Marcel Proust wrote, “The real voyage of discovery consists not in seeking new landscapes but in having new eyes.” I kept coming back to this quote when I was thinking about what the people in the succulent and dried flowers groups are doing this year. There are new people and returning volunteers, using new forms and looking at the decorative use of succulents and dried material with “new eyes.” They are even bringing in artists who work in other media to look at our raw materials and see if they, by looking through their own lenses, bring a fresh vision to the art created this year for the sale. We will use silent auctions to determine who is lucky enough to get each of the visiting artist’s wreaths. The final bids will be accepted at 12 noon on Saturday, Nov. 12th.

In the early years, Shirley Beneke would use large Arboretum dried pieces in bold and slightly wild ways, while Peggy Keech would use more symmetrical, smaller materials in more traditional and delicate ways. Naomi Bloss started us on succulent wreaths and frames years ago, but we had gotten away from frames, even as they caught on in a big way years after we first planted them. This year we have gone back to succulent frames, but using an array of basic forms and influenced by the design

continued on page 5
From Surviving to Thriving

The UCSC Arboretum has been surviving for the past several years under extraordinary budget constraints resulting in significant reductions in staff, deferred projects, and reduced care of grounds, equipment, and facilities. The thought that I introduced at our recent ArbBQ was the need to move from “Surviving to Thriving.”

As Associates of the Arboretum, we understand the great value of these gardens and collections, as well as the continuing contributions to conservation, horticulture, education, and research. In a world of ever-increasing development of natural landscapes and climate change resulting in loss of habitat, the mission of the Arboretum is growing in importance to current and future generations.

Moving from surviving to thriving is a matter of increasing funding amounts and sources to meet the operational budget requirements and to grow the endowment. These are not small tasks. The Board of the Arboretum Associates and a separate Funds Development committee are working on proposals and plans to grow our funding sources. If you have skills in marketing or fund raising, we would appreciate any assistance.

For the general membership, a very important goal is to grow our membership as it represents an important part of the fiscal soundness of the Arboretum. You can help by renewing your membership and donating additional funds, if possible. You can also recruit new members at every opportunity. The Arboretum needs a strong and growing Associate membership to thrive.

A thriving Arboretum is a vision of the future. A vision that embodies the very important work of the staff and volunteers of the Arboretum and how the results of this work enriches the lives of young and old, student and professional, the public at large, and most importantly, conserves natural ecosystems in California and worldwide. A thriving Arboretum is an achievable vision.

~ Mike Gerhold, President of the Arboretum Associates

“Treat The Earth Well. It Was Not Given To You By Your Parents; It Was Loaned To You By Your Children. We Do Not Inherit The Earth From Our Ancestors; We Borrow It From Our Children.”

~ Ancient Indian Proverb

In the section below I’ve listed some of the projects supported by the UCSC Arboretum to give you some idea of the breadth of the work accomplished here.

Conservation, Horticulture, Education, and Research

The Arboretum’s contributions to conservation include the collections of rare and extraordinary plants of California and other selected Mediterranean climates such as Australia, South Africa, and Chile. Our collections also include conifers, a wide variety of succulents, and a growing seed bank of Central coast natives. Our work is also shared with various organizations that are helping to define conservation strategies for California native plant communities.

Among the Arboretum’s contributions to horticulture is to propagate plants aimed at Western gardeners. This goal involves producing plants that thrive in Western gardens and are not invasive. Another important contribution involves propagating California natives for conservation and restoration projects.

The Arboretum’s contributions to education span preschool to university students and the public. The one we all know is the now famous “Hummingbird Day,” but there are additional bird tours (Todd Newberry tells me that we have many new winter arrivals), which are quite effective in our natural gardens. Periodic lecture series on various plant communities for both the public and professionals are highly regarded and well attended. A new outreach program with local schools is focused on teaching the important aspects of plant biodiversity and conservation. Hosting both regular garden tours as well as specific groups, such as the Riekes Nature Awareness Center for young children, is another important educational contribution.

The Arboretum’s contributions to research are numerous and varied. The Arboretum’s Stephen McCabe is conducting taxonomic studies of the genus Dudleya. continued on page 5
Plants

With John Fairey and Carl Schoenfeld of Yucca do Nursery, Director Brett Hall collected seeds of Agave celsi in Mexico in 1992. The form we grow is the non-waxy leaved form with lime-green leaves. It has modest sized rosettes (1.5-3 feet across) and the spines are not as nasty as many of the more well armored Agaves. They are not fussy about fertilizer, water, or soil, but inland in small pots should be protected from blazing sun. Once established they bloom around every two years, now once a century as other agaves are falsely rumored to flower.

