

a voice
for the natural
landscaping
movement

Wild Ones[®]

NATIVE PLANTS, NATURAL LANDSCAPES

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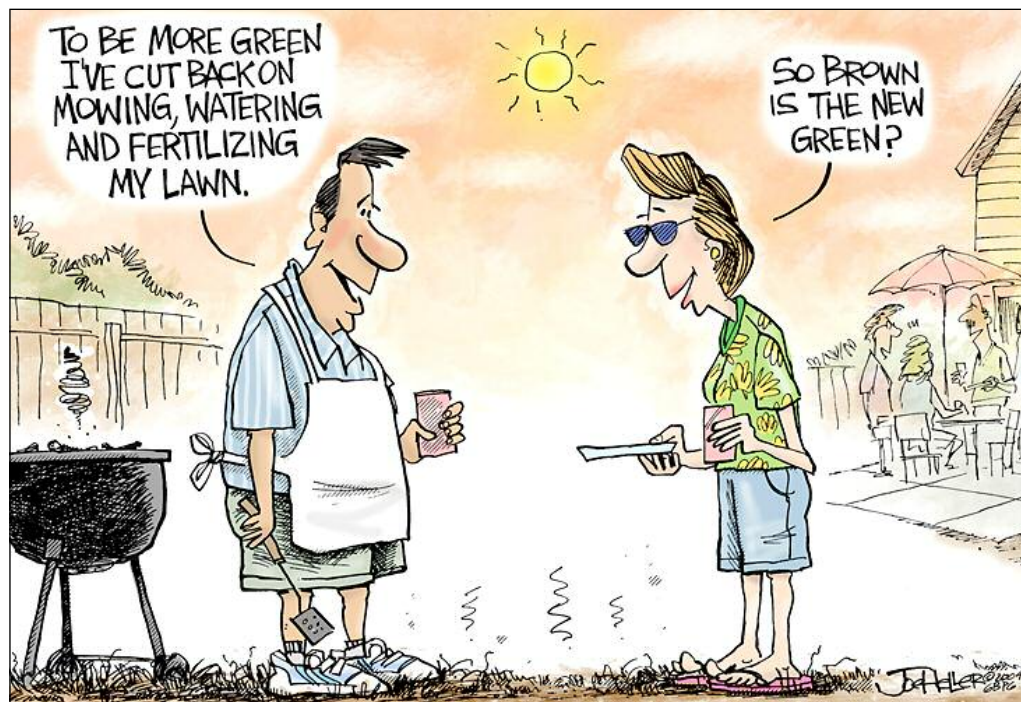
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Wild Ones Photo Contest
2010. Back cover.



Thank You. Back cover.

Working toward our next
30 years restoring native plants
and natural landscapes.



In more ways than one, brown is the new green. In an article in *Ode* magazine, British journalist Nick Rosen explains how advertising has ruined "green," and argues that environmentalists should wear a different color now: Brown. "Advertisers will never want to hijack such a color [brown]," he says. "Brown is a reminder of what we talk about when we talk about the Earth. It's a reconnection with our own dirt. Brown is pure environmentalism." *Ode* magazine, March, 2009.

Talking about your landscape? For best results, remember these points, and cut back on the jargon.

By Janet Allen

If you're like most Wild Ones, your yard looks a bit different from most landscapes in your area. People may be curious about that, and that makes your yard (and you) a good subject for newspaper and magazine articles, and a good topic of conversation with other people.

Talking with the media

My yard is decidedly different from most yards in my area, so reporters have interviewed me a number of times – frequently enough for me to have discovered some of the pitfalls. Although readers probably found the resulting stories interesting, the stories didn't always successfully convey my ideas and our Wild Ones mission. Here are three things I've learned.

First, writers and reporters are experts on writing and reporting stories, but usually not experts on native plants or natural landscaping. They may not even know much about gardening in general, so clearly describe the plants or landscaping practices you're talking about, and provide examples.

Second, for articles not specifically profiling your garden, reporters usually interview other people as well – sometimes people with a very different perspective on landscaping. Be aware of this possibility, think about the possible points they might make, and provide some supporting information from our Wild Ones perspective on those issues.

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It's an exciting time to be Wild Ones national president



I am honored to be the president of Wild Ones. We are moving into a new era that predicts more people will be embracing native plants for home and business landscapes. I am excited about what the board of directors, committees, and headquarters staff are planning for this year. You'll hear more about these efforts throughout the year. I am gratified to be working with

such an enthusiastic board. If the e-mail discussions we've had in the past are an indication, I think we are going to be an interactive group with great ideas and insightful thinking.

In November, at our annual meeting, we learned that our organization is doing pretty well all around, given the current economic recession. Prudently, the previous board took steps to trim the budget and put some projects on hold, so we continue to operate in the black.

At the annual meeting, the Grow Wild Ones Marketing Plan was presented, revealing some key strategies to make Wild Ones grow. By following the plan, and with your continued support, there is no doubt in my mind that we will grow. Wild Ones has an opportunity to catch the growing "green movement" wave, enter into a new era, and establish ourselves as the most trusted name in landscaping with native plants, for homes, and for businesses. Please be sure to read the article in this issue about the Growing Wild Ones Marketing Plan.

Last September, Carol Phelps resigned from the board for personal reasons; I thank her for her two years as a director. When she resigned, the board of directors appointed Katrina Hayes, a Partner at Large (PAL) member who resides in Tennessee. It is great once again to have a director who represents the PALs.

I thank Carol Andrews who has served as our president for the past three years, and before that, vice president and board member. Carol will continue to serve on the national board as the immediate past president, and will continue as the Marketing Committee co-chairperson with Roger Miller of the St. Croix (MN) Chapter.

I wish I could thank each member separately and personally for your support of the Wild Ones organization, but since that is not possible,

I thank you here. You may reach me through my e-mail address, president@wildones.org. I look forward to hearing from you. *

Tim Lewis, Wild Ones National President (president@for-wild.org)



Join One of Our Wild Ones National Committees

The Wild Ones national committees have been very busy, and are working hard to improve our organization as we continue with our mission. Check the listing of national committee chairs on page 15.

Wild Ones: Native Plants, Natural Landscapes promotes environmentally sound landscaping practices to encourage biodiversity through the preservation, restoration, and establishment of native plant communities. Wild Ones is a not-for-profit, environmental, educational, and advocacy organization.

NATIONAL OFFICE

WILD Center

2285 Butte des Morts Beach Road
Neenah, Wisconsin 54956

Executive Director

Donna VanBuecken
P.O. Box 1274, Appleton, WI 54912-1274
877-FYI-WILD (394-9453)
920-730-3986
Fax: 920-730-3986
execdirector@for-wild.org

President

Tim Lewis • 815-874-3468
president@for-wild.org

Vice President and Communications Committee Chair

Maryann Whitman • info@for-wild.org

Secretary

Steve Windsor • 847-772-6055
secretary@for-wild.org

Treasurer

Joe Powelka • 608-837-6803
info@for-wild.org

Past President

Carol Andrews
info@for-wild.org

Seeds for Education Director

Mark Charles • 734-973-0684
sfedirector@for-wild.org

Web Site Coordinator

Peter Chen • wdmgr@for-wild.org

MEETING COORDINATOR

Mary Paquette • 920-994-2505
meeting@for-wild.org

BOARD MEMBERS

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WILD ONES JOURNAL EDITOR

Maryann Whitman • 248-652-4004
journal@for-wild.org
(Please indicate topic in subject line.)

