

ANNUAL REPORT

JULY 2007 - JUNE 2008



Morris Arboretum of the
University of Pennsylvania

Official arboretum of the Commonwealth 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.

DEAR FRIENDS,

This past year has been an extraordinary one by any measure. It was a year of great improvements in the public garden, programmatic growth, and most importantly, a time of planning for dramatic changes that will come in the year ahead. Please take a moment to peruse this publication, and join us in celebrating our recent accomplishments as we look forward to future initiatives.

Visitors to the Arboretum will immediately notice the new Richard J. Ryan entrance gates. This entrance replaces the “temporary gates,” installed more than 25 years ago when the drive was first installed. The Ryan Gateway and its associated lighting and landscape are not only beautiful, but help us to better market the Arboretum as a destination, while also enhancing safety.

The Wisteria Walk, a project begun in 2006 by Heather Hughes, the Holman Rose Garden Intern, is now complete. Heather’s new design includes an arbor that will not only support the wisteria but also beautifully frames views to the summer house and log cabin.

Plans rapidly moved forward for Phase I of the Horticulture Center and *Out on a Limb*, part of the new Tree Adventure exhibit. Both of these projects represent a transformational change for the Arboretum. The Horticulture Center will finally give Arboretum staff much needed professional support facilities, including offices, meeting spaces, workshops and garages. Tree Adventure is an Arboretum-wide exhibit that will include a tree canopy walk and will teach communities about the importance of trees and how we can help steward our urban trees. Groundbreaking for both projects is scheduled for the fall of 2008.

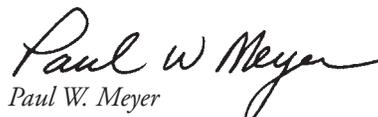
This progress has been made possible through donations to the *Always Growing* campaign. As you will read inside, support of the Arboretum has never been stronger. This year, gifts to the Arboretum for all purposes totaled more than \$12 million, by far our best year ever.

This year also marked the completion of the Montgomery County *Natural Areas Inventory Update*. This critical document, compiled by Arboretum botanists Drs. Tim Block and Ann Rhoads, will guide conservation and open space protection throughout this rapidly growing county. This is another practical example of how the Arboretum’s *Flora of Pennsylvania* program and database serve the entire Commonwealth.

Continuing education programs for adults and professionals completed a record-breaking year. We served more students than ever and revenues were up 73% from last year. Average class attendance rose from 14 to 18 students, a 28% increase. In particular, new and expanded professional education programs aided by strong marketing efforts have helped bring key new audiences to the Arboretum.

The Arboretum is fortunate to now have 5,289 household memberships representing 9,511 adults and 4,260 children. Without the commitment of our members, partnering with our hard-working staff and volunteers, none of the progress experienced in recent years would have been possible. We are most appreciative of all the ways the Arboretum community helps to move the institution forward.

It is always a great pleasure to see a growing number of families at the Arboretum reconnecting with the plant world and at the same time connecting with one another. The Arboretum staff and board are committed to continuing to create new and exciting opportunities for families at the Arboretum while learning more about our dependence on plants for survival.


Paul W. Meyer
The F. Otto Haas Director


Ann Reed
Chair, Advisory Board of Managers

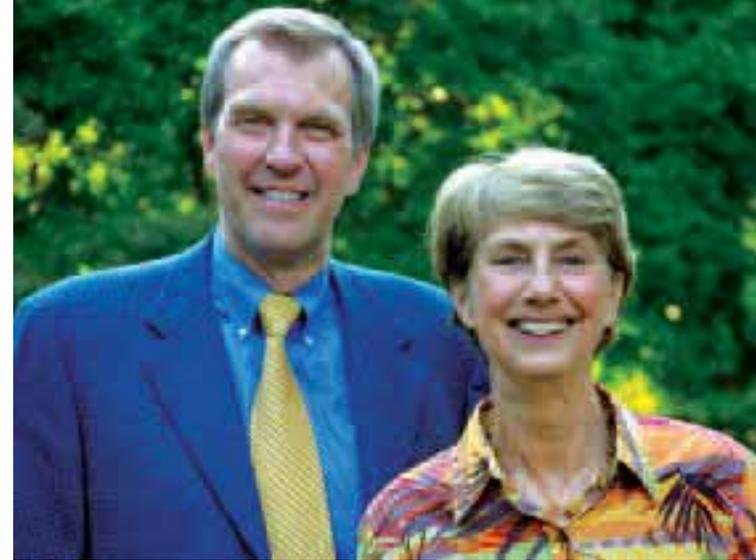


Photo by Arnold Winkler



On April 27, 2008, the Arboretum celebrated 75 years as a public garden and launched *Always Growing: The Campaign for Morris Arboretum*. Despite cloudy skies and cool temperatures, nearly 1,500 visitors celebrated with activities on both sides of the garden. Visitors took part in kids' crafts at the Two Lines sculpture, they scoured the entire Arboretum as part of a treasure hunt, and they got a sneak peek at *Out on a Limb*-a Tree Adventure exhibit, by climbing the temporary scaffolding erected in the canopy of the trees.

Trolleys transported visitors across Northwestern Avenue to the Arboretum's Bloomfield Farm property, where the fun continued with live music provided by the Philadelphia-based bluegrass band *Wissahickon Chicken Shack*. Bloomfield Farm is the site of the Arboretum's new Horticulture Center Complex and home to the historic Grist Mill. Visitors at the farm were also able to tour the Grist Mill, not normally open to the public, add drawings and reflections to a 25-year time capsule about the Arboretum, and enjoy cotton candy, ice cream, popcorn, and 75th Anniversary cake. Arboretum

Director Paul Meyer and Campaign Co-Chairs Susan Oberwager and John Shober announced that the Arboretum had raised \$37.6 million toward its capital campaign goal of \$60 million.

Always Growing is the largest campaign in the Arboretum's history. The \$60 million campaign is designed to address the comprehensive needs of the Morris Arboretum, a beloved institution, and Philadelphia's premier public garden. It is about enriching our programs to more effectively educate the public about its critical role in stewardship and conservation. It is about investing in people and developing programs and facilities to engage a broader audience in our mission. Finally, it is about securing a strong financial future for the Morris Arboretum.

The campaign calls for the funding of two major capital projects – a new Horticulture Center Complex for teaching, training and staff support, and *Out on a Limb*-a Tree Adventure exhibit, an exciting new multigenerational, fully-accessible tree canopy exhibit, which will increase our ability to educate the public about the value of trees and how we can all be better stewards of

our environment. The campaign also addresses the need for continued support of our endowments. Ambitious goals have been set for endowment to ensure the future stability of the Arboretum. Through expanded educational and research programs, ongoing training and consulting, and continued excellence in horticulture display, we will dramatically impact our protection of our natural resources.

At the close of fiscal year 2008, more than \$38 million had been raised toward the \$60 million goal. With the continued support of our members and friends, this ambitious goal will be met. John and Lydia Morris were the first visionaries of what this institution would become. The garden has changed dramatically since it opened to the public in June of 1933, but they would no doubt be pleased. In recent years, board members, Arboretum staff and loyal donors have partnered together to restore the garden to its original splendor, to create new horticultural displays and to develop engaging educational and research programs. We are looking forward to 2009, a year that will leave a significant mark on the history and progress of the Morris Arboretum.



SETTING THE STAGE FOR A DIFFERENT SHADE OF GREEN

Horticulture Center Complex – Phase I

The Horticulture Center Complex, a project that has been in development for more than three decades since the Arboretum's 1977 master plan, continues to gain momentum. The Arboretum's vision is becoming a reality thanks to a lead gift of \$5 million from Dorrance (Dodo) H. Hamilton, in combination with a capital grant from the Commonwealth of Pennsylvania, and leadership gifts from the William Penn Foundation and John and Janet Haas. With her gift, Dodo Hamilton, long-time Arboretum friend, board member and former chair of the Horticulture Committee, has made it possible for the Arboretum to move forward with construction plans.

The Horticulture Center Complex will be the first newly-constructed green building on the University of Pennsylvania's campus to be certified through the US Green Building Council's LEED® rating system. The Complex is slated to achieve LEED® Platinum certification, the greenest level available, representing the highest commitment to sustainability. As such, this project could operate as a national "green" model, inspiring and encouraging other organizations, both non-profits as well as for-profits, to consider environmentally sustainable and regenerative design in their construction planning. University of Pennsylvania President Amy Gutmann will be present to celebrate the groundbreaking of this exciting and noteworthy example of sustainable design and construction.

Some of the design features of the Horticulture Complex that will qualify it for Platinum Level LEED® certification include the following:

- An efficient **ground-source heat pump** will provide heating and air conditioning for the building, using only about one-fourth the energy of a typical boiler/air conditioning system.
- A **green roof** on the equipment storage shed will capture and absorb rain, slowing the surge of stormwater to the site drainage system. A green roof also helps reduce the ambient summer temperature by providing a cool roof surface instead of the "heat island" associated with most asphalt or rubber roofs.

- **Photovoltaic panels** will provide on-site generation of renewable energy, with peak electricity production during the hot summer months when the demand for electrical power is highest.
- The building will be **well-insulated** to eliminate infiltration of outside air and reduce the energy lost through the walls.
- The building's **lighting system is designed to take full advantage of natural daylight** by using skylights and roof monitors to supplement artificial lighting. Photocell sensors will automatically dim the electric lights in use on bright days to reduce energy use.
- The design team is investigating **on-site, micro-hydro power** by using water from the Wissahickon Creek that flowed through the existing historic mill race to generate electricity.
- A **constructed wetland will provide treatment of wastewater on site**, reducing the demand on the township wastewater system.



