



Morris Arboretum
UNIVERSITY of PENNSYLVANIA

Official arboretum of the Commonwealth of Pennsylvania



ANNUAL REPORT

JULY 2013 - JUNE 2014



Penn
UNIVERSITY of PENNSYLVANIA

Mission Statement

The Morris Arboretum of the University of Pennsylvania is a historic public garden and educational institution. It promotes an understanding of the relationship between plants, people and place through programs that integrate science, art and the humanities. The Arboretum conducts four major activities: education, research, outreach and horticultural display. As the official Arboretum of the Commonwealth of Pennsylvania, the Morris Arboretum of the University of Pennsylvania provides research and outreach services to state agencies, community institutions and to citizens of Pennsylvania and beyond.

Photo: Paul Meyer

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* Elected for FY15

** Appointed for FY15

+ Deceased

On the cover: Birdhouse by Thomas Burke, a replica of the Augusta National Clubhouse

DEAR FRIENDS,

We are pleased to issue the fiscal year 2014 report—a year of solid achievement for the Morris Arboretum. This year we welcomed more than 131,000 visitors, the highest in the 81-year history of the Arboretum as a public institution. With close to 7,000 member households, our membership is approaching an all-time high. Fiscally, the Arboretum ended the year with a balanced budget—a budget that was mission based and fiscally responsible.

Fiscal year 2014 was also a time of achievement in addressing deferred maintenance. While the budget is balanced, we perennially struggle with the ongoing upkeep of our buildings and infrastructure. During the past two years, I am proud to report that we have invested more than \$1.25 million in improvements to the Widener Visitor Center. In FY 2013, we added restrooms and a new kitchen to better serve our visitors, and the building's HVAC system was replaced. This past year the entry vestibule and terrace were completely rebuilt, replacing aging elements while addressing accessibility issues for those in wheelchairs and strollers. These were important steps in achieving the vision for this heavily used building. Additionally, the new Compton Café was recognized nationally with a three-star green restaurant certification from the Green Restaurant Association. This required the completion of 66 steps such as sourcing sustainable food, conserving energy and water, minimizing chemical pollution, and reducing waste through recycling.

This spring, the Arboretum's grist mill was grinding corn for the first time in sixty years, and the event was celebrated with muffins made from the freshly ground cornmeal. This achievement was made possible

through the hard work of a highly skilled and dedicated group, the "Run of the Mill" volunteers. These accomplishments are additional reminders of the power of volunteerism at the Morris Arboretum.

Much has been achieved this fiscal year in renewing and maintaining our physical facilities, and there is still more to be done. The Arboretum has 22 buildings and 16 operating water features, and an extensive infrastructure of electrical lines, roads, paths, and garden features. Many are more than 100 years old and need renovation. Addressing these issues will be a priority in the coming year.

The Arboretum, however, is more than buildings and gardens. Continuing to grow our youth education programs to help connect kids with nature remains a high priority. This year, 5,493 children participated in group tours, and more than 32,000 children visited the Arboretum with family and friends. In FY 2013, the Arboretum's Summer Adventure Camp was expanded to four weeks, and this summer it grew to six weeks with more than 125 children participating in the program, which is largely conducted outdoors.

From time to time we examine the value of printing this annual report. While some organizations have moved to pared down online reports, we have opted to continue publishing the report because it is the one time each year we present the depth and breadth of our institution. It provides an opportunity to show to our members and donors the full range of Arboretum programs they are supporting. Over time it also becomes an important archival document. We welcome your feedback.



The Morris Arboretum is not only a great public garden, but it is also a vibrant teaching and research institution. Through our programs, we serve children, students and graduate students, adults pursuing continuing education, architects and landscape architects, and other gardening professionals. I hope you will take time to read this annual report to better understand the many ways the Arboretum touches and enriches the lives of people in our community and beyond.

Jane B. Alavi, *Chair, Advisory Board of Managers*

Paul W. Meyer, *The F. Otto Haas Executive Director*

BOTANY DEPARTMENT UPDATE

This fiscal year, the botany department welcomed Dr. Cindy Skema as a permanent member of the professional staff. Cindy brings a wealth of experience in the field, laboratory, and classroom. She received her undergraduate degree from Bryn Mawr College, her Master of Science degree from the University of Edinburgh, and her Ph.D. from Cornell University. Cindy will help lead the botany department as new research objectives are added to the long history of floristic studies. Another addition to the staff included librarian, Matt Seibert. Matt's many years of experience will allow him to assist staff and members with the Arboretum's library resources.

The second round of resource recovery plans for Pennsylvania's most critically imperiled plant species has been completed. This project was funded by the

Promised Land State Park in Greentown, PA



Photos: Cindy Skema

Pennsylvania Wild Resource Conservation Program, the state's only source of public funding for plant conservation research.

A report titled *Natural Resources Inventory of Wissahickon Valley Watershed Association (WVWA) Preserves and the Green Ribbon Trail* was completed and submitted to WVWA this year. This report will help WVWA manage their lands appropriately to protect the natural resources of the Wissahickon Valley.

The botany department is working toward setting up molecular and anatomical research facilities in the John J. Willaman labs in the basement of Gates Hall. This research area was renovated in 1985, but never fully utilized because of budgetary constraints at the time. The goal is to use in-house facilities to address the many systematic and conservation questions that have arisen from nearly 80 years of study of the flora of Pennsylvania. These labs will also aid in addressing similar questions about plants of horticultural interest, and serve as a training ground for future scientists. These efforts are underway thanks to the generosity of two anonymous donors, as well as a gift of used, but quite serviceable, lab equipment from GlaxoSmithKlein Corporation.

Another major project underway is the effort to digitize all of the Pennsylvania herbarium specimens housed at the Academy of Natural Sciences of Drexel University. This effort, when completed, will provide a resource to be utilized by researchers worldwide. Many research projects that formerly would have required borrowing specimens can be completed with specimen images, saving much needed time and money. Initial funding for this project was provided by Elizabeth and Sandra



Underwater view of *Vallisneria americana* (water-celery) with its coiled peduncles.

McLean, Ann Rhoads and Susan Smith. Additional funding will be needed to bring this long-term project to completion.

Last fall, Dr. Tim Block, the John J. Willaman Director of Botany, was honored by the Perkiomen Watershed Conservancy with their highest environmental award, the Advocate of the Watershed Environmental Award. This award was given in recognition of Dr. Block's many years of service to the PWC through teaching and promoting environmental advocacy at the state and local level.

This was another busy summer of field work for the botany department. Three grants were obtained to fund projects ranging from aquatic plant inventories to assessment of the conservation status of several rare native plant species. These grants provided nearly \$60,000 in outside income to continue the Arboretum's tradition of floristic research on the plants of Pennsylvania.

Photo: Paul Meyer



HORTICULTURE HIGHLIGHTS

During the past year, the most obvious project at the Arboretum has been the improved entrance and new terrace at the George D. Widener Education & Visitor Center. Two less visible projects were completed that enhance and restore the Arboretum's historic landscape while improving the visitor experience.

PENN'S WOODS TRAIL

In an effort to improve access to the Arboretum's natural areas, the Penn's woods trail was enhanced to better link visitors to the Widener Center, the fernery, and the wetland. The previously existing trail had a number of issues relating to safety, erosion, and visitor accessibility. To address these concerns, the trail was realigned and restored to improve its utility and safety.

Arboretum staff worked with trail specialist Valerie Naylor and Paul Steinbeiser, Inc. to implement the renovations to the trail. The enhancements included removing or rebuilding hazardous and badly eroded sections, the addition of new sections, improving stormwater management, and restoring a historic garden feature associated with the Chickies quartzite rock outcropping located under *Out on a Limb*. This historic feature was one of the earliest garden elements built by John and Lydia Morris. Although very little is known about its original design, it was referred to as a "Japanese garden in the woods." Referencing a plan of the area from 1909, a rustic seating and gathering area was re-created. The trail improvement project was supported by Maysie Starr, the Marshall-Reynolds Foundation, Bowman Properties, and David Orthwein.