WILD ONES JOURNAL STAFF

Janet Allen, Contributing Editor
Barbara Bray, Contributing Editor
Mariette Nowak, Contributing Editor
Donna VanBuecken, Contributing Editor

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Writers & Artists

Janet Allen is a contributing editor of the *Journal*, and a member of the Habitat Gardening of Central New York (NY) Chapter.

Toni Stahl is a member of the Columbus OH Chapter. She is also a Habitat Steward for the National Wildlife Federation.

Louise Lacey is a PAL member from California.

Barb Bray is a contributing editor of the *Journal*, and a member of the North Oakland Chapter.

Michelle Serreyn is a member of the Southeast Michigan Chapter.

Joe Heller is a syndicated cartoonist. We reprint his cartoon with his generous permission.

Wild Ones Annual Appeal

We need your help to make Wild Ones grow

Thanks to ongoing support from our members, Wild Ones has come far in the three decades since nine enthusiasts met at the Schlitz Audubon Center in Milwaukee, Wisconsin, to champion native plants. Since then, we have grown beyond the prairie to nearly 50 chapters, and just fewer than 3,000 members spread across much of the United States and into Canada and Australia.

Our next big step is to grow our membership – and the Marketing Committee and a marketing consultant have been working diligently to help. They've developed a Grow Wild Ones Marketing Plan that includes bold marketing strategies to help us increase to 4,000 members, and beyond.

If we are take advantage of the "green" movement, we need to ensure we are part of it. To implement this plan, we will need an additional part-time person who will focus on these points and other marketing efforts. It will be impossible to implement the plan with present staff and volunteers.

If you can help fund the additional person through your Annual Appeal Donation, we will grow the organization. Through your donation, you can be part of this exciting new growth, so more people will improve the environment by learning about and using native plants in their landscapes. *



Chapter Notes

This is the time of year when chapters are thinking about annual meetings, elections of new officers, and future programs. We've heard from many chapters, such as **Habitat Resource Network of Southeast Pennsylvania**, **Brainerd (MN)**, **Louisville (KY)**, **Central Wisconsin** and **Lexington (KY)**. Here are some highlights of the fun chapters are having.

Northern Kane County (IL) Chapter held a potluck and Hack-ma-tack coordinated by **Shirley Pflederer**. They celebrated their first year as a Wild Ones chapter with a full evening of food, "fotos," and fellowship. Nancy Williamson of the Illinois Department of Natural Resources introduced Hack-ma-tack, a new National Wildlife Refuge proposed for the McHenry County, Illinois, and Walworth County, Wisconsin. Photos from the photo contest were then sold through a silent auction to benefit the chapter.

North Park (IL) Wild Ones ended their year with a Potluck/Seed Exchange. President **Wilma McCallister** wrote, "Everyone brought their own slides/images of native landscapes, good stories, native-plant seeds to trade, and a dish to share."

The Farm House at the Red Orchard Park in Shelbyville was the location for the **Louisville (KY) Chapter's** annual "Thankfulness" meeting with a potluck and a program – "Exploring Aldo Leopold," with Dick Dennis – a wonderful interactive educational program that included Leopold's "Land Ethic," which states, "We are part of a natural community worthy of our love, respect, understanding, and faith. Our ecological conscience calls upon us to value the land community and work to improve its health." They also saw the native shrubs that were planted around the nature center with the 2010 Wild Ones Seeds for Education (SFE) grant – the Clear Creek Trailblazers have done a "tree-mendous" job.

An interesting meeting hosted by the **Ann Arbor (MI) Chapter** involved a panel discussion on vegetation ordinances and enforcement. Chapter President **Mary James** wrote, "Our work with native plants affects our neighbors, and their actions affect us. The City of Ann Arbor has an ordinance that specifies the height and setback of plants around streets, sidewalks and driveways. Is the ordinance good enough as is, or can we find ways to improve it?" Members held a discussion with John Seto and Mike Rankin from Police & Community Standards (enforcement), Jerry Hancock from Systems Planning (storm water retention and rain gardens), and Dave Borneman from Natural Area Preservation.

And finally, many chapters participated in seed gathering this past fall, including the **Flint River (MI) Chapter**, **Ann Arbor (MI) Chapter**, **Fox Valley Area (WI) Chapter**, **St. Croix Oak Savanna (MN) Chapter**, **Milwaukee-Southwest/Wehr (WI) Chapter**, **Mountain Laurel (CT) Chapter**, **Central Wisconsin**, and **Green Bay (WI) Chapter**. *

WILD ONES IN THE NEWS

St. Louis Chapter Wins Award

The **St. Louis (MO) Chapter** recently received a 2010 Grow Native! Ambassador award. Barbara Fairchild of Grow Native! Missouri Department of Conservation wrote, "Many thanks to the Wild Ones for completing another Landscape Challenge and introducing new folks to the delight of gardening with native plants. The Grow Native! program is better because of folks like the ones in your organization. Thanks for your work on the recent Challenge and all those completed in the past. Your help and dedication are greatly appreciated."

Invader Crusader Award

Audrey Ruedinger, Fox Valley Area (WI) Chapter, received the 2010 Invader Crusaders Award as half of the Volunteer Pair award from the Invasive Plants Association of Wisconsin. As volunteers with the Winnebago County Master Gardeners since 1994, this pair has trained volunteers in the Master Gardener program about invasive species and developed educational materials used at events such as home and garden shows and farmer's markets.

Diane Powelka



At the fourth quarterly board meeting in New London, Connecticut, last fall, there was someone missing for the first time in 10 years, and I could feel the difference. My wife, Diane, who has been to every board meeting with me since January of 2000, did not attend. I did not feel her quiet presence, and I missed her.

Diane has been actively involved in Wild Ones since 1994, when she and I

helped form the Madison (WI) Chapter, for which she later served, successively, as secretary, vice-president, and president. She served on the national Wild Ones board from 2000 to 2010. In 2003, she served as the catalyst for the first Wild Ones photography contest at the annual meeting in St. Louis.

While working with the young Madison Chapter we visited the Byron Nature Preserve in northern Illinois, and were inspired by the native-plant walk there, which incorporated numerous educational labels. We thought that something similar would be a great addition to our township, and started formulating plans to create a local native-plant park. The township board approved of the idea, and offered a 7-acre, wooded, former quarry that had, in the past, served as the town dump. We titled the effort Project 2000 (with the crazy idea that we would be fully functional by the year 2000). Simultaneously Diane was heavily involved in our local garden club, serving in various leadership positions. She moved from the local level to the district level, and finally was tapped by the State Garden Club Federation to serve as the recording secretary. During all this time she has been a strong advocate of introducing native plants into our gardens, and continues to serve as the State's Operation Wildflower Chair. She is currently serving a second term as District Director for the Wisconsin Garden Federation.