Lead gift donor Dodo Hamilton is joined by Arboretum Director of Horticulture and Curator Tony Aiello (left) and Arboretum Director Paul Meyer (right).

Photo by Susan Crane

The Horticulture Center Complex’s prestigious design team consists of architects from Overland Partners of San Antonio, TX, Muscoe Martin of Philadelphia’s M2 Architecture, and Andropogon Associates, the Arboretum’s Philadelphia-based landscape planning partner since 1977.

The Horticulture Center Complex will be introduced in two phases. Phase I, breaking ground on October 3, 2008, will focus on the provision of critically needed and flexible work space for the Arboretum’s horticulture, education, maintenance, and facilities staff, providing important infrastructure for staff and equipment.

The 20,840 square-foot facility will provide space for staff to manage their extensive responsibilities for the Morris Arboretum’s 167-acre property in the most efficient and cost-effective manner possible. The added space will enhance research opportunities, providing additional room for preserving and studying the Arboretum’s plant collection. It will also provide suitable storage and maintenance areas for the variety of equipment needed to care for the property.

Funding for the construction of Phase I of the Horticulture Center Complex is close to completion, with only \$407,000 remaining to be raised for this \$11.1 million capital complex. Phase II of the Horticulture Complex is projected for groundbreaking in the fall of 2010. Its focal point will be a new Education building, also targeted for LEED® Platinum status, that will greatly increase the Arboretum’s capacity for on-site public programs. This new space is expected to strengthen the Arboretum’s finances by providing increased opportunities for earned income through educational program offerings and special event facility rentals.

Goals for the Arboretum’s new Horticulture Center Complex include creating a “forward-looking” building of national significance, a “green” building incorporating the highest standards in sustainable principles, a structure that is respectful of its site and surroundings, and a facility that meets the programmatic and revenue-generating needs for the Morris Arboretum. It presents a vision whose time has come.





Image by John Collins

At one time, one of the biggest worries of a public garden administrator was how to attract visitors. The reality today is that simply attracting visitors to your garden is no longer enough. Visitors have never been more particular as to how they spend their time and money and as such, are looking not just to visit a garden, but to have an “experience” there. In 2006, the Morris Arboretum’s staff, Advisory Board of Managers, Directors’ Guild, and committee members updated the Arboretum’s Strategic Plan, and a need to develop compelling visitor experiences through interactive, accessible, and intergenerational projects and exhibits at the Arboretum was identified. Providing a meaningful, mission-related experience for visitors enhances their knowledge, advances the Arboretum’s educational focus, and strengthens our marketing opportunities. With these objectives in mind, the concept for *Out on a Limb*-a Tree Adventure exhibit was born. Set to break ground this fall, the exhibit will incorporate several existing garden features at the Arboretum, with the centerpiece of the exhibit being a dramatic new 275-foot walkway that will soar more than 40 feet above the ground. The project promises to be a fascinating learning experience for both children and adults, as well as one that will transform the profile and impact of the Morris Arboretum throughout the Greater Philadelphia region.

The central message of Tree Adventure is “we need trees, and trees need us.” It will introduce visitors to the critical role trees play in our environment. Visitors will gain an informed perspective on how trees develop, grow, and contribute to the biosphere, thereby strengthening their understanding of the relationship between people and trees. Most importantly, the exhibit will nurture a sense of stewardship toward trees in our communities, many of which are urban environments where trees depend heavily on people to sustain them.

Other distinctive features planned for *Out on a Limb* include:

- Bird’s Eye View Look-Out stations with accessible binoculars for viewing wildlife;
- A Seed-to-Tree Sequence display, illustrating seed germination and development into a sapling;
- A Squirrel Scramble skirting two towering trees with rope netting for climbing;
- A Tree Pavilion at the exhibit’s wide central axis with enough room for 20 or more children and adults to engage in formal or informal programming;
- A Bird’s Nest, accessed by a swaying Suspension Bridge, that will allow children and adults to increase their understanding of trees as habitats and enjoy a bird’s eye view on the world below; and,
- The Wissahickon Vista - a platform from which visitors can look out through the trees and down

PASSPORT TO LEARNING

Why We Need Trees and Why Trees Need Us

into the steeply-sloped forest of the Wissahickon Valley. This exceptional perspective will provide views of both the forest and the Wissahickon Creek, emphasizing the role that trees play in the protection of our region’s water resources.

In addition to *Out on a Limb*, other Tree Adventure stations will incorporate some of the Arboretum’s existing features, including:

- *The Dawn Redwood Grove*: Visitors will learn about plant explorers and discover the story of these magnificent “living fossils,” as well as two different ways to measure trees.
- *The Stumpery*: In this whimsical area of upended roots, visitors will see the lengths roots go to, to absorb water and nutrients.
- *The Springhouse*: Visitors will feel how cool the Springhouse is and compare its temperature to other locations using thermometers placed in the shade, in the sun, in the water and even underground!
- *The Log Cabin*: This iconic Arboretum feature will be interpreted through building blocks, while an amplifying device will enhance visitors’ appreciation of the sounds of a woodland habitat.

Passport to Tree Adventure

Visitors will journey through Tree Adventure using a passport booklet full of interesting facts and fun

activities. At each stop along their way, families will learn about trees at the Arboretum and how to care for trees in their own communities and backyards. Stamping the passport at each location will conclude each activity.

Tree Adventure is a dramatic project that will allow people to reconnect with the natural world in new ways. The Morris Arboretum's staff and volunteers are committed to building an educational exhibit that will also be universally accessible, welcoming people of all ages and abilities into the wonder that can be found in

the heart of the woods. It will offer visitors new opportunities for educational enrichment and increased ecological awareness. It will also no doubt bring many new visitors to the Morris Arboretum. These new visitors, as well as our longtime friends, will not only be entertained but inspired, and they will leave with increased insight about the importance of trees and a greater recognition of the critical need for environmental stewardship. The exhibit is scheduled to open next spring. We look forward to seeing you "out on a limb" in the canopy!

Photo by Judy Miller



Image by John Collins



the arboretum at-a-glance

	FY07	FY08
New members	1,090	1,480
New member revenue	\$78,875	\$100,734
Active household memberships	5,044	5,289
Visitor attendance	91,750	91,398
Children visiting the garden	16,545	18,631
Groovin' in the Garden Concert Series attendance	Avg. 700	Avg. 840
Avg. non-members per concert	143	267
Classes attendance	2,446	2,709
Gifts of membership	156	200
Gifts of membership revenue	\$12,165	\$16,125
Facilities Rental	\$204,539	\$203,047
Number of guest passes redeemed	3,342	3,552



Magnolia sieboldii - Oyama magnolia

Photo by Paul Meyer

A RECORD YEAR FOR CONTINUING EDUCATION

living collection FY08

Total number of accessioned plants	12,879
Total number of wild-collected plants	4,139
Number of countries represented by wild-collected plants	32
Number of taxa, genera and families	2571/322/100
Number of accessioned plants added	716
Number of wild-collected additions	254

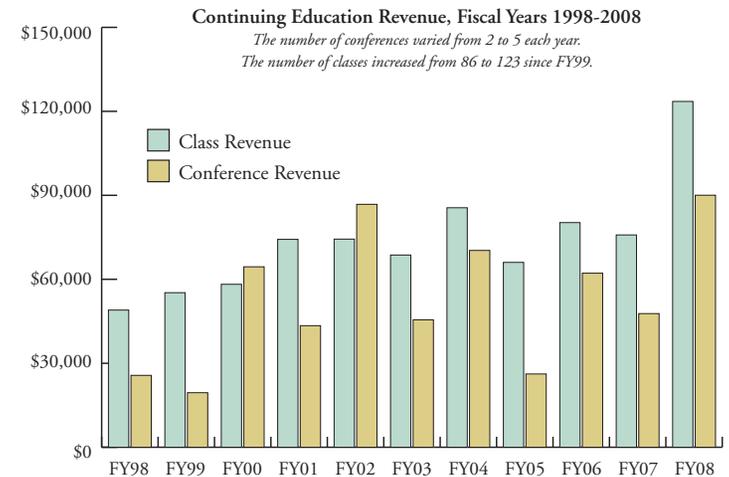
It is rewarding to see core programs excel. Our Continuing Education program finished a remarkable year, not only for the quality of courses offered to members, professionals and the public, but also in record-setting fiscal performance. Conference revenue (\$90,043) and class revenue (\$123,537) were the highest in our history. Class registration, at 2,221 students, also set a record. Seventy percent of registrations were from members. While class fees increased modestly, the member's discount was increased from ten to twenty percent this year.

The mission of the Continuing Education program is to provide structured learning opportunities for students of all ages who choose to further their understanding of the important connections among people, plants and place. Programs are developed to be responsive to community learning needs and styles, while operating with fiscal accountability. We provide classes, conferences and internships that will improve stewardship practices throughout the region.

More than 2,000 participants register in 120 classes annually. There are classes for children, adults and professional audiences. Study trips to gardens and natural areas are very popular, as are practical horticulture and design workshops. An average class size of 18 people gives maximum opportunity for interaction among participants and instructors. Continuing Education credits are provided for our professional classes and conferences. A Landscape Design Certificate is offered for avid learners and developing professionals. Conferences vary from year to year. In fiscal year 2008, more than 500 people

registered for our biannual Invasive Plants Conference and Annual Natural Landscape Design Symposium.

