Out on a Limb Receives Prestigious National Award

Last spring, Director of Public Programs, Bob Gutowski, represented the Morris Arboretum at the annual meeting of the American Association of Museums (AAM) in Los Angeles where he accepted on the Arboretum’s behalf the prestigious Excellence in Exhibition Design Award for Out on a Limb – a Tree Adventure exhibit.

Out on a Limb – a Tree Adventure exhibit emerged from a nationwide field of 16 entries to earn this honor. The entries for the competition, now in its 22nd year, came from museums large and small, reflecting a vast array of museum types, including art, history, children’s and science museums, as well as zoos and aquariums. In announcing the award, the judges cited Out on a Limb as “…imaginative, exciting and innovative. This exhibition succeeds in combining kids’ desire for adventure and parents’ interest in safety into a fun sense of perceived danger. Highly worth a visit to see!”

The select panel of judges for the competition was composed of leading museum professionals who were guided by the National Association of Museum Exhibitions (NAME) Standards for Museum Exhibition and Indicators of Excellence. Among the criteria imposed upon entrants was the relevancy of exhibition media, content and design to its theme, subject, collection and audience.

“Our world and our audiences demand creativity, scholarship and authenticity in museum exhibits these days,” said AAM president Ford W. Bell. “Clearly the winners of this prestigious competition have met – and exceeded – these benchmarks, as evidenced by the reaction of the public and their peers.”

The Morris Arboretum is one of only 19 botanic gardens nationwide to be fully accredited by the AAM, and it is a rare privilege for a garden to be so honored by our museum colleagues.

From my perspective, professional commendations like the AAM award echo what we have been hearing from our visitors of all ages. Out on a Limb is both exciting and engaging. I find it especially encouraging when I hear families not only having fun but also discussing our fantastic trees and all the wonderful ways that trees help humans in our communities. They truly understand that it is a two-way street – that we need trees, but trees need our help too.

From our first meetings planning this project, staff and volunteers alike focused on the importance of creating an exhibit that was not only fun and exciting, but, most important, one that substantially advanced the teaching mission of the Arboretum and would help families connect with nature in new and exciting ways. Since the opening of Out on a Limb last July, we have had more than 128,000 visitors, representing a nearly 30% increase over the preceding year. Arboretum membership has also grown from 4,873 household members to over 6,293 households, a 29% increase. We have clearly succeeded in achieving our goals, and I commend all those who worked so hard on this exhibit and contributed so generously to make Out on a Limb – a Tree Adventure exhibit a reality.

A Note from the Director

PAUL W. MEYER, The F. Otto Haas Director

Out on a Limb Receives Prestigious National Award

Last spring, Director of Public Programs, Bob Gutowski, represented the Morris Arboretum at the annual meeting of the American Association of Museums (AAM) in Los Angeles where he accepted on the Arboretum’s behalf the prestigious Excellence in Exhibition Design Award for Out on a Limb – a Tree Adventure exhibit.

Out on a Limb – a Tree Adventure exhibit emerged from a nationwide field of 16 entries to earn this honor. The entries for the competition, now in its 22nd year, came from museums large and small, reflecting a vast array of museum types, including art, history, children’s and science museums, as well as zoos and aquariums. In announcing the award, the judges cited Out on a Limb as “…imaginative, exciting and innovative. This exhibition succeeds in combining kids’ desire for adventure and parents’ interest in safety into a fun sense of perceived danger. Highly worth a visit to see!”

The select panel of judges for the competition was composed of leading museum professionals who were guided by the National Association of Museum Exhibitions (NAME) Standards for Museum Exhibition and Indicators of Excellence. Among the criteria imposed upon entrants was the relevancy of exhibition media, content and design to its theme, subject, collection and audience.

“Our world and our audiences demand creativity, scholarship and authenticity in museum exhibits these days,” said AAM president Ford W. Bell. “Clearly the winners of this prestigious competition have met – and exceeded – these benchmarks, as evidenced by the reaction of the public and their peers.”

The Morris Arboretum is one of only 19 botanic gardens nationwide to be fully accredited by the AAM, and it is a rare privilege for a garden to be so honored by our museum colleagues.

From my perspective, professional commendations like the AAM award echo what we have been hearing from our visitors of all ages. Out on a Limb is both exciting and engaging. I find it especially encouraging when I hear families not only having fun but also discussing our fantastic trees and all the wonderful ways that trees help humans in our communities. They truly understand that it is a two-way street – that we need trees, but trees need our help too.

From our first meetings planning this project, staff and volunteers alike focused on the importance of creating an exhibit that was not only fun and exciting, but, most important, one that substantially advanced the teaching mission of the Arboretum and would help families connect with nature in new and exciting ways. Since the opening of Out on a Limb last July, we have had more than 128,000 visitors, representing a nearly 30% increase over the preceding year. Arboretum membership has also grown from 4,873 household members to over 6,293 households, a 29% increase. We have clearly succeeded in achieving our goals, and I commend all those who worked so hard on this exhibit and contributed so generously to make Out on a Limb – a Tree Adventure exhibit a reality.

Paul
On Thursday, October 21, 2010, the F. Otto Haas Director of the Morris Arboretum, Paul W. Meyer, will receive the 23rd Annual Wyck-Strickland Award. The award is inspired by the balance of tradition and innovation created when Philadelphia architect William Strickland remodeled the Wyck House in Germantown in 1824. It acknowledges progress and modernity with a sensitive understanding of the past, and honors individuals who have made a significant contribution to the cultural life of Philadelphia.

“This year’s award recipient, Paul Meyer, the F. Otto Haas Director of the Morris Arboretum of the University of Pennsylvania, truly exemplifies the ideals of the Wyck-Strickland Award,” says Robert J. Fleming, III, Board Chair of the Wyck Association. “The Morris Arboretum’s progress over the past thirty years shows extraordinary growth with a keen understanding of, and adherence to the original mission of its founders, John and Lydia Morris.”