Over the years, Diane has, at every opportunity, advocated for native plants, and promoted an environmentally sound approach to gardening. She has worked hard to include youth in her native plant activities. For Project 2000, she obtained several thousand dollars in grants to fund the installation of native plants in the park, and coordinated five Eagle Scout projects. She has involved alternative-education students and youth needing community service credit, creating paths, planting native plants, and cleaning up the park. As a Master Gardener, she has obtained the assistance of other Master Gardeners in working at the park.

I will miss Diane accompanying me to the board meetings in the future, but her dedication to Wild Ones' mission is unwavering. She has been by my side in my national Wild Ones efforts, supporting and advising. While serving as a national director of Wild Ones, she was not shy about adding her voice to a discussion when she felt strongly about an issue, even when it went against the consensus of the rest of the board.

Her simultaneous involvement with the National Garden Federation and Wild Ones makes her a highly qualified representative of Wild Ones' ideals to the Federation. With our new marketing plan we are considering broadening our appeal to gardeners and landscapers to educate, integrate, and communicate the importance of native plants in our landscapes. I believe that Diane has more shooting to do as she follows her personal star – native plants. *

Wild Ones Legacy Program



Get Involved, Stay Involved, With Wild Ones

There are many ways to help Wild Ones promote environmentally sound landscaping practices to preserve biodiversity through the preservation, restoration and establishment of native plant communities.

Acorn Circle: Donors who provide dependable income for Wild Ones programs by making annual contributions. Payments are made by check, by convenient monthly deductions via credit card or direct debit from a designated financial account, or by their employer.

Bur Oak Circle: Donors who make annual gifts of \$1,000 or more.

Oak Savanna Circle: Members who have loyally supported Wild Ones for at least 15 years or more.

Employee Matching Gift Program: Many companies and organizations will match employee contributions.

Special Gifts and Heritage: The Wild Ones Legacy Program provides the opportunity to gift appreciated stock, real property, in-kind gifts, IRA-rollover gifts (option through December 2007 per the Pension Protection Act of 2006) and multi-year commitments. Bequests, charitable gift annuities, trusts and other planned giving vehicles provide significant support to Wild Ones while also benefiting the donors and their families.

Volunteer: More than 4,000 people annually volunteer their time and energy for land conservation, community garden plantings, and for the WILD Center.

Lifetime Members: Long-term commitment to Wild Ones mission and its goals.

Contact Us

For more information about the *Get Wild Stay Wild Program*, please contact Donna VanBuecken, Executive Director, Wild Ones, P.O. Box 1274, Appleton, Wisconsin 54912, 877-394-9453 execdirector@for-wild.org, or see our web site: www.for-wild.org/legacy/.



STICK WITH WILD ONES



Wild Ones Meets SALT

Message from the Mountain Laurel (CT) Chapter of Wild Ones who hosted the Wild Ones Annual Meeting at the SALT Conference: We here in Connecticut are so happy to have met Wild Ones from many states. It was such a positive experience for all of us. We think our chapter better understands all that goes on to make this whole thing work – the trials, the tribulations, the joys, and the sense of accomplishment when things go well. We would love to have you all back in Connecticut again. It was, without question, the highlight of our year. We send our sincere regards and wishes to all our newly found friends. Photos, clockwise from top left:

1. Fourth Quarter board meeting held in the Haines Room of the Connecticut College Library. Later the board was treated to dinner at the Harris dining hall.
2. Glenn Dryer of the Connecticut College Arboretum takes Wild Ones members on a tour of their native-plant collection. The highlight was the evergreen mountain laurel.
3. Carol Andrews, immediate past national Wild Ones President and co-chair of the Marketing Committee. Also, President of Arrowhead (MN) Chapter.
4. Kathy Dame, SALT Conference Coordinator for Connecticut College and co-founder of Mountain Laurel Chapter.
5. Past National President Joe Powelka, Madison (WI) Chapter and John Allen of the Habitat Gardening of Central New York Chapter.
6. Michelle Vanstrom, President of Niagara Falls and River Region (NY) Chapter, and Julia Vanatta, Twin Cities (MN) Chapter.



American Electric Power clears above-ground wires

By Toni Stahl

Oh no! There are strangers on my property harming my certified backyard habitat. Why? I feel helpless. This is happening in Ohio, and could happen in other states too.

To create a more native environment, I left the native canopy trees, and had invasive amur honeysuckle (*Lonicera maackii*) and garlic mustard (*Alliaria petiolata*) removed from my backyard and the three adjacent backyards. I replaced the damaged area with a native forest edge.

I had it filled with carefully selected, native sub-canopy trees, bushes, shrubs, perennials, and groundcover, which brought native wildlife of all sizes and shapes. I proudly displayed my Wild Ones and National Wildlife Federation "Certified Wildlife Habitat" signs.

What is the Electric Company Doing on My Property?

All utility companies have a front and back easement on your property, over which they have complete control. In many subdivisions, trees are left standing in the back easement when the developer bulldozes to make lots for houses. This area often contains the original, native trees. It's not unlikely that the utility companies will come through and have their way.

Three years ago, winter winds in Ohio caused many tree limbs to break and fall onto electrical wires, causing residents to lose their electricity. As a result, AEP (my local electric company) received calls from a lot of angry people in addition to bad publicity.

How Are They Solving This Problem?

Solving the problem has been a two-part process:

1. Last year, AEP hired subcontractors to remove branches from all trees well below the electrical lines. This practice is called "topping," because the entire top of the tree is removed.
2. This year, AEP subcontractors painted Garlon 4 on all understory plants (Garlon 4 contains petroleum distillates and an acid equivalent of triclopyr – 44.3 percent – 4 pounds/gallon), to kill the woody vegetation.

Like other AEP customers, I received a postcard last year explaining the work that would be done starting last year and continuing this year. Many people throw away these notices, but last year I called AEP for more information. An AEP representative visited, and I got his name and direct phone number.

Read Notifications, Closely

This year, the AEP subcontractor placed a door hanger that looked like an advertisement on my front door. After reading it, I called the number listed on the hanger. The head subcontractor that would do the work visited, and I got his name and direct phone number.

The door hanger showed green trees on the front side, with the heading "Caring for Your Trees." On the back side were the AEP logo and two checkboxes: "Herbicide Work" and "Tree Growth Regulation Work." My hanger had "Herbicide Work" checked, indicating that they would apply herbicides to incompatible woody vegetation. I called, and found that the herbicide, Garlon 4, kills the plant and a small area around it. The subcontractors are not forestry experts, so their instructions were to paint all woody plants except the topped canopy trees beneath the wires.

Unfortunately, a lot of these plants were native. Many people don't pay attention to notices, or think it is required and that nothing can be done to change the work order.

Am I helpless?

Whether or not you can do anything to prevent unwanted cutting or treatment depends on the situation. Main sets of electrical wires

come through my backyard making the utility company's job critical. A fellow National Wildlife Federation volunteer lives on an outside electrical loop with very few houses on her wire. She called AEP and informed them that she hires an arborist to care for her trees, and they left her area totally untouched.

It also depends on who you talk to. With a bit of polite persistence you can make a few phone calls and talk to the actual subcontractors who will be doing the work. Find out when they will come to your property. Keep a record of names and phone numbers of representatives with whom you speak.