Jan McFarlan has led our Continuing Education program for twenty years. Jan is assisted by Registrar Debbie Caraher and the McLean Contributorship Education Intern. They welcome your ideas for classes. Arboretum staff and volunteers teach many of the classes along with other well known experts. Marketing also played an important role in our success this year with increased color in promotions, targeted advertising and website improvements. Enrollment demand resulted in our adding second sections in digital photography, rose gardening and tree identification classes. Most trips sold out early. New programs for arborist and urban forestry professionals saw classes at full capacity with participants from several states. This is an area of increased emphasis for the Arboretum. Look for your Arboretum class brochure each spring and fall or visit the Arboretum website regularly to check out our classes. We know you'll find the class that's right for you.



“Though it has only been seven years, significant advances in plant systematics have made this second edition a ‘must have’ for serious botanists, both amateur and professional.*”

Fiscal year '08 saw yet another busy year for our Botany department. Last year, the second edition of *The Plants of Pennsylvania* by Drs. Timothy Block and Ann Rhoads was released. The book is considered the authoritative guide to Pennsylvania's plant life and identifies nearly 3,400 species of trees, wildflowers, ferns, grasses, sedges, aquatic plants and weeds that are native to or naturalized in the Commonwealth. The second edition was met with enthusiastic reviews, and with last year's sales numbering approximately 800 copies, the book currently ranks fifth in sales out of nearly 1,000 titles at the University of Pennsylvania Press.

In field work, Drs. Block and Rhoads are continuing their biological inventory for the Bureau of State Parks. Starting this year and continuing into next, they will be working at Hickory Run State Park, one of Pennsylvania's largest parks with nearly 14,000 acres. Hickory Run State Park straddles the glacial moraine, resulting in interesting geological and topographical features. Glacial bogs and a diversity of forest types provide habitat for several rare plant and animal species.

Recently, the inventory reports for French Creek and Ridley Creek state parks were also completed. Highlights at French Creek included the discovery of 19 plant species of special concern, and the creation of a new approach to state park resource management

referred to as “Critical Resource Areas.” Drs. Block and Rhoads' work identified seven areas of the park where development should be limited and special effort made to preserve intact ecological systems. This approach will be adopted and used in all state park natural resource management going forward. The most important impact of the Ridley Creek work was the ranking of areas of the park based on their level of disturbance and invasion by non-native species. This will help the park to prioritize invasive species control and budget its finite resources accordingly.

This year and next, with funding from the Pennsylvania Wild Resource Program, Drs. Block and Rhoads will be working to clarify the conservation status of many plant species currently listed as “tentatively undetermined.” This status is assigned to species suspected of being in need of some level of protection, but for which there is insufficient data to confidently assign a status of rare, threatened, or endangered. Currently, there are about 110 plant species in this category.

Another Block and Rhoads accomplishment, achieved last year after several years of research, was the submission of their *Natural Areas Inventory Update* to the Montgomery County Planning Commission. Their work on the inventory has focused on 13 conservation landscapes throughout the county. The 400-page report covers a total of almost 75,000 acres, or 24% of the

BOTANY HIGHLIGHTS



Photo by Paul Meyer

area of Montgomery County. The goal of the report was to identify landscapes of several thousand acres where important ecological functions can be preserved or restored, and to outline the management strategies needed to do so.

Lastly, the manuscript for *Plants of Pennsylvania's Lakes and Streams: Identification and Ecology* has been completed. Since 2001, Drs. Block and Rhoads have been inventorying plants found in the lakes and ponds of eastern Pennsylvania as part of an Aquatic Plants Survey. This survey is important to residents of Pennsylvania for the insight it will provide on water quality. The plant data gathered from these lakes and ponds is being compared with water quality data from the Department of Environmental Protection (DEP) to determine how the quality of the water influences what plants grow in these waters. The book is expected to be published in 2009.

*-Allen J. Trently, *The Plants of Pennsylvania, An Illustrated Manual, 2nd ed.*, Ann Fowler Rhoads and Timothy A. Block. Reviewed in: *Castanea - The Journal of the Southern Appalachian Botanical Society*, Volume 73, June 2008.

Vince Marrocco collects herbarium specimens from *Rhododendron pentaphyllum* at Mount Akagi in Japan.



Photo by Robert Jamieson

One of the aspects of the Arboretum that distinguishes it from other botanic and public gardens is its participation in national and international plant exploration. In any corner of the Arboretum you will find plants that were propagated from material gathered on one of the many expeditions in which we have participated throughout the past three decades. Unlike other institutions that primarily focus on plants purchased from nurseries, our collections include a significant percentage (33%) that are of wild and documented origin. This is important as it provides a scientific basis to our collections, with plants that are verified, and whose origins are known and replicable.

On plant-collecting expeditions, seed is typically gathered. This seed is then grown in our greenhouses prior to being planted throughout the Arboretum. Information on these plants is simultaneously entered in a detailed database. As with many of our other programs, generous donors have helped make these expeditions a success.

The Arboretum is one of the few institutions in our region with a full-time propagator and greenhouses dedicated to growing the fruits of our collecting efforts. One of the critical factors in this success has been the consistency and experience of our propagation staff. Shelley Dillard, our plant propagator has worked in our greenhouses since the mid-1980s, and has invaluable experience in germinating and growing a diversity of plants. In many cases, there is very little written about these species, and it is a long record of experience that results in successful germination. Assisting Shelley is

PLANT EXPLORATION

Renewing the Living Collection

our Chanticleer Propagation Intern, a position funded for the past several years by the Chanticleer Foundation.

Beginning in 1979 with a trip to Korea and Taiwan in which Paul Meyer participated, the Arboretum has participated in 22 expeditions (see below). In the 30 years since many of the plants were first collected, many have grown into maturity and are becoming significant components of the Arboretum. Among these are *Cornus kousa* and *Camellia japonica* from Korea, *Corylus fargesii*, *Tsuga chinensis*, *Hamamelis mollis* from China, and a wide variety of maple species from both countries.

Most recently, in September and October 2007, Chief Horticulturist Vince Marrocco joined a team from five American and European arboreta on a plant-collecting

Morris Arboretum Plant Collecting Expeditions

- Korea: 1979, 1981, 1984, 1989, 1991
- Taiwan: 1979
- China: 1981, 1991, 1993, 1994 (2), 1995, 1996, 1997, 1998, 2002, 2005
- Southern Appalachian Mountains: 2000
- Armenia: 2002
- Republic of Georgia: 2004
- England, Belgium, The Netherlands: 2004
- Japan: 2007



Hiroaki Tomita (Ofuna Botanical Garden, Japan), Tom Clarke (Polly Hill Arboretum, Martha's Vineyard, MA), Peter Brownless (Edinburgh Botanical Garden, Edinburgh, Scotland) Vince Marrocco (Morris Arboretum), Robert Jamieson (Howick Hall Gardens, Northumberland, England), and Bill McNamara (Quarryhill Botanic Garden, Glen Ellen, CA).

expedition to central and southern Japan (see above photo). The objective for this trip was to collect, among other things, maples. Numerous maple collections were made, including *Acer diabolicum* (a hardy form rare in cultivation and notoriously difficult to propagate) and *Acer mono* var. *connivens* (a form with deeply-lobed leaves that resembles *A. palmatum*). Cooperating with several local Japanese botanic gardens, including the Niigata Prefectural Botanical Garden and the Ofuna Botanic Garden, the group also collected seed from a number of outstanding plants, including *Enkianthus subsessilis*, *Rhododendron makinoi* and *Rhododendron pentaphyllum* var. *nikoense*.

In all, more than 340 collections were made on this expedition, including some 20 different maples. Many

of these seedlings are now emerging in our greenhouse and are showing promise of one day being added to our living collection.

In recent years, a number of donors have made these expeditions a reality. The Arboretum is grateful to the friends and family of Gayle E. Maloney for establishing the Plant Exploration Endowment. Likewise, we have received direct support for trips and follow-up propagation efforts from the Zimmerman Heimbach Foundation, The Willowood Foundation, H. William Barnes, and Philippe de Spoelberch.

The Arboretum is a living museum, and as part of our museum accreditation, keeping careful records is a critical part of maintaining and caring for our collection.

While the plants are in the greenhouse and as they are planted throughout the Arboretum, Elinor Goff, our plant recorder, tracks them in our database, keeping detailed records of their origin and current status. Julia Frick, a generous supporter of our plant records department for a number of years, has helped to fund these essential functions.

The success of the Arboretum's living collection is an effort with many participants. Plant collectors traverse the world in pursuit of novel plants. Generous donors make these travels possible. A dedicated staff then propagates and cares for these plants, resulting in a beautifully-managed array of unusual plants from around the world.



summer concert series

The 3rd annual *Groovin' in the Garden* concert series, presented by WRTI 90.1 FM, was an unqualified success! This summer, Mother Nature smiled on the Arboretum and provided four fabulous Thursday evenings for relaxing in the garden and listening to great music.

The concerts this year were a mix of old and new. Returning from last year's lineup were the Ambler Symphony Orchestra with a program of classical music, and Cintron, a Latin soul band that got the crowd dancing. Two bands making their debut this year were Abstract Truth with the sounds of R&B, smooth jazz and funk, and The Raggamuffins, who played traditional Jamaican roots reggae.

Prior to the concerts again this year were free beer tastings sponsored by Flouertown Beverage, who offered samples of different varieties of beer each week.

Visitor attendance this year averaged 840 for each concert, which is a 27% increase from last year! Our membership program was also very successful, with 46 new memberships sold during the concert series. Planning has already begun for another fabulous season next year!