Paul Meyer has played a pivotal role in stewarding the Morris Arboretum’s 30-year Master Plan, transforming it from a garden in disrepair to the world-class institution it is today. The Arboretum’s Master Plan included the development of a basic infrastructure for a public garden, such as a path system for visitors and the installation of parking lots that exemplify best practices in environmental design. Through careful planning and stewardship, key areas of the garden were restored and enhanced. Under his direction, the Rose Garden was transformed section by section, from a garden exclusively displaying roses to one that intertwines the best of Victorian and Italianate influences to include more contemporary planting design, thereby providing a richer, varied spectacle.

The past year has been a transformative year for the Morris Arboretum. Last summer’s opening of the Tree Adventure exhibit, featuring the iconic Out on a Limb canopy walk, resulted in a 30% increase in visitor attendance, a 29% increase in member households, prestigious national awards, and regional and national publicity, proving to be a successful platform for the Arboretum to disseminate its environmental message.

The culmination of the 30-year Master Plan is a long-held dream of Meyer’s, which was to build a new Horticulture Center. Completed in May 2010, the new Horticulture Center at Bloomfield Farm marks the first new building to be built on the Arboretum’s property since the Morrises’ time.

Through this building complex, the Arboretum has created an exciting, functioning exhibit on the best sustainable practices in both architecture and landscape architecture.

Beyond the Arboretum, Meyer has been a key advocate for open space. He has served on the Montgomery County Open Space Board and was part of a varied team of individuals and organizations committed to preserving open space at Erdenheim Farm. Their tireless, multi-year efforts came to fruition in June of 2009 when Erdenheim Farm was purchased by Peter and Bonnie McCausland, who have become the Arboretum’s new neighbors.

Meyer is also a leader in the field of plant exploration and evaluation who has completed nine expeditions to China and Korea, as well as recent expeditions to Armenia and the Republic of Georgia. The goal of these trips was to collect plants from various sources to introduce greater genetic diversity with a particular interest in plants that will flourish in stressful urban conditions.

He has received recognition for his leadership and accomplishments both at the Arboretum and within the public garden community. These awards include a Special Citation from the Garden Club of America in 1997, the Pennsylvania Horticultural Society’s Distinguished Achievement Medal in 1999, a Professional Citation from the American Association of Botanical Gardens and Arboreta in 2001, the American Public Garden Association Award in 2002, and an honorary membership from the Garden Club of America in 2007.
During the past two years our country has endured the most challenging recession in more than 70 years. We have watched with compassion and fear as our colleagues in other gardens and cultural institutions have had to cut programs and staff by as much as 30%. Up until now, the Arboretum has been buffered from much of these effects by new gifts to endowment, as well as growing membership and gate admissions, and we have much to be proud of.

- We have raised over $14 million in new gifts to endowment through our Always Growing Campaign.
- 128,500 visitors came to the Arboretum in fiscal year 2010 (FY10: July 1, 2009 to June 30, 2010), a 30% increase over the 98,000 visitors in FY09.
- FY10 was the highest grossing year for membership with $646,391 raised, an increase of 34% from last year, and the second highest ever for annual giving with over $444,933 raised.
- We have a wonderful new exhibit Out on a Limb — a Tree Adventure exhibit, and Phase I of a new Horticulture Center. The work completed on both these projects is paid in full.

However, we are not immune to external circumstances and our operating budget for the fiscal year 2011 has been impacted in the following key areas:

**Endowment:** The precipitous stock market decline over the past two years means that our income from endowment is down, affecting the budget this year and in subsequent years. Our spending from endowment is based on a three-year lagging average, so until now we have been partially protected from this decline. But now, even if the stock market improves, it will take time for endowment income to recover based on this multi-year averaging.

**State Support:** Most state support for cultural and conservation institutions has been eliminated, so the Arboretum will not receive any unrestricted state funds this year. This also impacts the funding sources for our state supported contracts that provided earned income.

**Projected Decline in Visitation and Membership:** After the unprecedented success of Out on a Limb last year, we are projecting a decrease in both gate and membership income in the coming year, based on what most institutions experience after opening a successful blockbuster exhibit.

We are also affected by other factors such as the rising costs of employee benefits, and reduced earned revenue in areas such as facility rentals for weddings and events as people curtail their discretionary spending.

The bottom line is that our projected budget for FY11 is $250,000 in the red. As we must be good stewards of the Arboretum’s fiscal resources and operate in a fiscally sustainable manner, it is necessary to cut our overall budget by approximately 5%. To accomplish this, five staff positions are being restructured, eliminated or frozen, with every department participating in these cuts. Additionally, every staff member shares in the sacrifice through a salary freeze this year, and the operating budget for each department has been trimmed.

We recognize how difficult this announcement is in a time when the Arboretum has never been more successful, but we simply are not exempt from the economic forces in the world. These cuts, while painful and challenging, are not draconian. And, without the success of Out on a Limb, cuts would have come sooner and been deeper.

In spite of these challenges, we have many reasons for long-term optimism.

- Our visitation remains strong and our membership is at an all time high.
- The Arboretum has never been better known as both a world-class garden and as a leading cultural institution in Philadelphia.
- The Arboretum remains steadfast in its commitment to provide its visitors and members with quality educational programming, outreach services and a beautiful, peaceful garden oasis.

As the economy improves, we have no doubt that the Arboretum will continue to grow and prosper as it has for the past 20 years but for now, we must tighten our belts. We will all need to redouble our efforts to be ambassadors for this wonderful institution, encouraging our friends and family to visit and become members. And, we want to give each of you our sincere thanks for all that you already do to help and for your continued support.

Paul W. Meyer  
The F. Otto Haas Director

Ann Reed  
Chair, Advisory Board of Managers

Paul W. Meyer   Ann Reed
Autumn is one of the most popular times to visit the Arboretum, when visitors enjoy the colorful displays of the sugar maples (*Acer saccharum*) along the entrance drive, the vibrant backdrop of the black tupelos (*Nyssa sylvatica*) above the Rose Garden, and the cathedral-like group of dawn redwoods (*Metasequoia glyptostroboides*) in the Sculpture Grove.