Last year, I asked the AEP representative to leave the native sub-canopy trees and bushes alone. He asked me to mark them all, because the crews would be bringing in big equipment called a Giraffe that could run over everything and kill it. When the subcontractor arrived, it looked like they were not going to follow my wishes. Luckily, I was able to talk to them – they were cooperative, and hand-removed many of the limbs, keeping the heavy equipment out of the native-plant area created around the easement.

This year, the subcontractor came out, and marked off the entire area (my yard plus the adjacent properties I had converted) with orange tape. Later, I watched as a truckload of workmen moved to the area outside of the tape and left untouched the native area I had created. I gave a sigh of relief. Ah, safe another year.

What Impact Will This Have On Diversity?

Where I live in central Ohio, there is a lot of invasive amur honeysuckle (*Lonicera maackii*) below the canopy trees, so that is some of what is being killed. This seems like a good idea, except that most of the other plants consist of Kentucky bluegrass.

AEP is not re-planting the damaged area. The invasive amur honeysuckle (*Lonicera maackii*) has been there so long that it appears to have completely killed all the native seeds that might have grown below. I'll sadly wait to see what invasive plants will take over these newly created edges.

As a side note, the government is also clearing around power lines in natural areas for national security. When Douglas Tallamy, author of *Bringing Nature Home*, was asked about this at a seminar I attended, he said that succession native plants are a good thing. However, I have seen studies where cuts through a native forest have given invasive plants a place to enter. You can read the study at www.oipc.info. Select "Resources", then "Ohio and OIPC material," and go to "Ohio Research Conference Proceedings." Click on "2007 – Continuing Partnerships for Invasive Plant Management." Scroll down to page 7, "Are roadsides a red carpet for invasive species? (Matlack, 2007)."

Even native creatures whose habitat is on the forest edge can throw the native ecosystem off balance, such as the parasitic brown-headed cowbird (*Molothrus ater*). According to the 2009 Columbus Christmas Bird Count, at www.columbusaudubon.org, the cowbird had an unusually strong year with large roosts – probably due to all the artificially created edges. They have increased in numbers, offsetting the diversity of a number of native birds. (Cowbirds kick out one egg from a bird's nest, and lay their own egg. The parent birds raise the cowbird as their own.)

The utility companies may have jurisdiction over parts of your property, but you can make a positive impact for biodiversity by taking the time to call and talk politely to vendors and contractors, and then following through to save any native plants. *



Aftermath of the 2007 California wildfires: Witch Creek Fire, San Diego County. A charred hillside. Photo courtesy Lise Broer, Wikimedia Commons.

What happened to California? By Louise Lacey

When Europeans first came to California they thought they had found paradise. The vegetation was so lush and splendid that both horse and man had trouble wading through it.

In diaries and letters home they mentioned again and again the impression that the entire territory was like a park – endless vistas of bunchgrass, wildflowers, and enormous, stately trees. Vast herds of elk and antelope surged through, grazing lightly and moving on. The coast ranges and the Great Valley contained almost no scrub underbrush or cover as we know it today.

The catastrophic transformation of California's ecology was caused by many factors – over-grazing, the introduction of annual grasses, erosion, herbicides/pesticides/fertilizers, irrigation, mass killing off of indigenous fauna, monoculture, logging, road building, residential development, the "control" of fire and natural drainage. But of all of these, over-grazing holds the greatest responsibility.

The California Spanish used cattle hides and tallow for money. In any given year in the late 1700s and early 1800s, as many as 100,000 hides passed out through each port. For every hide shipped, many stayed on to graze as reproductive stock, too young, too hard to round up. (The Spanish didn't build fences.)

It is no exaggeration to say that millions of cattle – and sheep – ate the heart of California's native ecology almost to the point of disappearance in a few generations, just a geological instant.

The bunchgrasses

The entire process can be illustrated in a microcosm by the story of the bunchgrasses. California's native grasses, which covered thousands of square miles, virtually all the entire coastal ranges and Great Valley, were perennial. They had deep roots, and stayed green for much of the year (many all year), and served admirably to prevent erosion. Many types lived, it has recently been learned, as long

as 200 years. With that kind of longevity they didn't have to have much reproductive power.

The bunchgrass growth pattern has interesting character. Each plant (some species as small as 9 inches across, others as broad as 6 inches or more) prefers space between itself and its neighbors, so what you see is a cluster of distinct individuals in a large company of associates. When the blades relax in the summer, each one looks from a distance like a small wave on a spreading pond, with the upright panicles (seed stem and head) swaying or drooping (depending on its form), in the wind.

But this give-me-some-space distinctiveness was both the bunchgrass's blessing and its downfall. Before the European intrusion, the spaces between individual plants were filled with wildflowers and bulbs, which grew, bloomed, and fell dormant on their own schedules, creating an ever-changing oriental carpet of extraordinary beauty. Then came the cattle and sheep.

These domestics had grazing habits different from the native grazers, which clipped the top and moved on. Domestics – especially sheep, but also cattle – tend to eat grass down to the ground, even wrenching it up from its roots. The perennial grasses were much more nutritious and tasty, too, than the rye and oats the ranchers imported. So the cattle and sheep killed one long-lived, not-very-fertile plant after another, by the millions – and left behind in their excretions the seeds of their annual competitors, which found fertile ground in those very spaces in between.

An annual grass, by definition, has to work fast. It must sprout, bloom, set seed, and die – all within a few months. It doesn't have much in the way of roots, because it gets its water from precipitation and whatever is readily available near the surface. It has no power to keep the topsoil on the hillside. But it definitely knows how to reproduce.

CONTINUED ON PAGE 9

Yucca Snacks, Dust Bowls, and Nettle Nurseries: Making Backyard Habitats Better

By Barb Bray

When I read the article, "Insects in Winter," by Douglas Tallamy, in the September-December 2010 issue of the *Wild Ones Journal*, I was moved by his comment about how most people inadvertently "pulverize" the next generation of insects when they mow down the dead stems in their gardens. Reading the article brought to mind an event that happened to me several years ago.

Snacks in the yucca

It was Thanksgiving morning, and I was gazing out the window toward my garden filled with the dried stems of various native grasses and flowers. Closer to the house, an old planting of yucca and other cultivars captured my attention because I had forgotten to cut down the ugly brown yucca stems. As I was contemplating my oversight, I noticed one of the stems bobbing back and forth. It wasn't the wind moving the old stem; it was a downy woodpecker vigorously attacking the plant. For almost 45 minutes I watched this bird peck up and down the length of this dead plant stem. It ripped gaping holes into it, and pulled out one tasty morsel after another.

Later, when the woodpecker flew away, I went outside, pocketknife in hand, to examine an untouched yucca stem. Cutting into the stem, I found a small yellowish-white larva. I wasn't able to identify it, but clearly the woodpecker knew they were there, and loved them. At least three woodpeckers visited my yucca stand that fall and extricated all the larvae they could find. Ever since that day, I have left my ugly yucca stems standing all winter long for the downy woodpeckers to feast upon.