Photo by Jason Lubar

REACHING OUT

In the Name of Trees

Bob Wells brought a history of success in the tree care industry to his first year with the Arboretum. A key responsibility for Bob was to spearhead a renewal and expansion of our professional education program for arborists and urban foresters. This initiative was aided by Carrie Borgenicht's project as the Martha S. Miller Urban Forestry Intern. Carrie assessed our existing program, conducted market research and recommended improvements. One result of this collaboration was a pair of highly successful professional symposia: one on the newest theories and practices for the care of heritage trees, and another led by a national champion tree climber on new techniques for tree climbing. Both practical workshops brought nationally-renowned presenters to the Arboretum and attracted International Society of Arboriculture arborists who earned continuing education credits for the sessions.

The team's goal of financial self-sufficiency is realized by offering a diversity of tree and natural resource services, including technical assistance on large greening projects, tree-management plans for clients such as colleges and municipalities, expertise needed to protect trees during construction, unbiased advice to arboricultural companies, assessments of trees for health and safety, and professional training on or off-site.

The Outreach Arboriculture team also completed its four-year involvement with the award-winning *TreeVitalize* program, an \$8 million project initiated by the Department of Conservation and Natural Resources to restore depleted tree cover in southeastern Pennsylvania. The Morris Arboretum served as a key partner in this initiative through a grant from the William Penn Foundation. In the past four years, the Outreach Arboriculture team was responsible for selecting more than 6,000 high-quality trees and coordinating their delivery to more than fifty Pennsylvania communities. Because of its success, the *TreeVitalize* program is now being replicated in Pittsburgh and other large municipalities throughout the state.

By expanding professional-level, tree-related education offerings at the Arboretum, mentoring the urban forestry and arboriculture interns, serving on professional boards and providing technical assistance, the Arboretum's specialized knowledge and our message of tree value and tree stewardship is disseminated to surrounding communities. Well-managed urban forests benefit each of us every day.

The Morris Arboretum's Chief Arborist Herb White (left) and Outreach Arborist Robert Wells (2nd from left) spoke to Chestnut Hill Academy students about tree biology and tree preservation during construction of their new Science Center. The root collar was excavated with an air tool, which used a supersonic jet of air to blow the soil away from roots without harming them.

The primary goal of the Morris Arboretum's Urban Forestry team is to improve stewardship of tree resources in communities throughout the region. Education and technical assistance are critical in reversing the region's steady loss of mature tree canopy due to urban sprawl and insufficient management.

The Arboretum's team, led by Associate Director of Urban Forestry Jason Lubar and Associate Director of Outreach Arboriculture Robert Wells, had another successful year. This year, Jason and Bob both achieved the Board Certified Master Arborist designation from the International Society of Arboriculture, the highest designation that organization offers. Jason also serves on the ISA Penn-Del Chapter's Nursery Quality Task Force and on the board of the Pennsylvania Urban & Community Forestry Council.

AN ARBORETUM VOLUNTEER LOOKS BEHIND THE SCENES

By Herb Kestenbaum, an Arboretum Volunteer and Retired Journalist

As a visitor to the Arboretum, have you ever stopped to think what happens if a piece of equipment on the Garden Railway burns out? Suppose a string trimmer breaks and the horticulture staff needs a quick replacement? How does a budget, set in place a year ago, cope with unanticipated overtime pay or the unexpected rise in fuel costs? You might think there's a big pot of money in an emergency fund to cover these costs.

Unfortunately, that is not the case. Almost always, such needs must be met by reallocating funds within the existing budget, because the emergency fund is only about \$70,000. That's just one percent of the Arboretum's total annual income.

The fact is that the \$7 million budget is very tight. It finances daily operating costs – not just obvious garden maintenance, but the educational and research functions that make the Arboretum so special. It does not support large projects, such as the stunning new Northwestern Avenue gates, or the Wisteria Walk, or the soon-to-be started Tree Adventure exhibit. Such initiatives require additional funding, and that's what

keeps Paul Meyer, the Arboretum's director, busy much of the time.

Of the Arboretum's 41 endowed funds, nine are structured to allow use of their income for general operating expenses, such as paying salaries or maintaining the metasequoia grove. Thirty-eight percent of endowment income falls into that category.

The Arboretum is part of the University of Pennsylvania, which is the default manager of about 70 percent of the Arboretum's endowment. About 20 percent of the endowment is the Lydia Morris Trust (overseen by Wachovia Bank), and about 10 percent is the Compton Fund (managed by the Haverford Trust Co.). The Morris Trust stipulates that principal be used only for capital expenditures, either for renovation or renewal of facilities. Quarterly interest and dividend payments are available for general operating expenses. The Compton Fund's investment income can be used for any operating expenses.

Does Penn contribute to the Arboretum? It certainly does – more than \$750,000 a year. But almost all of that is in the form of essential services that it performs for the Arboretum through its own offices, such as payroll administration, endowment management, development staffing and purchasing/accounts payable.

Total Arboretum endowment is now around \$35 million. It has grown steadily throughout the years — it was about \$6 million when Paul Meyer became director in 1991. Growth has come partly from the economy-related increase in market values, and partly from the creation of new endowments. Planned giving,

Meyer said, is the key to enlarging the endowment. The income from endowed funds varies from year to year, depending on the equities market. However, Penn has used a very conservative spending rule throughout the years for all the endowments it manages in order to avoid drastic fluctuations in its payouts. It averages the market value of the endowments over three years and applies a percentage multiplier (currently 4.7 percent) to determine the “spending rule income” for a given fiscal year. The Arboretum itself uses this model for the Morris Trust and the Compton Fund.

Some other sources of income vary from year to year, including bequests and memorial gifts, but many remain quite stable, according to Meyer and Finance Director, Kevin Schrecengost. The Arboretum is working hard to obtain a dedicated source of government support since otherwise, it is subject to yearly votes by the state legislature, and funding can fluctuate from one year to the next.

Meyer said the operating budget, in order to stay even, must grow 3 to 4 percent a year. “Financially, the Arboretum must stand and grow based on the efforts of staff, volunteers and members,” he said. What can Arboretum members do to help? They can increase their membership levels, help recruit new members, donate to the Annual Fund (an important source of unrestricted money) or raise their current donations. They can also volunteer their time. With more than 500 current volunteers, the Arboretum estimates that the annual financial value of their donated time equates to roughly a quarter of a million dollars.



Photo by Paul Meyer

MARKETING HIGHLIGHTS



Photos by Paul Meyer

MORRIS ARBORETUM IN THE PRESS

Keeping the Arboretum top of mind through our public relations efforts remains a key goal of Marketing. Some of this year's press highlights include:

TV

- Coverage on all major stations, plus a feature program on PBS

Radio

- The Big Talker's Michael Smerconish kicked off his *Local Treasures* show with the Morris Arboretum
- WRTI hosted live interviews for the *Groovin' in the Garden* concerts

Print

- *The Week*, a national publication (circulation 450,000) included the Morris Arboretum in its fall getaways Leisure column
- *New York Times Thursday House & Home* section (January) featured indoor gardens and highlighted the Arboretum's Fernery

- *Newsday*, out of Long Island, NY (circulation 450,000) featured the Morris Arboretum as a perfect getaway
- *US Airways* inflight magazine listed the Morris Arboretum as one of *12 Reasons to Get Out of Town* in its July issue profiling Philadelphia
- *American Nurseryman*, a national horticulture publication, featured plant propagation with Tony Aiello on its cover
- *The Atlanta Journal-Constitution* ran a travel article about a fall visit to the Arboretum
- *Philadelphia Inquirer's* Tree Houses story included renderings and details about the Arboretum's *Out on a Limb*-a Tree Adventure exhibit; this article was also picked up nationally
- *Town & Country Living* (Montgomery County) included an eight-page feature article on the Morris Arboretum with multiple photos in its spring issue
- *Verizon Yellow Pages Chestnut Hill Directory '08-'09* cover (for the third year in a row)



ELEGANT ARBORETUM WEAR

A 75th Anniversary commemorative scarf, designed by Kevin O'Brien Studios, debuted this spring.



EXPANDING AUDIENCES THROUGH LIFESTYLE PROGRAMMING

Garden Railway '08

Sensing that people were reluctant to travel due to high gas prices, we marketed this year's Garden Railway theme, *Architectural Wonders of the World* as a "virtual trip around the globe on less than a tank of gas." This positioning resulted in positive press coverage and increased attendance.

To kick off opening weekend we brought in an electric Victorian-era replica ride-on train. Additional press coverage and beautiful weather resulted in our biggest weekend ever. Tickets sales for the ride-on train offset the cost of bringing it to the Arboretum.

Garden Railway Opening Weekend '08		% increase over '07
Visitors	4,200	147%
Gate Revenue	\$17,000	161%
Cafe Revenue	\$5,000	194%
New Memberships	77	22%
Membership Renewals	29	625%

Groovin' in the Garden concert series

The 3rd annual *Groovin' in the Garden* series continues to expand audiences. One of the initial goals of the concert series was to diversify the Arboretum's audience and introduce new visitors to the garden. This summer, 3,400 visitors attended the concerts, and we grew our non-member concert audience by 85%. We saw many first time visitors to the garden and sold nearly 50 new memberships.



LEARNING MORE ABOUT OUR VISITORS THROUGH RESEARCH

We completed a visitor survey, including 208 visitor responses, from July through December. Highlights from our findings include the following:

Satisfaction level:

- Almost 100% of respondents said the visit met their expectations
- 90% were very likely to recommend the Arboretum to others

General characteristics of respondents:

- More than half traveled less than 30 minutes to get to the Arboretum
- 7% traveled more than one hour
- Approximately 60% work full-time
- Approximately 60% have children in the household

When asked their primary reason for visiting, the top reasons included:

- 47% - to spend time with family and friends
- 34% - to look at flowers and trees
- 21% - to relax
- 19% - to attend an event

When asked how they learned about the Arboretum:

- 43% - through a friend or family member
- 15% - from the website
- 15% - from our banners

Opportunities for improvement:

- Availability of drinking water was one of the lowest scoring factors of satisfaction; the café and handicap access could also be improved
- 64% do not currently receive our e-newsletter, but would like to subscribe

COLOR, COLOR, AND MORE COLOR!

