



2004 ANNUAL REPORT



Dear Friends,

Boerner Botanical Gardens has proudly served as a source of inspiration and continues to be an important regional asset and renowned showcase.

All of us who cherish the Gardens share a responsibility to assure that it will continue to flourish for future generations. As the Friends of Boerner Botanical Gardens celebrate their achievements of the past year, we pledge ourselves to an even brighter future for this crown jewel in the Milwaukee County Parks System. We have a responsibility to use our resources as a platform for finding new ways to serve the needs of our constituents.

We have a remarkable Garden family - the Friends Board of Directors, staff, the Milwaukee County Horticultural team, stalwart members and dedicated volunteers whose commitment will help us collectively chart our future. Over the years we have been blessed with the contributions of Sharon Malenda, the Friends Executive Director from 1998 to 2004. Sharon retired in August 2004, and we are very fortunate to have had the benefit of her leadership.

What will be most critical during the years ahead is a very determined effort to build our endowment. Let us build on the recent success of the capital campaign for the construction of the Education & Visitor Center and last year's annual appeal. We hope to encourage and inspire individuals who will assist in the implementation of the visionary phases of our Master Plan for Boerner Botanical Gardens.

We extend our heartfelt appreciation to our visitors, volunteers, and benefactors who have made Boerner Botanical Gardens a gift that indeed belongs to everyone. Enjoy these banner years and with your help, we will move confidently into the future!

Sincerely,

Hattie Purtell

President

James Ryan

Past-President



James Ryan



Hattie Purtell



Trish Haudricourt

Trish Haudricourt

Executive Director

CHILDREN'S HORTICULTURE EDUCATION







Hodding Carter, Jr., once said:

"There are two lasting bequests we can give to children: one is roots, the other is wings." Children's Horticulture Education touches the lives of children with meaningful plant information so that they can establish strong healthy roots. Once they have the basic plant knowledge they are then free to expand their horizons and use their wings to create a better world in which to live.

In 2004, the Friends of Boerner Botanical Gardens continued to make a strong commitment to children through our school age programs reaching approximately 10,000 children in 103 schools and 40 Child Care Sites. CHE educators and program staff include: Mary Braun, Mary Burke, Lev De Back, Sara Gilman, Jana Horn, Gale Litt, Merideth Konkel, Pam Niman, Ann Phillips, and Patty Steiner

The plant-science school programs for Grades K-6 are based on the Model Academic Standards for Science. Participants from Milwaukee, Ozaukee, Waukesha, Washington and Racine Counties enrolled in programs either at their school or at the Gardens. We are pleased to acknowledge grants obtained from the Antonio Foundation, Bank One Foundation, Briggs & Stratton and the Patrick and Anna M. Cudahy Fund that help fund the school component for the 2004 -2005 school year.

During the summer months, over 1,000 school-age children attended the Summer Safari series, a unique program that allows students the opportunity to search the Gardens for treasured plants and pollinators. Classes included creating a botanical alphabet, plant tales and a culminating planting activity.

For the first time, we expanded our programming with the Girls Scouts offering a wider variety of programs to include both the Brownie and Junior Scout level. The program flourished, serving 350 Scouts.

The Family Garden Walks continue to grow and become more popular. Over 450 children and adults attended the Family Garden Walks, sponsored in partnership with the Learning Shop, the Milwaukee Art Museum, Betty Brinn Children's Museum, Discovery World and UW-Extension. An Egyptian Garden Walk uncovered the truths about the importance of plants to the ancient Egyptians, and A Rainbow of Color with well-known children's author, Lois Ehlert, provided a fun finding colors of the rainbow. The latter was the best attended walk yet.

The Children's Horticulture Education programs promote the Gardens as a child friendly place to visit. About 175 children attended birthday parties along with many family members and other guests who visited the Gardens and over 300 children participated in the Growing Gardeners program for 3–5 year olds. Growing Gardners is a pre-school program where children attend with an adult to engage in hands-on plant-related experiences. Children always take home a planting to observe.

We reached out to over 2,000 people in community events in particular Metro Parent's Camp & Education Fair and Kids Fest.

ADULT EDUCATION



From awe-inspiring garden design ideas to backyard basics, floral design and thought-provoking garden lectures, Adult Education offers year round programming for everyone. Adult Programming encompasses continuing education for those interested in horticulture for some time, and beginning education for those just learning about horticulture and the botanical gardens.

