



green bay
botanical
garden

growing together for 25 years

September–December 2021

Fall Breeze & Autumn Leaves

“When the world wearies and society fails to satisfy, there is always the garden.”

—Minnie Aumonier (British poet)

We are so grateful for the many, many supporters that found solace in Green Bay Botanical Garden this past year. We believe we're in a world where public gardens are truly indispensable, and thanks to you, we have come through this difficult year better and stronger.

While many of our programs and events were impacted by the pandemic, we learned new ways to keep you engaged. Some we will continue to implement and improve upon, including:

- Virtual events via Zoom had great attendance so thanks to a grant, we installed conferencing equipment that allows both in-person and remote attendance, ensuring more people can participate.
- WPS Garden of Lights will continue with timed, dated tickets. Many past nights saw 5,000+ people, creating long lines, traffic jams, and a crowded experience. Controlling the flow of attendees ensures everyone can park onsite (no bussing) and enjoy the lights without long waits or feeling rushed.
- Mondays with Mark and other live videos or virtual classes help us connect relevant gardening topics with a broader community.
- Botanical Buzz bi-weekly member news email.
- Online Daily Admission, giving the general public an easy way to plan their visit.
- TasteBud as a virtual and in-person auction.
- Members getting email reminders to renew their Garden membership.
- Pre-ordering food for summer concerts.
- Flex remote work options for staff, enabling us to be a more responsive employer.

In a typical year, our earned revenues account for 60% or more of our annual revenue. Last year, we took a big hit on our private events, concerts, and WPS Garden of Lights, due to many cancelations and limited capacity, but you stepped in with additional donations.

Call for Board Nominees
Our Governance Committee is recruiting four board members. Nominees complete an application form and are reviewed and recommended to the Board by the Governance Committee. The Board then recommends approval by the general membership at the Garden's Annual Meeting on October 21. We are searching for nominees that have a passion for the Garden, can help "friend-raise," are willing and able to build partnerships within our diverse community, and have

We also received grants from the following:

- Associated Bank, U.S. Bank, Weyers Family Foundation, and Gail Fischer for nonprofit ticketing, enabling all community members access to Butterflies & Blooms presented by Nature's Way and WPS Garden of Lights.
- Byron Walter Foundation for our internship program.
- Cornerstone Foundation and NEW Audubon Society for youth and family programming.
- Schreiber & K.C. Stock Foundations for technology upgrades, enabling more efficient virtual meetings and programs.
- Give BIG Green Bay, with a matching grant from the Green Bay Packers.

We received two new bequests last year, both unrestricted, enabling things like the Washed Ashore exhibit and general ongoing operations to continue uninterrupted:

- Estate of Sandra Hassler
- Estate of John & Linda Raisanen

Looking ahead, one of the most exciting changes in the coming year is the construction of our expanded Children's Garden. Growing from its current .5 acre to nearly 2.5 acres, we will add many features to educate and entertain children and adults alike in this new Carol & Bruce Bell Children's Garden. Stay tuned for more information in the coming months at GBBG.org/ChildrensGarden.

We couldn't have gotten through this past year without your support. We're excited for what's coming and hope you are too!


Susan Garot
Executive Director


Diane Conway
Board Chair

skills in the areas of development as we continue to raise money for the Children's Garden. According to Article 3, Section 3 of the Garden's bylaws, the general membership and members of the Board of Directors may present candidates for nomination at any time to the Governance Committee. However, candidate nominations from the general membership close sixty (60) days prior to the Annual Meeting. **If you or someone you know is interested, please reach out to Susan Garot at 920.491.3691 ext. 102 or sgarot@gbbg.org by August 21.**

By the Numbers

May 1, 2020–April 30, 2021



97,430

annual visitors

3,900 visitors received free general admission

1,086 tickets donated to nonprofits



3,491

adults and youth participated in education programs



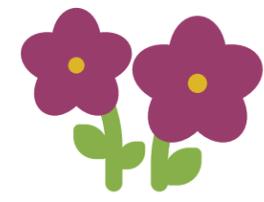
3,145

volunteer hours



4,125

member households



8,596

perennial and annual plants added to our collection



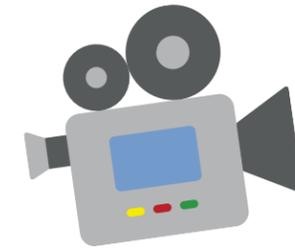
\$450,000+

donated through the Perennial Legacy Society



10,603

email subscribers added



287,684

virtual connections through video views



4,324,764

people reached on social media

Year in Review

Green Bay Botanical Garden connects people with plants by providing year-round educational and recreational experiences for everyone in an environment that engages, inspires, and refreshes.