Once again, the use of color in our printed materials presented the Arboretum to its best advantage.



INTERN PROJECTS SHAPE THE ARBORETUM

This fiscal year saw the renovation and rejuvenation of several garden areas at the Arboretum, thanks in part to the hard work of some of our interns. Each June, nine interns come to the Arboretum for a year of learning on the job. While they are here, each intern also develops a concept for a project for which they earn academic credit at the University of Pennsylvania. Often, their projects have a major impact at the Arboretum, and this past year was no exception.

WISTERIA WALK

Heather Hughes, the 2006-2007 Rose and Flower Garden Intern, chose the Arboretum's Wisteria Walk for her project. Located below the Rose Garden and originally planted as an eye-catching allée, the area had slowly deteriorated over time and was in need of a more focused design.

Last year, after an intensive design process, a custom-built black iron trellis was selected and installed as a support. This spring, initial plantings of wisteria and perennials were also installed. Selections include an interesting and diversified collection of wisteria cultivars, including native varieties. Other plantings include perennials, bulbs, trees, and shrubs, all of which will add seasonal interest, color and texture, and provide a "sense of place" to this area of the garden. After her internship, Heather remained at the Arboretum as a seasonal employee and continued to enhance the area with additional plantings. She also completed enhancements to the adjacent Byer's Garden, an area that forms a connection between the Wisteria Walk and the Dwarf Conifer Garden.

DWARF CONIFER GARDEN

Clara Feldmanstern, this past year's Rose and Flower Garden Intern, focused her attention on the hillside below the Wisteria Walk, also known as the Dwarf Conifer Garden.

The objectives for this garden were to complete the Rose Garden axis, to frame and screen the views from this area, and to enhance the collection of plants in the garden. Last fall, stonework was added to the slope to provide a backdrop for the plants and to help reduce erosion. Planting began last spring with a palette designed to

coordinate with the Wisteria Walk. Along with incorporating new species of conifers, the area includes a variety of perennials, and ginkgo and maple varieties.

It is important to note that both of these projects were made possible thanks to the generosity of several Arboretum donors (see page 24). Intern projects are viewed as capital improvements and as such, always require special funding. We are extremely grateful to these generous individuals and to all of those past donors who have helped make these intern projects a reality. Next year, we are excited to welcome the 30th intern class to the Arboretum. It promises to be a year of celebration. The intern program is truly one of give and take. Arboretum interns are provided unique opportunities for learning and growth at one of the finest public gardens in the country, while future visitors reap the benefits of their talents and creativity.



Arboretum intern Clara Feldmanstern talks to members of the Arboretum's Directors' Guild about the renovations in the Dwarf Conifer Garden.

Photo by Paul Meyer

Right photo by Arnold Winkler





Photo by Paul Meyer

ENDOWMENTS

art on the move

John and Lydia Morris, bronze statues of the Arboretum's founders by Michael B. Price, have gazed out over the Azalea Meadow since 1981. While statues remain stationary, trees do not, and over the years the branches of a deodar cedar planted nearby had reached out to obscure John, and the constant shade was beginning to degrade the statue's finish. Rather than prune this beautiful tree, John was moved out about fifteen feet. Both statues were also cleaned and waxed. We are grateful to Richard and Elaine Bell, Emilie R. Bregy and Majorie Funderburg for their support of this project.

A children's favorite, *American Bull* by Lorraine Vail, was temporarily taken from its home in the bamboo patch in the Madeleine K. Butcher Sculpture Garden and brought to a conservator's studio for repairs. A baseball-sized hole in the back of the resin-bonded bronze bullfrog was repaired. The statue was also cleaned, and a protective finish was applied.

Current visitors to the Arboretum may be unfamiliar with *Stanchion*, a statue by Chris Cairns installed in 1984, as the conifers surrounding it had filled out, blocking it from casual view. This year, the statue was cleaned, waxed and relocated to a lovely site at the base of the Holly Slope not far from the Oak Allée.

Income from these named endowments provides operating and programmatic support to the Arboretum each year.

Laura L. Barnes Fund
 Madeleine K. Butcher Fine Arts Endowment
 Capital Maintenance Endowment
 Children's Education Endowment
 Chirico Plant Research Endowment
 The Compton Fund
 Drug Plant Garden Endowment
 Moses & Susan Feldman Endowment for the
 Natural Areas Section Leader
 Llewellyn J. Griffiths Endowment
 F. Otto Haas Director's Chair Endowment
 F. Otto Haas Oak Allée Endowment
 Dorrance H. Hamilton Fernery Endowment
 Anne C. Highland Endowment for Natural
 Areas Management
 The Hay Honey Farm Horticulture Internship Endowment
 Horticulture Center Endowment
 Historic Preservation Endowment
 William Klein Lectureship Endowment
 Byron and Elizabeth Lukens Lecture Endowment
 The Gayle E. Maloney Director of Horticulture and
 Curator Endowment
 The Gayle E. Maloney Memorial Garden Endowment
 The Gayle E. Maloney Plant Exploration Endowment
 McLean Contributionship Endowment for
 Staff Compensation
 McLean Education Internship Endowment
 Charlotte Meigs Endowment
 Paul W. Meyer and Debra L. Rodgers Study Travel
 Endowment
 Alan T. and Marjorie Miller Arboriculture Endowment
 Martha Stengel Miller Urban Forestry Internship Endowment

Mildred Montgomery Trust
 Lydia Morris Trust
 Morris Arboretum 1st Century Endowment
 Steven D. Murray Memorial Metasequoia Grove Endowment
 Natural Areas Land Management Endowment
 NEH Challenge
 Alice and Liddon Pennock Flower Walk &
 Horticulture Internship Endowment
 John C. Plunkett Endowment
 Eli Kirk Price III Endowment
 Joanna McQuail Reed Herb Garden Endowment
 Lucille Roland Garden Endowment
 Walter W. Root Arborist Internship Endowment
 Taylor Endowment
 Tree Care Endowment
 Martha Haas Valentine/Dr. John J. Willaman
 Internship Endowment

Fiscal Year	The Morris Arboretum Endowments	Percent Annual Growth*
1997	\$19,738,564	26.7
1998	\$22,924,959	16.1
1999	\$25,080,619	9.4
2000	\$26,399,558	5.3
2001	\$24,680,322	-6.5
2002	\$22,338,042	-9.5
2003	\$22,175,022	-0.7
2004	\$26,173,296	18.0
2005	\$26,991,980	3.1
2006	\$29,972,453	11.0
2007	\$35,466,332	18.3
2008	\$37,712,796	6.3

* Net of market growth less Endowment Income transferred to operations.

THE MORRIS ARBORETUM

Reaccredited as a Living Museum

This year, the Morris Arboretum completed the process of reaccreditation as a museum with the American Association of Museums (AAM). Of the nation's 17,500 museums, about 775 are currently accredited. The Morris Arboretum is one of only 19 arboretum/botanic gardens with this designation in the United States.

Accreditation is the highest national recognition for a museum and is the primary vehicle for quality assurance, self-regulation and public accountability. For a collections-based institution such as the Arboretum, accreditation is a seal of approval indicating our commitment to high professional standards and continued institutional improvement. It signifies excellence to the museum community, government funders, outside agencies and the museum-going public.

A museum must undergo a review with AAM at least every ten years to maintain its accreditation status. To earn reaccreditation, a museum must first conduct a year of self-study, and then undergo a site visit by a team of peer reviewers. The AAM Accreditation Commission, an independent and autonomous body of museum professionals, considers the self-study and visiting committee report to determine whether a museum should receive accreditation. While the time it takes to complete the process varies by museum, it generally takes as long as three years.

First accredited as a museum in 1990 and reaccredited in 1996, the Arboretum completed its self-study in 2006, covering all aspects of its operations. After the AAM's review of these materials, we were asked to improve and revise certain documents to bring them in line with AAM's current standards and formally document other procedures. The two-day site visit by the peer reviewers took place early in 2008, involving staff, members of the Board and the Directors' Guild, as well as Guides and Horticulture volunteers. Various aspects of the Arboretum's reaccreditation process were coordinated by Patrice Sutton, Assistant to the Director.

Among the comments in the reaccreditation award letter and report from AAM are these:

"The site visit indicated that the museum's activities are well aligned with its mission and that it is operating to high professional standards."

"The collections of the Arboretum are varied, including the living plant collections, herbarium, library, archives and outdoor sculpture; they are generally well maintained and curated and support the mission of the institution; the institution has done an outstanding job of restoring the historic components of the Morris estate (fountains, greenhouses, buildings, etc.)."

On your next visit to the Arboretum, please take a moment to consider that in addition to the beauty you see, you are actually visiting a living museum with trees, plants, gardens and structures as the objects.



Photo by Nancy Evans

poppy profusion

As you drove through the main entrance to the Arboretum this spring, did you think you were in a scene from *The Wizard of Oz*?

Actually, the 300 giant red poppies on display in the Northwestern Avenue meadows were a sculptural installation, "Papaver Rubrum Giganteum," by local artist Gary G. Miller. The poppies, each approximately ten feet tall complete with a dark green-black stem and a bright red face, swayed and bent in the wind, creating the illusion of real flowers.