Ant lions in the dust bowl

Leaving dried plant stems standing in the garden is not the only way to help feed or shelter animals in your yard. A few years ago I discovered ant lions living in the bone-dry sand under a large white pine in my backyard. Ant lions build conical-shaped pits to trap ants and other unsuspecting insects. Sometimes my daughter and I would trick them into showing themselves

by tickling the sand at the bottom of the pit with the tip of a pine needle, which the ant lions would reach up and try to grab. This summer I noticed that my "ant lion area" had no pits. What happened? It was growing in with weeds, and the sand was harder to find. I decided that I wanted the ant lions to live here, so I cleared out the weeds in an area about 4-feet long by 3-feet wide. My deliberate habitat enhancement worked. I saw ant lion pits about a month later. It also brought about an unintended use: A flicker used it to take a "dust bath," and perhaps snacked on a few nearby ants too.

Nettle nurseries

What do you call a dead tree and a patch of noxious stinging nettles? Many people would call them nuisances, but I call them opportunities. I requested that the dead tree be cut about 3 feet above the ground so I

I thought about killing the stinging weeds with a herbicide, but I never quite got around to doing it. Now it will never happen. It's amazing what a little knowledge can teach us.

could create a "stump tower" for bees. With my power drill in hand, I excavated a series of 1/4-inch holes on the side of the stump. I have to admit that I thought my residents would move in immediately, but it took six years for them to find it acceptable.

This year I saw the first leaf cutter bee placing round leaf fragments in my tree-stump holes. Leaf cutter bees nest in soft, rotted wood which is why they didn't move

in when our tree was first chopped down. The stinging nettles, on the other hand, were ready to go from the very first day we moved into our house. My first encounter with them was painful since I wasn't aware that they grew in the back corner of our yard. I thought about killing the stinging weeds with a plant herbicide, but I never quite got around to doing it. Now it will never happen.

Two years ago I discovered that my supposedly horrible stinging nettles were actually a nursery for red admiral butterflies. I never even suspected that the red admiral butterflies I had seen year after year in my yard were there because of the nettles. It's amazing what a little knowledge will teach us.

I think Dr. Tallamy said it best, in his article: "The easiest way to preserve over-wintering insect populations is to relax our neatnik standards whenever possible." I am trying to work hard at "messing up" my gardens to provide cover for creatures big and small. I hope that our suburban landscapes will someday be filled with dried plant stems for insects, dusty sandy spaces for ant lions and flickers, and maybe for a brave few – a patch of stinging nettles. *



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WHAT HAPPENED TO CALIFORNIA?

CONTINUED FROM PAGE 7

You can see the difference yourself between the way an annual and a perennial go about the business of living when you plant their flower seeds in flats at the same time. Some annual flowers will be blooming before your perennial seedlings are even ready to be transplanted out.

So the annual grasses, and the weeds that accompanied the settlers from the Old World, found a reluctantly generous hospitality in the New. We see the result.

Today, the ecological consciousness of Californians is germinating, taking root, and in some people and places, beginning to bloom. An expanding awareness of the value of native plants is just one manifestation.

Each native-plant patch in the garden of each aware person is a blossom in the cracks of ignorance and indifference. If Californians up to now have neither known any better nor cared, the planet has finally forced our hands. We don't have the water, the time, or the money to continue the horticultural pretense that we live in Northern Europe.

What a wonder: We woke up before it was too late, before the plants that have always lived here, and could put their beauty and adaptive capacity at our disposal, had vanished.

We are embarked upon a great adventure, just beginning to learn how to live with the natives. Like the bunchgrasses, we each want a little space around us, to leave room for the flowers.

And like the bunchgrasses, when we grow together we are each a small wave on a spreading pond. *



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Growing Wild Ones: How we're doing it



The WILD Center has become a destination point for local students and hikers, as well as Wild Ones visitors. In this photo, students from the Fox River Academy regroup after a woodland identification walk.

Growing and Demonstration Gardens

Most people don't know that, for 10 years or so, the Wild Ones organization operated out of Donna VanBuecken's dining room, basement, and garage – and we had an anonymous post-office box as our mailing address. This setup, while very generous on Donna's part, did not represent us very well to potential members and granting agencies.

Consider that the New England Wildflower Society has the Garden in the Woods in Framingham, Massachusetts; the Lady Bird Johnson Wildflower Center has extensive grounds in Austin, Texas; and the National Garden Clubs and the American Horticultural Society both have demonstration gardens at their headquarters.

And now the Wild Ones has the WILD Center – a place to grow, because such a "bricks and mortar" arrangement lends substance and credibility to an organization. It demonstrates to a donor that we are not going to fold up our tents and disappear into the night. It allows us to compete for attention and grants on a more even field, and gives Wild Ones space to educate and to create demonstration gardens that reflect our mission.

It tells the donor or the granting agency that our message is so important that we have committed a significant

amount of effort and money to create a place to showcase our mission. This is the basis on which we shall grow.

Grow Wild Ones Marketing Plan

In order to reach a significant number of people, and thereby significantly increase its membership, an organization must put itself into the public eye. Call it "advertising," or "promotion," or "marketing" – the goal is the same: To present an idea, a product, or a service to a broad

Our WILD Center gives our organization a solid presence, and means we can compete for attention and grants on a more even field. We also now have space to educate and to create demonstration gardens that reflect our mission.

audience, in a manner that makes it desirable.

A Marketing Committee was formed in 2008, and among their first actions was to present a vision-and-values statement. Using that lead, they went about formulating a set of objectives that include: Raising awareness of Wild Ones and our web site, improving member retention rates, increasing the average dues level at which members join, increasing total membership levels, and continuing our efforts to influence the public perception of native plants and how the general public approaches landscaping.

This plan is not a random list of strategies. Throughout the process of developing a marketing plan, a professional consultant and the committee spent significant time evaluating factors that inform selection of strategies as well as key messages to be delivered through those strategies. This included a survey of 268 current, and 69 lapsed Wild Ones members, to determine what attracted them to Wild Ones, what they dislike, and why they have or have not renewed their membership. Here are some of the key survey findings:



The raingardens at the front door of the WILD Center welcome visitors, and are a ready demonstration of what the Center is all about. Visitors are welcome to explore the habitat surrounding the Center.

- To some people Wild Ones has a very narrow focus, a “purist” reputation, that may make some newcomers or members feel less welcome than we would like.
- The most prevalent reasons for joining Wild Ones are: Learning about native plants (72 percent), support for landscaping differently than others (45 percent), and supporting a good cause (35 percent).
- Twenty-five percent of members associated with chapters reported being somewhat or very active. Eighty-two percent rate their experience with Wild Ones as good to very good.
- Lapsed members listed as Wild Ones’ greatest weaknesses: Poor communication at chapter level regarding events and programming, lack of sources for native seeds or plants in their region, too Midwestern focused, and lack of public awareness and promotion.
- Wild Ones’ greatest strengths were most often listed as: Fellow members, programming, educational experience, and the *Wild Ones Journal*.
- Forty-two percent of lapsed members simply forgot to renew, and 92 percent would be interested in rejoining.

With the objectives in mind, and informed by the survey results, the Membership Committee has been asked to set out a plan to attract and deal with new categories of potential members (such as landscaping professionals, and educators), and the Web Committee to work on moving ahead with upgrading the Wild Ones web site.

The most critical recommendation from the Marketing Committee calls for the addition of a marketing assistant to existing national headquarters staff, to provide the time and expertise needed for effective implementation of a marketing plan. We anticipate funding assistance for this new position will come from grants and foundations, as well as member donations.

