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Morris Arboretum
UNIVERSITY of PENNSYLVANIA

Official arboretum of the Commonwealth of Pennsylvania

ANNUAL REPORT

JULY 2014 - JUNE 2015



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.

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* Elected for FY16

DEAR FRIENDS,

In FY15, more than 131,000 visitors passed through the gates of the Morris Arboretum—an all-time record. These visitors and their interests are as diverse as the Arboretum itself. From young families exploring *Out on a Limb* to the birdwatchers at the wetland, the Arboretum attracts people from all walks of life.

More than 30,000 of our guests were children, visiting with family, friends, or other organizations. They could be enjoying a casual visit, or participating in one of the more than 200 youth education programs offered at the Arboretum each year. For some of these children, the Arboretum is the primary place where they come in contact with nature in this increasingly electronic world.

At the other end of the spectrum are our older visitors. They might be visiting on their own, or with organized tours from retirement villages. I am often told how our more mature visitors appreciate our ADA-accessible walkways, and especially the accessible nature of *Out on a Limb*. Some of them even make a point to walk the Arboretum daily as part of their health and wellness regime. Recently, we heard from a visitor, Reverend Burton Froom, who walks the Arboretum regularly with the aid of a walker. He writes, expressing the sentiments of many, “It is nearly impossible to walk with a walker on city sidewalks because of their irregularities. The paths at the Arboretum are smooth and well-maintained so they can be used in all seasons. I am able to walk there and enjoy the beauty of this wonderful living museum of trees!”

The Arboretum engages so many of our constituents in deep, different, and meaningful ways, through casual visits, internships, volunteerism, and continuing education programs at all levels.

When we thank volunteers for their service, they often respond that what they receive from the Arboretum is far greater than what they give, and that it is an important and essential part of their lives.

This summer, Louis Randall, a 1985 Morris Arboretum intern, made a return visit to the Arboretum—his first in decades. Louis was one of our education interns, and he went on to teach vocational horticulture in California. He spoke enthusiastically about his internship and how it changed his life, inspiring him to become an educator. In the years since, he in turn has had a positive impact on literally thousands of young lives. More than 300 students during the past 35 years have participated in the Arboretum’s year-long internship program, and each of them has his or her own story to tell about the impact of those Arboretum experiences.

Through its continuing education programs, the Arboretum plays an important role in the ongoing growth and development of professionals, including horticulturists, arborists, landscape architects and land managers. This past year, the Arboretum, often in collaboration with other partners, offered four symposia attended by 1,071 professionals and keen amateurs. Collectively, these programs impact not only these individuals, but also the landscapes of the regions they serve.

The Arboretum is a very beautiful place, and many appreciate it as a place of quiet respite. Beyond its beauty, the Morris Arboretum is an institution that engages people in myriad ways.



Photo: Arnold Winkler

Through this annual report, we highlight the faces of the Morris Arboretum. We are proud to report this year’s accomplishments with a special lens on the impact of our garden, its research, and its programs.

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

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





A WALTZ IN THE WOODS

Last spring, the Morris Arboretum welcomed back stickwork artist Patrick Dougherty. His 2009 installation the *Summer Palace*, was an Arboretum sensation, and his new sculpture *A Waltz in the Woods* is proving to be just as popular.

In the last 30 years, Dougherty has created some 250 sculptures in more than 15 countries. His schedule allows him to complete 10 pieces a year, and while working at the Arboretum in March, Dougherty found himself a bit behind schedule thanks to snowy and rainy weather. Still, he was able to finish the sculpture within the strict three-week schedule he allots for each installation.

The piece was created from willow saplings that are woven without the use of nails or other supportive hardware.

The sculpture includes seven “towers,” each roughly 25 feet high, inside which visitors may roam. The variations in shape and size create a unique sense of flow and a maze-like feel.

A Waltz in the Woods will remain in place until it succumbs to the elements – likely a few years. Dougherty is at peace with the fact that his creations are ephemeral. “There’s a fragility about the natural world. There’s a vulnerability—and these sculptures echo that vulnerability.”



Photos: Rob Cardillo, Paul W. Meyer and Susan Crane

HORTICULTURE HIGHLIGHTS

PLANT EXPLORATION AND RESEARCH: PAPERBARK MAPLE

Last year, Anthony Aiello, *The Gayle E Maloney Director of Horticulture and Curator*, participated in two trips as part of the Arboretum's research and plant exploration efforts. In July, Tony traveled to the United Kingdom with colleague Kris Bachtell from the Morton Arboretum in Lisle, IL. As part of a conservation project involving paperbark maple (*Acer griseum*), they visited a number of public and private gardens to collect leaf and herbarium samples.

Despite being a well-known and beloved garden plant, paperbark maple is endangered in its native habitat in central China. This tree has only been introduced from the wild into the United States four times, and into the United Kingdom once. The aim of this conservation

project is to determine whether the diversity of cultivated plants accurately reflects that of plants in the wild, or if further efforts are needed to help conserve this species.

So far, this project has sampled cultivated plants of known wild origin in the U.S. and U.K., and to date the results have shown that cultivated trees in the U.S. and U.K. are all derived from a 1901 collection made by Ernest H. Wilson for Veitch Nurseries in England.

The next step in this project is to sample wild populations of *Acer griseum* across its native range in central China, where it occurs in seven provinces. This trip will be organized with the help of Dr. Kang Wang of the Beijing Botanic Garden. The genetic diversity of the leaf samples from wild populations

Photos: Courtesy of Anthony Aiello



will be compared to those in cultivation. If there is not sufficient representation of wild material in cultivation, then *ex-situ* conservation efforts will be expanded through collaboration with Chinese colleagues. By providing an understanding of the number of *ex-situ* collections needed to sufficiently conserve this species, this project will serve as a model, and benefit anyone interested in maple conservation.

This project has been supported in part through funds from the Chanticleer Foundation and The Maple Society.

Pictured at left: an allée of paperbark maple at Hergest Croft, Herefordshire, England. At right: an autumn scene at King's River Falls Natural Area, Madison, Arkansas.

OZARK MOUNTAINS PLANT EXPLORATION

The Arboretum routinely conducts and participates in plant exploration throughout Asia and North America to acquire new species and new populations of plants hardy in Philadelphia. Last fall, the Arboretum joined the Arnold Arboretum (Harvard University) and the Polly Hill Arboretum (Martha's Vineyard) on a plant collecting expedition to Arkansas. Working with Theo Witsell, a botanist with the Arkansas Natural Heritage Commission, the team explored a number of state and national parks, as well as private lands. The focus for the trip was the flora of the Ozark and Ouachita Mountains, which is considerably rich due to the diverse geology of the region, coupled with the fact that it did not experience glaciation like northern areas of North America.

This expedition yielded collections of 34 plant species of high importance to the participating arboreta. Among these collections, the expedition enabled participants to monitor and collect maple-leaved oak

(*Quercus acerifolia*). This is considered one of the rarest oaks in North America, limited to a few hundred individuals in just four populations in Arkansas. Unlike plants with seeds that can be dried and stored for long periods of time, the only option for preservation of oaks beyond their native habitat is to grow them in gardens and arboreta. The group's observations of this plant will help to provide further insurance against the loss of this species.