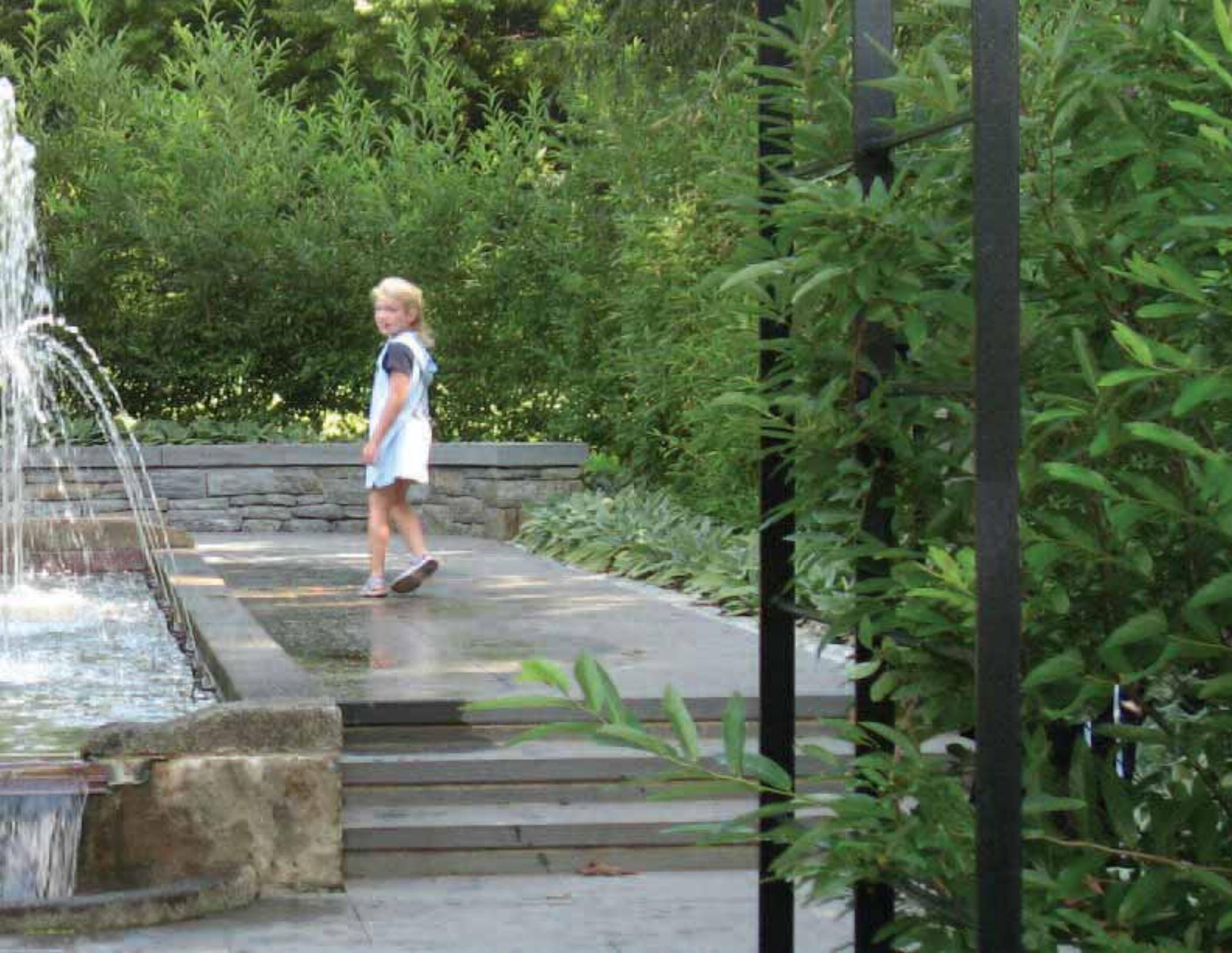
Gary Miller designs large-scale outdoor installations that incorporate relocation, juxtaposition, modification and scale to challenge the viewers' perception of what they are looking at, or what they think they are looking at.

The Morris Arboretum meadow site was chosen because it fit Mr. Miller's vision for the installation and because of the site's accessibility to the public. In fact, visitors continually remarked on how much they enjoyed the view from the road and how sorry they were to see the display leave.

"Papaver Rubrum Giganteum" was a Morris Arboretum collaboration with Woodmere Art Museum, where Mr. Miller has previously designed several installations.







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Tom Bishop*, *Gardener*
Anne Brennan, *Horticulture Section Leader*
Michelle Conners*, *Curatorial Assistant*
Kate Deregibus, *Horticulture Section Leader*
Shelley Dillard, *Propagator*

* Part-time Staff

MORRIS ARBORETUM STAFF

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Elinor Goff*, *Plant Recorder*
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Heather Hughes*, *Gardener*
Adrian Lee, *Gardener*
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Ellen Weatherholt, *Alice and Liddon Pennock Horticulture Intern*
Herbert White, *Chief Arborist*

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James Reynolds*, *Visitor Services*
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Anne Stewart*, *Visitor Services*
Robert Trout*, *Visitor Services*
Loren Vosika*, *Visitor Services Staff*
Adele Waerig, *Visitor Services Coordinator*
Robert Wells, *Associate Director Arboriculture Outreach*
Ann Marie Winicki*, *Visitor Services Weekend Supervisor*