In April the Friends hosted noted garden author, Ken Druse, whose latest book, "The Passion for Gardening" illustrates how the act of gardening make us better people...better at whatever we do in our daily life.

Free summer garden walks brought hundreds of people into the gardens. We added the "Outdoor Classroom", a two-hour paid session that paired classroom lecture with a related garden walk. The first in the series was hostas, a topic that always stirs a lot of interest. The other two sessions covered shade gardening and features with winter interest.

The Garden Trends Symposium returned to our line-up in the fall much to the delight of the attendees. Noted garden experts Roy Diblik (Northwind Perennial Farm), Dr. Patti Nagai (UW-Extension Horticulture

Educator), Jeanne Christensen (Shady Acres Perennials) and Heather Schuster (Terra-Firma Landscape) entertained and informed the audience with topics related to garden design, maintainence and trends.

The generous support of Father Dom's Duck's Doo Compost and Kinkos/FedEx enabled us to host this special day-long event with four topical lectures. Participants expressed an eagerness for more of this type of programming.

"The greatest gift of a garden is the restoration of the five senses."

-Hanna Rion





HORTICULTRUAL THERAPY

"As delicate fingers press seeds into cool soil, small memories emerge and personalities peek right through!"

-Beth Fredrickson "First Edition", 2003

Horticulture Therapy transitioned in year two to a "feefor-service" program to cover a growing portion of the associated costs. Linden Grove, Inc. through its foundation was the first organization to offer horticultural therapy to their residents in three skilled nursing facilities, an assisted living facility and a group home for persons with Alzheimer's disease and other dementias. Meadowmere Assisted Living Apartments in West Allis also offered the service to their residents.

The second Horticultural Therapy Symposium was held on November 4. Eighty-five representatives attended from organizations who provide care for the elderly, Universities, Colleges, Master Gardeners, and interested community members. Susan Rosa, PhD, OTR, University of Wisconsin, presented the keynote address "Engagement in Occupation Supports Participation

in Life." Another milestone was a publication by Caryl Gurski, MS, OTR, Director, Horticulture Therapy, in The Journal of Therapeutic Horticulture 2004, "Horticultural Therapy for Institutionalized Older Adults and Persons with Alzheimer's Disease and Other Demntias: A Study and Practice". Caryl was also a feature presenter at the National Alzheimer's Conference in Los Angeles.

The Friends wish to thank our sponsors, The Faye McBeath Foundation, The Helen Bader Foundation, Extendicare Foundation and the Marjorie L Christiansen Foundation. These grants assist us in keeping the "fee-for-service" as low as possible for the organizations we serve. We are also very grateful for the generous and dedicated volunteers whose assistance is a significant factor in providing an effective and low cost program to the elderly.



DEVEL:OPMENT



"Any garden demands as much of its maker as he has to give, but no other undertaking will give as great a return for the amount of effort put into it."

-Elizabeth Lawrence

The **Friends** Development Committee along with the Board and Staff are dedicated to making the Friends of Boerner Botanical Garden's name synonymous with education and enhancement of the gardening experience. Our goal is to energize community interest in the Gardens, providing key fundraising support through membership, special events, an annual appeal, and memorials and honorariums.

Our development efforts in 2004 raised funds for educational programming and our operation in promoting the Gardens, securing over \$434,650 from 217 donors throughout the community. Behind those numbers is an annual giving increase of 33% over 2003. In the last year, we launched a new development program entitled SEEDS, "Supporters of Education, the Environment and Developmental Strides. Seeds is a dedicated group of individuals and foundations who support the Friends of Boerner Botanical's educational and promotional efforts at a specified contribution level. A special logo with a botanical reference compliments donor support and acknowledgement. We are grateful to the 22 individuals who became our first Seed members.

Enrollment in the Friends of Boerner Botanical Gardens continues to increase with 334 new memberships for a total of 1,625 active members.

Development succeeds when volunteer leaders share a vision and come together to contribute their time and

resources. The year 2004 marked the beginning of a vision to open a library that eventually can become Southeastern Wisconsin's premiere public horticultural resource.