Wherever you might wander throughout the Arboretum, you are sure to come across an unusual tree or shrub that adds to the variety of display, and also some plants that are notable for their fall flowers and fragrance. Some of my favorite plants are actually found off the beaten path. Some of these are readily available at garden centers, while others are true botanic garden curiosities.

If you walk from the Widener Visitor Center toward Gates Hall, between the staff parking lot and the Orange Balustrade, you will find *Acer palmatum* ‘Heptalobum’, one of the most outstanding Japanese maples for red fall color. Continuing from there toward Gates Hall, you will see the incredible golden foliage of Princeton Gold Chinese witchhazel (*Hamamelis mollis* ‘Princeton Gold’).

At the bottom of the Holly Slope, tucked behind our signature katsura-tree (*Cercidiphyllum japonicum*), are several broad-leaved evergreens that are growing in the shade and protected from harsh winter wind. These are *Camellia oleifera* (tea-oil camellia), with its beautiful white flowers, and *Camellia sinensis*, the plant from which tea is made, with its small white flowers. Between these is an impressively large shrub, *Osmanthus armatus* (Chinese osmanthus) prized for its small but very fragrant flowers.

Around the corner is one of the most interesting plants for fall color, used as a hedge surrounding the Long Fountain, *Lindera salicifolia* (one of the Asian spicebushes related to our native *Lindera benzoin*). This plant colors very late in the fall turning a variety of reds, yellows, and oranges, before the leaves fade to russet, lasting through the winter.

Walking below the Garden Railway, there is a grove of cherries, including Sargent cherry (*Prunus sargentii*) and Yoshino cherry (*Prunus x yedoensis*) with their leaves which turn a plum red in fall. In striking contrast, the J.L. Pennock white Enkianthus (*Enkianthus perulatus* ‘J.L. Pennock’) along the edge of the Hill and Water garden, is a screaming, fire engine red, perhaps the brightest color in the whole Arboretum.

As you encircle the Swan Pond, you will find quieter interest in *Hamamelis virginiana* our native common witchhazel. Common witchhazel displays modest yellow fall color, but is most renowned for its profusion of small, fragrant yellow...
flowers. This deer-resistant species is native throughout Pennsylvania, and you can find sizable plants growing throughout the Wissahickon Valley.

Downstream from the Swan Pond along the East Brook are several plants of a native shrub, southern blackhaw viburnum (Viburnum rufidulum) with burgundy-colored leaves and bright blue fruits that are attractive to birds. Behind these stands, the majestic Engler beech (Fagus engleriana) with its russet-red fall color and leaves that also persist into winter.

Surrounding the Engler beech is a number of small trees that make great additions to any landscape. These include Stewartia pseudoacamellia (Japanese stewartia) a choice landscape plant with beautiful bark, white flowers in June, and rich red-orange fall color; nearby is Parrotia persica (Persian parrotia) a medium-sized tree also with beautiful bark and leaves that start out a deep purple color before turning a mix of yellow, orange, and red. Parrotia is a tough tree suitable for gardens, planting strips, or urban settings. Plants with yellow fall color are often overlooked, but the clearest, strongest, and most reliable yellow color in the Arboretum belongs to Carpinus cordata (heartleaf hornbeam), also growing nearby.

I always find it worth the extra effort to wander further through the English Park. Among my favorite plants in this part of the Arboretum are the Okame cherries (Prunus ‘Okame’) with their red fall color and the majestic white oak (Quercus alba) with its unique purplish red color, perhaps my favorite of all. Along the path near the Mercury Loggia is a concentration of witchhazels, including Sandra vernal witchhazel (Hamamelis vernalis ‘Sandra’), noteworthy for its red fall foliage. 

Leaving the garden, as you head past the Rose Garden and return to the top of the hill, you will see the striking golden color of our native shagbark hickory (Carya ovata) and the interesting mix of colors of oakleaf hydrangea (Hydrangea quercifolia). Native to the southeastern U.S., oakleaf hydrangeas can grow in sun or shade and provide year-round seasonal interest with their bark and flowers.

So please take the time to explore the Arboretum this fall – you will probably see some old friends and no doubt discover some new favorites!
Winding up the Morris Arboretum’s meandering driveway, curving between the meadows and the magnolias, your attention is diverted by sheep grazing on the grass in the distance. They look completely real. Instead, they are authentic replicas of Cotswold sheep just as they appear on the hills of the southern midlands of England. It’s your first clue that the Morris Arboretum is a very special place for a wedding.

As you arrive at the top of the hill you pass a former 18th century carriage house that is now the Arboretum’s Widener Visitor Center. Behind the Visitor Center, nestled on the hill overlooking the Whitemarsh Valley is a festive white tent where a reception is being prepared. On the surrounding lawn, there are rows of white chairs overlooking scenic views where the bride and groom will exchange their vows. Following the ceremony, a short walk down the paved path takes you to the Arboretum’s spectacular new tree canopy exhibit, Out on a Limb, where you can ascend 50 feet up into the treetops on a canopy walk that requires no climbing. If you venture a little further along the main path you’ll come upon the Arboretum’s breathtakingly beautiful formal Rose Garden, designed in quadrants, each with its own color palette. It is easy to visualize staging wedding photos here that will capture the perfection of the day, creating memories for years to come.

“Morris Arboretum is such a unique and stunning venue…we knew that we wanted to celebrate our wedding here even before we were engaged,” Merissa and Chris Zeek say of their June 18, 2010 wedding. “Our guests are still talking about what a beautiful setting the Arboretum provided for our wedding.”

Another couple, Mary Kupchock and Gurney Thompson III, who were married at the Arboretum last fall gushed, “The grounds there are by far the best for wedding photography.”

With its exquisite views and magnificent gardens, the Morris Arboretum has been a venue for weddings and commitment ceremonies for more than 20 years. Rental manager, Adele Waerig says the wedding themes are varied, but all of them share the picturesque setting that the Arboretum has become known for. Particularly memorable was a wedding where the groom arrived on a white horse to meet his bride. Talk about a story book ending!