BIRD HABITAT

In conjunction with the physical enhancements to the trail system, significant steps were taken to improve the bird habitat along the woodland edge of the sculpture garden by removing non-native plants, and planting 180 native trees and shrubs favored by birds. These additions include overstory trees such as red maple (*Acer rubrum*), sourgum (*Nyssa sylvatica*), and swamp white oak (*Quercus bicolor*), as well as small flowering trees including serviceberry (*Amelanchier laevis*) and dogwood (*Cornus florida*). Native shrubs that include winterberry holly (*Ilex verticillata*), arrow-wood viburnum (*Viburnum dentatum*) and common ninebark (*Physocarpus opulifolius*) were also planted. Likewise, the Oak Allée was enhanced with a similar mix of native plant species to increase habitat in this more visited area of the garden.

OVERLOOK GARDEN

This past year, a feature that had not been operational for many decades, the small fountain at the Japanese Overlook Garden in English Park, was restored. In keeping with the tradition of Japanese gardens, a simplistic design was used in creating the fountain. The fountain was cast and donated by board member Peter Cilio and his company Campania International, Inc., who also created the replica Komainu, or "shrine dogs," that were installed in this garden in 2012. Additionally, thanks to the generosity of another board member, Christine James, the masonry in the area is gradually being restored, and plantings in the garden are also being enhanced.



Photo: Christine Pape



Photo: Paul Meyer

CLARENCE Z. AND PATRICIA WURTS

Morris Arboretum Advisory Board member Clarence Z. Wurts, and his wife Patricia W. Wurts, believe so deeply in the “importance of plants, and the sheer beauty of nature” that they established the Wurts Horticulture Fund in 2012 to support the Arboretum’s horticulture department.

Binky and Patty, as they are known to the Arboretum community, are keenly aware of the vast resources required to maintain the garden’s beautiful and accredited collection of trees, plants and flowers. Through their support, they carry the mantle forward on behalf of John and Lydia Morris, and a great number

of other horticulturists and philanthropists who preceded them, helping fulfill Lydia’s desire to see the Arboretum “become more beautiful in each passing year.”

SUPPORT GROWS THE GARDEN

NINA SCHNEIDER

Nina Schneider is a celebrated garden designer whose artistry with plants and space is featured in a number of private homes throughout the greater Philadelphia region. Nina is a longtime volunteer and has been an active member of the Advisory Board of Managers for 15 years. She has also lent her knowledge and creativity in design and horticultural display by serving on numerous Arboretum committees. We are grateful for Nina’s many contributions, and for the impact that she has had in strengthening the Morris Arboretum’s mission.

Photo: Paul Meyer



Winterberry holly (*Ilex verticillata*)

Photo: Paul Meyer

AN EVOLVING COLLECTION

To ensure that the Arboretum is a vibrant living museum, plants are continually being added and replaced throughout the garden. This is done judiciously in order to have a subtle impact on the garden. As can be seen in the collections totals, this past year 541 plants were added or moved. Some of the new plants added include maples (*Acer*), camellias (*Camellia*), and hollies (*Ilex*).

Collection Totals

Total number of accessioned plants	12,034
Total number of wild-collected plants	3,983
Number of countries represented by wild-collected plants	32
Number of taxa, genera and families	2,479/297/91
Number of accessioned plants added	541
Number of wild-collected additions	144



Photo: Paul Meyer

ARBORICULTURE OUTREACH—TEACHING OTHERS TO PRESERVE AND PROTECT TREES

The team's outreach mission ensures that the region's tree canopy is conserved, protected, and increased for future generations. Highlights of the team's work this year include:

PHILADELPHIA PUBLIC SAFETY SERVICES CAMPUS—PHILADELPHIA, PA

The Provident Mutual Life Insurance building at 4601 Market Street in West Philadelphia is being adaptively reused to house police, the medical examiner's office and morgue, and the Department of Public Health laboratories. Working with 18 other consultants on the project team, the Arboretum's urban forestry consultants are quantifying the site's tree resources, calculating tree replacement credits and requirements per the city's zoning code, and providing recommendations to preserve selected trees that may be affected by construction activities.

MARQUAND PARK—PRINCETON, NJ

The urban forestry consultants conducted a tree inventory and assessment, mapped tree locations, and documented existing conditions for 714 trees at Princeton's Marquand Park. The consultants implemented new technology for this project where tree information and location coordinates were recorded directly into an iPad using ArcGIS online software and the ESRI mobile app, *Collector*. The Marquand Park

Foundation was set up as a user so they could access and download maps and online information.

ADDITIONAL HIGHLIGHTS

Additional highlights included working with the University of Pennsylvania on several tree-related projects, consulting at Philadelphia's Navy Yard, and at Mt. Cuba Center, and completing the tree inventory/assessment and management plan at Stotesbury Estates. Jason Lubar, Associate Director of Urban Forestry, gave a presentation, "Anchoring Trees on Elevated Structures" at the International Society of Arboriculture's international conference and trade show.

MORRIS ARBORETUM'S SCHOOL OF ARBORICULTURE

Under the direction of Robert Wells, Associate Director of Outreach Arboriculture, the School of Arboriculture hosted experts from around the country who presented a diversity of topics to the regional community. In FY 2014, more than 234 participants attended 26 courses. The diversity of classes included the one-day symposium "Successful Strategies for Preserving Tree Canopy in Our Communities," and introductory and advanced tree climbing classes for women. Courses are open to the public, but typically attract arborists, landscape architects, and those in similar fields, because they offer continuing education credits necessary to retain professional certifications.

Our region's trees are a valuable green resource that provide essential environmental, social, and economic benefits. The urban forestry consulting team provides tree management consulting and information, educational opportunities to practitioners through the School of Arboriculture, impartial tree-related services and advice, and technical assistance to decision-makers, green industry practitioners, and clients including municipalities, colleges, tree care companies, architects, landscape architects, community groups, gardens, arboreta, and businesses in the Philadelphia region and beyond.



Photo: Eddy Marenco

PENN OUTREACH

WILLIAM AND KATHLENE HOHNS

On a warm morning last May, the University of Pennsylvania campus was alive with preparations for the beginning of Hey Day, a historic tradition celebrating the end of the year

for upperclassmen. Marking the beginning of the festivities, a large group of seniors from the Class of 2014 gathered together with Paul Meyer and Morris Arboretum Advisory Board member, William Hohns, W'74, and his wife, Kathlene, to celebrate the newer tradition of planting a tree on College Green in honor of the graduating class. This year, more than 500 students voted for their class tree, choosing a white oak (*Quercus alba*).

The Penn Tree Program, devised by Bill and Kathie, and enacted in partnership between the Morris Arboretum and Penn Traditions, invites Penn students to choose from a list of trees, with the winning tree planted on campus. "The program, through the placement of distinctive trees over time, will dramatically influence the campus while building pride for each class," says Bill. The tree planting initiative contributed to Penn's fifth consecutive designation as a Tree Campus USA® by the Arbor Day Foundation, and has helped to involve students with the Morris Arboretum in an interactive way. Beginning this fall, the freshman class will choose and plant a tree, so students can enjoy watching it grow during their four years on campus. The planting ceremony will take place during homecoming weekend so that both students and alumni can attend.

Bill and Kathie believe that "increasing awareness of the Morris Arboretum and its relationship to Penn, and ensuring that more Penn students than ever have the chance to experience and remember it, will, in the long-term, enhance the stature of the Arboretum as well as that of the University." Through their guidance and the Hohns Family *Enhancing Student Cultural Access to Penn Entities* (ESCAPE) program, Bill and Kathie have helped increase both awareness of and accessibility to the Morris Arboretum among Penn students.

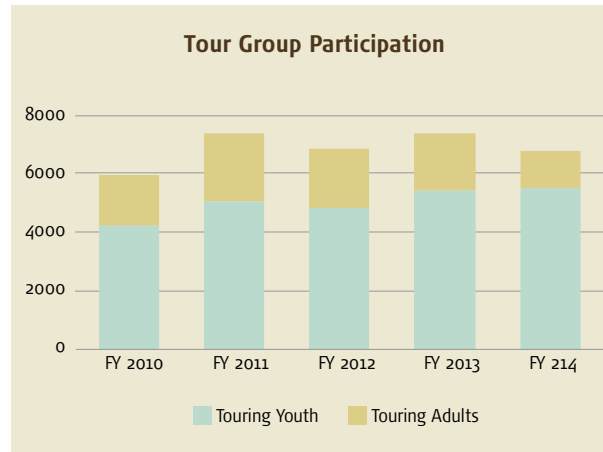


Photo: Paul Meyer

EDUCATION HIGHLIGHTS: SUSTAINED GROWTH

The Partners in Education program remains a strategic priority. Next steps in the Youth Education Master Plan include expanding transportation assistance and tuition support for visiting youth groups, as well as exploring ways to continue to grow Summer Adventure Camp. Increasing program space remains the long term goal.