Photo by Arnold Winkler

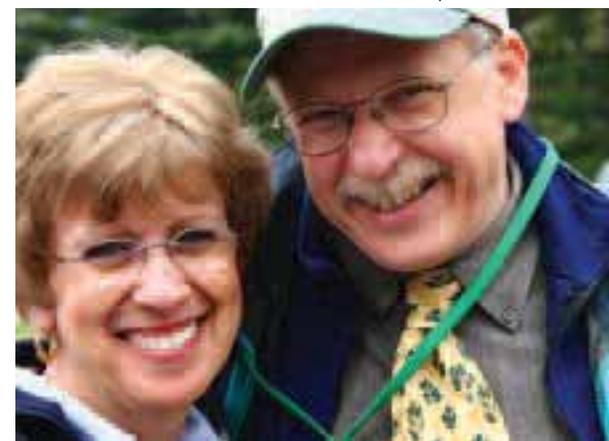




Photo by Paul Meyer/
Cornus kousa -
Kousa dogwood

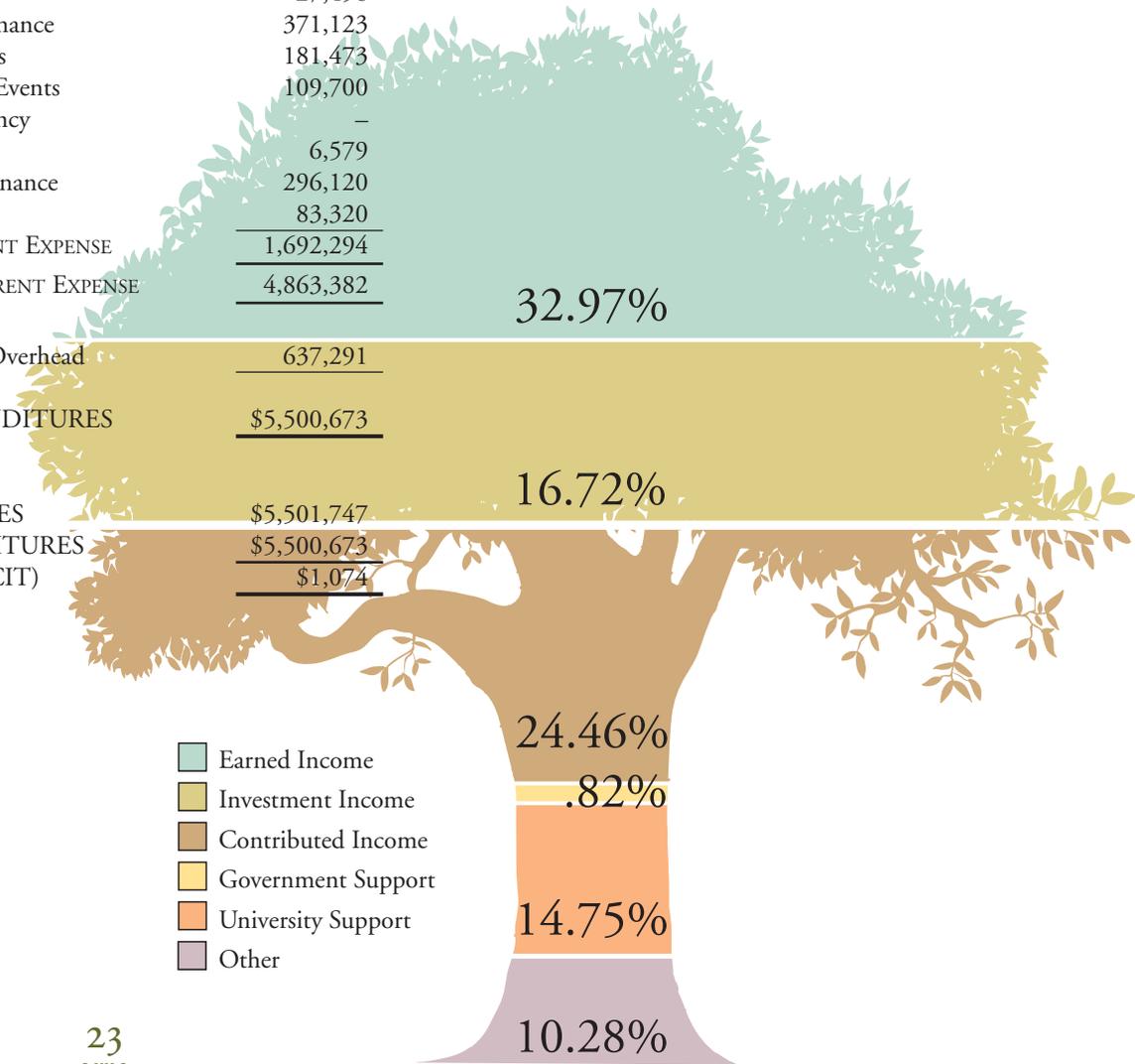
FISCAL YEAR 2007-2008

income

Earned Income	
Plant Sales	154,216
Admissions	194,011
Facilities Rentals	219,530
Course Fees	213,589
Member Events	180,466
Membership	308,310
Contracts	334,216
University Teaching	30,676
Royalties	102,294
Miscellaneous Sales	76,409
TOTAL EARNED	1,813,716
Contributed Income	
Foundations	-
The Pew Charitable Trusts	84,002
Associate Members	241,478
Annual Giving	414,473
Other (Gift OH/Bequests)	179,701
TOTAL CONTRIBUTED	919,654
Investment Income	
Morris Trust - Operating	495,845
Compton Fund	85,277
University Endowments	764,864
TOTAL INVESTMENT INCOME	1,345,986
Government Support	
PHMC	45,230
TOTAL SUPPORT	45,230
University Support	
Salary	161,287
Subvention	650,390
TOTAL UNIVERSITY SUPPORT	811,677
Other	
Funding for Def. Maintenance, Equipment -Restricted Funds	323,456
Operating Reserves (FY06 - FY07)	242,028
TOTAL OTHER	565,484
TOTAL INCOME	\$5,501,747

expenses

Salaries and Benefits	<u>\$3,171,088</u>
Current Expenditures	
Utilities	91,594
Professional	370,536
Equipment	20,301
Employee Expenses	134,053
Rent/Lease	27,496
Supplies/Maintenance	371,123
Communications	181,473
Membership & Events	109,700
Other/Contingency	-
Interpretation	6,579
Deferred Maintenance	296,120
Marketing	83,320
TOTAL CURRENT EXPENSE	1,692,294
SALARIES AND CURRENT EXPENSE	4,863,382
University Administrative Overhead	<u>637,291</u>
TOTAL EXPENDITURES	\$5,500,673
TOTAL REVENUES	\$5,501,747
TOTAL EXPENDITURES	\$5,500,673
SURPLUS/(DEFICIT)	\$1,074



- Earned Income
- Investment Income
- Contributed Income
- Government Support
- University Support
- Other

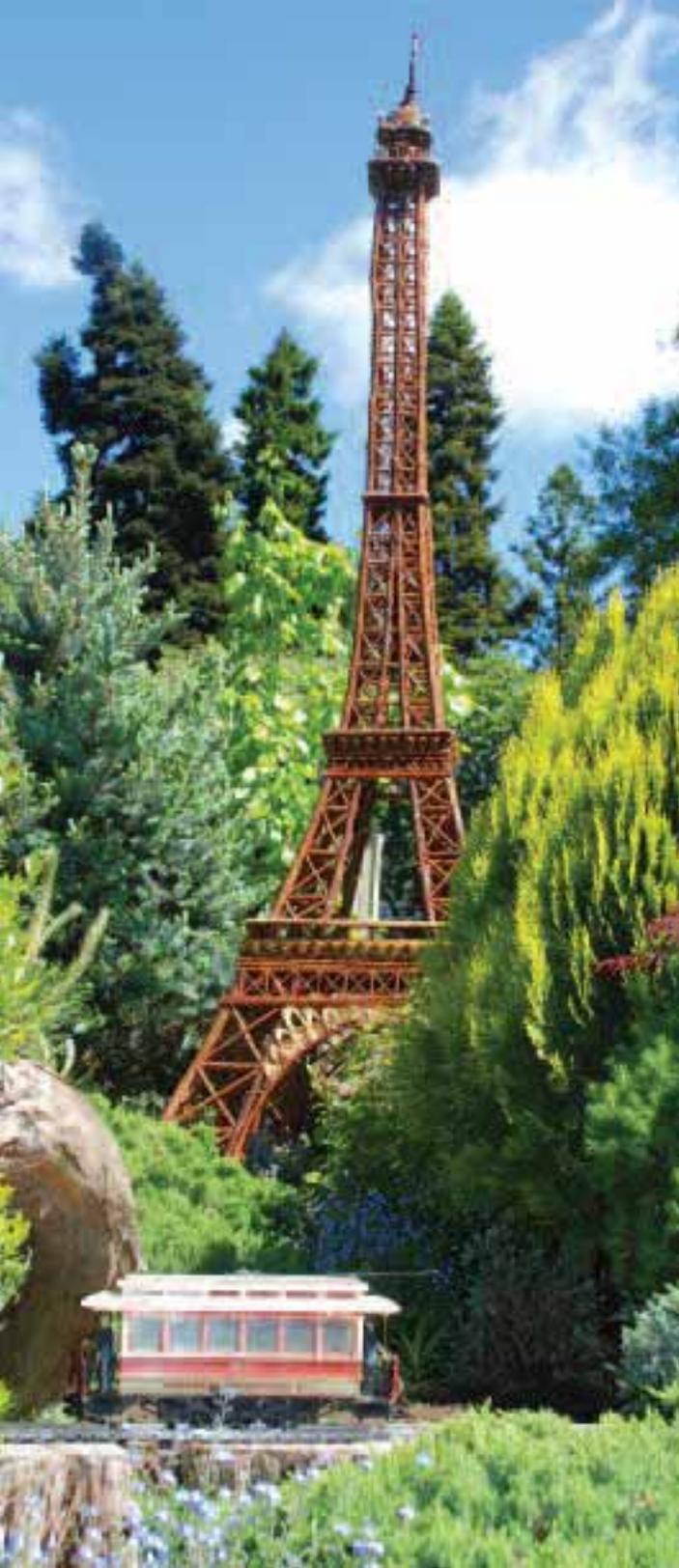


Photo by Paul Meyer

NEW CAPITAL GIFTS AND PLEDGES of \$500 and Above

CENTER FOR HORTICULTURE, EDUCATION AND TRAINING, \$6,103,540

Mrs. Samuel M.V. Hamilton, \$5,000,000
Anonymous, \$1,003,040
Jane MacElree, \$25,000
Lee and Phoebe Driscoll, \$25,000
Penelope Harris, \$20,000
Ensign-Bickford Foundation, Inc., \$15,000
Herb and Leah Riband, \$10,500
Ralph and Natalie Hirshorn, \$5,000

Out on a Limb-a Tree Adventure Exhibit, \$2,186,204

William Penn Foundation, \$750,000
Lewis S. and Elizabeth F. Somers, \$400,000
Jane and Leonard Korman Family Foundation, \$350,000
Carole Haas Gravagno, \$225,000
Anonymous, \$100,000
Asplundh Foundation, \$100,000
David and Linda Glickstein, \$100,000
Scott and Hali Asplundh, \$50,000
Amy and Anne Banse, \$30,000
Augusta Leininger, \$20,000
Jay, Ellen, Charlotte, Johnny, and Robert Hass
through the Estate of Ruth L. Hardin, \$20,000
Elizabeth F. Somers, \$11,204
John A. H. and Elizabeth H. Shober, \$10,000
Ron and Roberta Berg, \$7,000
Douglas and Annabelle Canning, \$6,000
Christine James, \$2,500
Jane Korman, \$2,500
Mimi Kirk, \$1,000
Ralph & Lyn Haber, \$500
Ann Mellor, \$500

ALWAYS GROWING CAMPAIGN PRIORITY FUND, \$1,411,609

Moses Feldman Family Foundation, \$500,000
John O. and Janet Haas, \$460,000
Washburn and Susan Oberwager, \$225,000
Anonymous, \$150,000
Morris and Eleanor Lloyd, \$50,109
Steven and Lee Laden, \$25,000
Robert Kalish, \$1,500

GARDEN RENOVATION AND RESTORATION, \$190,200

Enhancement of the Northwestern Avenue Entrance
The late Nancy Peters Ryan, \$90,000
Widener Visitor Center Roof
City-Wide Capital Grant Fund, \$50,000
Wisteria Walk Restoration
Geraldine Wexelblat, \$17,700
Sabina Gatti, \$7,500
Philip and Jeanne Connolly, \$5,000
Joseph W. Waz and Ann Stookey, \$5,000
George and Joan Brantz, \$5,000
Ann Dupuis Hozack, \$2,000
Eric Lochner and Drew Becher, \$1,500
Enhancement and Expansion of the Dwarf Conifer Garden
Margaret W. Tilghman, \$5,500
Grist Mill Restoration
Russell and Jane Tredinnick, \$1,000

THE COMPTON FUND, \$1,101,000

The late William H. Wurster and
the Wurster Family, \$1,000,000
Anonymous, \$50,000
Shirley Fetterolf MacKenzie, \$25,000
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TOTAL \$11,950,728

Photo by Paul Meyer



volunteer hours FY08

Total volunteer hours July 2007-June 2008	13,971
Total number of volunteers	621
Volunteer hours full-time staff equivalent	8

Our Volunteer Program continues to grow, providing essential support to the staff at the Arboretum. Volunteers wear many hats at the Arboretum. Volunteer guides help introduce visitors to the beauty of the Arboretum and explore the wonders of the natural world with schoolchildren. Horticulture volunteers learn the latest gardening techniques and put them into practice at the Arboretum, while others greet visitors at the Garden Railway or lend a helping hand with various administrative tasks.