Morris Arboretum was recently awarded the designation as one of Top Wedding Reception Locations in Philadelphia by the popular online wedding site, The Knot.

Weddings are held at the Arboretum from April-October. For information about hosting a wedding or other special events at Morris Arboretum, please contact Adele Waerig at (215) 247-5777, ext. 158 or waerig@upenn.edu.
A Summer Adventure’s
#1 Rule: Have Fun!

REBEKKA SCHULTZ, 2009-2010 Education Intern

Did you know that asparagus is a stem and broccoli is a flower? Or, that rubber bands come from trees? During one sunny and hot week in June, 21 children learned these facts and much, much more. The Morris Arboretum’s brand new summer camp, A Summer Adventure, brought new and seasoned young visitors together for a week of exploration and fun. Campers discovered the importance of trees as habitats and resources, why we need plants, how plants make their own food, and how to work and have fun while gardening. This dynamic program was developed by former Education Intern, Rebekka Schultz, under the Arboretum’s mission to promote an understanding of the relationship between plants, people, and place, emphasizing hands-on learning and personal discovery for children ages 6-9.

Campers dove right into the fun on the first day, using their senses to observe nature in new ways. A color hunt led the campers through the Rose Garden, where they examined the parts of a flower and observed pollinators. The excitement peaked mid-week when garden chores were rewarded with a feast of vegetables and herbs freshly harvested from the camp’s garden. Other highlights of the week included terrarium making, a chlorophyll extraction experiment and a decomposer-hunt in the woods.

Enrollment reached capacity this summer and A Summer Adventure was a huge success. Look for details about the 2011 summer session in upcoming issues of Seasons or visit www.morrisarboretum.org.

“My daughter enjoyed camp and especially loved the treasure hunt. She had a lot to talk about every day after camp!”

“When I saw the joy on the children’s faces when I came to pick them up, I knew they had had a great day.”

Photos: Rebekka Schultz, Paul W. Meyer
New Interns Arrive

In June, a new group of interns were welcomed to the Morris Arboretum for a year of learning on the job, while gaining practical experience in garden management.

The interns for 2010-2011 are (pictured above left to right):

Sarah Levin, The McLean Contributionship Endowed Education Intern, University of Washington
Carolyn J. Catani, The Alice and J. Liddon Pennock Horticulture Intern, Temple University – Ambler
Rebecca Bakker, The Martha S. Miller Urban Forestry Intern, Temple University – Ambler
Shea Zwerver, The Charles S. Holman Rose & Flower Garden Intern, Smith College
Bryan Thompson-Nowak, The Walter W. Root Memorial Arborist Intern, Albright College
Teresa Trego, The Eli Kirk Price Flora of Pennsylvania Intern, Temple University - Ambler
Danica Doroski, The Martha J. Wallace Plant Propagation Intern, Bates College
Tracey Beerley, The John J. Willaman & Martha Haas Valentine Plant Protection Intern, Lock Haven University
Grace Asperin, The Hay Honey Farm Natural Lands Intern, University of Hawaii-Manoa
Campaign Update

Over the past two years, the Morris Arboretum has experienced extraordinary growth due to the generosity of all of you to the Always Growing Capital Campaign. As Campaign Co-Chairs, we have been honored to have front row seats in witnessing these capital transformations: the construction of Out on a Limb - a Tree Adventure exhibit and the opening of the exhibit in July 2009. The completion of the first phase of the Horticulture Center, the Arboretum’s new LEED-certified complex, has served as a model for environmental design and sustainability.

These enhancements to the Morris Arboretum have already had a huge impact on our historic Philadelphia institution. The increases in visitation and membership; participation in seasonal activities, classes, and tours; attendance at Moonlight & Roses and the Groovin’ in the Garden Summer Concerts have all been phenomenal. Everyone was so happy to be back at the Plant Sale this year, a rousing success showcasing our new Horticulture Center. All of this growth is a testament to the public’s keen interest in the diversity of opportunities that the Arboretum has to offer.

We are delighted to report that an additional $1.9 million dollars in campaign gifts have been received since our last campaign report in the spring. This brings the total amount of gifts and grants raised to $48.4 million towards our $60 million Always Growing Campaign goal. This progress is truly cause for celebration!

These achievements are the result of the confidence that you - our friends, members, and donors - have placed in our renowned botanical garden and center for education. On behalf of the entire Arboretum community, thank you!

With warmest appreciation,

Susan Oberwager  
CAMPAIGN CO-CHAIRS  

John A. H. Shober

How can you help us achieve our campaign goal?

Support our operating budget:
• Keep our membership program vibrant by sustaining (or even upgrading!) your current level of membership.
• Contribute to our Annual Fund, directly supporting the daily operations that make the Arboretum such a wonderful place to visit.

Make a special capital gift:
• Promote sustainability and environmental stewardship at the Arboretum by supporting the “green” elements of our Horticulture Center construction.
• Consider a gift to the Arboretum’s endowment.

Gifts of all sizes will be recognized in the Arboretum’s publications, such as Seasons newsletter, the Annual Report, and the final campaign report.

For more information, please contact Melissa Calvert, Director of Development, at 215-247-5777 ext. 102.
Campaign Overview

**Campaign Goals**

<table>
<thead>
<tr>
<th>Category</th>
<th>Goal</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CAPITAL PROJECTS</strong></td>
<td>$23.1*</td>
<td>Horticulture Center Complex, Interpretive Master Plan and Out on a Limb Tree, Canopy Exhibit</td>
</tr>
<tr>
<td><strong>ENDOWMENT</strong></td>
<td>$17.9</td>
<td>Place, Horticulture Center Complex, Garden Endowment, Out on a Limb Exhibit, Historic Preservation</td>
</tr>
<tr>
<td><strong>GARDEN RESTORATION</strong></td>
<td>$2.5</td>
<td></td>
</tr>
<tr>
<td><strong>OPERATING SUPPORT</strong></td>
<td>$16.5</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>$60</td>
<td></td>
</tr>
</tbody>
</table>

* figures listed in millions of dollars

**Progress toward Campaign Goal**

As of August 15, 2010

- **$23.1 million** raised toward Capital Projects goal
- **$17.9 million** raised toward Endowment goal
- **$16.5 million** raised toward Operating Support goal
- **$2.5 million** raised toward Garden Restoration goal

Total Campaign Goal: $60 million

For more information on the exciting plans we have for the Morris Arboretum, and how you can help, please contact Melissa Calvert, Director of Development, at (215) 247-5777 ext. 102.