School tours are scheduled to capacity (7,500 youth) annually, and adult tours are robust. Following the harsh winter of 2014, beautiful spring weather increased tour and program attendance. Arbor Week, an annual school program, attracted 1,372 students. Summer



Adventure Camp successfully expanded to six weeks, and by summer's end, reached 96% capacity enrollment. The Arboretum's intern program completed its 34th year. By the end of the program, 88% of interns had secured positions in graduate programs and public horticulture. Others started new business ventures.

Class revenue of \$135,364 surpassed Continuing Education's fiscal goal by four percent in spite of weather challenges. Class offerings have grown from 121 educational opportunities in FY 2005 to 143 courses in FY 2014. The School of Arboriculture and the Growing Minds programs were strategic additions in recent years that have had a positive impact. The 25th Natural Landscape Design Symposium was relocated to Temple-Ambler this year for additional capacity. A record 284 registrants participated, a 35% increase over the prior year's sold-out registration. Tuition revenue of \$68,085 from the symposium exceeded the prior year by 29%.

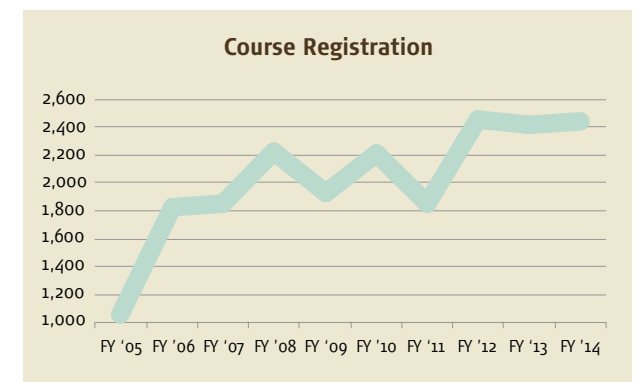


Photo: Paul Meyer

THE PEW CENTER FOR ARTS & HERITAGE— *AWAKENING THE SENSES*

In 2014, The Pew Center for Arts & Heritage awarded the Morris Arboretum of the University of Pennsylvania an extraordinary multi-year grant for a project called *Awakening the Senses: New Interpretive Approaches at the Morris Arboretum*. Michael Dahl, Director of the Philadelphia Program for The Pew Charitable Trusts, commended the Arboretum for the role that it has played in enhancing the cultural vitality of the greater Philadelphia region. In the award letter, Dahl wrote, “High quality and meaningful cultural experiences like the [*Awakening the Senses*] project continue to make our region an attractive place to live and visit.”

In an effort to deepen visitors’ understanding of the Arboretum’s plants, architecture, and history, the Morris

Arboretum will develop new modes of education and interpretation that provide instant access to a wider variety of content that is currently unavailable. These learning opportunities will run the gamut from the educational to the playful, and will utilize such resources as photographs and archival material from the Arboretum’s collections, expanded information on specific plants and trees, oral histories, and audio clips from experts in botany, architecture, and other fields. In the words of Executive Director Paul Meyer, “This grant is pivotal in allowing us to explore new technologies to connect our visitors to the garden. Our goal is to provide new approaches for visitors to ‘see’ plants so that they can better appreciate the role of plants in life on earth.”



EXECUTIVE DIRECTOR PAUL MEYER WINS NATIONAL AWARD

In June, Paul W. Meyer, *the F. Otto Haas Executive Director* of the Morris Arboretum, received another prestigious honor, as he was presented with the *Liberty Hyde Bailey Award* from the American Horticultural Society (AHS). In presenting this award, AHS honors an individual who has made significant lifetime contributions to at least three of the following horticultural fields: teaching, research, communications, plant exploration, administration, art, business, and leadership.

Photo: Herrera Campbell Photography



Photo: Arnold Winkler



RECORD ATTENDANCE IN FY 2014

Total attendance, including gate visitors and program participants, set a new record with 131,246 visitors, a two percent increase over the prior year and previous annual record.

The Big Bugs exhibit lured families throughout the summer in 2013, setting the all-time record for August attendance. Events such as Fall Festival, Japanese Cherry Blossom Festival and Bloomfield Farm Day garnered record crowds. Visitors flocked to *Our Feathered Friends* activities. Mill Demonstration Days, Early Bird Saturdays and Friday Night Lights all premiered with great success, adding to the Arboretum experiences available for members and visitors from around the region.

Each year there are more members who visit more often. Members and their guests make up 64% of gate attendance, up three percent from the prior year. Among age groups, senior attendance (10,221) set a new record, increasing 25% over the prior year.

For those who want to beat the crowds, Wednesday is the least busy visitor day. For those who prefer to chill out with some solitude, Tuesday through Friday in January or February is the best choice. Though the Arboretum experienced a record number of closings due snow last winter, in the warmer months, beautiful weather made up for these closures, as visitors frequented the Arboretum to welcome spring and the seasonal exhibit, *Our Feathered Friends*.



Photo: Paul Meyer

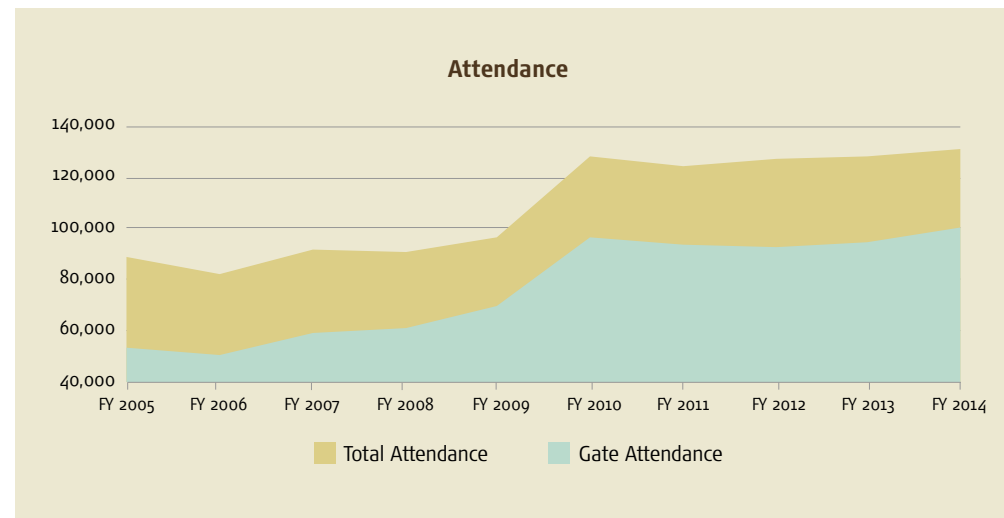




Photo: Paul Meyer

MARKETING SUPPORT

LEE LADEN

When Lee Laden and her late husband, Steve, moved to West Mt. Airy in 1992, they met their new neighbor, former Morris Arboretum Advisory Board Chair Ann Reed. After meeting Ann, the Ladens began to visit the Arboretum again, a place they hadn't been since the early 1960s. Soon, Lee became a guide and Steve joined the Marketing Committee, solidifying their relationship with the Arboretum.

When Steve passed away in 2009, Lee joined the Marketing Committee, the Directors' Guild, and the Lydia Morris Legacy Society. She also established the Steven Laden Marketing Endowment for marketing in his memory.

Steve strongly believed, as does Lee, in the Arboretum's mission and leadership. Marketing, they knew, was crucial to elevating the Arboretum's profile and increasing awareness. "Marketing is the lifeblood of any organization serving the public," says Lee. "It is my hope that the Steven Laden Marketing Endowment will continue to assist in this endeavor in the spirit in which Steve shared his expertise and creativity."

MARKETING MATTERS

NEW PROGRAMMING

FRIDAY NIGHT LIGHTS

Capitalizing on the ever-popular Holiday Garden Railway, three Friday nights in December were added as ticketed events inviting visitors to view the display in the evening. Effective marketing helped sell 1,160 tickets, netting a profit of \$9,651. Visitation on Friday nights boosted Shop sales as well.