Please consider joining one or all of these efforts with your time or ideas: Send an e-mail to marketingplan@wildones.org, or call and leave a message for committee co-chair Carol Andrews, at 218-529-8204. *

Learn More About the Marketing Plan

You can read the Executive Summary of the Grow Wild Ones Marketing Plan at: wildones.org/events.html.

Learn More About the WILD Center

There’s a lot going on at the WILD Center, and you can find out more about it by visiting the WILD Center mini site at wildones.org/eco/center/. Lots of photos of wildlife, gardens, events, and people. Much of the work around the WILD Center has been done by the WILD Center staff and lots of Wild Ones volunteers.



Denise Gehring Achieves Ecoscaper I Status

Denise Gehring of the Oak Openings Region (OH) Chapter is our newest Ecoscaper I. Denise, true to her goal of achieving all three levels is already working on Level II. She writes, “Last Monday (November 22), I was asked by the Toledo Metroparks to do a plant rescue of 50 downy rattlesnake plantain orchid (*Goodyera pubescens*) and 12 spotted wintergreen (*Chimaphila maculata*). There was a devastating tornado earlier this year that ripped through part of Oak Openings Metropark. The rescue plants were in a pine stand that needed extensive cleanup, and would be destroyed by the logging contractor. I moved the plants about 3/4 of a mile to a safe location adjacent to known populations – so that the soil was correct, and mycorrhizae would be present for the orchids.” *



Raingardens and plants native to this area of Wisconsin are everywhere, hosting pollinators, and introducing themselves to all visitors.



Backyard Habitat Song

To the tune of “Home on the Range”

Oh give me a home
Where the goldfinches roam
Where the wrens and the woodpeckers play
Where often is heard
The bold chickadee’s chirp
And the monarchs their eggs they do lay
“Home, home,” they all say
Where the birds have a great place to stay
Where migrants come back
For a rest and a snack
And the butterflies don’t fly away

By Michelle Serreyn



The author's two-year-old grandson runs through a wilderness created by his grandmother in her own yard. No need to drive to a state park for enchantment.

Third, the reporter's goal isn't the same as yours. They're looking for an interesting story featuring anything quirky or out of the ordinary – not to advocate for our Wild Ones mission. Not everything you discuss in the interview will end up in the article, so skip the extraneous details, and emphasize your important points. Provide interesting anecdotes and examples that illustrate those points.

For example, in one of the first stories about my habitat garden in the local paper, I mentioned that I provided moist sand for butterflies. This was really just an experiment, and certainly not the most important way I provided habitat for butterflies in my garden. But this was the kind of unusual thing they were looking for – and it was featured prominently in the article, including a "how to" section so readers could make their own sand area.

Describing the larval host plants I provide would have more accurately represented how my garden helped butterflies, and I would have preferred seeing a list of such plants to guide readers. But this was my fault, not the reporter's. I should have provided some compelling anecdotes about those host plants, perhaps describing how exciting it is to see monarchs arrive each year and lay their eggs on my milkweeds – the only plants their caterpillars can eat. And that ultimately, providing milkweed is the only way we will continue to have monarchs.

Jargon alert

Avoid using jargon. I probably use more jargon than I realize when describing our landscaping practices. I'm so comfortable with these terms I forget that other people may not be familiar with them. One example is "larval host plant," mentioned above. Perhaps if I had instead called them "caterpillar food plants," the reporter would have understood their importance and included the idea in the article. And choose colorful language. I try to create a different perspective on pollinators by mentioning the joy of having the "busy-ness and buzziness" of bees in my yard.

Spell out the names of plants, emphasizing their botanical names, noting that common names can be misleading. For

Whether it's the "language peculiar to a particular trade, profession, or group," or whether it's the "language that is characterized by uncommon pretentious vocabulary and convoluted syntax," jargon is great for some occasions, and not so great for others. When talking with people outside our Wild Ones orbit, it's best to use more common words and expressions if you want to get your point across.

example, in one article, the writer listed plants in my garden without using the botanical names, so the article simply said I grew "verbena." I expect that the typical gardener probably thought of the ornamental, non-native "verbena" that is typically sold. What I had planted, of course, was the native *Verbena hastata*.

Speak slowly. After all, if you're talking at top speed – which can happen when you're talking about a subject you're passionate about – how can reporters record your ideas accurately? Even if they're taping the conversation (and they'll let you know if they are), it's easier to transcribe a tape of someone speaking clearly and slowly. (I'm still working on this.)

Finally, it's a good idea to think about the important points you want to make about your yard and landscaping philosophy, and write them down. Highlight the big ideas, illustrated by interesting anecdotes or snazzy phrases, and put them in a document on your desktop, real or virtual. When you talk to reporters, try to stick to your "script."

Talking with others

Having a summary of your ideas in your head also comes in handy when talking to other people who are interested in your yard. It's especially useful if you have a yard tour. I've printed my summary sheet to hand out at the end of a tour. It helps people remember those key ideas about our goals and mission.

The message

Whether in an interview, letter to the editor, yard tour, or just talking to others, I strive to remember the mantra: Educate and inspire. Try not to criticize current landscaping practices, but rather build a compelling case for the many benefits of our eco-friendly practices for ourselves, for our pets, and for wildlife. Especially important are the benefits to our children and for all future generations. And most important, share the joy your landscape brings to you, your family, and others. *

For a good example of a yard tour flyer go to www.wildones.org/download/touryard.pdf. See the species list on page 4 of the flyer.



Paths run among the densely growing native wildflowers that separate the author's side yard from the roadway.

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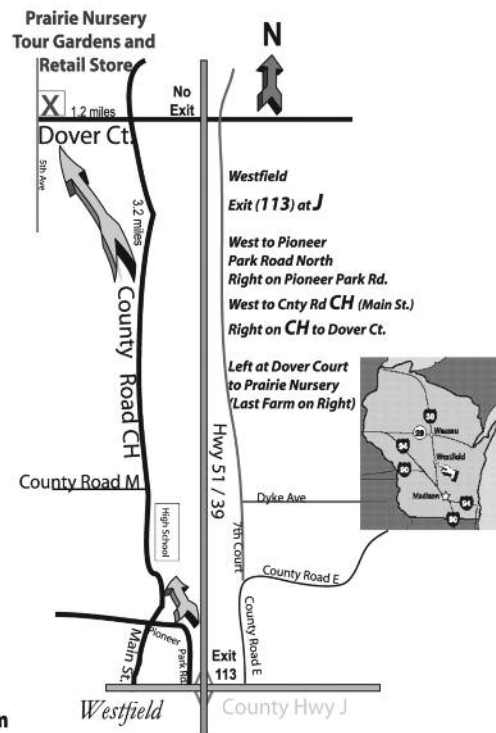
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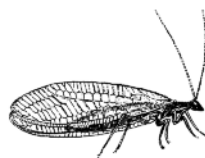


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The Wild Ones national committees have gotten off to a great start this year, and are looking forward to helping Wild Ones grow. If you have some time to spare or just some ideas to share don't hesitate to contact any of the Committee Chairs listed below.