This summer, the Arboretum welcomed Melissa Calvert as Director of Development. Melissa served at Wharton from 1997-2005 as Assistant, then Associate Director of the Annual Fund; Associate Director, Major Gifts; and finally as Senior Associate Director, Major Gifts. During her time at Wharton, she successfully raised gifts totaling $32M. A family move took her to Atlanta, Georgia where she served as Director of Development, Leadership Gifts at the Lovett School from 2007-2010. During her tenure at the Lovett School, she managed and orchestrated the successful closure of over $54M in new commitments for the Lovett Campaign. Melissa is a graduate of Princeton Day School. She holds her B.A. from Hamilton College and her Masters in Science in Education from Penn GSE.

Melissa is assuming the position vacated by Melissa von Stade, who left the Arboretum in June 2010 to join the University of Pennsylvania School of Veterinary Medicine as Assistant Dean of Advancement and Alumni Relations.
Are you taking advantage of all your membership has to offer?

Each year, the Morris Arboretum hosts more than 25 free members events. Save the date for the Fall Festival on Sunday, October 3 – it’s a family favorite! New this year, members are invited to enter the festival one hour early at 10am. Begin making your scarecrow, or paint your pumpkin before the crowds arrive!

The Arboretum also offers 200 educational courses a year, and members receive discounted tuition. Be sure to look at our extensive course offerings in the Fall ’10 course catalogue or online at www.morrisarboretum.org. New this year, some of the most popular courses are now offered exclusively for members only. Reserve your spot today!

Take your Morris Arboretum membership cards on the road and visit more than 200 gardens nationwide free or at a discount through the American Horticultural Society’s Reciprocal Gardens Program! Local favorites offering free admission with a valid Morris Arboretum membership card include: Camden Children’s Garden, Hershey Gardens, and Tyler Arboretum. For a complete listing of participating gardens visit www.morrisarboretum.org and click on “Join and Give”.

More than 20 local retailers offer Morris Arboretum members a discount on purchases or services. Please visit www.morrisarboretum.org and click on “Join and Give” to see the complete listing.

Give a Year of Discovery and Learning with a Gift Membership

Treat family and friends with a gift that keeps giving all year long. A gift membership to the Morris Arboretum will last a year, but the memories made will last a lifetime! For more information about membership benefits or to purchase a gift of membership, visit us at The Shop, online at www.morrisarboretum.org, or call (215) 247-5777, ext. 151.

To receive signature Morris Arboretum gift wrapping, make your gift membership purchase in The Shop at the Morris Arboretum. While you are there, don’t forget to use your members’ discount on your other purchases, including the 20% Holiday Double Discount. Please note, member discounts are not applicable towards membership purchases. To ensure your gift of membership is received by December 24, all mail, online and phone orders must be received by December 10.
I had lunch recently with long-time Morris Arboretum friend and volunteer, Betty Davis, who shared several delightful Arboretum memories with me. Betty grew up in Erdenheim on Bethlehem Pike. A neighborhood family was friendly with John Tonkin, Lydia Morris’ head gardener who lived in the cottage on Hillcrest Avenue. So the children, including Betty and her older sister, were invited to play on the Morris property as long as they stayed by the Swan Pond and did not go up the hill to the house. At that time, the Swan Pond was not fenced, and on one occasion Betty and one of the swans had quite an altercation, resulting in Betty being chased around the pond by an angry bird!

Betty was a member of the fifth class of the University of Pennsylvania’s College of Women; she graduated in 1942 with a degree in English. Every spring, the co-eds came out to the Arboretum for a May Queen celebration. During World War II, Betty joined the Red Cross and was stationed at the Brooklyn Army base on D-Day, 1944. After the war, her career led her from retail management into the investment field, and ultimately to trusts and estates administration at Girard Bank (now Citizens Bank).

It was at the time of her retirement that Betty returned to the Morris Arboretum as a horticulture volunteer. Betty refers to her work in the garden as “playtime,” as she and the others in the group dedicate hours every week to weeding, pruning and mulching. Betty is particularly determined to do everything she can to eradicate the dreaded *Pinellia ternata* weed from the garden, which means digging out each nasty little corm and disposing of it someplace other than in the compost pile!

The Morris Arboretum is proud to offer charitable gift annuities as a vehicle to provide guaranteed income to the donor while supporting the Arboretum’s important missions of education, outreach and horticultural display. If you wish more information about annuities or other gift planning opportunities, please call Victoria Sicks, Associate Director of Development, at (215)247-5777, ext. 152 or send an e-mail to vsicks@upenn.edu.

As a former trusts and estates officer, Betty fully understands the value of estate planning to the long-term well-being of any cultural institution. With this in mind, she has created a charitable gift annuity that will ultimately benefit the Arboretum’s education programs “...in whatever way is needed at the time.” Betty’s explanation for her generosity is that she “...wants the Morris Arboretum to be there so others can do the kinds of things I’ve done.” Betty, you have a host of friends at the Arboretum who thank you for all that you have done in and for the garden!
Orange Balustrade Restoration

This spring, the Orange Balustrade, one of the earliest features of the original Morris estate, was restored in memory of an Arboretum friend, the late Peter Cilio, Sr. Mr. Cilio was the founder of Peter’s Pots in Quakertown and Campania International, companies that import fine terracotta and garden accessories from Italy and around the world. For decades, the Morris Arboretum and the Cilios have collaborated to recreate several decorative elements in the garden. The Cilio family felt that the restoration of this area, a key historic feature at the Arboretum, was a fitting memorial to Mr. Cilio.