Our logo was created mostly with Banksia speciosa in mind. This Banksia grows to 20 feet tall. They are attractive for more of the year than many of our proteas, which only look special for a couple months a year. Banksia speciosa blooms erratically throughout the year, so there are flowers in some stage of development most of the year on mature plants. The saw-toothed foliage and bizarre cones provide year round interest for visitors. As with almost all members of the protea family, this species can be damaged by too much phosphorus. Doses of 15-30-15 fertilizer could kill one, but an occasional dose of 5-1-1 fertilizer can be beneficial.

We sold Achillea millefolium ‘Lost Coast’ at the Fall Plant Sale for the first time and we will continue to sell it occasionally at Norrie’s as we test the public’s interest in this form. Clausen, Keck and Hiesey performed classic experiments using Achillea millefolium and Potentilla that showed, among other things that there was a genetic component to the differentiation between populations. In other words, if you have seen one yarrow, you haven’t necessarily seen them all. I collected an Achillea, also known as a yarrow, that was a deep forest green with thick, luxuriant foliage and large heads of white flowers on moderately compact stems. After years of growing the plants at the Arboretum, we sold several of these at the Fall Plant Sale under the name Achillea millefolium ‘Lost Coast’. These plants have the advantage over our local yarrow, for example, by having greener longer-lasting foliage, larger whiter heads and a compact rather than straggly form. This plant introduction is part of our informal sale of native plants. We are looking at ways to market our native plants thanks to a $4500 grant from the Saratoga Horticultural Foundation.

New on the website

We have a new feature, updated frequently, that is self-explanatory. It is called “What’s in bloom?” You may want to print it out or the brochure we mention next.

As part of the joint project between the Amah Mutsun Tribal Band, the UCSC Arboretum, former Arboretum staff member Sara Reid, and artist Claudia Stevens, we have put a brochure together of Claudia’s paintings and Sara’s writing that is now available to download from the website. Thanks to Mike Clark for laying out a revised version on the web of just the native plants.

Our most active Facebook site is a new one called UC Santa Cruz Arboretum and Norrie’s Gift Shop. It is at www.facebook.com/UCSCArboretum.

Facebook is gradually phasing out the old UCSC Arboretum group.

Robert Grim 1914–2011

We are deeply saddened at the passing of Robert “Bob” Grim of San Jose, a noted succulent hybridizer. Some of his early work with plants came when he was quite young working in the Santa Clara Valley apricot and prune orchards. He married Margaret in 1938. “Shortly thereafter, Bob was drafted into the army in WWII, where he saw combat in the Philippines.” He worked as a supervisor in a cannery and then had a career at IBM. For over 50 years hybridizing plants was his passion. Almost all of the hybrids he did were with members of the Crassulaceae family, known also as the stonecrop family. He did a little collecting in Mexico and otherwise traded for choice species to be used as parents in his breeding program.

He was not a big self-promoter and didn’t name many of the new plants. Those that have the name Grim in them in any way were named by others, often without his knowledge. I don’t recall Bob ever selling any plants, but he and Margaret gave away many cuttings. Some of his plants were distributed by the International Succulent Institute, which ensured a few were widely spread. One of the ones that seems to have caught on remarkably worldwide is X Cremnosedum ‘Little Gem’. Other popular forms include Echeveria ‘Ghost Buster’ aka ‘Lindel Bedder’, X Graptopetalum ‘A Grim One’, Graptopetalum amethystinum X Echeveria lilacina ‘Margaret Grim’ aka ‘Margaret Rose’, X Graptopetalum ‘Opalina’, Echeveria ‘Paloma’ and similar (Paloma Pink, Paloma Silver, Paloma 2), and X Sedeveria ‘Robert Grim’. Some are attractive, but slow to propagate, such as E. ‘Jade Star’. There are many hybrids for which the origins are listed on websites and books as “unknown” that appear to have come out of Bob Grim’s lath house.