INTERNATIONAL MAPLE SYMPOSIUM

Last fall, the Morris Arboretum hosted the fifth International Maple Symposium. This symposium included speakers and attendees from across North America and Europe, with 75 attendees enjoying a series of lectures and tours. The symposium was a wonderful opportunity to introduce a number of new visitors to the Arboretum, as well as to showcase its highly regarded maple collection.



Paperbark maple (*Acer griseum*)

Photo: Anthony Aiello

LIVING 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 subtle impact on the garden. As can be seen in the collections totals, this past year, 572 plants were added or moved. Some of the plants added include dogwoods (*Cornus*), cherries (*Prunus*), and roses (*Rosa*).

Collection Totals

Total number of accessioned plants	12,033
Total number of wild-collected plants	3,919
Number of countries represented by wild-collected plants	32
Number of taxa, genera & families	2,493/304/94
Number of accessioned plants moved or added	572
Number of wild-collected additions	90





Photos: Paul W. Meyer

GROWING BOTANICAL RESEARCH

This past year saw the Botany department heavily involved in field research projects once again. Thanks to a grant from the Pennsylvania Wild Resource Conservation Program, aquatic plant inventories of the lakes at Cowan's Gap, Frances Slocum, Lyman Run, Nockamixon, and Promised Land State Parks were conducted. These studies form valuable baselines for understanding future changes in aquatic vegetation. On a related note, a grant from The Western Pennsylvania Conservancy allowed for expanded research in the lakes at Promised Land State Park. With this additional funding, detailed maps of aquatic plant communities in those lakes were created.

An additional grant from The Western Pennsylvania Conservancy funded a project to help clarify the conservation status of seven plant species currently listed in Pennsylvania as rare, threatened, endangered, or tentatively undetermined. The latter category is applied to species suspected of being in need of some conservation effort, but for which not enough is known to apply it to one of the other categories. This study involved relocating historic occurrence sites, as well as looking for previously undiscovered sites for these species. Quantitative data was collected regarding population size, reproductive capacity, population health, current and potential threats, and other information useful for conservation planning.

Two additional field research efforts began in late spring. One project is an attempt to gauge the effects of natural gas extraction on rare plant species in Pennsylvania's northern tier counties. Baseline

information will be gathered on the population status of three species listed as endangered in the state. Another project will identify and plan for the restoration of hawthorns (*Crataegus*), which are listed as threatened or endangered in New Jersey as a result of the expansion of a natural gas pipeline across High Point State Park. These projects will carry into next year and possibly beyond.

Work continues toward setting up facilities in the John J. Willaman labs in Gates Hall. In January 2015, a pledge to match all gifts to the lab fund up to \$100,000 was received from an anonymous donor. This generous offer will enable Arboretum botanists to conduct modern systematic botany and horticulture studies, and further advance the vision for the future of scientific research at the Morris Arboretum. Generous support has also been received from several other donors who share an interest in building the Arboretum's research capacity, an area with great growth potential for the institution.

The effort to digitize all of the Pennsylvania herbarium specimens housed at the Academy of Natural Sciences of Drexel University continues. This effort, when completed, will provide a resource to be utilized by researchers worldwide. More than 25,000 specimens have been photographed to date. Outreach and recruitment of volunteers to help with specimen label transcription is also underway. Initial funding for this project was provided by Elizabeth and Sandra McLean. Additional funding will be needed to bring this long-term project to completion.

H. WILLIAM BARNES JR.—DEDICATED TO GROWTH

H. William Barnes Jr., or as he is affectionately known at the Arboretum—the Bill Barnes, is a familiar face at the Morris Arboretum. Born and raised in Florida, Bill worked with his father in agriculture, learning to graft and grow leather leaf ferns for the floral industry. After graduating from the University of South Florida with a degree in Biology specializing in Plant Physiology, he traveled the country to pursue his passion for plants, working in Florida as a lab scientist, in Colorado at Denver Botanic Gardens, and throughout Pennsylvania in the nursery industry. He currently owns Barnes Horticultural Services, located in Warrington, PA.

For more than 20 years, Bill has been a valued member of the Morris Arboretum community—as an instructor in the Continuing Education and

Intern programs, as a Horticulture and Plant Sale volunteer, and as a member of the Plant Sciences Committee.

Bill generously shares his time, his resources, and his professional expertise to support the Arboretum as he believes deeply in the “tremendous value of the institution as a center for plant research and education—locally, regionally, and internationally.” His commitment to the work of the Arboretum, coupled with an anonymous donor’s offer of a 1:1 match of any gift raised for the lab renovation project, inspired Bill to take a leadership role in raising funds for the modernization of the Plant Research Laboratories by reaching out to folks across the country and asking for their support of the project.



“I invited friends and colleagues to support this project as it holds enormous potential for all of us in the plant industry. Having the tools and technology needed to conduct plant research in the 21st century will be of great benefit to Drs. Block and Skema, the Morris Arboretum, the University, and—ultimately, to the broader community.”



DONORS TO THE JOHN J. WILLAMAN PLANT RESEARCH LABORATORIES*

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**List current as of 10/23/15*

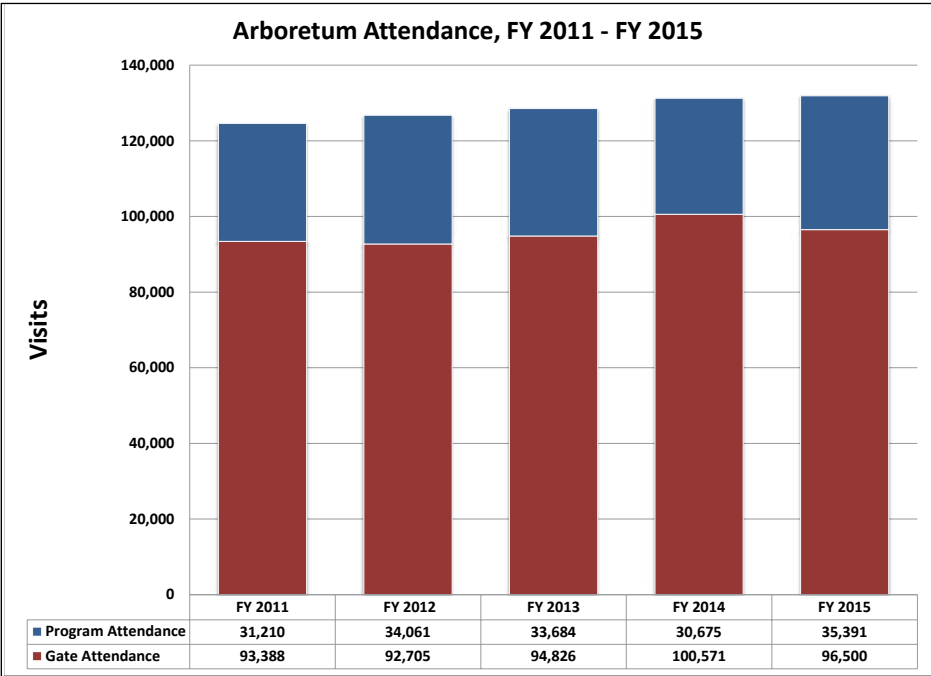
ATTENDANCE GROWTH CONTINUES

Record numbers of guests enjoyed and learned at Morris Arboretum last year. Overall, the increase was 1% compared to the prior record year, sustaining the growth spurred by the 2009 introduction of *Out on a Limb* - a Tree Adventure exhibit. April, May and August were the busiest months, accounting for 40% of visitation, with last May being the biggest May on record. Japanese Cherry Blossom events were the most popular, filling the garden with visitors, and filling visitors with the joy of spring. Members account for 60% of all garden visits. Gate admission declined slightly from the prior year, perhaps as a result of unusually frequent weekend rains. Visitors attending programs increased, with rentals (64%) and classes (40%) both showing significant growth.

