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

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

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

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

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

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

Hidden Gardens Nursery
3750 Soquel Dr., Aptos, CA 95003 • (831) 688-7011

Ladera Garden Center
380 Alpine Rd., Menlo Park, CA 94025 • (650) 854-3850

Native Revival Nursery (plants only)
2600 Mar Vista Dr., Soquel, CA 95073 • (831) 646-1811

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

Siera Azul Nursery
2640 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 is open daily 10AM–4PM

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

Show your current membership card for 10% off!

Taking Strides to Thrive
By Christine Jennifer

Big changes are being made at the Arboretum these days. Changes to enhance the main entry and first impression. Changes to attract more visitors and increase membership. Changes to staff and to the overall approach to fundraising.

“We want to enlist more community support and improve awareness of the new things we are doing to make the Arboretum sustainable. The plant collection here is above reproach. You cannot do anything but stop and appreciate that incredible collection... but to sustain it and help it thrive we really have to modernize our business practices and extend our partnerships in the community,” said Julia Messenich Cowell, President of the Board of the Friends of the Arboretum.

Though owned and administered by UCSC, as an entity within the University, the Arboretum is charged to be mostly self-funded and ultimately self-sustaining, primarily relying on individual contributions and grants.

continued on page 7

Art in the Arboretum
By Anastasia Torres-Gil

Something new is growing in the UC Santa Cruz Arboretum amidst the exotic flora and fauna — an increasing presence of sculpture in the gardens and artists taking full advantage of the Arboretum’s unusual and indigenous plants. Artists specializing in botanical prints look to the Arboretum as a treasure trove of plants not easily found elsewhere.

As an undergraduate student at UCSC, Stephanie Martin was charmed by the natives growing in the Arboretum. Her original botanical prints depict the native plants that she first viewed as a Natural History major in the 1980’s. Her intricate copperplate etchings of botanicals and birds take quite some time to create since the process involves sheet labor and focused attention. She has a backlog of species of plants that she would like to sketch.

continued on page 2

The UC Santa Cruz Arboretum is a living museum inspiring stewardship of the world’s biodiversity through research, education, and the conservation of rare, endangered, and extraordinary plants.
The Australian Rock Garden

Twenty some odd years ago, our Director, Brett Hall, had the foresight to accept several truckloads of free soil from an upper campus parking lot development, and had it delivered to the eastern edge of the Bankia Field. The idea of the Australian Rock Garden lay dormant for a very long time, but is bit by bit becoming a reality.

We have built small (and large) sections of the Rock Garden as funding has permitted. By carrying out walkways, we were able to use that soil to gain height in the planting sections. The “seating” for each large rock is dug out by tractor. To position the rock, steeps are tied, carefully choosing the top pivot point. Once lifted, it can be turned to the perfect angle. Larger rocks are actually easier to move…the little ones have to be placed by hand.

A Rock Garden allows catering to individual plant preferences. Drainage can be improved, soils can be amended differently in different places. Each rock outcrop provides different sun exposures, and protection from wind. Past was mixed into the soil where many daisies have been planted. Those special myrtle family plants (Myrtaceae) look very “un-myrtle-like.” The true flowers are hidden by shaggy petal-like bracts. There are several different species to the left of the central walkway. They are thriving!

The Australian Rock Garden is a five minute stroll from the Arboretum Office. Come see the ‘Coral Drift’ has survived in other garden locations, but is growing rapidly, with unusual heavy shows and pinkish-purple new growth. Coreopsis nudiflor ‘Medusa’ is equally happy, with flowering stems not hanging up on Nature when she puts us on hold. As great gardens do, the Arboretum ask us that daunting follow-up question, too. I come across little flags and other such signs that mark researchers’ study sites. Quiet pleasures like the Arboretum – resources that are “just there” – are no less treasures, for all their subtlety. They merit not just our praise but our earnest support. We should honor them.

A Letter from Todd

Even on a campus as rustic as UCSC, the Arboretum feels like a special place – the big place’s big garden. Dean McHenry and Kenneth Thimmann anticipated as much in UCSC’s first years, and five decades have borne out their prescience. Fifty years! I have strolled the Arboretum, its creatures ask us that daunting follow-up question, too. Thimann anticipated as much in UCSC’s first years, and five decades have borne out their prescience. Fifty years! I have strolled the Arboretum, its creatures ask us that daunting follow-up question, too. I come across little flags and other such signs that mark researchers’ study sites. Quiet pleasures like the Arboretum – resources that are “just there” – are no less treasures, for all their subtlety. They merit not just our praise but our earnest support. We should honor them.