Over the past year, Advisory Committee members, Susan Duffin, Pat Laughlin, Carolyn Lawrence, Anne Phillips, Joan Prince, Hattie Purtell, Dennis Sampson, Shirley Dommer, Karen Von Rueden and Dyanne Reinke, have met tirelessly to create the best possible scenario to open the Library at the Education & Visitor Center in September, 2005. They have toured other botanical gardens in an effort to give to the public access to materials that are otherwise difficult to find. They have secured a start-up grant from the Schoenleber Foundation and are in the process of obtaining other grants and private donations, the sole source of revenue for this project.

Growth in contribution income was also achieved from the following events which were designed to showcase the gardens and add to the visitor's experience.

- The annual Gala featured fine dining amidst the beauty of the gardens, where guests were able to enjoy the gardens to the fullest while helping raise funds for educational programs. The Gala, "The Jewel of the Emerald Necklace" which over 250 guests attended, raised approximately \$75,000.
- A **Wine and Cheese** reception was held in July to encourage visitors to stroll through the gardens, a prelude to the Festival of Roses.
- Seven local daycares participated in the Scarecrow
 Contest at the Herb of the Year Dinner in
 September prepared by Joe Bartolotta. The Herb
 Society also offered a free public forum to experience
 and learn more about herbs.
- Holiday cheer was in the air with our first annual
 12 Days of Ginger, featuring botanical gingerbread houses, cooking demonstrations and a book sale from our presenting sponsor, Harry W. Schwartz.
 A 12-day family celebration showcases the Visitor & Education Center as a holiday destination.



Development Committee (from left to right): Mary Ann La Bahn, Bob Hanley (Chair), Steve Voboril, Lee Riordan, Trish Haudricourt and Karen Von Rueden. Not pictured: Michael Goller and Melinda Myers.

Partners in Philanthropy 2004 Honorees

Each year, the Greater Milwaukee Chapter of the Association of Fundraising Professionals recognizes donors and colleagues who have helped philanthropy thrive in Greater Milwaukee. Every charitable organization have people who have been pivotal to their success in the recent past, or a company or foundation that has served as an example of philanthropic leadership.

Melinda Myers and Melissa Koeppel not only share a passion for Boerner Botanical Gardens, they now share a place on the Partners in Philanthropy Honor Roll. Both Myers and Koeppel were recognized for their advocacy and support of the Friends at the Greater Milwaukee Chapter of the Association of Fundraising Professionals, 26th Annual Awards Luncheon on November 18, 2004.

Melinda Myers, a Milwaukee-based horticulture expert and author has provided not only her knowledge of gardening, but has demonstrated exceptional community leadership. She has been on the Board of Directors since 1995 and is a member of the Development Committee.

"The gardens are a place that I visit regularly, for leisure and for educational purposes," said Myers. "They've always been an important part to my life as both a gardener and horticulture professional."

Myers, best known for her practical, gardener-friendly approach to gardening, on WTMJ's, The Plant Doctor

radio show, has more than 25 years of horticultural experience in both hands-on and instructional settings. She has a master's degree in horticulture, is a certified arborist, and is a horticulture instructor at Milwaukee Area Technical College.

Melissa Koeppel has been involved with the Friends since 1996, is currently Board Treasurer and is a member of the Executive Committee. Her professional experience at Grant Thornton, LLP enables her to effectively lead in this capacity. Koppel has a Masters in Accounting, is a CPA and a member of the Wisconsin Certified Public Accountants.

Koeppel got involved with the Friends by enrolling her daughters, Katie, 13 and Megan, 8 in the Friend's Children's Horticultural programs. Melissa enjoys gardening and her husband, Todd, has a particular interest for roses. Melissa has shared her time and talents needed to see projects evolve, particularly the Capital Campaign and Boerner 'n Bloom. Both she and her husband have faithfully supported the Garden Party, which she chaired in both 2000 and 2001.

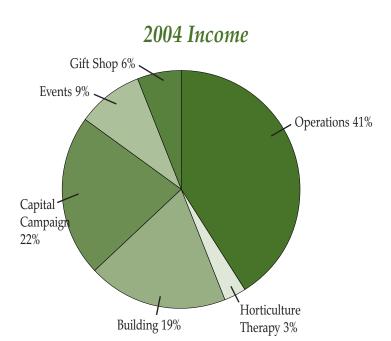


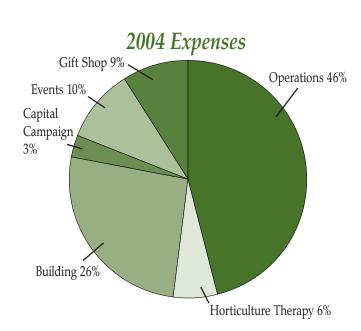
Melinda Myers



Melissa Koeppel

2004 FINANCIAL'S





VOLUNTEERS



"You make a living by what you get, but you make a life by what you give."