The Grims started giving the Arboretum a few plants at a time starting in 1986, adding to those we were receiving from Naomi Bloss, Victor Reiter Jr, and Jim Daniel. In 1999, they said they couldn’t take care of the succulents anymore and to come and take most anything we wanted. In addition to the many Grim hybrids there were members of the Crassulaceae hybridized by Victor Reiter Jr., Dick Wright, and Frank Reinelt. Reinelt was most famous for his begonia hybrids, but also did Echeverias, Echinopsis (cacti) and one Dudleya. There were stone plants from the 1970’s collected or imported by Ed Storms and Elser’s Astrophytum hybrids. Many of the Aloes, Haworthias, and Euphorbias Bob grew from seed collected in Africa by Anne Shein of Seaside. There were also some gasterias and succulent members of the milkweed family. Much of one greenhouse is filled with Grim succulents.

Though not always labeled as such, with a little bit of searching (Echeveria pulidonis, Echeveria agavoides, Graptopetalum, Cremnosedum, A Grim One, etc.) one can find pictures of Bob’s hybrids on the internet from sites around the globe. The plant world will miss this giant of Crassulaceae hybridization.

News & Notes continued on page 4
California Naturalist Program

The Arboretum has been selected as a host organization and training site for the UC California Naturalist Program. The University of California Agriculture and Natural Resources has initiated this innovative new program to introduce Californians to the wonders of our unique ecology and engage volunteers in stewardship of California’s natural communities. The Arboretum will offer its own special version of the program, concentrating on the amazing diversity here on the central coast. Our program will coexist with many other natural history educational offerings in our area with the common goal of protecting the natural heritage of our region, first through naturalist training and education about our incredible biodiversity and second, contributing service in a citizen scientists effort leading to ongoing stewardship and influencing land use decisions that result in positive outcomes and solutions to environmental health and preservation. Although this program is not entirely focused on horticulture or plants, rest assured that plants and vegetation communities are featured prominently in the curriculum.

In addition to developing stewardship and natural history skills, other goals of the program are the promotion of environmental literacy, increased participation in resource conservation, professional growth, special knowledge of local resources, and enhanced appreciation of California’s unique ecology while making new friends with like minded individuals.

Stay tuned for future announcements. We anticipate starting the program in April or May. Our instructors should include Todd Newberry, UCSC emeritus Professor of Biology (natural history of birds); Bruce Lyon, UCSC Professor of Biology (bird behavior); Chris Lay, Director, UCSC Natural History Museum (pollinators); Matt Lay, Director, UCSC Natural History Museum (pollinators); Matt Lay, Director, UCSC Natural History Museum (pollinators); Matt Lay, Director, UCSC Natural History Museum (pollinators); Matt Lay, Director, UCSC Natural History Museum (pollinators); Matt Lay, Director, UCSC Natural History Museum (pollinators); Matt Lay, Director, UCSC Natural History Museum (pollinators); Matt

Development Notes:

Major Gift Possibilities

(first three items from the office of planned giving)

Planned Giving Updates: Guide to Planned Giving brochure - contact the Office of Gift Planning at (831) 459-5227 to request your copy of the new Guide to Planned Giving brochure. It includes bequest language and a chart of legacy planning options.

IRA Rollover – Receive the Benefits Before Time Runs Out – If you are 70½ or older, legislation allows you to make tax-free gifts to qualified charitable organizations like UC Santa Cruz Foundation by making direct transfers from your IRA. This program is only available through December 31, 2011.

Charitable Gift Annuity – A charitable gift annuity is a contract under which a charity, in return for a transfer of cash or other property, agrees to pay a fixed sum of money for a period measured by one or two lives. Rates for charitable gift annuities increased on July 1, 2011. For example, a 75-year-old individual who creates a single-life CGA will receive a rate of 6.5%.

We would like to name some more of our paths, to make navigation through the Arboretum easier. While we can just name some of them, as staff members have suggested Kangaroo Road, Outback Track, or Koala Path as possible names, we also have $100,000 to $200,000 path naming opportunities for people to name a path in honor of, or in memory of a loved one.

Gifts to continue the upkeep of the Grim Collection are also of value to the Arboretum. Feel free to contact Virginia Rivera (831) 459-5227 or Stephen McCabe (831) 427-2998 or smccabe@ucc.edu if you would like more information.

Minor Gift Possibilities

Shop at Norrie’s for gifts and it is like giving a gift to the Arboretum too.

Estate Planning

Please consider including the Arboretum in your estate plans to leave a garden legacy. Needs change over time, so unrestricted funds are the most useful. Some years we may need to fix a tractor, others to fund more people to water. To protect your privacy you may only tell your lawyer or have only a couple staff members and development staff have your confidential information. Or you may declare yourself a member of the 21st Century Club, a group who have committed support publicly. Some of our donors have very clearly specified that the money is only to be used for the Arboretum and no other units on campus. Rest assured, your wishes will be respected. If you inform us of your plans we can see if there are any naming opportunities (benches, trails, gardens) available that fit your plans.