Photo: Diamond Street Photography



Photo: Rick Stover



Photos: Carolyn Clement, Ryan Estes, Paul W. Meyer, Arnold Winkler, Candice Holmes and Alex Appleton



FACES OF THE Morris Arboretum



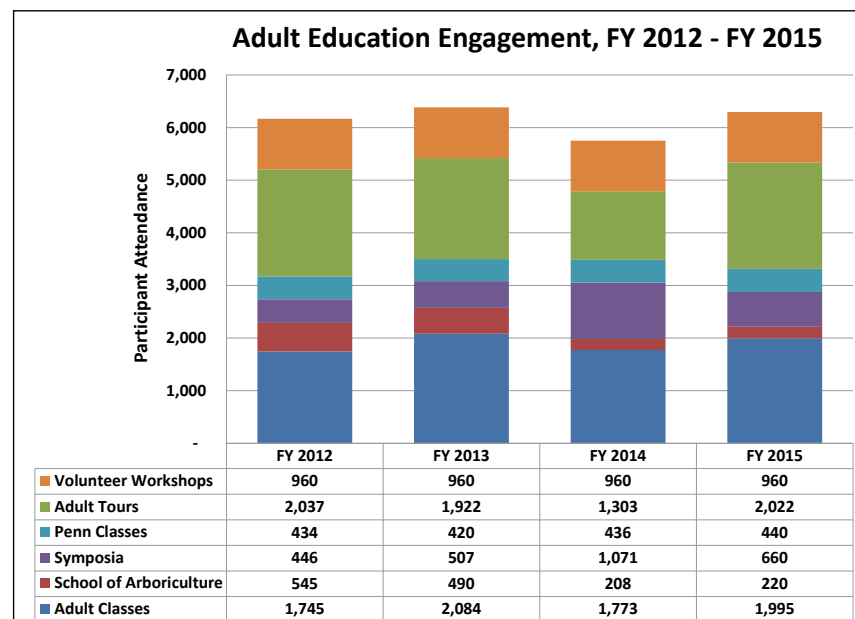
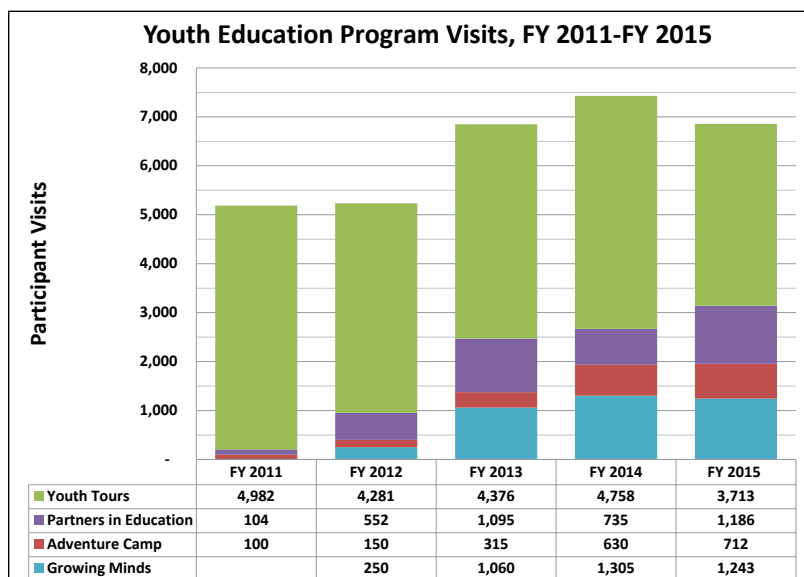
EDUCATION'S IMPACT REACHES YOUTH AND ADULTS

The Morris Arboretum is a historic public garden and educational institution. Visitation and education programs create more opportunities to engage visitors in experiences that deepen their appreciation and knowledge of the plant world. Human survival and quality of life requires each generation to act as good stewards of the plant world.

YOUTH EDUCATION: INNOVATION & IMPACT

By offering additional programs, frequency of visits and engagement increased, thereby achieving more impact among the Arboretum's youth audiences.

- *Partners in Education* - Partners collaborate with staff to create interdisciplinary curricula involving multiple visits and grade levels.
- *The Outdoor Career Symposium* has become an annual program with 13 professionals and 45 students participating.
- *Growing Minds* - 1,407 youth participated in 37 programs. Storytime, a collaboration with local libraries, remains a favorite.
- *Summer Adventure Camp* - 152 campers enjoyed 712 visits. Enrollment reached 99% this year.
- *Youth Tours* - 3,713 youth visited. Ten different guided tour programs are available and aligned with curriculum standards.



ADULT EDUCATION: KNOWLEDGE AND SKILLS

The Arboretum is a recognized leader in continuing and professional education.

- *Continuing Education* - class registration increased 17% over the prior year. More than 150 classes are offered annually.
- *Adult Tours* - 2,022 participants joined 134 groups. New tours included a Small Trees tour, and a special tour for low-vision adults.
- *Professional Education* - the School of Arboriculture registered 194 professionals in 14 classes. Conferences included the International Maple Symposium.
- *Interns* - nine students completed this year-long program now in its 36th year.
- *Advanced Education* - updated curriculum is attracting more Penn students who earn credit in botany and landscape architecture classes taught by Arboretum staff.

VISITOR EDUCATION: SHARED DISCOVERY

Among all of the Arboretum's potential learners, garden visitors are the largest group. Last year we welcomed 131,891 garden visitors, approximately one-third of whom were children. Multiple programs assure access to science-based learning as a part of each experience.

- *Interpretation* - permanent and changing exhibits connect visitors with plants, research, and the history of the garden. *Awakening the Senses*, a new program which incorporates digital tools, is underway.
- *Event Programs* - every public event incorporates educational activities into the program.
- *Weekend Tours* - volunteer guides lead free tours every weekend for visitors.
- *Discovery Activities* - monthly interactive activities designed by guides engage visitors of all ages on weekends.