DATE NIGHT WEDNESDAYS

This past summer 'open late' nights were moved to Wednesdays, and Thursdays became ticketed revenue-generating nights with concerts and special events. Wednesdays were newly branded as 'Date Night Wednesdays' with a special BYOB menu at the café, attracting couples who wanted to experience the garden on a summer evening.



OUR FEATHERED FRIENDS AT MORRIS ARBORETUM

In 2014, a three-season theme around birding, *Our Feathered Friends at Morris Arboretum* was created. It included new programming and an exhibit of



29 artist-designed birdhouses placed throughout the garden. A critical mass of bird-related programming drove visitation, and resulted in substantial press coverage. Programming highlights included:

- *Home Tweet Home* featured designer birdhouses on display throughout the garden.
- Visits from the Schuylkill Center for Wildlife Rehabilitation.
- Birds in Their Habitat: VIREO (Visual Resources for Ornithology) images from the Academy of Natural Sciences of Drexel University featured birds likely to be seen at the Arboretum as a three-season photo exhibit in the Upper Gallery.
- Garden Discovery Series: this ongoing monthly series focused on bird-related activities.
- A new Tree Adventure Passport – *Conservation Quest* debuted in April.
- Early Bird Saturdays with an 8am opening on the first Saturday of each month attracted visitors for morning birdwatching.



- A dozen garden statues of *Morris, the Merrie Little Owl* were hidden around the garden as a scavenger hunt with alluring clues.
- Classes featured spring birding trips with expert birder, Ruth Pfeffer.
- New birding logos further branded *Our Feathered Friends*, and were featured on apparel at the Shop.

SOCIAL MEDIA

Our website and social media continue to drive visitation and awareness of the Arboretum.

Several new 30-second videos were produced and used as part of a seasonal series made possible by the Steven Laden Marketing Endowment. The timeless videos were shot so that they may be used for several years on a variety of our social media outlets.

PR WORKS!

In its winter/spring issue, *Country Gardens* magazine, a national publication, featured Morris Arboretum's witchhazel collection. Rob Cardillo's photos of the Arboretum collection were accompanied by copy from local author, Adam Levine. The article and photos were used as an educational tool for visitors.



On the Thursday before Easter, Adam Joseph of 6ABC (pictured below), broadcast his entire weather segment live from the Morris Arboretum, promoting both the Japanese Cherry Blossom Festival and the *Home Tweet Home* birdhouse exhibit. Easter weekend visitation topped 4,000—one of our biggest weekends of the year.



OUT ON A LIMB CELEBRATES FIVE YEARS

JANE F. AND LEONARD KORMAN

As the Arboretum celebrates the fifth anniversary of the *Out on a Limb* exhibit, it also celebrates the central role that Jane Korman played in first envisioning this project nearly a decade ago. As a member of the Advisory Board of Managers for almost 20



Photo: Paul Meyer

years, Jane recognized the need to highlight and increase support of the Arboretum as a regional arts and culture resource. Jane also understood the importance of providing innovative experiences for Arboretum visitors, particularly for those with families. Jane's vision led to the creation of *Out on a Limb*, an interactive and fully-accessible environmental education exhibit that is unique to the mid-Atlantic region. Through Jane and her husband Leonard's generous commitment to this project, the *Out on a Limb* exhibit has led to a phenomenal 30% increase in visitation and membership since first opening in 2009.

In reflecting on this extraordinary project, Jane says, "While the original intent was to create something at the Arboretum that would be engaging for families with children, little did I realize the impact that this project would have on individuals of all ages and abilities. It delights me to see *Out on a Limb* enjoyed by so many visitors, enticing senior citizens and toddlers alike!"



Photos: Bob Gutowski and Paul Meyer

SPRINGFIELD MILLS

Today the Morris Arboretum has turned back time and is turning corn into flour. Springfield Mills, listed on the National Register of Historic Places, sits on the Arboretum's Bloomfield farm property. The first water-powered grist mill was built there in 1761, helping Flourtown earn its name. Rebuilt in 1854 as a local custom mill, it ground feed for horses and dairy cows, as well as bread flour. John Morris purchased the mill in 1913 to support his agricultural endeavors. He drew up plans to use water power for generating electricity, and envisioned the mill's use at the educational center he planned to create there. Springfield Mills ceased activity by the 1950s.

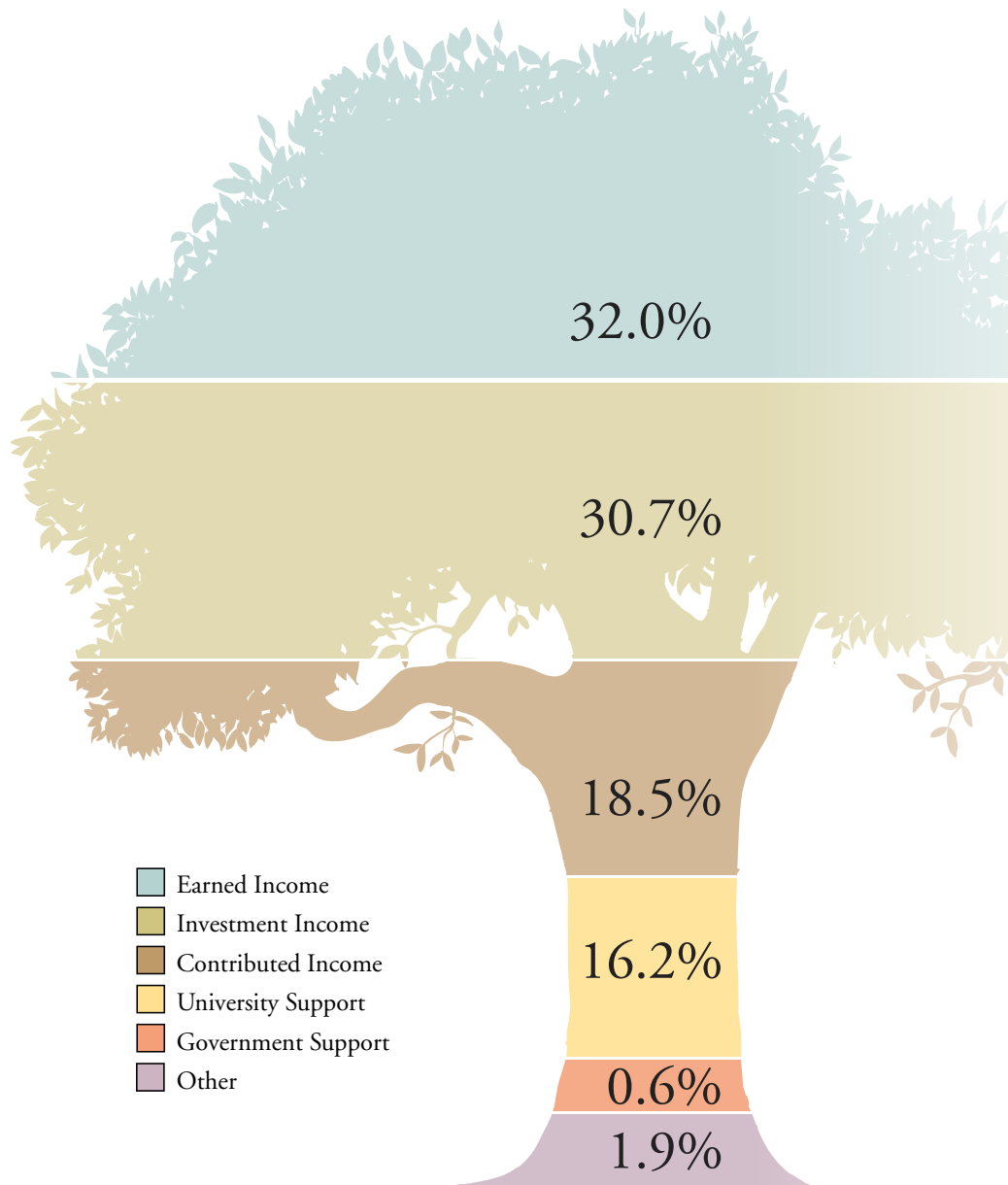
The "Run of the Mill" volunteers began restoring the mill and its machinery for educational purposes in 2008. In 2014 the Arboretum offered visitors monthly Mill Demonstration Days. Many lucky visitors enjoyed fresh, local, stone-ground cornbread! Schools and adult groups also schedule mill tours with Arboretum volunteer guides.