This “garden room,” so named for its terracotta balusters, was built shortly before 1900. Over time, the roots from a nearby snowbell tree (*Styrax japonica*) had begun dislodging the surrounding stonework. The restoration included dismantling and re-laying the stream course and stonework, and replacing the mechanics of the recirculating water system that supplies the area’s rustic fountain. The terracotta balusters were removed, repaired and reset. The project will also include the installation of a sundial below the balustrade (currently being fabricated in Wales) that will complete the axis that runs through the Gayle E. Maloney and Alice and J. Liddon Pennock Gardens.

Finally, Carolyn J. Catani, the 2010-11 Alice and J. Liddon Pennock Horticulture Intern, will create and install a new planting design in the area as part of her intern project this year. 

Green Roof Update

Kildeer Nesting

Last May, Kildeer (*Charadrius vociferus*), were discovered nesting on the gravelly surface of the intensive green roof located on the roof of the 6 bay garage of the new Horticulture Center. Four expertly camouflaged eggs were laid in a “nest” – a slight depression in the growing medium. The vigilant parents tried their best to lure horticulture staff away from their nest by feigning injury. By the third week in June, four fully-feathered chicks hatched, and days later jumped off the roof to follow their parents. At the last sighting, all four were observed skittering around under their guardians’ watchful countenance.

Green Roofs

Both of the Arboretum’s green roofs have fared well during their initial establishment periods and throughout a hotter than normal Philadelphia summer. The smaller, extensive roof contains a palette of sedums that bloomed in waves of yellow, white and pink. The larger, intensive roof has proved to be a fascinating study in adaptability and hardiness. Sumac and native grasses settled in nicely, while low-growing junipers struggled for a foothold in the harsh roof environment. Phlox, alpine poppies, Russian sage, lavender, and creeping thyme are among the species that have thrived, providing splashes of vibrant color to the rooftop over the summer. Birds, bees, and other insects were regular roof visitors, seeking shelter and sustenance.

Photos: Louise Clarke
Friday, June 11, 2010 was a splendid evening at the Morris Arboretum, as 675 guests enjoyed cocktails and hors d’oeuvres at the annual Moonlight & Roses gala. The picturesque Rose Garden provided the perfect setting for cocktails and mingling with friends. Later, 480 guests enjoyed dinner, either under the lively Rose tent, where they danced the night away to the sounds of Jellyroll, or under the Moonlight tent where there was quiet ambiance and friendly conversation.

Proceeds from Moonlight & Roses totaled $187,000. Revenue raised from the event supported the Arboretum’s operating budget and the Summer Concert series. This year’s honorees were Bonnie and Peter McCausland. Both Peter and Bonnie have dedicated years of service to the Arboretum as former members of the Advisory Board of Directors, as current members of the Directors’ Guild, and as donors and friends of the Arboretum. Most recently, they have become the Arboretum’s newest neighbors, as well as partners in preserving the region’s open spaces through their purchase of Erdenheim Farm, adjacent to the Arboretum’s Bloomfield Farm property.

Finally, many thanks to Moonlight & Roses co-chairs Barrett Stewart and Lisa Walker who worked with committee members to ensure that the event was a memorable celebration.
1. Bonnie and Peter McCausland
2. Susan Cadwalader
3. Nancy and Mike Evans
4. Event Co-Chairs Barrett Stewart and Lisa Walker
5. Kathie and Bill Hohns
6. Jane and Leonard Korman
7. Amie Thornton and Craig Carnaroli, Jennifer and Tony Sorrentino
8. Jim and Frannie Maguire, John Glomb and Franny Maguire Glomb, Ann and Frank Reed
9. Melana and Scott Regan, Jane and Alan Good, Geoff Stewart
10. Norm and Stephanie Lubin, Deb and John H. Donaldson
It's a somewhat sobering fact that American gardeners use over 136 million pounds of pesticides on their lawns and gardens, and even inside their homes, on an annual basis. Homeowners actually use almost three times more pesticides than farmers! The majority of wildlife pest poisoning and most of our surface water contamination from pesticides comes from single-family homes. With these facts in mind, it seems that natural pest control would be a far wiser and safer option for our families and our environment, besides being far less expensive than buying and applying pesticides.

Let's start with prevention: the best way to prevent insect damage in the garden is to discourage the little critters from coming in the first place. A healthy garden is basically your best defense. You can start by removing any weak or obviously infected plants; if they are not in top form, they will probably attract insects and why waste your precious space on a plant that isn’t as aesthetically pleasing as you’d like it to be? Next, build and maintain healthy, organic soil by adding compost or organic fertilizer, and then mulch or top-dress the soil to prevent moisture loss and help roots maintain a steady temperature. Seaweed mulch repels slugs and additionally contains the trace elements iron, zinc, barium, calcium, sulphur and magnesium, all of which promote healthy plant growth. It's also important to keep your garden free of debris and weeds, which are ideal breeding spots for insects. Deadhead old blossoms and remove and transfer old leaves and broken or damaged stems to your compost heap.

Water early in the day to allow foliage to dry, as wet leaves encourage fungal growth. Drip irrigation is a great way of watering just the roots of the plants while keeping the foliage dry. Also, remember that many insects are host-specific, so in vegetable gardens, it’s a good idea to rotate your crops each year to avoid those insects that have overwintered in your beds.

Finally, here are some of the “good guys” that you’ll want to keep in your gardens if they are already there, or that you may want to import if they’re not. Ladybugs are first on my list, not only because they are pretty, but also because they are also tremendous consumers of aphids, mites, whitefly and scale. Planting members of the Compositae family (daisies!) will attract them to your garden! Lacewings are also good consumers of aphids, and their larvae eat aphids as well. These are also attracted by daisies, yarrow, goldenrod, echinacea, and asters. If you see any praying mantis, then you’re in great shape, as these wonderful insects will eat almost any of your unwanted pests. Plus, they’re so beautiful and interesting, they're simply a delight to have around.