Photos: Marie Ingegneri, Paul W. Meyer



VOLUNTEER SPOTLIGHT: JANE B. ALAVI

Jane Alavi is well known as Chair of the Morris Arboretum's Advisory Board of Managers, but she is also a dedicated volunteer. When she retired from her faculty position at the University of Pennsylvania's Perelman School of Medicine, she began looking for something to keep her busy.

She signed up for a course at the Arboretum in 2002 to train as a prospective school group guide. Although Jane had not worked with that age group before, she found the prospect of being a guide appealing, as it would allow her to continue to teach.

In addition to leading tours, guides also help to create new tour curricula. Assistant Director of Visitor Education & Youth Programs Liza Hawley heads up the committee, but the members are the driving force in designing new tours. Participating in this process may be Jane's favorite part of being a guide, as she enjoys the diverse and collaborative environment, and the fact that she is constantly learning and growing.

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. Without the services of more than 400 individuals, the Morris Arboretum simply would not be able to continue its mission of teaching, research, outreach, and horticultural display.

"In addition to school groups, I also like to take around members who think they know the Arboretum...I can always show them a hidden gem previously unknown to them." - Jane Alavi



Photo: Paul W. Meyer

BUILDY AWARD

The Morris Arboretum was one of two museums to win the 2015 Mid-Atlantic Association of Museums' "Buildy" Award in recognition of its exemplary accomplishment in leading an institution through the challenging process of creating new museum construction. The project, *Out on a Limb* – a Tree Adventure exhibit, opened in 2009. It increased visitation and membership by 30%, numbers which the Arboretum has sustained and grown over the past six years. The Buildy Award recognizes Morris Arboretum's creative planning, and the construction of a project that led to institutional transformation and sustainability.

"In an age when children are barraged with electronic and social media, our ability to connect them with nature in a real and meaningful way is very much part of our mission at the Morris Arboretum." —Paul W. Meyer

MARKETING MATTERS

SUSTAINABILITY

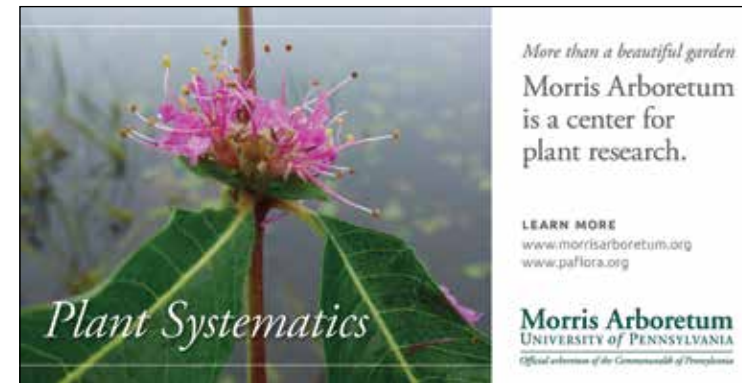
- In conjunction with the release of Penn's 2.0 Climate Action Plan last fall, the Marketing team sought to answer the question, *What is Morris Arboretum doing to promote sustainability, and how is it being communicated?*
- Sustainability Achievements were added to the website including:
 - Collection of Living Plants
 - Platinum LEED certified Horticulture Center
 - Botanical and Horticultural Research, Conservation, and Plant Exploration
 - Educational Programming and Professional Training
 - Historic Preservation and Restoration
 - Restoration of Sustainable Parking Lot
 - Compton Café 3 Star Restaurant Certification
 - Penn Outreach
 - Participation in Philly's Bike Share program
 - Awards and recognition for sustainable projects



BOTANY

Botany at Morris Arboretum was featured in mainstream marketing.

- On screen advertising at local art theaters
- Website homepage slider images
- Blog posts



PATRICK DOUGHERTY'S STICKWORK MAKES FOR GOOD PR

Patrick Dougherty's *A Waltz in the Woods* garnered great press and an opportunity to create a new video featuring the artist and his work at Morris Arboretum.

- CBS *Sunday Morning* featured Patrick Dougherty and his work in a 15-minute segment during his artist-in-residence stint at Morris Arboretum.
- KYW's Garden Report and CBS' national website
- WHYY TV's Friday Arts Program focused on Patrick Dougherty and his construction process.

Photo: Sandra Ardis

MORE STICKWORK COVERAGE:

- Philadelphia Inquirer's WKND section
- WHYY Newsworks: on-air and website
- All of Penn's publications

OTHER PRESS INCLUDED *BEST OF* LISTS:

- Philadelphia Family Magazine: *Best Outdoor Attractions*
- VisitPhilly: #3 of *Best Places for Fall Foliage*
- TravelPulse.com: one of the *5 Best US Gardens to Visit This Fall*
- VisitPhilly: Holiday Garden Railway: one of the *15 Must-See Holiday Attractions in Philadelphia in 2014*
- Al Día News: Holiday Garden Railway as one of its *Top Picks for Christmas in Philly*
- Buzz Bissinger: one of the top 'Do's' for Philadelphia Democrats during the 2016 convention
- Philly.com and CBS 3: frequent postings as *5 Best Things to Do this Weekend*
- Philly.com Readers' Choice 2015 winners: one of the best places for *Outdoor Fun for the Whole Family*



MORRIS ARBORETUM GETS SOCIAL

- This spring, with Penn's help, Morris Arboretum engaged Chatterblast, a social media consulting firm. Using Patrick Dougherty's exhibit as the campaign kick-off, efforts were expanded on every platform of social media.
- Compelling content was developed; Top 5 lists were found to be most effective.
- Bloggers and influencers were identified and invited to special 'sneak peeks'.
- Focusing on social media analytics (through Sprout Social) improved engagement.
- Arboretum presence on social media from February - April 2014 (before Chatterblast) vs. February - April 2015, showed increases across the board.
 - o 60.33% on Facebook
 - o 1,254% on Twitter
 - o 15.4% on Pinterest
 - o 76.9% on Blogger
 - o 250% on LinkedIn

EXPLORING INNOVATIVE INTERPRETIVE APPROACHES

The Arboretum is engaged in an exciting interpretive project, *Awakening the Senses*. Designed to enhance the visitor experience, the project is being funded with the generous support of a grant from The Pew Center for Arts & Heritage.

Visitor habits and preferences are being evaluated, including the use of mobile devices and other technologies. Work began with an assessment of existing interpretation, and included surveying visitors, as well as their traffic flow, popular points of interest, and the duration of a typical visit. Methods currently being used by similar cultural institutions are also being evaluated.



Photo: Carolyn Clement

This research will help in developing an interpretation strategy that focuses on conveying key messages. A variety of approaches will be prototyped to provide the opportunity for visitors to connect more deeply with the Arboretum through mobile-friendly tools and enhanced web content.

Major support for *Awakening the Senses* has been provided by The Pew Center for Arts & Heritage.