Stephen Scott (pictured bottom right with his wife, Lori), president of Scott Contractors, Inc. in Norristown, and his team, are just some of the volunteers who donated time and services to help rehabilitate this Arboretum jewel. While Stephen and his crew normally spend their days overseeing demolition, excavation and paving work, Scott Contractors managed a three-day project at the mill to remove accumulated silt, install a new outflow pipe to the Wissahickon creek, and fabricate concrete endwalls to ensure proper drainage. Restoring the tailrace helps remedy problems of water ponding along the mill foundation, and allows for the possibility that the mill race can run again.

The assistance provided by Scott Contractors was transformational to the mill. Thanks to their efforts, and the work of so many volunteers, Springfield Mills is quickly becoming one of the Arboretum's most exciting attractions.



FINANCIAL REPORT FY 2013-2014



Income

Earned Income

Plant Sale	89,757	–	89,757
Garden Admissions Fees	373,576	–	373,576
Facilities Rentals	285,199	–	285,199
Course Fees	220,482	–	220,482
Member Events	230,546	–	230,546
Basic Memberships	463,200	–	463,200
Consulting Contracts	247,683	50,016	297,699
University Teaching	42,730	–	42,730
Royalties	49,733	–	49,733
Gift Shop Sales	110,579	–	110,579
TOTAL EARNED INCOME	2,113,484	50,016	2,163,500

Contributed Income

Foundations	–	167,129	167,129
Premier Memberships	172,593	–	172,593
Annual Giving	572,281	–	572,281
Other (Project Gifts/Ovhd)	39,907	300,488	340,395
TOTAL CONTRIBUTED INCOME	784,781	467,617	1,252,399

Investment Income

Morris Trust - Operating	323,095	–	323,095
Compton Fund, Other	145,862	–	145,862
University-managed Endowments	432,861	1,172,941	1,605,802
TOTAL INVESTMENT INCOME	901,818	1,172,941	2,074,759

Government Support

U.S. Dept. of Agriculture	–	37,186	37,186
TOTAL GOVERNMENT SUPPORT	–	37,186	37,186

University Support

Salary	304,983	–	304,983
Subvention	789,996	–	789,996
TOTAL UNIVERSITY SUPPORT	1,094,979	–	1,094,979

Miscellaneous

Transfers – Internal Loans	85,946	–	85,946
Transfers, Misc.	44,379	1,253	45,632
TOTAL MISCELLANEOUS	130,325	1,253	131,579

TOTAL INCOME

	General Operating Fund	Restricted Funds	Total Operating
Earned Income			
Plant Sale	89,757	–	89,757
Garden Admissions Fees	373,576	–	373,576
Facilities Rentals	285,199	–	285,199
Course Fees	220,482	–	220,482
Member Events	230,546	–	230,546
Basic Memberships	463,200	–	463,200
Consulting Contracts	247,683	50,016	297,699
University Teaching	42,730	–	42,730
Royalties	49,733	–	49,733
Gift Shop Sales	110,579	–	110,579
TOTAL EARNED INCOME	2,113,484	50,016	2,163,500
Contributed Income			
Foundations	–	167,129	167,129
Premier Memberships	172,593	–	172,593
Annual Giving	572,281	–	572,281
Other (Project Gifts/Ovhd)	39,907	300,488	340,395
TOTAL CONTRIBUTED INCOME	784,781	467,617	1,252,399
Investment Income			
Morris Trust - Operating	323,095	–	323,095
Compton Fund, Other	145,862	–	145,862
University-managed Endowments	432,861	1,172,941	1,605,802
TOTAL INVESTMENT INCOME	901,818	1,172,941	2,074,759
Government Support			
U.S. Dept. of Agriculture	–	37,186	37,186
TOTAL GOVERNMENT SUPPORT	–	37,186	37,186
University Support			
Salary	304,983	–	304,983
Subvention	789,996	–	789,996
TOTAL UNIVERSITY SUPPORT	1,094,979	–	1,094,979
Miscellaneous			
Transfers – Internal Loans	85,946	–	85,946
Transfers, Misc.	44,379	1,253	45,632
TOTAL MISCELLANEOUS	130,325	1,253	131,579
TOTAL INCOME	\$ 5,025,388	\$ 1,729,014	\$ 6,754,402

Expenses

	General Operating Fund	Restricted Funds	Total Operating
Salaries & Benefits	2,679,335	1,069,499	3,748,834
Current Expenditures			
Utilities	116,676	18,561	135,237
Professional	160,359	210,701	371,060
Repairs & Maintenance	165,879	76,113	241,992
Equipment	3	11,450	11,453
Employee Expenses	116,274	15,201	131,475
Rent/Lease	16,980	780	17,760
Supplies & Minor Expenses	335,510	69,203	404,713
Communications	217,421	33,547	250,968
Members Events	121,984	—	121,984
Other/Contingency	35,512	(910)	34,602
Interpretation	8,625	—	8,625
Cap'l Renewal/Def. Maint./Ins. Claims	11,586	166,227	177,813
Marketing	142,451	—	142,451
TOTAL CURRENT EXPENSE	1,449,260	600,873	2,050,133
SALARIES & CURRENT EXPENSE	4,128,595	1,670,372	5,798,967
University			
Administrative OH	798,398	0	798,398
Internal Loans	98,393	131,797	230,190
TOTAL UNIVERSITY CHARGES	896,791	131,797	1,028,588
TOTAL EXPENDITURES	5,025,386	1,802,169	6,827,555
SURPLUS/(DEFICIT)	\$ 2	\$ (73,155)	\$ (73,153)

Photo: Paul Meyer



Photo: Arnold Winkler

Arboretum Volunteers

Volunteers can be found on the Morris Arboretum grounds every day—guiding visitors, sharing their love of nature with school children, serving on board-level committees, and doing much of the hands-on digging, mulching, weeding, and other chores necessary to keep the gardens looking beautiful. Currently, the Arboretum has 413 active volunteers.

Without the services provided by these generous individuals, the Morris Arboretum simply would not be able to continue its mission of teaching, research, outreach and horticulture display.

Volunteering however, is also about connections. Staff members interact closely with volunteers to ensure they are aware of the many opportunities available to them at the Arboretum. In turn, volunteers connect with the community by helping fulfill the Arboretum's mission and becoming better stewards of their environment.





LEADERSHIP GIFTS AND PLEDGES

The Morris Arboretum is grateful to the following individuals who have provided generous operating, programmatic or capital support through new gifts, pledges, or pledge payments in fiscal year 2014.

\$250,000 AND ABOVE

Martha J. Wallace & Edward W. Kane

\$100,000 - \$249,999

The late Kenneth D. Kopple, Ph.D.
Hiram H. Munger
Ann L. & Frank Reed
Mary D. Starr

\$50,000 - \$99,999

Jane & Abass Alavi
Anonymous
Andrea Baldeck & William M. Hollis, Jr.
Susan & Moses Feldman
Kathy & William Harral III
Jessie B. Hill & Ming Fang
Mary & the late Johns Hopkins

Jane & Leonard Korman
Marguerite & H. F. Lenfest
Frances & James Maguire

\$25,000 - \$49,999

Anonymous
Jody & Louis J. Appell, Jr.
Beatrice & Robert Bast
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The late Julia W. Frick
Kathlene & William A. Hohns
Christine James
Lee Laden
Jane MacElree
Elizabeth P. McLean
David T. Orthwein
Patricia & Clarence Z. Wurts

\$10,000 - \$24,999

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Robert A. Bartlett, Jr.
Denise DeLaurentis Cilio & Peter C. Cilio
Jessie R. Deming & Robert A. Boyer
Lisa M. Gemmill
Dorrance H. Hamilton
Meg & Richard Hayne
Charles J. Ingersoll
Sarah & Ted Lodge
The late John F. McCloskey, Jr.
Sandra L. McLean
Henry S. Miller, Jr. & J. Kenneth Nimblett
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Elizabeth & John A. H. Shober
Barbara & James Smith
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Robert S. Warth
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\$5,000 - \$9,999

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Gwendolyn & Edward Asplundh
Joan & George Brantz
Rebecca W. Bushnell & John D. Toner
Annabelle & Doug Canning
Edith R. Dixon
Carol A. Dolinskas
Elizabeth B. Farley
Eleanore & Christopher H. Gadsden
Elizabeth & George Z. Heimbach

Augusta Leininger
Bonnie & Peter McCausland
Hope & James Morrissey
Robbyn & Joseph O'Neill
Ann F. & Paul L. Rhoads
Leah & Herbert Riband, Jr.
Joan & Stanley W. Root, Jr.