Above all, volunteering at the Arboretum is about connections. Staff members interact closely with volunteers to ensure that they are aware of the many opportunities available to them at the Arboretum. In turn, volunteers connect with the community by helping fulfill our mission and becoming better stewards of their environment.

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new entrance

Major improvements to the Morris Arboretum's entrance at Northwestern Avenue were implemented this year, creating a more welcoming experience for our visitors. Thanks to a generous gift from Nancy Peters Ryan, who died in August of 2008, the Arboretum community gathered last April to dedicate these new gates in memory of her husband, Richard J. Ryan.

New, custom-designed iron gates form the centerpiece of the new entrance pavilion. Set back from the road, the entrance provides an increased turning radius and greater safety for tour and school buses entering the Arboretum from Northwestern Avenue.

While this project visibly transformed the entryway, it also provided many behind-the-scenes benefits. The electrical infrastructure was augmented to allow for new lighting at the entrance, making the Arboretum's evening classes in fall and winter much more inviting. In addition, a beautiful, fully lit sign was installed at the entrance, and the trees in the area are now uplit, enhancing security in addition to the view.

The final phase of the project involved the installation of new plantings in the area. The plantings consist of a mix of native plants that complement the meadow restoration, work begun under Anne Brennan's leadership. Sarah Martin, the '07-'08 Bloomfield Farm Intern, chose this area as the focus of her intern project and has been working closely with other members of the Horticulture staff to impart a dramatic, yet naturalistic look to the entrance.

Additionally, funding in memory of an Arboretum friend, Anne Highland, is being used to make further improvements to the natural areas. These plantings include a memorial grove of trees and other native tree and shrub plantings around the wetland and the Paper Mill Run. The goal of this project is to add more spring and fall color to the areas surrounding the Pump House and along Stenton Avenue.

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If you have remembered the Morris Arboretum in your estate plans or if you wish more information about the range of planned giving options available to Arboretum members, please contact Victoria Sicks, Associate Director of Development, at (215) 247-5777, ext. 152.

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The Morris Arboretum's Annual Giving Program raised \$408,885 this fiscal year. Many of our generous donors to the Annual Giving Program have made an additional gift above and beyond their yearly membership dues. Annual Giving contributions remain an integral part to the general operations of this extraordinary institution. Thank you again for your support, on behalf of the staff, Advisory Board of Managers, volunteers and friends, who care so much about the Arboretum's mission and success.

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The Membership program had one of its most successful years yet, raising \$500,964 exceeding the goal of \$480,000. We welcomed 1,480 new members compared to 1,090 in FY2007, and this number continues to grow. More and more of our members and visitors are seeing the benefits of membership and are buying increasing numbers of gifts of membership for their family and friends, with more than 200 purchased this year. Fourteen individuals have joined at the new Far-Away Friends membership level which serves individuals living outside a 200-mile radius. The American Horticultural Society's Reciprocal Admissions Program (RAP), which gives our members admission privileges to more than 200 gardens and arboreta throughout the United States, has served as a great benefit for not just the members living within close proximity, but also those living far away. With the opening of *Out on a Limb*-a Tree Adventure exhibit and the Patrick Dougherty sculpture exhibit in 2009, we anticipate the Membership program will grow to include many more individuals and families at all levels. We encourage you to consider purchasing the gift of membership for friends and family or using your complimentary one-time use guest passes to introduce others to the Arboretum. Thank you for your continued support as members, and we hope you continue to enjoy all the wonderful benefits that membership affords.

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	<i>Numbers</i>	<i>Revenue</i>	<i>Numbers</i>	<i>Revenue</i>
Total Active Memberships	5,289		5,044	
Number of Members	13,771		13,543	
<i>Adults Members</i>	9,511		9,110	
<i>Child Members</i>	4,260		4,433	
Number of New Memberships	1,480	\$100,734	1,090	\$78,875
Number of Online Memberships	587	\$65,335	327	\$36,790

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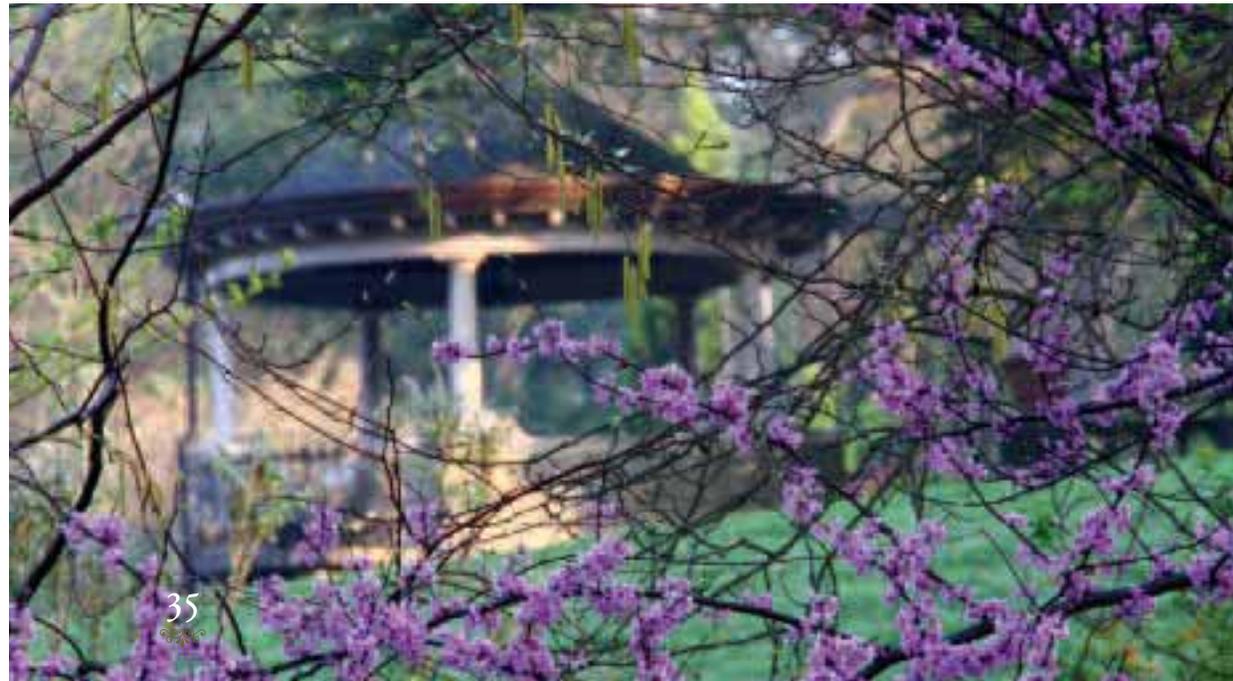




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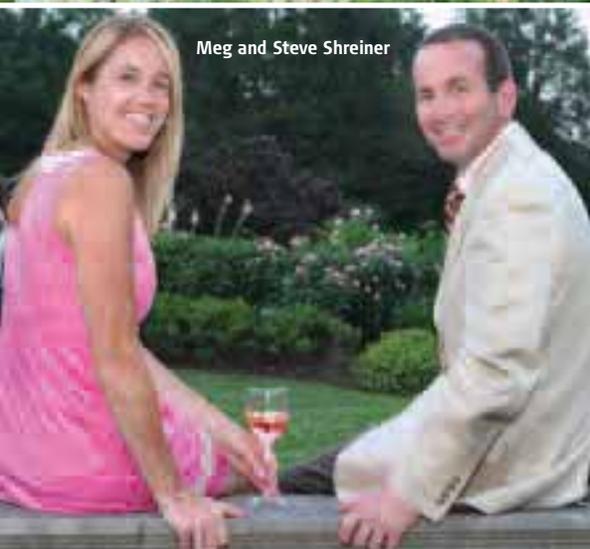
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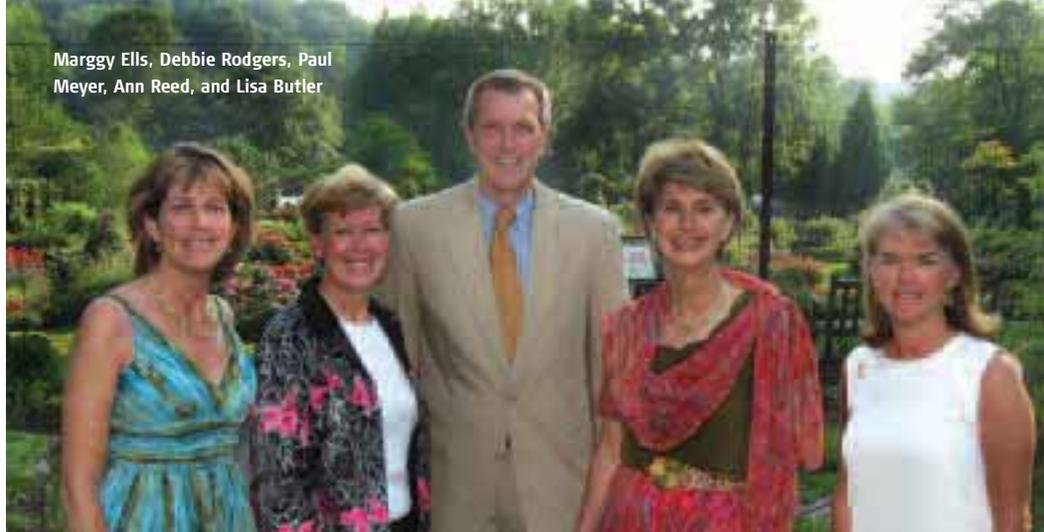
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