If you're still inundated with pests, a simple homemade remedy of one tablespoon of canola oil mixed with a few drops of Ivory soap in a quart of water can be sprayed onto infected plants to control mites, aphids and mealybugs. Spray leaves on both sides – the oil smothers the insects. For fungal problems, mix two tablespoons of baking soda in a quart of water and spray affected areas, repeating every few days. To control Japanese beetles and other grubs, milky spore granules spread over the soil are a good deterrent. This kills only the grubs, leaving the beneficial insects unharmed. So get out there and enjoy your garden, and don’t worry about a few insects here and there – there’s plenty of plant material for everyone!
Continuing Education... New, Different, and Interesting

This fall, the Morris Arboretum has a class for every interest. Stimulating topics, informative speakers and exciting trips are sure to inspire your creativity and connect you with nature.

For a complete listing of classes, including dates, times and costs, or to register for a class, visit the Arboretum web site and look under Education. You may also call (215) 247-5777, ext. 156 to request a complete brochure.

Special Offerings for Members only
• Learn about native plants at the Fulshaw-Craeg Preserve with Arboretum botanists Ann Rhoads and Tim Block. (Wednesday, October 6, departing at 9am)

• Join Arboretum Director Paul Meyer who will show you some of the Arboretum’s finest and most historic specimen trees as well as other woody plants that are his personal favorites. (Saturday, October 9, 10am)

Classes on Sustainable Gardening
• Get tips on native plants you can plant that are good food sources for birds and butterflies. (Saturday, October 23, 10am)

• Learn how to add a rain garden to your landscape and where it will be most effective. (Saturday, October 23, 1pm)

Annual Landscape Design Symposium
• Join us for the 22nd annual Winter Symposium, a two-day, in-depth examination of the state of the art in naturalistic landscape design. Speakers represent a diverse and accomplished group of designers, horticulturists, ecologists and artists in an interactive and informal setting. The seminar will be held at Haverford College on January 13 and 14. Continuing education units for landscape architects will be available. Brochures will be available in November. To request a brochure, please call 215-247-5777, ext. 125 or 156 or email: jlm@upenn.edu.

Trips
• Join Arboretum Historian Bob Gutowski on a trip to see a working 18th century mill, the Newlin Grist Mill, and the Brandywine Art Museum that is housed in a 19th century grist mill. (Friday, October 15, departing at 9am)

• See the spectacle of thousands of white snow geese taking flight on a day-long birding adventure to Bombay Hook National Wildlife Refuge with expert birder, Ruth Pfeffer. (Thursday, October 28, departing at 7:45am)

Connections Beyond Our Garden: Talks on People, Plants, and Place

All lectures begin at 2pm, followed by a reception with refreshments and a special guided tour.

• Travel through Scottish Gardens in an illustrated lecture by Jane Pepper, former President of the Pennsylvania Horticultural Society (Wednesday, October 13)

• Learn about the exciting effort by the Garden Club of America to revitalize Fairmount Park’s Concourse Lake with Gene Dilks, Chair, Concourse Lake Restoration Project, Garden Club of America. (Wednesday, November 10)

• Experience Philadelphia’s exceptional collection of public art in a lecture by Penny Balkin Bach, Executive Director of the Fairmount Park Art Association (Wednesday, December 8)

Advanced reservations and payment are required. Call (215) 247-5777, ext. 125 or email: education@morrisarboretum.org.
“This Place Matters”

Springfield Mills Update

Springfield Mills at the Morris Arboretum of the University of Pennsylvania is a rare survivor of the Philadelphia region’s rich milling heritage. It features original nineteenth century machinery and is being restored by the Arboretum with the support of many donors and hard-working volunteers. Last summer, the Fairwold (Eastern Montgomery County) Chapter of the Questers International Organization celebrated completion of the restoration of all the windows in the mill, a project which was supported by the Questers. The Questers is an international organization (www.questers1944.org) whose mission is to study antiques and to support historic restoration and preservation.

The mill is listed on the National Register of Historic Places as a “contributing structure” as part of the Morris Arboretum. The National Trust for Historic Preservation and the Questers are partnering to showcase places that matter to the history of our country in a program called “This Place Matters”. Springfield Mills has been identified as just such a place, deserving of the time, energy and funding that are making the restoration possible. The building contains the most complete original 19th century mill works and machinery of any mill in the area. At the time of the Revolutionary War and through the early 19th century, flour was Pennsylvania’s most important export. Springfield Mills is thus historically significant and plays a key role in the history of the surrounding community.

Important and generous funding to support the work of restoration have come from Bob and Bea Bast, the Edward W. Kane and Martha J. Wallace Family Foundation, The Forrest C. and Frances H. Lattner Foundation, Nina and Eric Schneider, Jane and Russell Tredinnick and the Questers. Doylestown Lumber Company, Joseph Manero & Sons, and Robinson Flagstone have provided necessary materials to the project. Volunteer help for the restoration continues to be provided from Ed Stainton and the Wissahickon Woodworkers and the Morris Arboretum “Run-of-the Mill” volunteers.

Tour Springfield Mills

In 2008, the Mill was reopened to mark the 75th anniversary of the Morris Arboretum as a public garden. This fall, the Morris Arboretum will offer scheduled tours of Springfield Mills. During the tour, visitors will learn more about the history of milling in the area, the role of the grist mill and the miller, and learn how the ancient machinery, still intact, turned grain to flour and gave Flourtown its name. This tour is currently being offered as a group tour to parties of five or more. To schedule a tour, visit www.morrisarboretum.org and click on “Plan your visit”, or call Lisa Bailey at (215) 247-5777, ext. 157.
The Shop at Morris Arboretum

The Shop at Morris Arboretum has a fresh, new look, just in time for the holidays! Don't forget, from December 1-31, Arboretum members receive a one-time 20% discount on their entire purchase (excluding books and gift certificates).