-Winston Churchill

The Volunteer Department grew by 94 volunteers giving their time, talents and energy to help Friends of Boerner Botanical Gardens in administrative duties, expanded community outreach and enhancement of the educational programs. The Friends of Boerner Botanical Gardens volunteer represents a variety of backgrounds and ranges in age from 10 to 90+ years, but share the common goal of volunteering to make a difference.

With the support and encouragement of FBBG volunteers, the Festival of Roses re-bloomed August 7. Sixty-six volunteers helped make the Festival of Roses a success. Betty Gurschke, Judy Ohl and Helen Flynn, provided their leadership in making the festival a

wonderful event. How many other festivals can boast that they are supported almost entirely by volunteers?

Innovative educational programs that leverage volunteer experience, skills and time provided FBBG volunteers challenging and rewarding opportunities in our Adult Education, Children's Education and Horticultural Therapy programs.

Special thanks to the 224 Friends of Boerner Botanical Gardens volunteers who have given 4430 hours and creative energy to make Boerner Botanical Gardens such a wonderful community resource. Each volunteer makes a difference for Friends of Boerner Botanical Gardens.

2004 Volunteers

Irene Lewandowski

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Rosalie Zilles

Shirley Zimmerman

Slavojka Zivanovic

Mary Jane Zvara

EVENT SERVICES



"By a garden is meant mystically a place of spiritual repose, stillness, peace, refreshment, delight."

-John Henry Cardinal





The Education and Visitor Center hosted more than 180 events ranging from educational, nationally recognized exhibitions, corporate meetings and wedding receptions in 2004. We were pleased to see an increase in area business and corporations' utilization of the center to further business goals in training and staff rewards.

The Garden Club of American presented "Art en Fleurs" a three-day flower arranging competition and horticulture extravaganza in July. Initiated in 1983 and held every three years, the innovative arrangements are judged by nationally accredited Garden Club of America jurors. The work is judged on the use of the basic elements of art-color, line, form and texture which challenge every artist and on the originality in interpreting garden in this medium. Horticultural displays presented throughout the botanical garden galleries where arranged in thematic groupings, addressing the "flavor" of the Boerner gardens. The exhibition was co-sponsored by four Garden Clubs: Green Tree, Kettle Moraine; Lake Geneva and Town and Country Garden Club of Sheboygan.

Boerner Botanical Gardens served as a "living campus" for MATC horticulture instructors, Melinda Myers and Michael Wendt who

brought the power of the outdoors into the indoor classroom. The 16-week class curriculum offered by MATC included Woody Ornamental Plant Identification and Landscape Plants/Trees.

The UW Extension Master Gardener's returned in the fall for a 10-week session. Master Gardeners are volunteers trained by UW Extension specialists and agents in many aspects of horticulture. In return for their training, Master Gardeners volunteer to help with UW Extension educational programs in horticulture and a wide variety of community service projects including the Friends of Boerner Botanical Gardens Children's Horticulture Education program.

In addition to providing a magnificent setting for Friends fundraising events, the Education & Visitor Center served as the backdrop for several significant fundraisers. The St. Josaphat's Basilica annual "Loaves and Fishes" Gala brought 250 attendees together to honor Gregory Rose, the 2004 Honoree of the Franciscan Hope Award.

At the Education and Visitor Center we connect people with the Gardens in many ways. October 5 proved to be one of those days as a host site for the American Diabetes Walk through Whitnall Park. The backdrop proved to be a beautiful day for a walk, followed by a breakfast and lunch served to over 1,500 participants.

The United Way's Nonprofit Collaboration & Mergers seminar was held in November. This day long event featured speakers and workshops on how area non-profits can: 1) create synergy through shared space, 2) build dynamic arts partnerships, 3) share resources for a greater impact, and 4) look at cross sector collaboration. Speakers and panelists came from the nonprofit sector, throughout

Metropolitan
Milwaukee. The
Education &
Visitor Center
was the perfect
location to hold
such a meeting,
since the Friends
and Milwaukee
County Parks are
a prime example
of a publicprivate
partnership.