\$2,500 - \$4,999

Hali & Scott Asplundh
Bobbie & John H. Ball
Barbara & Edwin Berkowitz
Melissa & Charles Calvert
Jeanne & Philip Connolly
Evelyn & Rodney D. Day III
Mary & Joseph P. Flanagan, Jr.
Barbara Anne Forde
Wendy & Walter L. Foulke
Christina & Constantine Fournaris
Saskia & C. Meade Geisel, Jr.
Joan O. Hanby
Ellen & Jay Hass
Elizabeth Heath
Pamela & James Hill
Carol & James Hovey
Karen & Richard Kadison
Elizabeth & Robert Lukens
Nancy Louise Miller
Lorna & Lathrop Nelson
Susan & Washburn Oberwager
Francis H. Rasmus, Jr.
Gretchen & Jay Riley
Susan G. Smith
Richard W. Snowden
Lenore & Albert Zimmermann

Photo: Bob Gutowski



CORPORATE AND FOUNDATION DONORS

The Morris Arboretum is grateful to the following foundations and corporations who have provided generous operating, programmatic or capital support through new gifts, pledges, or pledge payments in fiscal year 2014.

\$250,000 AND ABOVE

Edward W. Kane and Martha J.
Wallace Family Foundation

\$100,000 - \$249,999

The McLean Contributionship

\$50,000 - \$99,999

Moses Feldman Family Foundation
Jane & Leonard Korman Family
Foundation
The Maguire Foundation
Pew Charitable Trusts

\$25,000 - \$49,999

Anonymous
The CHG Charitable Trust
Fondation Franklinia
Laden Family Foundation

\$10,000 - \$24,999

American International Group
Drexel Morgan & Company, LLC
Otto Haas Charitable Trust
The Hamilton Family Foundation
The Haverford Trust Company
The Moses and Susan Feldman
Philanthropic Fund

Raynier Institute & Foundation
John A.H. & Elizabeth J. Shober Trust
Stearns Charitable Trust
The Marshall-Reynolds Foundation

\$5,000 - \$9,999

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Aon Foundation
The Boston Family Office
Bunch & Associates, Inc.
The Chanticleer Foundation
The Cozen O'Connor Foundation, Inc.
Ellason Downs Perpetual Charitable Trust
International Questers
McCarter & English, LLP
The McCausland Foundation
Nijkerk Chestnut BV Inc.
Penn Business Services
Sedgwick Claims Management
Services, Inc.
The Simkiss Companies
Willis North America, Inc.
Zimmerman Heimbach Foundation
Zurich American Insurance Company

\$2,500 - \$4,999

American Rhododendron Society
Argyl Foundation
The Barra Foundation



Photo: Paul Meyer

Berkowitz Family Foundation
Bowman Properties, Ltd.
Cotiga Development Co., LP
Credit Suisse (USA), Inc.
The Hovey Foundation
Elizabeth T. Lukens Charitable Fund
United Way of the Bay Area

\$1,000-\$2,499

Aramark Charitable Fund
The Bartlett Tree Foundation, Inc.
Bluestone Foundation
David V. N. Taylor Foundation
The Lee F. & Phoebe A. Driscoll
Foundation
Fairwold Questers
The Richard & Mary Graham
Charitable Foundation
The Lida Foundation
Marsh USA
Pennoni Associates, Inc.
Pennsylvania State Questers
The Philadelphia Foundation
RAF Industries Inc.
Shechtman Tree Care, LLC
Uberto Construction

\$250 - \$999

American Society of Landscape
Architects
Bird In Hand Consignment Shop
Botanical Expressions
Colibraro Landscaping & Nursery, Inc.
Coventry First, LLC
Cultural Connections, LLC
Driscoll Family Foundation
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The Honickman Foundation
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Linda Corson Landscape Architecture
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Nina Schneider Design, Inc.
Quantum Inc.
Sisters of the Holy Redeemer
Springside Chestnut Hill Academy
Studio of Metropolitan Design
Architects, LLC
Wallace Landscape Associates
Wallace Roberts & Todd, LLC

THE COLLECTORS CIRCLE

The Collectors Circle is a dedicated group of leadership donors to the Annual Fund whose unrestricted annual giving of \$2,500 or more is the foundation for organizational strength and capacity at the Morris Arboretum. This list acknowledges donors who made new gifts, pledges, or pledge payments in fiscal year 2014.

\$50,000 AND ABOVE

Marguerite & Gerry Lenfest
Frances & James Maguire

\$10,000 - \$24,999

Anonymous (2)
Andrea Baldeck & William M. Hollis, Jr.
Susan & Moses Feldman
Meg & Richard Hayne
Jessie B. Hill & Ming Fang
Jane MacElree
Susan & Robert Peck
Ann L. & Frank Reed
Elizabeth & John A. H. Shober
Mary D. Starr
Martha J. Wallace & Edward W. Kane

\$5,000 - \$9,999

Anonymous (2)
Gwendolyn & Edward Asplundh
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Susan & George Connell
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Carol A. Dolinskas
Elizabeth B. Farley
Dorrance H. Hamilton
Pamela & James Hill
Jane & Leonard Korman
Augusta Leininger

Sarah & Ted Lodge
Bonnie & Peter McCausland
Elizabeth P. McLean
Henry S. Miller, Jr. &
J. Kenneth Nimblett
David T. Orthwein
Barbara & James Smith

\$2,500 - \$4,999

Jane & Abass Alavi
Anonymous
Jody & Louis J. Appell, Jr.
Hali & Scott Asplundh
Barbara & John H. Ball
Beatrice & Robert Bast
Barbara & Edwin Berkowitz
Jessie R. Deming & Robert A. Boyer
Joan & George Brantz
Rebecca W. Bushnell & John D. Toner
Annabelle & Doug Canning
Jeanne & Philip Connolly
Evelyn & Rodney Day
Mary & Joseph P. Flanagan, Jr.
Wendy & Walter Foulke
Christine & Constantine Fournaris
Eleanore & Christopher Gadsden
Saskia & C. Meade Geisel
Joan O. Hanby
Ellen & Jay Hass



Photo: Paul Meyer

Elizabeth Heath
Carol & James Hovey
Charles J. Ingersoll
Karen & Richard Kadison
Elizabeth & Robert Lukens
Sandra L. McLean
Nancy Louise Miller
Hope & James Morrissey
Susan & Washburn Oberwager

Robbyn & Joseph O'Neill
Leah & Herbert Riband, Jr.
Gretchen & J. Barton Riley
Debra L. Rodgers & Paul W. Meyer
Susan G. Smith
Richard W. Snowden
Elizabeth Van Vleck
Patricia & Clarence Z. Wurts

ANNUAL FUND DONORS

The cost to operate the Morris Arboretum year-round exceeds the income raised from membership dues. The Annual Fund is a significant source of support for the Arboretum's annual operating budget. This list acknowledges donors who made new gifts, pledges, or pledge payments in fiscal year 2014.

\$1,000 - \$2,499

Jan Albaum & Harry Cerino
Jacqueline Asplundh
Alexander Asplundh-Smith
Nancy & David Barclay
Roberta L. Berg
Florence C. & the late Willard S. Boothby, Jr.
Lynne Clark
Jane B. Copeland
Emily & Ted Daeschler
Deana P. Duncan
Jane & Walter Evans
Susan & Robert Fleming
Doreen L. Foust
Pamela & W. Roderick Gagné
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Ruth Peckmann
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Marcia & Leon Steinberg
Joanne & David Stokes
Ana-Maria Zaugg & David Anstice

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Joan & Robert Anderson
Rebecca L. Bien & David S. Poll
Anne & Paul Bolno
Margaret & Nathaniel Bowditch
Anne & Wilson Brown
Melissa & Charles Calvert
Marcia & Ross Campbell
Francis J. Carey
Sherry Carr
Linda C. Corson
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Phoebe A. Driscoll
Alice & Richard Farley
Nancy & William Frederick
Richard S. Greeley
Philip Greenwald
F. Peter Kohler
Sallie & Berton Korman
Marilyn & Stephen Leonard
Carol H. Lippincott
Dennis C. McGlade
Gail D. Miller
Kathleen Nelson & John Kromer
Nancy & John Roberts