The Shop features beautiful new jewelry including colorful, eco-friendly bracelets and necklaces, holiday soaps, candles and décor, and of course, the best selection of books and tools for all the gardeners on your holiday shopping list.

For kids, there are explorer kits and nature-inspired games and books for the budding botanist or gardener. You’ll also find plenty of fun trains, puppets, toys and more.

Photos: Zac Brooks, Paul W. Meyer
October
Upper Gallery Exhibit
“Creation of Light: Color Form & Texture of Trees”
Ongoing – Open Daily 10am-4pm
Featuring the work of artist Jim Smith, owner of Blue Sterling Nursery in Bridgeton, NJ and Creations of Light Photography located in San Diego, CA. As owner of Blue Sterling, Smith became intrigued with photographing unusual plants, which developed into a tremendous passion that continues to this day. This exhibit is a collection from years of world travel to photograph the amazing diversity and beauty of trees. Images include landscapes with broad vistas, and wondrous close-ups, highlighting the incredible colors, forms and unusual textures found in nature. Smith’s love of conifers (especially dwarf varieties) and Japanese maples is clearly seen in these selections.

3rd Annual Scarecrow Walk
Saturday October 2, - Sunday, October 17, Daily 10am-4pm, Weekends until 5pm
Stroll along the Arboretum’s Oak Allée and check out more than 30 original designer scarecrows from the silly to the spooky, displayed within the beauty of the Arboretum’s fall landscape. Cast a vote for your favorite scarecrow to help pick the winner!

Garden Discovery Series:
Making Butter
October 2, 11am-3pm
Visit the Springhouse to see how people used to keep milk and other perishables cool. While you’re there, help make butter from cream using only a jar, some marbles and your muscles.

Fall Festival
Sunday, October 3, 11am-3pm
Don’t miss this afternoon of autumn fun that has become an annual tradition for many families. Make your own scarecrow, paint a pumpkin, and sample different varieties of apples and cider from Weaver’s Way Co-Op. Join Mike Dupuy, master falconer, who will be on hand from noon-2pm to showcase his wonderful birds of prey and demonstrate the 4,000-year-old art and sport of falconry. Other activities include a beekeeping demonstration and face painting. Some activities have an additional fee. Sponsored by PureVia.

INSIDER TIP: Membership has its advantages! Only announced to members, this year – all activities at the Fall Festival will open at 10am! Come early to paint your pumpkins and make your scarecrow before the crowds arrive!

Great Trees Tour at Morris Arboretum
Every Sunday in October at 2pm
Take a guided tour of the Great Trees at the Morris Arboretum. Knowledgeable guides will point out champions and discuss their history and merits.

Photos: Christine Pape, Arnold Winkler, Paul W. Meyer
NOVEMBER
Winter Wellness Walks
Saturdays, November through March at 10:30am
Join us Saturday mornings for a brisk, refreshing walk through the Arboretum. Walkers meet at the Widener Visitor Center and Arboretum Guides lead them on a two-mile energizing walk through the Arboretum’s paved paths. The walks last approximately 45 minutes and are appropriate for people of all fitness levels. Walkers are asked to wear comfortable shoes and clothing. Walks are free with regular Arboretum admission. In case of inclement weather, please call (215) 247-5777.

Holiday Garden Railway
Open daily November 26 - December 31 (Closed Christmas Eve and Day), 10am-4pm.
Twinkling lights and holiday décor adorn the Garden Railway during this most magical of seasons!

26 Holiday Garden Railway Display

27 Holiday Garden Railway Grand Opening Event
Saturday, November 27, 1-3pm
This special day will include the sounds of costumed carolers strolling through the railway garden, and kids and adults will also have the opportunity to make a fun seasonal ornament or decoration from natural materials to take home. This fun, family event is a great way to kick off the holiday season and is free with regular garden admission.

DECEMBER

Holiday Garden Railway Evening Event for Premier Level Members
Beech members ($115) and above will be invited to an exclusive evening event at the Holiday Garden Railway. This special evening is the only opportunity to view the twinkling lights of the Holiday Garden Railway at night. Eligible members will receive an invitation for this special event in early November. Not a premier level member? Upgrade your membership by calling (215) 247-5777 ext. 151 or consider a premier level membership when renewing. Memberships can be renewed online at www.morrisarboretum.org under the “Join and Give” tab.

Tu B’Shevat Family Day
Sunday, January 30, 1-3pm
Celebrate the Jewish New Year of Trees! Before spring arrives, learn what trees need to survive and how to care for them (in your yard and neighborhood). Everyone will take home a tree seedling and a name tag for their “tree buddy.” Learn why some trees grow well in Israel but can’t grow in Pennsylvania. The day will also include a special performance by Andi Joseph – The Musical Mommy. We’ll also have tours of special trees at the Arboretum to celebrate the day. This event is free with regular garden admission and registration is not required.

* Please note, Arboretum events are subject to change without notice.

Please note, the Arboretum will be closed Thanksgiving Day, Christmas Eve and Day and New Year’s Day.

ADMISSION

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults (18-64 yrs.)</td>
<td>$14</td>
</tr>
<tr>
<td>Senior (65+ yrs.)</td>
<td>$12</td>
</tr>
<tr>
<td>Children (3-17 yrs.)</td>
<td>$7</td>
</tr>
<tr>
<td>Members</td>
<td>FREE</td>
</tr>
</tbody>
</table>

Snow Blanket – a young bristlecone pine (Pinus longaeva) by Jim Smith, part of the Upper Gallery Exhibit, “Creation of Light: Color Form & Texture of Trees”
Morris Arboretum wins Best of Philly Award!

The Morris Arboretum’s *Out on a Limb* – a Tree Adventure exhibit has been awarded Best of Philly 2010 for “Best Stroll through the Forest”. Make sure to visit this fall and see the vibrant colors of autumn as you never have before – from 50 feet up in the treetops!