BLOOMFIELD FARM - RECLAIMING HISTORY AT MORRIS ARBORETUM



John and Lydia Morris purchased the 67-acre Bloomfield Farm property in 1913 to augment their Compton estate, and to build a botanical school and research institution. When John Morris died before this plan was realized, Lydia decided to maintain Bloomfield as a working farm. Compton estate and Bloomfield Farm were bequeathed to the University of Pennsylvania upon Lydia's death in 1932, creating the Morris Arboretum. During the Great Depression, the University of Pennsylvania ceased all agricultural activity at Bloomfield Farm. The University re-opened the farm during WWII to support food supply needs, investing in cattle, and providing space for community Victory Gardens. Since that time, the Morris Arboretum has utilized Bloomfield Farm as a

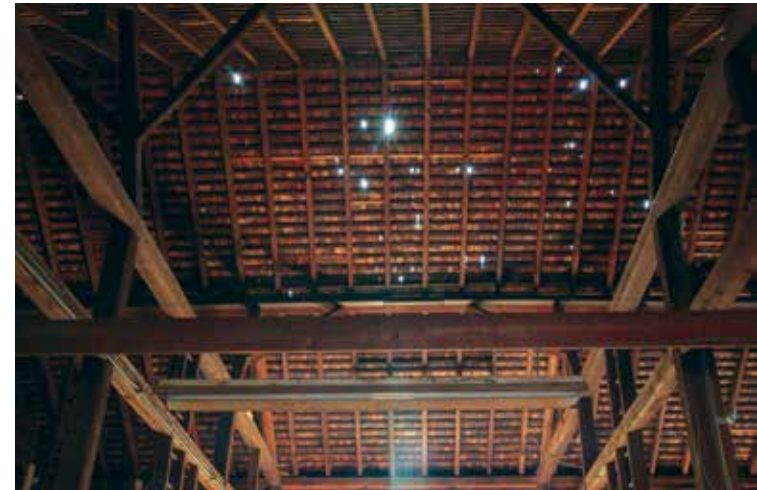
site for plant science research and operational support, and the barn has provided essential storage and work space.

Over the last decade, the Arboretum has launched efforts to protect the historic features of Bloomfield Farm. The extraordinary support of individual and foundation donors has enabled the Arboretum to make tremendous progress in the restoration and preservation of Springfield Mills, the miller's cottage, and the farmhouse.

The barn is the last remaining structure in this group of buildings linking the property to the agricultural history of this region. The new Horticulture Center complex at Bloomfield Farm has reduced the use of the barn for storage and work space, making it possible to consider repurposing the barn to include education and program support. The barn rehabilitation will complete the restoration of this complex, allow access to the building for students and the public through guided tours and special events, and will provide an opportunity for visitors to learn about the significant contribution of agriculture to the growth of this region and in their lives today.

The first step in the restoration project is the replacement of the barn's cedar shingle roof.

This work will begin in late autumn, thanks to a generous \$50,000 Keystone Historic Preservation grant from the Pennsylvania Historical and Museum Commission (PHMC), a state agency funded by the Commonwealth of Pennsylvania. Once the roof has been secured, the Bloomfield barn project team will evaluate what larger conservation steps need to be taken in order to preserve the historic integrity of the building, while also creatively repurposing the space for public programming and educational purposes.



Photos: Bob Gutowski



Photos: Paul W. Meyer and Kim Soles

SPRINGFIELD MILLS

Restoration continues at a great clip at Springfield Mills. Mill speed increased 12%, allowing for finer grinding and sifting, as well as adding a bit more vibration to the visitor experience. Volunteers contributed almost 1,500 hours in historic preservation and education. Mill volunteers restored several belt-driven machines, adding to the demonstration of 19th & early 20th century grist mill operations. The west wall of the mill was restored, and the tail gate, turbine vane controls and cob crusher were all added to demonstrations. Corn is now being grown, shelled, and ground, and cornmeal is being sifted, bagged, and even baked into muffins.

More than 1,000 individuals visited the mill last year on six public demonstration days, and in 12 scheduled group and school tours. The grist mill's history, which dates back to 1761, illustrates the role of technology in making food from plants available to the community, and human's dependence on plants and science for survival.



The Arboretum At-a-Glance

	FY 2015	FY 2014
Visitor Attendance	131,891	131,246
Active Member Households	6,633	6,728

And Some Things You May Not Know

Contractor estimate to restore Springfield Mills machinery	\$200,000
Actual cost of mill machinery restoration, done entirely by volunteers	\$35,000
Approximate age of chestnut oak located on <i>Out on a Limb</i>	256 years
Revenue generated by wedding and event rentals this year	\$371,602
Number of magnolias in the Arboretum's collection	224
Number of botanical specimens imaged in the 1st year of the digitization project	25,000
Number of willow saplings it took to create <i>A Waltz in the Woods</i>	Too many to count!

ARBORICULTURE CONSULTING & OUTREACH— EXPERTS IN TREE MANAGEMENT & PROTECTION

TREES MATTER

Right now, trees are silently providing critical environmental, social, and economic benefits. Many of these benefits are imperceptible, but their positive impact on humans and the environment is substantial. With this in mind, it is essential that tree populations be conserved, increased, and protected.

Morris Arboretum's Urban Forestry consulting team accomplishes this by providing tree-related consulting services and technical assistance to green industry practitioners and clients including municipalities, colleges, tree care companies, landscape architects, architects, community groups, arboreta, and businesses in our region and beyond. Tree care knowledge is disseminated by the School of Arboriculture, which provides classes for a wide audience that includes arborists, homeowners and industry leaders.

MANAGING THE UNIVERSITY OF PENNSYLVANIA'S TREE RESOURCES

The team's partnership with Penn's Facilities and Real Estate Services Department (FRES) involves managing the University's more than 6,000 trees. This includes:

- Revising Penn's tree policy and updating the University's tree specifications and standards.
- Overseeing management and care to protect the University's elms from deadly pests and diseases, such as Emerald Ash Borer and Dutch Elm Disease.
- Utilizing specialized equipment to excavate around the base of trees planted too deeply or mulched excessively.
- Implementing a cyclical assessment of University trees to mitigate risks and improve tree health.
- Active participation on Penn's Tree Committee.
- Coordinating tree preservation efforts at new building sites.
- Purchasing and installing Penn's annual freshman tree.

Pictured at left: Jason Lubar (right) and Andrew Hawkes assess trees at the Philadelphia Navy Yard.

- Installing and updating tree labels on campus.
- Training Penn employees/contractors about proper tree planting and pruning techniques.

SCHOOL OF ARBORICULTURE

Under the direction of Robert Wells, the School of Arboriculture hosted arboricultural experts from around the country who presented a diversity of tree-related topics to the regional community. In FY2015, more than 330 participants attended 14 courses and a one-day Tree Canopy Conference hosted at Haverford College. The classes are open to the public and are especially attractive to arborists and landscape architects because they offer continuing educational credits necessary to retain professional certifications.

OUTREACH PROJECTS

An integral portion of the Urban Forestry mission is outreach to communities and institutions:

- Marquand Park, Princeton NJ – Assisted Marquand Park in becoming the first registered Arboretum in Princeton. Marquand Park is a Victorian-era public garden on 17 acres. It is home to more than 800 trees representing 183 species, several of which are NJ State champions.
- Medford Leas, Medford NJ – A long-standing relationship with this retirement community assists with the reestablishment of their Pinetum (a collection of conifers).
- Lingelbach Elementary School, Philadelphia, PA – Assisted teachers in establishing a nature trail behind the school.