Corinne R. Roxby
Marcia & Ronald Rubin
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Evelyn P. Scott
Lucy Bell & Peter Sellers
Rebecca M. Shuttleworth
Margot I. West
Ethel Wetherill
Nancy & John Williams
Lenore & Albert Zimmermann

\$250 - \$500

Claire & John Alexander
Elaine & Richard Bell
The late Robert E. Bernhard
& Charles F. Reim, Jr.
Charlotte C. Betancourt
Judy & Mac Borie
Linda Buchheit & Shaun O'Malley
Alice & Christian Bullitt
Katharine T. Claghorn
Stephanie & Richard Cohen
Ann Csink & John Linck
Janis & Andrew Derrow
Stacie Driscoll
Deborah E. Glass
Mary & Edward Herman

Thomas Hyndman
Annabelle Irely
Barry W. Jeffries
Warne Johnson
Louise & Hugh Johnston
Russell O. Jones
Julie & Brian Kenney
Linda & William Koons
Korin & Larry Korman
Madelyn Ladner & Robert Gutowski
Judith & Morton Langsfeld
Janet & William Lutz
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Leslie Anne Miller & Richard Worley
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Sara & Ronald Piddington
Jeanette Russell
Tamara S. Smith
Frances & Bayard Storey
Lorraine & Stuart Suter
Alison & Brad Thornton
Toni & Loren Vosika
Andrew & Deborah Webster
Leslie & Stephen Weisser
Charlotte G. White
Marilyn & George Wills
Minturn T. Wright III

Photo: Arnold Winkler





Photo: Paul Meyer

LEADERSHIP MEMBERS

Fiscal year 2014 was a successful year for the membership program. In addition to having the second-highest number of members ever recorded, members are more diverse in their geographic locations and demographics.

Membership revenue is a critically important source of unrestricted operating income for the Morris Arboretum. All members contribute to the organizational strength of the Morris Arboretum with their membership dues. The members listed below have distinguished themselves as leaders by maintaining the highest levels of membership.

LAUREL (\$1,000)

Barbara & Philip Albright
 Harry S. Cherken, Jr.
 Mary & Anthony Creamer
 Henry E. Crouter
 Robert H. Dessin
 Suzanne & George Downs
 Phoebe A. Driscoll
 Pauline Gray & Edward S. Barnard
 Cynthia & Martin Heckscher
 Ann D. Hozack
 Norman James

Lee Laden
 Susan & William Learnard
 Evamarie Malsch
 Arabella & James Pope
 Nina & Eric Schneider
 Joly W. Stewart
 Virginia & Lane Taylor

OAK (\$500)

Jan Albaum & Harry Cerino
 Claire & John Alexander
 Dorothy & Andrew Allison

MEMBERSHIP STATISTICS	FY 2014	FY 2013	FY 2012	FY 2011	FY 2010
Total Active Memberships	6,728	7,051	6,149	6,038	6,293
Number of Members	19,729	20,786	17,145	17,240	17,930
<i>Adult Members</i>	12,307	12,873	11,162	11,024	11,540
<i>Child Members</i>	7,422	7,913	5,983	6,216	6,390
Number of New Memberships	1,984	2,447	1,711	1,850	2,267

Leonard L. Aulenbach &
 Paul H. McKelvie
 Katherine Behan & Katherine Sherif
 Roberta L. Berg
 Rebecca L. Bien & David S. Poll
 Margaret & Nathaniel Bowditch
 Mary Jo & Jeffrey Buckwalter
 Marcia & Ross Campbell
 Jenny Rose & H. Augustus Carey
 Ruth & Tai Chang
 Jennifer & Daniel Cohen
 Ellen & Michael Colibraro
 Pamela & Christopher Davis
 Anne & Willis Dibble
 Gene & Charles Dilks
 Mary C. Disston
 Margaret Einarson &
 Robert B. McGrath
 Jill & Dennis Erb
 Elizabeth & Thomas Evans
 Jane & Walter Evans
 Kim & Robert Frisbie
 Lisa M. Gemmill
 Mary & Richard Graham
 Richard S. Greeley
 Suzette & Peter Hearn
 Anne & David Hilton
 Natalie & Ralph Hirshorn
 Virginia James
 Elaine L. Klein & Craig Wallentine
 Linda & Alfred Kuffler
 Mary & Stephen Kurtz
 Carol H. Lippincott
 Anna Belle & John Loeb
 Terry A. Marek & Peter L. Bittenwieser
 Evelyn & John McNiff
 Lee & Alan Miller

Catherine & Hugh Moulton
 Hiram H. Munger
 Kathleen Nelson & John Kromer
 Lorna & Lathrop Nelson
 Diane Newbury & Steven P. Berman
 Ruth Peckmann
 Doris L. Rafaeli
 Marianne & Donald Rhoads
 Nancy & John Roberts
 Theresa & John Rollins
 Corinne R. Roxby
 Elizabeth & Kyle Salata
 Lucy Bell & Peter Sellers
 Cynthia & James Sillhart
 Louisa Spottswood & Robert Coughlin

Frances & Bayard Storey
 Candace & John Stoudt
 R. William Thomas
 Margot I. West

HOLLY (\$250)
 Martha & Williams Agate, Jr.
 Sheila & Antonio Ano
 Anonymous (2)
 Valerie Arkoosh & Jeffrey Harbison
 Donna & Louis Beardell
 Jane Berger & Bill Seltzer
 Audrey & John Berman
 The late Robert E. Bernhard &
 Charles F. Reim, Jr.

Rita & Joseph Beyer
 Marie & Peter Bowers
 Joan & George Brady
 Edith Wells Bristol
 Mary V. Burke & Craig S. Harnitchek
 Francis J. Carey
 Kay L. Clausen
 Mary B. Coe & Thomas Gallagher
 Stephanie & Richard Cohen
 Carol & Richard Collier
 Emily & Ted Daeschler
 Karren & Edward DeSeve
 Anne & Thomas Dobbins
 Stacie Driscoll
 Julia & Eugene Ericksen

Photo: Paul Meyer





Photo: Paul Meyer

Steven B. Erisoty
 Charlotte & Milton Feldman
 Maxine & Howard Field
 Christine & John Fitzpatrick
 Adrienne & James Ford
 Jane & P. Randolph Gray
 Sandra & Thomas Greenwood
 Elizabeth Haimes
 Lizanne Haimes
 Amse Hammershaimb &
 John Romanski
 Jessica & Jesse Harrington
 Elizabeth & George Heimbach
 Monika Hemmers &
 Stephen Heimann
 Gail & Peter Hollenbeck
 Kate S. Hollos
 Lynne & Harold Honickman
 Mary & the late Johns Hopkins, Jr.
 Helen & John Horstmann
 Debra Huffman
 Virginia & Thomas Illick
 Beth & Hyland Johns
 Louise & Hugh Johnston
 Judith Johnston Wexler
 Lori & Thomas Jones
 Barbara & John Kimberly
 Mary & Dean Kline
 Margaret & Jeffrey Kolansky
 Linda S. Labinsky
 Mary Ellen & William Lamb
 Elizabeth & John Lindsay
 Barbara L. Lippman
 Louise M. Lisi &
 Burton S. Froom, Jr.
 Betty Litsinger & James Craig

Eleanor & Morris Lloyd, Jr.
 Susan & Thomas Lloyd
 Janet H. Lochner
 Diana J. Mackie
 Florence & Richard Maloumian
 Paul W. McCloskey
 Diane & Seth McDowell
 Lisa & John McGill
 Laura & Marc McKenna
 Jeanne L. McMindes &
 Joseph Conahan
 Anne McNally & Joseph Pie
 Jean C. Plante McNelis
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 Anne & John Wilson
 Catherine A. Worrall
 Minturn T. Wright III
 Rebecca & David Yuhas
 Deborah M. Zawila
 Lenore & Albert Zimmermann



The Arboretum At-a-Glance

	FY 2013	FY 2014
Visitor Attendance	125,510	131,246
Active Membership Households	7,051	6,728

And Some Things You May Not Know

Number of sun salutations in the garden each year	1,257
Number of birdhouse McMansions in the garden last spring/summer	6
Number of prizes awarded for completing the <i>Morris the Merrie Little Owl</i> Scavenger Hunt	1,048
Number of couples who exchanged vows in the garden this year	40
Number of stars the Arboretum is rated on Trip Advisor	4.5
Number of muffins served to visitors from corn ground at Springfield Mills during mill tour days to date	more than 460
Average number of jars of Morris Gold honey produced each year at Bloomfield Farm	1,120
Number of squeals heard from children scampering onto the Squirrel Scramble, <i>Out on a Limb</i>	too many to count
Number of Morris Arboretum trees listed as champion trees of Pennsylvania	37
Number of Arboretum trees that would ask that you not climb on them	ALL!