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Taking Strides to Thrive (cont d p)

her position as Assistant Vice Provost of Strategic Programs and the Arboretum – meaning that 30% of her job is now devoted to Arboretum business with the intent of helping the organization modernize and increase funding. Vicki Gaside is the volunteer overseeing the Arboretum’s burgeoning Meet and Greet program to welcome visitors and collect entry fees at the gate. A seemingly small effort, but one that requires a significant amount of manpower to have someone at the entry from 9 to 7 five days a week during the Arboretum’s operating hours, open seven days a week every day of the year except Thanksgiving and Christmas. With such a limited operating budget it is critical that we use some time and energy to create an organization to enlist and train the needed support, a combination of hired work study students and volunteers. “We’re hoping now that having people at the gate will help bring in an enormous amount of money and encourage membership,” said Gaside.

Mary Ann Wieland, also a volunteer, remembers her first visit to the Arboretum about 25 years ago when the first major addition was just complete. “I was so impressed and financially support of our community, it is able to fulfill its enormous potential and become more widely known for the Arboretum’s botanical assets and its financial and physical support of our community, it is able to fulfill its enormous potential and become more widely known for its collections, facilities, and educational services. There is so much that can be done with the Arboretum’s botanic assets if only there was a larger financial endowment to make it possible,” said Alison Galloway, Ph.D., Campus Provost and Executive Vice Chancellor.

In the meantime, between now and a hoped-for endowment, the Arboretum is taking some proactive steps to improve cash flow – by investing in the hiring of seven plus the necessary help of committed volunteers, the Arboretum makes ends meet with a trimmed down $800,000 operating budget. However, in order to survive and ultimately reach the goal of thrive – the Arboretum needs to tap into some long term funding sources andatten up financially.

“My fondest hope for the future of the Arboretum is the Arboretum needs to tap into some long term funding sources andatten up financially.

UCSC pays for the water and electrical bill, and provides some fundraising, technical and administrative support. Notably, in the last 2 ½ years, the university has contributed $600,000 to the Arboretum as part of a three year matching challenge grant. There are just six months left before the challenge winds down, which means through June 2014 all new donations to the Arboretum from new donors or increased gifts from existing donors will be matched at a 2 to 1 level by UCSC – up to $300,000.

With 135 acres of botanical gardens to manage and maintain, numerous education, and conservation programs, and a skeletal, though ambitious staff of seven plus the necessary help of committed volunteers, the Arboretum needs to tap into some long term funding sources andatten up financially.

The drivers of global warming and climate change are becoming larger and more complex by the day. Extreme weather events are now the norm. Energy consumption, renewable energy, and greenhouse gas emissions are huge factors in our annual potentiality. So is biodiversity conservation, which is essential to life for food, shelter, oxygen, and carbon sequestration. Preserving ecosystems is critical to sustaining evolutionary processes and plant conservation is at the core of all things. This is especially where the Arboretum is relevant.

While we must lower our energy consumption and contribute by using and creating renewable resources, the Arboretum has an additional important responsibility – a responsibility of stewardship of the world’s biodiversity. We accomplish this in many ways:

• Part of Conservation is Growing

Growing, displaying and sharing gardens of rare and extraordinary collections give people the opportunity to interact with them. Our collections are linked to wild populations and conservation programs for rare species and plant communities. Our rare conifer collections include many species on the brink of extinction and it is often possible that we can be the final home for them so they can be involved and in the knowledge about this great community resource,” said Jessica Fiske Bailey.

Brett Hall, Arboretum Director, shared his ideal for the future, “to continue to grow the Arboretum as a thriving island-like ecosystem of naturalistic gardens composed of marvelous collections that contribute to conservation efforts, enrich the botanical and animal wildlife and humanity.”

Please support your local Arboretum and help it be sustainable and thrive for years to come. Become a member, make a tax deductible donation.