PENN OUTREACH

Last fall, shovels were set in the earth once more to commemorate the annual planting and dedication of the University of Pennsylvania freshman class tree. Campus Green became the new home of a baldcypress (*Taxodium distichum*) for the Class of 2018, along with the seven other class trees that have been planted since the Penn tree program began in 2011. As the program continues to grow, classes have become more involved and shown a greater interest in their class tree. Each class is asked to vote for their choice from a selection of trees that are appropriate for the site. This past year, the program saw the most active voting ever for a class tree with 851 votes cast.



William Hohns, W'74, and his wife, Kathlene, developed the Penn tree program to help instill a deeper connection to the trees on campus, and to help freshmen make their first connection with the Morris Arboretum in an engaging way. Bill and Kathie also support the Arboretum through the ESCAPE program, which encourages students to venture off campus and visit the Arboretum throughout the year. This past year, the Arboretum was happy to welcome students for a variety of events including a fall Arabic heritage event, a holiday performance by the Penn Glee Club, and a series of spring bus trips allowing students to visit during the annual Japanese Cherry Blossom festival. These programs would not be possible without the generous support of Bill and Kathie, and their commitment to Penn students and the Morris Arboretum.

The infographic is shaped like a tree. The canopy is divided into five horizontal layers of different colors, each representing a revenue source. The trunk and roots are a solid purple color. The percentages are displayed in the center of each layer.

Revenue Source	Percentage
Earned Revenue	33.4%
Investment Revenue	29.7%
Contributed Revenue	19.3%
University Support	15.3%
Government Support/Misc.	2.3%

TOTAL REVENUE

18

Expenses

	General Operating Fund	Restricted Funds	Total Operating
Salaries & Benefits	3,008,283	972,969	3,981,252
Current Expenditures			
Utilities	85,439	63,982	149,421
Professional	241,150	45,267	286,417
Repairs & Maintenance	142,965	52,419	195,384
Equipment	(2)	69,135	69,133
Employee Expenses	136,451	30,769	167,220
Rent/Lease	24,890	6,036	30,927
Supplies & Minor Expenses	313,070	49,740	362,810
Communications	215,375	14,963	230,337
Members Events	164,689	—	164,689
Other/Contingency	53,242	(7,889)	45,353
Interpretation	2,713	—	2,713
Cap'l Renewal/Def. Maint./Ins. Claims	16,858	122,911	139,769
Marketing	129,791	—	129,791
TOTAL CURRENT EXPENSE	1,526,631	447,333	1,973,964
SALARIES & CURRENT EXPENSE	4,534,914	1,420,302	5,955,216
University			
Administrative OH	818,225	0	818,225
Internal Loans	69,800	9,100	78,900
TOTAL UNIVERSITY CHARGES	888,025	9,100	897,126
TOTAL EXPENDITURES	5,422,939	1,429,402	6,852,341
SURPLUS/(DEFICIT)	\$ 1	\$ 421,369	\$ 421,371

Photos: Steve Brady, Susan Crane

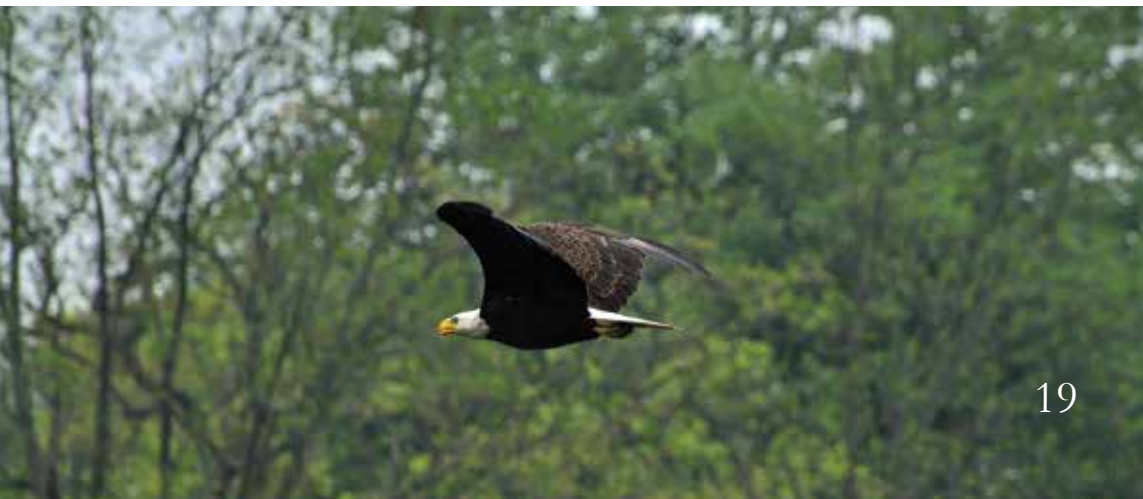


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 Elizabeth Van Vleck
 Sue Young
 Michael Young

+Deceased







GWEN AND ED ASPLUNDH - SUPPORTING THE GARDEN RAILWAY

The Morris Arboretum is deeply grateful for the generous gift from longtime friends Gwen and Ed Asplundh in support of the Garden Railway. The Asplundh family has made many extraordinary contributions to the Arboretum over the years, but the Garden Railway holds a special place in their hearts.

“Gwen and I are very pleased to support the Garden Railway. Ever since I was a kid, I have loved trains large and small. For years, I had a large train layout in my basement. There is something very special about an outdoor

railway, especially the very unusual and beautifully done railway at the Arboretum. I enjoy watching the trains myself, but most of all I enjoy watching the looks of delight on the faces of the other ‘kids’—young and old.”

The Garden Railway continues to delight visitors. This summer, the railway celebrated its 18th year with a display highlighting ‘Art & Architecture’ in the Philadelphia area. In December, visitors will once again be invited to experience the Holiday Garden Railway and *Friday Night Lights*.

Photos: Paul W. Meyer, Mark Stehle



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 2015.

\$250,000 AND ABOVE

Martha J. Wallace & Edward W. Kane

\$100,000 - \$249,999

Anonymous

Gwendolyn & Edward Asplundh

Susan & Moses Feldman

Mary D. Starr

\$50,000 - \$99,999

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Kathlene & William Hohns

Christine James

Kenneth D. Kopple, PhD⁺

Jane & Leonard Korman

Augusta Leininger

Sarah & Ted Lodge

Hiram H. Munger

Ann & Paul Rhoads

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Ana-Maria Zaugg & David Anstice

\$5,000 - \$9,999

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Rebecca & Bruce Conrad

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Photo: Paul W. Meyer



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Gretchen & J. Barton Riley

Nina & Eric Schneider

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Elizabeth Van Vleck

⁺ Deceased

CORPORATE, FOUNDATION, AND NON-PROFIT DONORS

The Morris Arboretum is grateful to the following foundations, corporations, and non-profit organizations who have provided generous operating, programmatic, or capital support through new gifts, pledges, or pledge payments in fiscal year 2015.