NON-PROFIT MEMBERS

The non-profit membership categories are designed to provide membership benefits to non-profit organizations and their constituents. A complete listing of non-profit membership categories and benefits can be found on the website or by contacting the membership office directly at (215) 247-5777, ext. 151.

MEADOW GARDEN (\$150)

Norristown Garden Club
Waverly Heights Ltd.

HARDY FERN GARDEN (\$100)

Abington Township Public Library
American Rhododendron Society

Photo: Paul Meyer



Anthony P. Infanti Bellmawr Library
Blackwood Rotary Public Library
Burlington County Library System – Maple Shade Branch
Burlington County Library System – Medford Library
Burlington County Library System – Riverton Branch
Burlington County Library System – Westampton Headquarters
Collingswood Free Public Library
The Free Library of New Hope and Solebury
Free Library of Northampton Township
The Friends of the Conshohocken Free Library
Friends of Glenside Free Library
Friends of Hopewell Township Library
Friends of the Ewing Library
Friends of the Fox Chase Library
Friends of the Upper Dublin Public Library
Friends of the Upper Merion Township Library
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Horsham Township Library
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Riletta L. Cream Ferry Avenue Library
South County Regional Library
William G. Rohrer Memorial Library
William Jeanes Memorial Library
Wissahickon Valley Public Library – Ambler Branch
Wissahickon Valley Public Library – Main Library

THE LYDIA MORRIS LEGACY SOCIETY

Following the death of her brother, John, Lydia Thompson Morris spent the last 17 years of her life continuing to develop the estate they had established together. Upon her death, it became known as the Morris Arboretum of the University of Pennsylvania. When Lydia passed away in 1932, her estate plans included an endowment for “the preservation, upkeep and maintenance of...an arboretum.” In 2004, the Advisory Board of Managers created the Lydia Morris Legacy Society to honor all those who have provided for the Arboretum in their estate plans.

Members of the Lydia Morris Legacy Society are:

Jane Bradley Alavi	Barry W. Jeffries
Anonymous (3)	Jane S. Kennedy
John E. Basinski	Janet E. Klein
Beatrice & Robert Bast	The late Kenneth D. Kopple, Ph.D.
Roberta L. Berg	Joan Kronick
Judy & Mac Borie	Lee Laden
The late Karen & Harry F. Bower	Susan & William Learnard
Joan & George Brantz	Evamarie Malsch
Joan Citron	Elizabeth P. McLean
Jeanne & Philip Connolly	Gail D. Miller
Jennifer Cromer	Alan T. Miller
Betty K. Davis	Henry S. Miller, Jr. & J. Kenneth Nimblett
Nancy & Peter Day	Hiram H. Munger
Carol A. Dolinskas	Ruth G. Preucel
Ruth & Barry Dubinsky	Francis H. Rasmus, Jr.
Elizabeth Oswald Evans	Ann L. Reed
Mary E. & Joseph P. Flanagan, Jr.	Ann F. Rhoads
The late Julia W. Frick	Debra L. Rodgers & Paul W. Meyer
Marjorie J. Funderburg	Joan S. & Stanley W. Root, Jr.
Mary & Richard Graham	Rebecca Shapiro
Lorna Grant	Elizabeth & John A. H. Shober
Richard S. Greeley	Victoria Crago Sicks
Joan O. Hanby	Marcia M. & Leon Steinberg
Pamela & James Hill	Elizabeth Van Vleck
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A LASTING LEGACY

KENNETH D KOPPLE, PH.D.

Retired chemist Kenneth D. Kopple, Ph.D. was a nationally recognized professor, researcher, and writer. His work in the field of peptides and amino acids influenced generations of students at the University of Chicago, the University of California at Berkeley, and the Illinois Institute of Technology. He also worked in private industry as an organic chemist with General Electric and as Director of BioPhysical and Physical Technologies at GlaxoSmithKline.



Photo Courtesy of the Kopple Family

Ken was a passionate outdoorsman, photographer, and chef. He was a member of the Morris Arboretum for more than 20 years, and spent many hours enjoying the gardens, exploring the wetlands, and traversing the Arboretum's trail along the Wissahickon.

In 2010, Ken joined the Lydia Morris Legacy Society through the inclusion of the Morris Arboretum in his estate plans. Upon his death in 2013, Ken left a lasting legacy through this gift, designated for funding of the Widener Visitor Center renovation, endowments, and general operating support. The Morris Arboretum remains grateful for Ken's many years of involvement, and is honored to recognize his commitment and generosity.

Ken was also a longtime member of The American Rhododendron Society. Photo: Tony Aiello





Photo: Mark Stehle

For more than three decades, the Arboretum's annual fundraising gala, *Moonlight & Roses*, has been Philadelphia's premier garden party. The Morris Arboretum is grateful to the following donors who supported this year's gala held on June 6, 2014.

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Photo: Paul Meyer

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For decades, The Haverford Trust Company has distinguished itself among giants in the financial industry through its passion and adaptability. That passion extends beyond its professional wealth services to include philanthropic pursuits that enrich the cultural fabric of Philadelphia and its surrounding communities.



Photo: Mark Stehle

The Morris Arboretum is a grateful longtime recipient of Haverford Trust's support. Indeed, for nearly two decades, Haverford Trust has served as the presenting sponsor of the Arboretum's annual gala, *Moonlight & Roses*. With more than 400 attendees every year, *Moonlight & Roses* is a hallmark of Philadelphia's social calendar, raising much needed funds for the Arboretum's lush grounds, historic landmarks, and expansive public programming efforts.

Haverford founder and director—and emeritus Arboretum Advisory Board member—George W. Connell, remarks that “*Moonlight & Roses* is a special evening that showcases the Arboretum in a way that few can resist. Haverford is delighted to have supported this mainstay event for so long, and looks forward to its continued support of the Arboretum as it reaches an ever-growing audience in Philadelphia and beyond.”



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“HOO’S” IN THE GARDEN?

CAMPANIA INTERNATIONAL

Families visiting the Morris Arboretum this summer enjoyed deciphering clues while they worked to complete the *Morris, the Merrie Little Owl* scavenger hunt. Morris, the Arboretum's seasonal mascot, roosted in well-camouflaged locations throughout the garden. The small, cast stone owls were donated by Morris Arboretum Advisory Board member, Peter Cilio, Creative



Photo: Christine Pape

Director for Campania International, a local designer and manufacturer of garden containers, fountains and statues. Says Peter, “We are always thrilled to promote gardening and an awareness of nature, and to encourage families to visit the Morris Arboretum.”

The whimsical garden statues were available for purchase through the Arboretum's Shop and are also featured on Campania's website. The scavenger hunt was part of the Arboretum's summer theme, *Our Feathered Friends*, and was a hit with visitors of all ages!

TRIBUTES AND MEMORIAL GIFTS

*In honor of Bob Anderson's years
of service*

Anonymous

*In honor of Joan & George
Brantz*

Amy Brantz Bedrick &
Edward L. Bedrick

In honor of Susan Crane
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In honor of Kate Deregibus
Christine James

*In honor of Marjorie
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Photo: Bob Gutowski



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AN ENDURING GIFT

JOHNS "DOC" HOPKINS, JR.

The late Johns "Doc" Hopkins, Jr. established the Fine Art Conservation Endowment with a gift from his estate. The fund will support the maintenance and preservation of the Arboretum's sculpture collection. With his wife Mary (pictured above), they previously gifted a bronze sculpture, *Heart Pod*, to the Arboretum. Their gift was done in tribute to Doc's previous wife, the late Phoebe Valentine. Mary said, "When Doc thought about his estate plans, he thought about the future and what had given him pleasure in his life. The gardens, trees, skies and vistas gave him joy. The gift was an expression of that gratitude." With the establishment of the Fine Art Conservation Endowment, sculptures such as *Heart Pod*, will be enjoyed by Arboretum visitors for generations.



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Photo: Paul Meyer





Photo: Susan Crane

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