News: Arboretum Matching Funds

The University has introduced a three-year program of incentives to encourage friends of the Arboretum to donate to on-going funding of the Arboretum. We have already made good progress towards the matching funds this first year, but finishing off this year’s challenge will help the Arboretum you love. It is a little complicated, so we are repeating the highlights.

If you donate the same amount as last fiscal year (July-June), your donation will be matched 1:1.

If you increase your donation, the additional amount will be matched 2:1.

If you did not donate last year, your donation this year will be matched 2:1.

continued on page 5
trends in the rest of the field over the last few years. Without having seen them, one of our succulent volunteers is echoing Peggy’s detailed dry wreaths, but using hundreds of small succulents, rather than statice, berries and straw flowers.

A new member of our nursery discount program (see back page), Succulent Gardens and the owner Robin Stockwell have generously donated some of the frames that are now planted with succulents and ready to go. Some of the frames are house-like or planted wooden representations of lawn chairs even. Going beyond hanging a wreath on a wall or door, or placed on a platter with a candle in the center, some wreaths will be tried out placed on top of decorative chandeliers, a concept that works better artistically for most people in person than on paper. Come to the sale and you’ll see what I mean. Astrid Randall leads the largest group of succulent artists we’ve ever had in assembling these things I’ve mentioned and dish gardens, which make perfect gifts. In addition to Hannah Beckham and Sherry Eisenberg’s dried flower crew in an old geodesic dome, Dotty Leiber has given over a spare room as a workshop to assemble dried backyard garden flowers and Arboretum treasures into unique arrangements.

In addition to the individually crafted wreaths, hangings, decorative birdhouses, and potted succulents there will also be landscaping plants. Astrid Randall has made a new set of creatures from plant parts, making different animal species this year.

The Norrie’s crew will have some of their wares in the classroom too, to remind people to shop at Norrie’s this weekend and throughout the holidays. It is a magical transition each year from generic classroom to delightful, fairy tale holiday shop. Come to the sale early to see in a new light, some of the dried flowers and succulent plants.

– Stephen McCabe

It looks like a garden scene, but the pots are 3 inches across, not 3 feet.

News & Notes... (cont’d - p. 4)

It is encouraging during these tough financial times that the University is working with the Arboretum to both raise new revenues and to help pay off old loans. Your gifts will solely be used to keep the Arboretum running. The first $250,000 of the University’s match each year will go towards the debt, but the next $50,000 will go into a fund functioning as an endowment that can be used for on-going expenses.

The matching is only for on-going operations and projects, not new endeavors. If we are successful, a total of $900,000 may be matched over the three years!

The bottom line: Gifts help the gardens and educational mission. New gifts and increased gifts help even more. Your dollars go farther now. Please join our efforts to raise these matching funds.

While the matching fund drive is going well we still are well short of paying for salaries and benefits from now through the end of the fiscal year, which ends June 30. We will be sending out an additional fund-raising letter this year to help raise part of these funds for salaries.

Donors for labels

In addition to the new labels for many of our Eucalyptus trees, three donors have funded many new labels, some of which have gone in recently. Melinda and Brett have just ordered new labels for the Aroma Garden, which will be much appreciated by our tour guides and visitors. We have these donors to thank for the new labels.

Conservation... (cont’d - p.2)

is also ongoing research into the evolution of flowering plants and conifer anatomy, physiology, and classification. Additional research on rare plant communities of the Central coast includes our maritime chaparral garden in the native gardens in the back of the Arboretum. Our partnership with the Amah Mutsun tribe and the National Park Service includes researching traditional techniques in the management of ethnobotanical plants and plant communities. Other ongoing research activities include studying the behavior of Golden Crowned sparrows (one of our winter visitors) and native bee populations in the gardens.

– Mike Gerhold, President of the Arboretum Associates
ECOLOGY AND EVOLUTION IN ARCTOSTAPHYLOS
Thursday November 3
Potluck at 6:00 pm, talk at 7:00 pm
Tom Parker, professor of ecology at San Francisco State and manzanita expert. He is one of the authors of the treatment for Arctostaphylos in Flora of North America (Volume 8) and the Jepson Manual 2nd ed. He has edited 3 books and has over 70 journal publications.