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Family Foundation
Pew Center for Arts & Heritage

\$100,000 - \$249,999

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The Pew Charitable Trusts

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Fondation Franklinia
Otto Haas Charitable Trust

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Photo: Paul W. Meyer

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Wissahickon Valley Public Library - Blue Bell

Photos: Mark Stehle, Bob Gutowski



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 2015.

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Susan & Moses Feldman
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Photo: Susan Crane

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Debra L. Rodgers & Paul W. Meyer
Nina & Eric Schneider
Elizabeth Van Vleck
Patricia & Clarence Wurts

+ Deceased

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 2015.

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Photo: Paul W. Meyer





LEADERSHIP MEMBERS

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 individuals listed below have distinguished themselves by joining at the highest levels of membership.

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 Gene & Charles Dilks

MEMBERSHIP STATISTICS	FY 2015	FY 2014	FY 2013	FY 2012	FY 2011
Total Active Memberships	6,633	6,728	7,051	6,149	6,038
Number of Members	19,780	19,279	20,786	17,145	17,240
<i>Adult Members</i>	12,127	12,307	12,873	11,162	11,024
<i>Child Members</i>	7,653	7,422	7,913	5,983	6,216
Number of New Memberships	1,876	2,447	1,711	1,850	2,267

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 Elizabeth & Thomas Evans
 Alice & Richard Farley
 Lisa M. Gemmill
 Mary & Richard Graham
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 Diane Newbury & Steven P. Berman
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 Cynthia & James Sillhart
 Louisa Spottswood & Robert Coughlin
 Janet & Matthew Stern
 Frances+ & Bayard Storey
 Virginia & Lane Taylor
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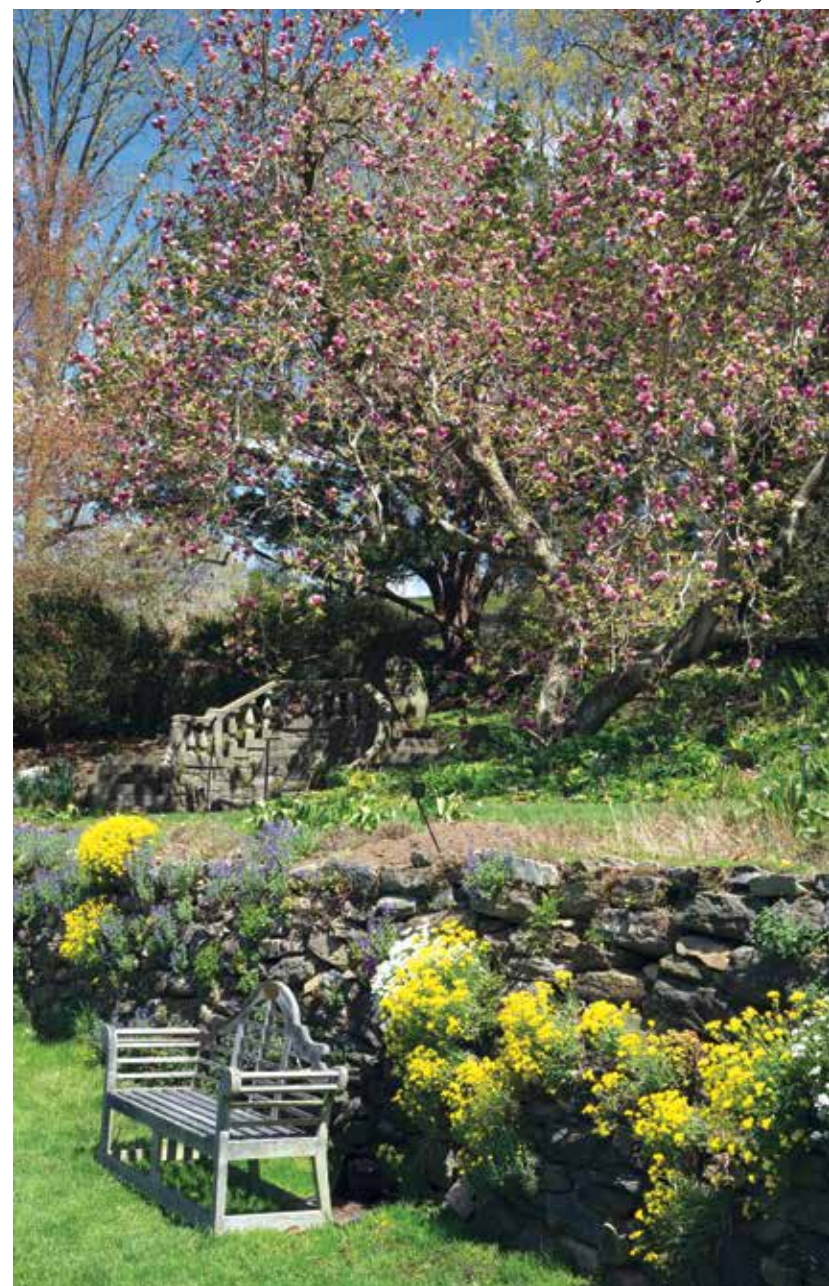
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Catherine A. Worrall
 Minturn T. Wright III
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 Suzanne Zeleznik & David Smith
 Lenore & Albert Zimmermann

+ Deceased

Photo: Paul W. Meyer



THE LYDIA MORRIS LEGACY SOCIETY

For the last 17 years of her life following the death of her brother John, Lydia Thompson Morris continued to develop the estate that they had established together, and which, at her death, became the Morris Arboretum of the University of Pennsylvania. When she 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.

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Roberta L. Berg	Marilyn & Stephen Leonard
Judy & Mac Borie	Evamarie Malsch
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Joan Citron	Alan T. Miller
Jeanne & Philip Connolly	Henry S. Miller Jr. & J. Kenneth Nimblett
Jennifer Cromer	Hiram H. Munger
Betty K. Davis	Ruth G. Preucel
Nancy S. Day	Francis H. Rasmus Jr.
Carol A. Dolinskas	Ann Reed
Ruth & Barry Dubinsky	Christine & Stefan Reisenfeld
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A LASTING LEGACY

DEBRA L. RODGERS AND PAUL W. MEYER

Planned gifts have been an important part of the Morris Arboretum since its very inception and were part of the estate plans and legacy left by John and Lydia Morris. Continuing this great tradition, Debra L. Rodgers and Paul W. Meyer, *the F. Otto Haas Executive Director*, announced a generous planned gift in the form of a Charitable Remainder Unitrust (CRUT).

Having been part of the Arboretum family for nearly four decades, Debbie and Paul decided to make the Morris Arboretum their most important philanthropic priority when they began planning their wills years ago, establishing an endowment to fund educational opportunities for Arboretum staff. Debbie and Paul believe in the power of travel and continuing education to enrich people's lives, and have both gained wonderful experiences through educational benefits offered by their employers.