Through June 2014 your donor dollar is stretched – all new donations or increased donations will be matched by UCSC.

Super Charged Typhoons, Biodiversity Conservation, Education and Highlights

A recent visitor asked me what the primary focus of the Arboretum and whether I felt my programs were relevant – and address the effects of climate change. He was curious whether we consider ourselves a research facility or an education and outreach unit. These are questions that UCSC’s Dr. Tony Pham Haiyan (Yolanda) touched down on earth causing immense human suffering and tragedy. Imagine the force of nearly 200 mph sustained winds and many of the other examples of extreme weather we are experiencing around the globe is a pretty overwhelming backdrop to ponder one’s relevance. Amidst all this intensity I asked myself, are we relevant? Do we make a difference? Can we do more? My answer, Yes, of course!

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The theme, part of conservation growing is deeply rooted in the Arboretum experience going back to the earliest Arboretum collections when Ray Collett and his students assembled rare treasures from nearby wild places and from remote areas of the globe.

When our friend and renowned horticulturist, author and plant conservationist of Australia, Rodger Elliot, first visited UCSC he was so impressed with his green tee shirt on displaying the words, ‘part of conservation is growing’ that we found our anchor. This was the words that many of us can imagine, the key announcement that conservation, agricul-tural conservation, rare species conservation and education were not just words, but actions that would lead to the garden to attract native bees, hummingbirds, and golden crown sparrows. The Arboretum excels in each garden plan – ranging from shelter for rabbits, rodents and squirrels which attract bobcats, coyotes and foxes, among others, so that visit often and with little planning, or visit to special events and guest speakers. “It would be wonderful to have really strong community support as demonstrated by strong membership. Our members are those we communicate readily with about our classes, our special species, our blooms, our rare and endangered species, our research. We encourage people to join so they can be involved and in the knowledge about this great community resource,” said Jessica Fiske Bailey.

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Mary Ann Wieland, also a volunteer, remembers her first visit to the Arboretum about 25 years ago when the first group of students went to Santa Cruz - so many of the plant collections seemed relatively new. Since retiring as a medical social worker, Wieland reacquainted herself with the Arboretum, and subsequently became a volunteer. "And now, oh my goodness, the Arboretum has grown up! It's a hidden jewel, it's a secret place in Santa Cruz that not a lot of people know about. It's the most wonderful, peaceful place to be. It's a place to heal. It's a place to relax."

People often describe the Arboretum as a place they discovered, a place of wonder - a hidden jewel. Yet part of improving funding to the gardens involves an emphasis on outreach and increased presence in the community. This is a subtle shift, one driven by a growing need for funding and support. "Until I joined the board, I didn't realize how much of a local treasure the Arboretum is. Now I'm on a mission to spread the word to the community and bring this jewel to light," said Anastasia Torres-Gil. Efforts are being made to publicize the benefits of joining the Arboretum as a member and support the organization financially. Baseline membership starts at the $45 California Poppy for the annual dues and goes up to the $2,500 Life membership. Membership benefits include such perks as year round admission, 30% on gift store and partnering botanical gardens and nurseries, and invitations to special events and guest speakers. "It would be wonderful to have really strong community support as demonstrated by strong membership. Our members are the people who communicate readily with our classes, our special species, our blooms, our rare and endangered species, our research. We encourage people to join so they can be involved and in the know about this great community resource," said Jessica Fiske Bailey.

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CASCADING EFFECTS OF NATIVE POLLINATOR LOSS ON CALIFORNIA WILDFLOWER COMMUNITIES
Ray Collett Extraordinary Plants Lecture Series Tuesday, March 3 Potluck 6 pm, talk at 7 pm
UCSC students - free
Arboretum members $5, Non-members $10
Angelia Ashbacher, PhD candidate in Evolution, Ecology and Behavior, in Laurni Fox’s lab
CALIFORNIA NATIVE PLANT SOCIETY AND ARBORETUM JOINT MEETING
March 10, potluck 6:30 pm and talk at 7:30. Free to all
CONFIERS OVER SPACE AND TIME: INSIGHTS INTO PLANT AND WATER RELATIONS BY JARMLA PITTER-MANN, DEPT. OF ECOLOGY AND EVOLUTIONARY BIOLOGY AT UCSC
Ray Collett Extraordinary Plants Lecture Series Thursday, March 20, Potluck 6 pm, talk at 7 pm
UCSC students – free, Members $5, Non-members $10