GARDEN TOUR
Saturday, November 5
1st Saturday of every month. Tour of the Arboretum, free with admission. Meet at Norrie’s at 11:00 am.

DRIED FLOWER AND SUCCULENT WREATH SALE
Friday November 11, 5 – 7 pm
Opening. A preview of the artistic creations of the Dried Flower and Succulent Sale. A chance to enjoy the artwork in a leisurely fashion. No purchasing or setting aside of any merchandise at this time.

WREATH SALE
Saturday November 12, 10 am – 4 pm
Sunday November 13, 10 am – 2pm
Dried Flower and Succulent Wreath Sales, plus sales of succulent and non-succulent plants.

SHOP & ARBORETUM CLOSED THANKSGIVING
Thursday November 24

TOUR OF THE ARBORETUM
Saturday, December 3
1st Saturday of every month, free with admission. Meet at Norrie’s at 11:00 am.

NORRIE’S HOLIDAY OPEN HOUSE.
December 3 & 4. 10 am – 4 pm

COMMUNITY DAY
Tuesday, December 6
1st Tuesday of every month. Free admission to the Arboretum.

SHOP AND ARBORETUM CLOSED
December 25

CALENDAR OF EVENTS
Fall 2011 – Spring 2012

JANUARY 2012

JANUARY VOLUNTEER CLASSES
Thursdays 9:30 am – 12:00 or 12:30 pm
Starting January 12 and continuing for six weeks.

FEBRUARY

VOLUNTEER APPRECIATION POTLUCK
February 16, noon

MARCH

HUMMINGBIRD DAYS
Saturday & Sunday March 3 & 4, 10 am – 4 pm
Check web calendar for updates on specific activities as date approaches.

APRIL

CALIFORNIA NATIVE PLANT WEEK
Third week of April

SPRING PLANT SALE 2012
Saturday April 21
UC Santa Cruz Arboretum and CNPS, Santa Cruz County Chapter

MAY

DUDLEYA CLASSIFICATION AND IDENTIFICATION
May 25 & 26, 2012
With Stephen McCabe, Co-sponsored by the Jepson Herbarium and UC Santa Cruz Arboretum

 Succulent wreath
**Plant sale thanks**

We heartily thank all of the volunteers who helped grow and prepare plants, set up the sale and staff the Fall Plant Sale. We totaled about as much in plant sales as in recent fall sales, which is a good accomplishment given the current economic conditions for botanic gardens and nurseries around the state. New people joined the Arboretum and we kept our members and donors happy with new plants. Many thanks go to Naomi Bloss of California Succulents, Luen Miller and Monterey Bay Nursery, and the Rosendales of Sierra Azul Nursery for their donations of plants. We also appreciate the discount from Suncrest Nurseries on the plants we purchased from them and their support of the CNPS sale.

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**Succulent wreath detail**

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**T H E  A R B O R E T U M I S  S T R O N G L Y  R O O T E D**

**Support the educational, horticultural, conservation and research goals of the Arboretum!**

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

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<thead>
<tr>
<th>Membership Levels</th>
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<tr>
<td>$45 Calif. Poppy</td>
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<tr>
<td>$65 Salvia</td>
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<tr>
<td>$100-$249 Kauri Circle</td>
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<tr>
<td>$250-$499 Erica Circle</td>
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<td>$500-$999 Banksia Circle</td>
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<td>$2500 Life</td>
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Yes, E-Membership*  

*Succulent wreath detail*
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.

Printed with soy inks on recycled paper

nursery discount program

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

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

**Drought Resistant Nursery**
850 Park Ave., Monterey, CA 93940 • (831) 375-2120

**Garden Company** (plants only)
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**
2440 Mattison Ln., Santa Cruz, CA 95062 • (831) 462-1610

**Pot Stop** (pots only)
2360 Highway 1, Moss Landing, CA 95039 • (831) 768-7557

**Pottery Planet** (pots only)
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

**Succulent Gardens** (plants only)
2133 Elkhorn Rd., Castroville, CA 95012 • (831) 632-0482

And, of course,

**Norrie’s Gift Shop & Nursery at the Arboretum.**

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

The Arboretum is open daily from 9AM–5PM.
Norrie’s Gift Shop & Nursery is open daily 10AM–4PM
The Jean & Bill Lane Library is open Wed–Sun 12PM–3PM.
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.

Show your current membership card for 10% off!
Norrie’s always has a great selection of plants, jewelry, housewares, statuary, books, and gift items.