Photo: Mark Stehle

In 1991, Debbie completed her MBA at Villanova University with tuition benefits offered by her employer at the time, a step that eventually led her to her current position as an executive at Aramark. When he was in his tenth year at the Arboretum, Paul was given the unique opportunity to embark on a year-long sabbatical at the University of Edinburgh and the Royal Botanic Garden in Scotland. He returned from this "rich and rewarding" experience inspired to bring new life to the Arboretum. It is both Debbie's and Paul's wish that their endowment provide similar life changing experiences for members of Arboretum staff for years to come.



ENDOWMENTS

Dorrance H. Hamilton Fernery Endowment
Children's Education Endowment
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Tree Care Endowment
McLean Natural Areas Endowment
Paul W. Meyer and Debra L. Rodgers Study-Travel
Endowment
Alice and Liddon Pennock Flower Walk and Intern
Endowment
Alan T. and Marjorie Miller Arboriculture Endowment
Gayle E. Maloney Plant Exploration Endowment
Gayle E. Maloney Director of Horticulture Endowment
Hay Honey Farm Horticulture Intern Endowment
McLean Endowment for Staff Compensation and
Development
Moses & Susan Feldman Natural Areas Section Leader
Endowment
John C. Plunkett Botany Research Endowment
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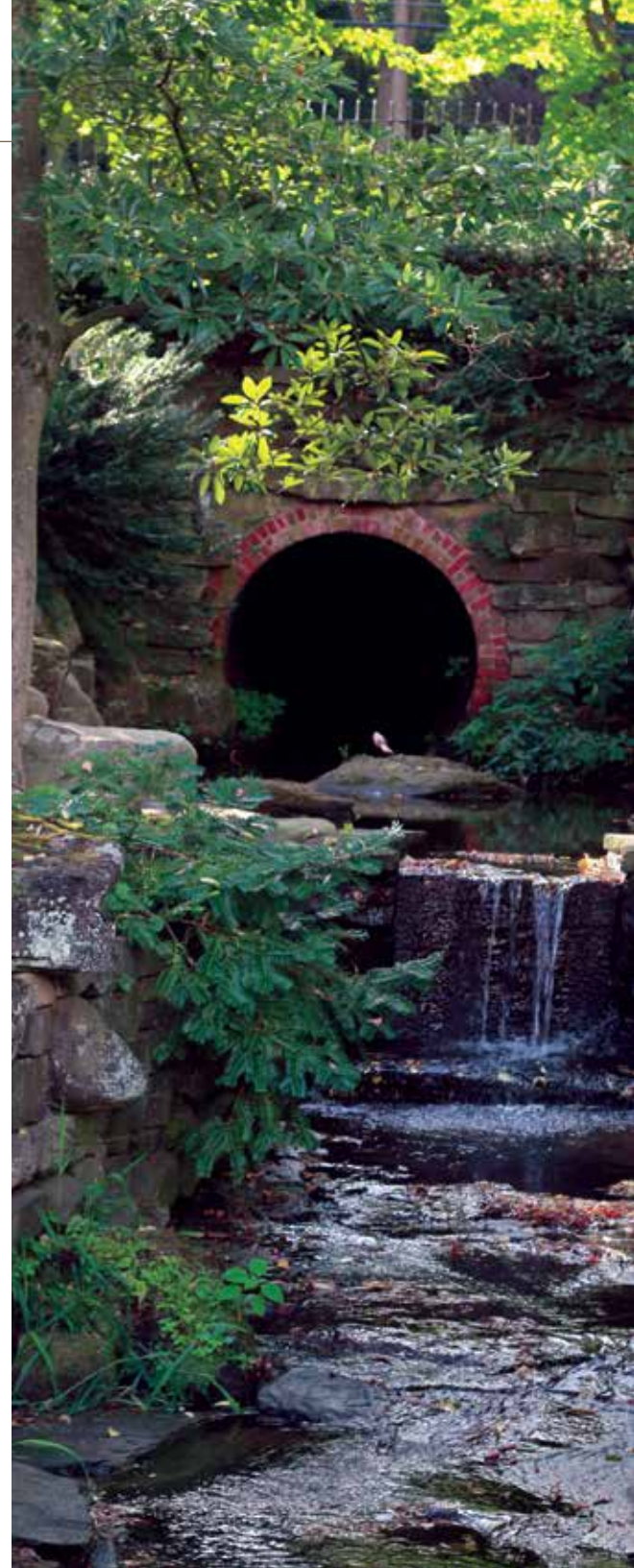




Photo: Mark Stehle

MOONLIGHT & ROSES SUPPORTERS

The Arboretum's annual fundraising gala, *Moonlight & Roses presented by The Haverford Trust Company*, has truly become a premier summer event in Philadelphia. The Morris Arboretum is grateful to the following donors who supported *Moonlight & Roses presented by The Haverford Trust Company* held on June 5, 2015.

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A NIGHT TO REMEMBER

The Morris Arboretum was thrilled to honor Susan and Moses Feldman at *Moonlight & Roses presented by The Haverford Trust Company*. A dedicated planning committee led by co-chairs Natalie and Ralph Hirshorn and Elizabeth and Kyle Salata helped to make this the Arboretum's most successful fundraising gala to date. This record-breaking year saw a sold-out dinner with ticket sales at an all-time high. The event continues to grow, attracting new corporate sponsors each year and has shown an increase in revenue of more than 100% over the past three years. The Haverford Trust Company—a longtime lead donor to *Moonlight & Roses*—raised the bar this year and partnered with the Arboretum as the first-ever *Moonlight & Roses* title sponsor.

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Photo: Bob Raines





ARTISTS IN THE GARDEN

Last spring, Morris Arboretum partnered with the Pennsylvania Academy of Fine Arts (PAFA) in a collaborative exhibition featuring artwork by students, alumni, and faculty of PAFA. Titled *Artists in the Garden*, the exhibit kicked off a year-long celebration of art in the garden, and was held in conjunction with PAFA's exhibition, *The Artist's Garden: American Impressionism and the Garden Movement, 1887–1920*.

The exhibit was curated by Professor Jill A. Rupinski who explained, “Artwork chosen for this exhibition reflects the spirit of the garden through diverse artistic vision. Whether working from a public or private space, a country or town garden, these artists derive inspiration from garden foliage, arboreal content, and floral and botanical motifs. The works frame nature as a portrait subject within contained, intimate spaces.”

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Photo: Alison Thornton

CHAMPIONS FOR ARTS AND CULTURE

GREG ROWE AND PEGGY AMSTERDAM

Greg Rowe and Peggy Amsterdam collaborated on many of Philadelphia's most significant cultural initiatives from 2000 to 2009, when Greg led the local culture program at The Pew Charitable Trusts and Peggy served as Executive Director of the Greater Philadelphia Cultural Alliance. Morris Arboretum member, Barbara (Bobbie) Lippman, was their friend and colleague. After their passing, Bobbie wanted to do something special to memorialize their commitment to arts and culture in this region. She explained, "I could think of no better place for this tribute than Morris Arboretum, where cultural participation and audiences have been growing in new and exciting ways."

TRIBUTES AND MEMORIAL GIFTS

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Photo: Josh Hunter

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