april highlights

CALIFORNIA NATURALIST PROGRAM
Thursday evenings and weekend field trips
registration forms are available beginning February 1st on the Arboretum website.
The application deadline is Saturday, March 15.
THE AUSTRALIAN GARDEN, CRANBROOK, AUSTRALIA
Ray Collett Extraordinary Plants Lecture Series Wednesday, April 2, Potluck 6 pm, talk at 7 pm
UCSC students – free
Arboretum members $5, Non-members $10
Rodger Elliot, author, conservationist, educator, renowned authority on the cultivation of Australian Plants around the world.
He will be sharing the experience of developing the extraordinary Australian garden in the Mornington Peninsula Victoria in Cranbourne Botanic Garden.
ARBORETUM SPRING PLANT SALE (AND CALIFORNIA NATIVE PLANT SOCIETY)
Saturday, April 12, 10 am - 12 pm, Members of either organization Noon-4 pm everyone welcome

Science Council Update from Newly Appointed Chairwoman Linda Anderson
The Science Council was formed last year and is off and running. Our goal is to strengthen and expand the relationship between the Arboretum and UCSC faculty and students to facilitate research and educational opportunities. For years, discussions have focused on the need to publicize faculty and student plant and animal-related research in displays within the garden. Bruce Lyon and Joan Langenheim are making it a reality. “We’d like to develop a website platform that would enable UCSC faculty and students to display their projects and invite the public to visit us online,” shared Bailey.
Before she joined with UCSC, Bailey was the Executive Director of the Foundation of the State Bar, Manager of the Secretariat of the California Judicial Council, Development Officer with the Point Reyes Bird Observatory, and a consultant with courts and nonprofits in California on strategic planning, governance, and business operations. She graduated from UCLA with a degree in political science and a Master’s in Public Administration from USC.
Along with improving the linkages between the University and the Arboretum, Bailey communicates her hope to promote the Arboretum more in the community. “I think we need to publicize the great work that is being done to encourage more attendance and engagement with the Arboretum and also modernize…so that we are a model for arboretums as prototypes for an ongoing display of plant-related research.

calendar of events
Winter 2013 – 2014

january
TOUR OF THE ARBORETUM
Meet at Norrie’s at 6:00 am.
1st Saturday of every month, free with admission.

VOLUNTEER TRAINING CLASSES
Everyone Welcome: Tuesday February 7, 11, 16 Tuesdays, 9:30 am – noon.

ISLAND CONSERVATION—REFLECTIONS FROM THE FIELD
Ray Collett Extraordinary Plants Lecture Series Wednesday, January 15
potluck 6 pm, talk at 7 pm
UCSC students - free
Arboretum members $5, Non-members $10

TUESDAY, JANUARY 7

COMMUNITY DAY
Tuesday, January 7
1st Tuesday of every month. Free admission.

CALIFORNIA NATIVE PLANT SOCIETY MEETING
Monday January 13, 7:30 pm

ISLAND CONSERVATION—REFLECTIONS FROM THE FIELD
Ray Collett Extraordinary Plants Lecture Series Tuesday, January 21
Potluck 6 pm, talk at 7 pm
UCSC students - free
Arboretum members $5, Non-members $10
	
Tommy Hall, Field Manager with Island Conserv- ation, will present a program on prevent- ing extinctions by removing invasive species from islands.

BOARD MEETING
Wednesday January 22, 5 pm

FOCUS ON FYNBOS
Ray Collett Extraordinary Plants Lecture Series Thursday, January 23
Potluck 6 pm, talk at 7 pm
UCSC students - free
Arboretum members $5, Non-members $10

Martin Gratham, Greenhouse Manager, SF2S Biology Department. He specializes in plants from Mexico and Central America, New Zealand, and California. He will share insights on uncovering and co-evolution, you can explore plant strategies for water conservation, you can observe pollinators and seed dispersers... all in an afternoon's stroll.

February

TOUR OF THE ARBORETUM
Saturday, February 1
Meet at Norrie’s at 6:00 am.
1st Saturday of every month, free with admission.