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Janet Giesen

Rock River Valley (IL) Chapter
giesen@niu.edu
(815) 899-6139

Finance Committee Chair

Kathy McDonald

Greater Cincinnati (OH) Chapter
kmc@one.net
(812) 221-0271

Governance Committee Chair

Karen Syverson

Fox Valley Area (WI) Chapter
ksyve@centurytel.net
(920) 987-5587

Marketing Committee Co-Chair

Roger Miller

St. Croix Oak Savanna (MN) Chapter
mille138@umn.edu
(651) 275-0526

Marketing Committee Co-Chair

Carol Andrews

Arrowhead (MN) Chapter
carol_andrews@hotmail.com
(218) 730-9954

Membership Committee Chair

Christine McCullough

Greater Cincinnati (OH) Chapter
iluvdirt@fuse.net
(513) 860-4959

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slowman@niu.edu
(815) 757-4456

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Susan@TheHabitatGardener.com

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Mountain Laurel Chapter #78
Kathy T. Dame 860-439-5060
ktdame@comcast.net

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slc12852@hotmail.com

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Pat Hill 847-741-7284 hill_p@sbcglobal.net

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Karin Wisiol 847-548-1650 kawisiol@pcbb.net

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Margaret Ovitt 309-836-6231
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North Park Chapter #27
Wilma McCallister
bug788@gmail.com

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Constance McCarthy 815-282-0316
kublaikhan@mac.com

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Gibson Woods Chapter #38
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Tom Tauzer 906-428-3203 ttauzer@chartermi.net

Southeast Michigan Chapter #47
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connie.manley@sbcglobal.net

Flint River Chapter #32
Rebecca Gale-Gonzales 810-762-0455
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Houghton-Hancock Chapter #60 (Seedling)
Kristine Bradof 906-482-0446 kbradof@mtu.edu

Kalamazoo Area Chapter #37
Dave Wendling 269-624-6946 davewndlng@aol.com
Tom Small 269-381-4946 yard2prairy@aol.com

Mid-Mitten Chapter #80
Dawn Zuengler 989-430-7735
dzuengler@yahoo.com

North Oakland Chapter #91
James Brueck 248-625-7597
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Laura Gruzowski 248-454-6856
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Oakland Chapter #34
Barb Bray 248-601-6405
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Red Cedar Chapter #41
Kathy Prelesnik 517-580-8322
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Mary Leys 517-887-0596
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River City - Grand Rapids Area Chapter #83
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Susan Melia-Hancock 573-442-3670
susan.meliahancock@gmail.com

St. Louis Chapter #31
Ed Schmidt 314-647-1608
eschmidt1@sbcglobal.net

NEW YORK

Habitat Gardening in Central New York #76
Janet Allen 315-487-5742
hg.cny@verizon.net

Niagara Falls & River Region Chapter #87
Michelle Vanstrom 716-913-5324
vanshel400@aol.com

OHIO

Akron #99 (Seedling)
Kim Downs kimdowns@smithersmail.com

Greater Cincinnati Chapter #62
Chris McCullough 513-860-4959
iluvdirt@fuse.net

Columbus Chapter #4
Jann Offutt joffutt@columbus.rr.com

Oak Openings Region Chapter #77
Stephanie Saba 419-261-7000
nativebeauty3@gmail.com

Western Reserve Chapter #73
Barb Holtz 440-247-7075
bph@clevelandmetroparks.com

PENNSYLVANIA

Habitat Resource Network of Southeast Pennsylvania Chapter #79
Maureen Carbery 484-678-6200
www.habitatresourcenetwork.org

WISCONSIN

Central Wisconsin Chapter #50
Dan Dieterich 715-346-2849
dan.dieterich@uwsp.edu

Door County Chapter #59
Peter Sigman 920-824-5193 peter@sigmann.net

Fox Valley Area Chapter #8
Kristin L. Kauth 920-766-2292
kkauth@sbcglobal.net

Green Bay Chapter #10
Bonnie Vastag 920-217-7737
norway995@gmail.com

Madison Chapter #13
Laurie J. Yahr 608-274-6539
yahrkahl@sbcglobal.net
Barb Glassel 608-819-0087 bglassel@gmail.com

Menomonee River Area Chapter #16
Jan Koel 262-251-7175
Carolyn Larkin 414-881-4017
plantlarkin@gmail.com

Milwaukee North Chapter #18
Message Center: 414-299-9888 x1

Milwaukee Southwest-Wehr Chapter #23
Message Center: 414-299-9888 x2

Root River Area Chapter #43
Nan Calvert 262-681-4899
native.plant.calvert@gmail.com

Wolf River Chapter #74
Mary Kuester 715-526-3401
SueTemplemanboosue@frontiernet.net

For information about starting a chapter in your area: www.for-wild.org/chapters.html.

CHAPTER ANNIVERSARIES

November through February seems to be a great time to charter Wild Ones chapters. Celebrating anniversaries during this time are:

North Oakland (MI) and Northern Kane County (IL) 1 year

St. Croix Oak Savanna (MN) 7 years

Greater Cincinnati (OH) 9 years

Root River (WI) and Mid-Missouri 10 years

Kalamazoo (MI) and St. Louis (MO) 11 years

North Park Village Nature Center (IL) 13 years

Lake-To-Prairie (IL) 14 years

Fox Valley Area (WI) 16 years

Green Bay (WI) 19 years

Thanks to you and all your members Wild Ones continues to grow and to spread the word about the benefits of using native plants in natural landscaping.

FOREVER WILD

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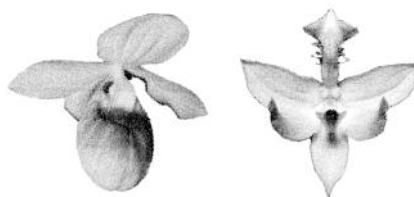
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— * —

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The Inside Story

Janice Stiefel was an
important part of Wild
Ones' history, and this
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all 66 of her original
articles that appeared
in the *Wild Ones Journal* and *The
Outside Story*. Now in full color, with
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insects, anyone who appreciates
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■ ■ ■

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It's not always the end of the world

Sometimes human activities actually help the native plants along, just by accident.

This was made clear to me this past week-end, when I revisited a small woodland population of violet bush clover (*Lespedeza violacea*). Though the site was largely destroyed by work on a nearby sewer line last fall (which required a temporary road to be bulldozed through the area), I thought maybe one or two individuals might have survived out of the original dozen.

Instead, I found something on the order of 400 to 600 seedlings growing in the bare soil. That was all the more amazing considering that the plants didn't produce nearly that many flowers prior to the disruption.

Instead of destroying the site, the construction equipment actually stirred up a sizable seed bank, while removing a lot of the shade trees in the area. Thus it looks like the disturbance may have breathed new life into this population. *Aaron Devries, Iowa.*

How you can help us spread Wild Ones using Facebook

facebook

Become a Fan of our Wild Ones Facebook page.

Stop in at our Wild Ones Facebook page to see what we're saying about natural landscaping. It's easy to become a "fan" of Wild Ones, and then whenever we add something new, you will be among the first to know about it. Go to the Wild Ones web site (wildones.org) and click the "Find Us On Facebook" button, or visit us directly at:

www.facebook.com/pages/Wild-Ones/220999458625

Become a Facebook Friend of Donna VanBuecken.