GARDEN REPORT



"Gardeners are generous people and perennials, which grow and multiply, help foster these instincts."

-David Scheid

Spring at Boerner Botanical Gardens featured the brilliant colors of blooming bulbs. Over 25,000 bulbs provided a spectacular display made possible by the generous donations of Melinda Myers and Art Van Zante of Holland Beauty Bulbs.

The Gardens continued to grow through the generous support of area nurseries, plant societies, local business, honorariums and memorials. In 2004,



the beds that frame the Education & Visitors center were exceptionally striking with sensational yellow mass plantings of *Rudbeckia Hirta* 'Praire Sun'. In the fall, new signage arrived in the Arboretum to denote the collections. A grant from the DNR-Urban Forestry provided attractive green and white signs to signify the ginko, magnolia, maple, ash and conifer collections.

Boerner Botanical Gardens played host to two major events last year. The International Cycling Classic brought over 2,000 attendees and participants for "Super Week" in July. The Gardens once again provided the perfect backdrop for the American Diabetes Annual Walk. Over 1,500 participants flowed through the Gardens and Whitnall Park in October.

Regional and national media attention was focused on Boerner Botanical Gardens when both PBS' Great Lakes Gardener with Melinda Myers and The Victory Garden with Michael Weishan, featured horticulturists Lori Yanney and Peggy Gibbs-Zaukte respectively in broadcasts. Great Lakes Gardener reviewed the All-American

Selections and Michael Weishan's Victory Garden focused on the herb garden as well as typical and unusual uses of the herbs grown at Boerner.

Martha Stewart Living Magazine came to the Gardens last spring to photograph our notable Peony Collection for the May 2005 issue. Chicago Land Gardening Magazine traveled north to explore Boerner Botanical Gardens and produced the stunning article "For the People" in the September/October 2004 issue. The article followed the history and development of the Gardens by the CCC and WPA and included interviews with Garden Director, Shirley Dommer and past Friends Executive Director, Sharon Malenda. The article was written by Friends member and supporter, Tom Krischan and was accompanied by the award-winning photography of Donna Krischan.

Boerner Botanical Gardens was once again the scene Thursday nights in July and August for the successfully summer concert series sponsored by Wimmer Communities, Caring Communities and Regency Senior Communities. A wide array of diverse artists entertained large audiences who flocked to the Juniper Grove with blankets and baskets to celebrate sizzling summer nights. Regency and Caring Communities made these evenings extraordinary outings by

providing transportation, special seating and refreshments for their residents.



Garden Staff

Shirley Dommer Garden Director

Ron Bahling *Unit Coordinator*

Mary Braunreiter Horticulturist, Perennial Garden

Judy Faja Office Assistant, Boerner/Wehr

Peggy Gibbs-Zautke Horticulturist, Herb Garden

Juris Krisans Horticulturist, Trial Garden

Lory Yanny Horticulturist, Rock Garden and Shrub Mall

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Weeks Roses

Garden Support

Daylily Society of Southeast WI The Herb Society of America-WI Unit Wisconsin Iris Society

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Our unending appreciation to the Individuals who have made contributions between January 1, 2004 and December 31, 2004.

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Gala

The Friends Annual Garden Party provides important financial support for operations and we thank our 2004 event supporters.

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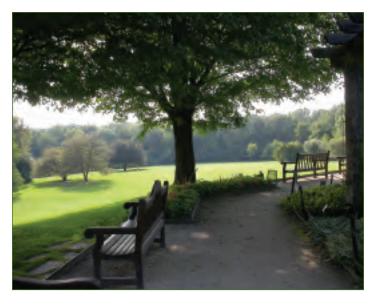
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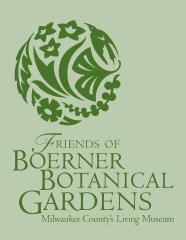


"Passage" by Susan Falkman

MISSION STATEMENT

The Friends of Boerner Botanical Gardens are dedicated to preserving and promoting Boerner Botanical Gardens and Arboretum as an outstanding regional resource and vital regional asset. By providing quality educational programs, the Friends stimulate interest in, appreciation for and understanding of horticulture and gardening.





9400 Boerner Drive, Suite 1 Hales Corners, WI 53130

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