COMMUNITY DAY
Tuesday February 4
1st Tuesday of every month. Free admission.

GLOBAL CHANCE INTERACTIONS IN CALIFORNIA’S HYPERDIVERSE SERPENTINE GRASSLANDS
Ray Collett Extraordinary Plants Lecture Series Tuesday, February 11
Potluck 6 pm, talk at 7 pm
UCSC students - free
Arboretum members $5, Non-members $10

Erika Zavaleta, Pepper-Giberson profesor of Environmental Studies, UCSC.
“We pursue research to enhance the stew- ardship, understanding and appreciation of wild ecosystems.”

EXPERIMENTAL LEARNING AND THE IMPORTANCE OF ENGAGEMENT WITH NATURE
Ray Collett Extraordinary Plants Lecture Series Thursday, February 13
Potluck 6 pm, talk at 7 pm
UCSC students - free
Arboretum members $5, Non-members $10

Gage Dayton is Director of the reserves managed by UCSC, including Big Creek, Ano Nuevo, and Fort Ord. He has extensive knowledge and experience with reptiles and amphibians having received his PhD studying them in southern Texas and northern Mexico.

BOARD MEETING
February 26, 5 pm

HUMMINGBIRD DAYS
Saturday and Sunday, March 1 and 2, 10 am – 4 pm
Children’s craft activities, guided and self-guided tours, plants for sale that attract hummingbirds, and educational programs. See website or our Facebook site for details as the event date approaches. Admission will be the same as regular admission, $5 adults, $2 for 6-17 year-olds.
TOUR OF THE ARBORETUM
Saturday, March 1
1st Saturday of every month, free with admission.
Several tours during the day as part of Hummingbird Days

COMMUNITY DAY
Tuesday, March 4
1st Tuesday of every month. Free admission.

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Bottom line, plants are critical to our existence, without them there would not be higher life forms. The Arboretum is a place where you can walk the garden, you can step back in time, you can witness both evolution and co-evolution, you can explore plant strategies... all in an afternoon's stroll.

Linda Anderson and Arctostaphylos Alaska’s “Crown Guide”

Volunteer Training and Orientation Classes
Classes will be held on Tuesdays beginning on January 7th through February 11th from 9:30-12 noon and meet in the Arboretum Horticulture Building. The classes are open to everyone and provide an introduction to the Arboretum, who we are and what we do. Arboretum staff and volunteers present slide shows and walking tours through the various gardens and collections. The classes provide participants with an introduction to horticulture, gardening, plant conservation, propagation and basic botany. Wear comfortable shoes and dress for the weather. For more information phone 831 427-2998 or email arboretum@ucsc.edu.
The Australian Rock Garden

Twenty some odd years ago, our Director, Brett Hall, had the foresight to accept several truckloads of free soil from an upper campus parking lot development, and had it delivered to the eastern edge of the Banksia Field. The idea of the Australian Rock Garden lay dormant for a very long time, but bit by bit becoming a reality.

We have built small (and large) sections of the Rock Garden as funding has permitted. By carving out walkways, we were able to use that soil to gain height in the planting sections. The “seating” for each large rock is dug out by tractor. To position the rock, steaps are tied, carefully choosing the top pivot point. Once lifted, it can be turned to the perfect angle. Larger rocks are actually easier to move…the little ones have to be placed by hand.

A Rock Garden allows catering to individual plant preferences. Drainage can be improved; soils can be amended differently in different places. Each rock outcrop provides different sun exposures, and protection from wind. Past was mixed into the soil where many darwinias have been planted. Those special myrtle family plants (Myrtaceae) look very “un-myrt-like.” The true flowers are hidden by showy petal-like bracts. There are several different species to the left of the central walkway. They are thriving!

