETUM ASSOCIATES BOARD MEETING
Wednesday, September 9, 5 pm

MEMBERS AND FRIENDS BBQ & POTLUCK
AND ANNUAL ASSOCIATES MEETING
Saturday, September 19, 2 to 6 pm

October 2009

ARBORETUM FALL PLANT SALE
Saturday, October 3 (note early date)
Members 10 am to 12. Public 12 to 4 pm
Together with the CNPS in the Euc. Grove.

ARBORETUM ASSOCIATES BOARD MEETING
Wednesday, October 7, 5 pm

November 2009

DRIED FLOWER & SUCCULENT
WREATH SALE
Saturday, November 14, 10 am - 4 pm
Sunday, November 15, 10 am - 2pm
Join us for this annual sale of hand-made, one of a kind, holiday decorations. Potted Cacti and Succulents will also be for sale.

ARBORETUM BBQ
FOR MEMBERS & FRIENDS
& ARBORETUM ASSOCIATES MEETING
Saturday, September 19, 2 to 6 pm
Tour of the Grove at 3 pm
BBQ entrees served at 4:30 pm
Associates Meeting at 5:15 pm



Once again the pot-luck and BBQ will be held in our Eucalyptus Grove, which continues to transform itself into a showcase for the trees and other flora through the heroic efforts of its Curator Melinda Kralj. Come see the further progress we have made on this restoration since last year. Please RSVP by September 11 to (831) 427-2998, email arboretum@ucsc.edu, so we will have enough main-dish entrees! Thank You!

Official Notice: The Annual Membership Meeting will be held during the BBQ, Sept 19, 2009 at 5:15 pm, to elect an Officer and two Members-at-Large of the Arboretum Associates Board. Any Arboretum Associates member may nominate another member in advance of this Membership Meeting. To nominate, it is recommended that, at least one week before the 19th, you contact Tad Sterling at the Arboretum for details, at (831) 427-2998, or refer to the "Associates Constitution and By-Laws" posted on our web-site. <http://arboretum.ucsc.edu/aabylawsmay03.html>

Arboretum Fall Plant Sale

Saturday, October 3, 2009
Members 10 am to 12, Public 12 to 4 pm

In the Eucalyptus Grove, with the plant sale of the
California Native Plant Society

The sale will again be held in the Arboretum's Eucalyptus Grove, on Empire Grade near the intersection of Western Drive, on the edge of the UC Santa Cruz campus.

The Arboretum plant list will be available by September 26 on our website:
<http://arboretum.ucsc.edu>

Memberships for both organizations will be available at the gate on the day of the plant sale for early entry.



Protea cynaroides



FIRST SATURDAY OF
THE MONTH TOURS AT 11 AM
Aug 1, Sept 5, Oct 3, Nov 7
Meet at Norrie's Gift Shop.
Come see what's in bloom in
the Gardens this month.
Free with paid admission,
and always free for
our Members.

nursery discount program

Arboretum Associates can enjoy 10% discounts on plants (and sometimes on related merchandise) at the following nurseries:

Gold Rush Nursery

new partner

3625 N. Main Street, Soquel, CA 95073 • (831) 465-0314

Drought Resistant Nursery

850 Park Ave., Monterey, CA 93940 • (831) 375-2120

Garden Company

2218 Mission St., Santa Cruz, CA 95060 • (831) 429-8424

Golden Nursery

1122 Second St., San Mateo, CA 94401 • (650) 348-5525

Hidden Gardens Nursery

7765 Soquel Dr., Aptos, CA 95003 • (831) 688-7011

Ladera Garden Center

380 Alpine Rd., Menlo Park, CA 94028 • (650) 854-3850

NewGarden

new partner

2440 Mattison Ln., Santa Cruz, CA 95062 • (831) 462-1610

Pottery Planet

2600 Soquel Ave., Santa Cruz, CA 95062 • (831) 465-9216

ProBuild Garden Center

235 River St., Santa Cruz, CA 95060 • (831) 423-0223

Sierra Azul Nursery

2660 East Lake Ave., Watsonville, CA 95076 • (831) 763-0939

And, of course,

Norrie's Gift Shop at the Arboretum.

Printed with soy inks on recycled paper

The **Arboretum** at UC Santa Cruz is a living museum *inspiring* stewardship of the world's biodiversity through research, *education*, and the *conservation* of rare, endangered, and *extraordinary* plants.

Moving? Please let us know the address of your next garden... Thanks

Norrie's Gift Shop

at the Arboretum
at UCSC

CELEBRATING OUR 15TH YEAR



10am - 4pm • 423-4977

Show your current membership card for 10% off!

Norrie's always has a great selection of plants, jewelry, housewares, statuary, books, and gift items.

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UC Santa Cruz
Arboretum
1156 High St.
Santa Cruz, CA 95064

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The Arboretum is open daily from 9AM-5PM.
Norrie's Gift Shop is open daily 10AM-4PM
The Jean & Bill Lane Library is open by appointment.
Visit the Arboretum's website at: arboretum.ucsc.edu
For information, or if you have any disability-related needs, call
(831) 427-2998 or fax us at (831) 427-1524.