Our Executive Director, Donna VanBuecken wants you to become her Facebook friend. This is important, because in the near future she'll be using her Facebook page to make special announcements, and to let you know about other important Wild Ones news. Don't be left out. Please go to her page, and "friend" her today:

www.facebook.com/profile.php?id=100000561611806

Like the roots of a prairie plant, Facebook "Like" and "Share" really spread.

If you're not already on Facebook, now is the time to get onboard. There's no charge, and it's easy – and if you pay even the slightest bit of attention to your privacy settings, it's unlikely that you'll have to worry about people seeing anything you'd like to keep private. Once you sign up, be sure to become a "fan" of our Facebook page and a "friend" of Donna VanBuecken (see above). Then, you can really help spread awareness of Wild Ones by clicking the "Like" link and/or the "Share" link whenever you see a new "status message" come through from one of our pages (if you like it). Clicking these links can really help. Let's say you have 40 Facebook friends. Every time you click the "Share" link for a Wild Ones "status message" that message will show up on the "news feeds" of all 40 of your friends (depending on how you and your friends have your pages set up). Try it out – it's easy, and it's fun.

"Natural" Burial Space in a Wisconsin Prairie



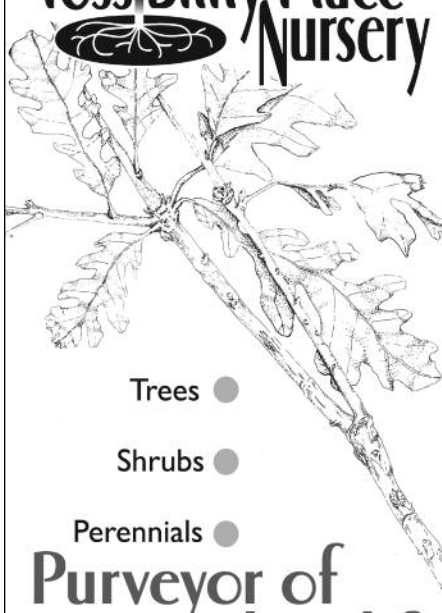
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Grapevine

By Maryann Whitman



Banned in Connecticut

The Connecticut Nursery and Landscape Association, acting on six years of research conducted by the University of Connecticut College of Agriculture, has agreed to phase out the propagation and sale of 25 varieties of barberry (*Berberis sp.*), over the next three years. Further, the association will launch a campaign to educate the public about the risks to the environment created by these invasive exotic plants. Connecticut is the first state to do this, setting a real template for the rest of the nation.

The state's \$1.1 billion nursery industry claims this voluntary phase-out and propagation ban will cost the industry about "\$7 million."

Knowledgeable conservationists and DNR agents from other states are heartened by this accomplishment. This invasive plant, readily spread by birds and small animals, is present in the wild areas of all the eastern seaboard states, except Florida, and west as far as Wyoming. They point out that the "\$7 million" loss is a gross exaggeration. If property owners are persuaded not to buy barberry, they will likely buy and plant something else. If property owners choose to be ecologically responsible, they will remove the existing barberry, and likely buy new plants to replace it. Sound like a monetary wash to me.

Let's do what we can in our individual areas to initiate re-thinking on the propagation and sales of barberry, buckthorn, and honeysuckle. Wouldn't that be a great start? *

Mark Your Calendars

January 15. First Quarterly National Board Meeting, Part A on non-budget items: Via web conference. All members are invited to participate. Contact the headquarters office for log-in details.

January 29. First Quarterly National Board Meeting, Part B on budget items: Via web conference. All members are invited to participate. Contact the headquarters office for log-in details.

January 29. 15th Annual Toward Harmony With Nature Conference Day-long seminar on native landscaping, hosted by Wild Ones Fox Valley Area at the Oshkosh Convention Center, Oshkosh, Wisconsin. Mariette Nowak naturalist and author of *Birdscaping in the Midwest*, will be keynote speaker. For information please call 920-730-3986 or go to www.towardharmonywithnature.info/index.html.

March 6,7. 24th Annual Michigan Wildflower Conference at the Kellogg Center in East Lansing, Michigan. Title: Growing Arks – Learning the skills for saving native species. Keynote speakers: Scott Russell Sanders, author of *A Conservationist Manifesto*; and Janet Marinelli, author of *Stalking the Wild Amaranth*. For more information please visit the Conference link at www.wildflowersmich.org.

Join Wild Ones

As part of our **Grow Wild Ones** campaign, we have recently updated, revamped, and reproduced the popular **Wild About Wildflowers** video in DVD format. And now you can get your own copy at no extra charge when you join Wild Ones or upgrade your existing membership level.



New Members: Join at any membership level, and get the DVD at no extra cost.

Existing Members: Get a free copy of our **25 Years of Wild Ones** book free when you renew at the Wild level. Or renew at the Wilder or Wildest level, and get the book and the DVD at no extra cost.

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Chapter preference (See chapter listing on page 16.)

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How You Can Help. When planning a long vacation, or a move, please mail your address information to Wild Ones, P.O. Box 1274, Appleton, Wisconsin 54912, call toll-free at 877-394-9453, or go to the Wild Ones members-only pages at www.for-wild.org. Click on item 2 (Update Personal Membership Info) and enter the appropriate changes. *Thanks!*

THANK YOU

GENERAL OPERATING FUND

Sheboygan Area Tension Zone (WI) Chapter

C. Diane Macaulay Ann Arbor (MI) Chapter

Martha & Ray Bright and **Stephen Windsor**. Gift certificate for Olive Garden for Annual Meeting door prize. Greater DuPage (IL) Chapter

Joseph McMullen Habitat Gardening in Central New York Chapter

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Donated a membership in memory of Lorrie Otto.

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In memory of her Nanny. Milwaukee-Southwest/Wehr (WI) Chapter

Claire B. Calabretta Passes to Mystic Seaport for Annual Wild Ones door prizes. Mountain Laurel (CT) Chapter

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Mary Junttonen Red Cedar (MI) Chapter

Carla M. Beyerl Root River Area (MI) Chapter

Chan Mahanta St. Louis (MO) Chapter. Toward 2010 Photo Contest.

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Menomonee River Area (WI) Chapter

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Vicki Flier St. Louis (MO) Chapter

In-Kind

From Fox Valley Area Chapter members:

Harmon & Karla Seaver Maytag Seed sorter with numerous screens.

From Green Bay (WI) Chapter members: Trees and shrubs.

From Milwaukee-Southwest/Wehr (WI) Chapter member:

Molly McCarty Cordgrass root stock

From Rock River Valley (IL) Chapter members: Trees and shrubs.

AMAZON COMMISSIONS

Recent two-month rebates from Amazon.Com have amounted to \$151.54. Just as a reminder. Anything you purchase from Amazon by going through the Wild Ones Bookstore www.for-wild.org/store/bookstore/ gives Wild Ones a small commission.



Wild Ones Photo Contest 2010

Winners of the 2010 Photo Contest will be featured in the March/April, 2011 issue of the Wild Ones Journal. Photo shown here is the winner of the People's Choice award, and first-place winner in the Pollinators, Insects, and Bugs category – by Mike Matthews, Louisville (KY) Chapter.