“Coral Drift” has survived in other garden locations, but is growing rapidly, with unusual top growth, with a weak crown. Planting among rocks has been ideal. The original plant may have been a finicky grower in other garden locations. It tends to have a lot of leaves, curling a vine this way or placing a leaf that way. Martin appreciates that as an undergraduate student, she learned the teaching of art and science; and when sketching, she is able to view the plants through yet another lens. Recently UCSC graduate Heidi Cramer describes her work as “inspired by the concept of art, as concept of science. Using recycled materials to represent the process of change. Cramer aims to represent the idea of intangible transformation, such as alchemy and enlightenment with her sculptures. As explained on her website, her goal as an artist is to encourage participants to manifest the moment of transformation within themselves. See more of Heidi’s art on www.heidicramer.com

A Place of Opening

Integration of Art in the Arboretum

“Art in the Arboretum” (cont’d - p. 1)

Martin says during her artistic process, she spends so much time studying plants that the plants’ personalities emerge in her work. As an artist, Martin manipulates the plants, curling a vine this way or placing a leaf that way. Martin appreciates that as an undergraduate student, she learned the teaching of art and science; and when sketching, she is able to view the plants through yet another lens. Recently UCSC graduate Heidi Cramer describes her work as “inspired by the concept of art, as concept of science. Using recycled materials to represent the process of change. Cramer aims to represent the idea of intangible transformation, such as alchemy and enlightenment with her sculptures. As explained on her website, her goal as an artist is to encourage participants to manifest the moment of transformation within themselves. See more of Heidi’s art on www.heidicramer.com

A Place of Opening by Heidi Cramer

The Australian Rock Garden

Bankia speciosa

Editor’s note: This beautiful natural setting is available to rent for weddings and other occasions as well.

washing over you.

peaceful sights and sounds wash over you. Sit a while and let the peaceful sights and sounds

‘Coral Drift’ has survived in other garden locations, but is growing rapidly, with unusual
top growth, with a weak crown. Planting among rocks has been ideal. The original plant may
have been a finicky grower in other garden locations. It tends to have a lot of
leaves, curling a vine this way or placing a leaf that way. Martin appreciates that as an undergraduate student, she learned the teaching of art and science; and when sketching, she is able to view the plants through yet another lens. Recently UCSC graduate Heidi Cramer describes her work as “inspired by the concept of art, as concept of science. Using recycled materials to represent the process of change. Cramer aims to represent the idea of intangible transformation, such as alchemy and enlightenment with her sculptures. As explained on her website, her goal as an artist is to encourage participants to manifest the moment of transformation within themselves. See more of Heidi’s art on www.heidicramer.com

A Place of Opening by Heidi Cramer
Moving? Please let us know the address of your next garden... Thanks

nursery discount program
Arboretum Associates can enjoy 10% discounts on plants (and sometimes on related merchandise) at the following nurseries:
- Drought Resistant Nursery
- Gold Rush Nursery
- Golden Nursery
- Hidden Gardens Nursery
- New Garden
- Ladera Garden Center
- Native Revival Nursery
- ProBuild Garden Center
- Pottery Planet
- Pot Stop
- Sierra Azul Nursery
- Succulent Gardens

And, of course, Norrie’s Gift Shop & Nursery is open daily 10AM–4PM, 423-4977.

Art in the Arboretum
By Anastasia Torres-Gil

Something new is growing in the UC Santa Cruz Arboretum amidst the exotic flora and fauna — an increasing presence of sculpture in the gardens and artists taking full advantage of the Arboretum’s unusual and indigenous plants. Artists specializing in botanical prints look to the Arboretum as a treasure trove of plants not easily found elsewhere.

As an undergraduate student at UCSC, Stephanie Martin was charmed by the natives growing in the Arboretum. Her original botanical prints depict the native plants that she first viewed as a Natural History major in the 1980’s. Her intricate copperplate etchings of botanicals and birds take quite some time to create since the process involves sheet labor and focused attention. She has a backlog of species of plants that she would like to sketch.

Taking Strides to Thrive
By Christine Jennifer

Big changes are being made at the Arboretum these days. Changes to enhance the main entry and first impression. Changes to attract more visitors and increase membership. Changes to staff and to the overall approach to fundraising.

“We want to enlist more community support and improve awareness of the new things we are doing to make the Arboretum sustainable. The plant collection here is above reproach. You cannot do anything but stop and appreciate that incredible collection... but to sustain it and help it thrive we really have to modernize our business practices and extend our partnerships in the community,” said Julia Meunnich Cowell, President of the Board of the Friends of the Arboretum.

Though owned and administrated by UCSC, as an entity within the University, the Arboretum is charged to be mostly self-funded and ultimately self-sustaining, primarily relying on individual contributions and grants.