Visitors

97,430

visitors from the upper Midwest and beyond enjoyed a safe respite to stay rejuvenated during a difficult year.

47,684

of those visitors attended a special event and nearly 25% of WPS Garden of Lights guests were first-time visitors to the Garden.

3,900

of those visitors received free general admission in partnership with BMO Harris Bank.

The Garden is consistently **rated #2 on** TripAdvisor for "Top Things to Do in Green Bay."



© John Oates Photography

We are always looking for new plants for our own back yard garden. We found seeing what's at the garden helps us decide. As well as, our daughter gets to see and experience nature in ways we can't provide just from our back yard. We all loved the butterfly exhibit!"



The beauty of your gardens and picturesque buildings was story-book like – absolutely stunning. Thank you so much. It was a restorative experience to have during these troubled times. Thank You!"

We enjoyed having a safe, family event that was outside in the fresh air and full of holiday cheer. It was a nice escape since COVID has kept our family from doing many events this year. Thank you!"



© John Oates Photography

Membership



4,125

households purchased memberships to the Garden, a **3% increase** from 2019–20, providing support in a challenging year.



231

of those members upgraded their memberships, increasing their benefits and financial support of the Garden.



© John Oates Photography

We had a beautiful visit to the garden yesterday, picnicking with our grandchildren and then exploring the garden. Always a day of wonder. So happy to be members, our little grands are members too, along with their parents. A trip to the Garden is always a delight, thanks for making it safe for all of us!"

Volunteers



148

volunteers donated **3,145 hours** to the Garden helping maintain a stellar experience for all visitors.



38

of those volunteers donated **25–247 hours** each—doubling the average hours per volunteer!

Community Impact

Through our nonprofit ticket program, kids and their families from our local community enjoyed these events for free:



248

Garden passes and **38 Family Memberships** were donated to local nonprofit community partners to help them raise money for their causes.



WPS Garden of Lights

297

visitors thanks to a partnership with Associated Bank.



Butterflies & Blooms presented by Nature's Way

545

visitors

Education

Adult



adult learners (**207 in-person and 527 virtually**) participated in programs, workshops, and classes to learn new skills and discover more about the natural world.

Youth



students (**1,045 in-person and 747 virtually**) engaged in nature-based learning through school tours and outreach programs, reaching regionally to the Chippewa Falls School District and Milwaukee Public Schools.

Family



family members had the opportunity to grow together during Discovery Stations, Story Time, camps, Winter Celebration, and outreach programs at the Tiletown community development.

Plant Collections

By growing our collections, displaying new plant varieties, and showcasing sustainable practices, visitors were inspired by the beauty of the Garden to enhance their own gardens and living spaces.

Our Collection Boasts:



With help from horticulture interns, the Garden participated in **three plant and seed trials** including the American Rose Trials for Sustainability®, the All-America Selections ornamental vegetative trial (1 of 25 sites), and ornamental seed trial (1 of 45 sites) in the U.S. and Canada. **These trials ensure the best plants are chosen** for nurseries and garden centers, eventually ending up in your landscape!



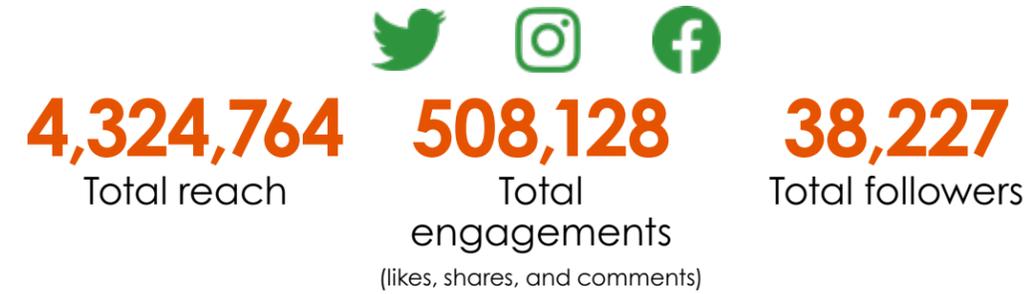
"I thought the Gardens were absolutely beautiful and I've seen so many plants, and flowers that I've never heard of. Truly a unique and enjoyable experience all around."

Virtual Impact

Website



Social Media



Media Coverage

95 mentions by the media including the Chicago Tribune, Pride Journeys, Midwest Living, WLUK Fox 11, and more.

Videos

287,684 virtual connections were made through video views of our online content series on Facebook, YouTube, and more. (**786% increase** from 2019–20)

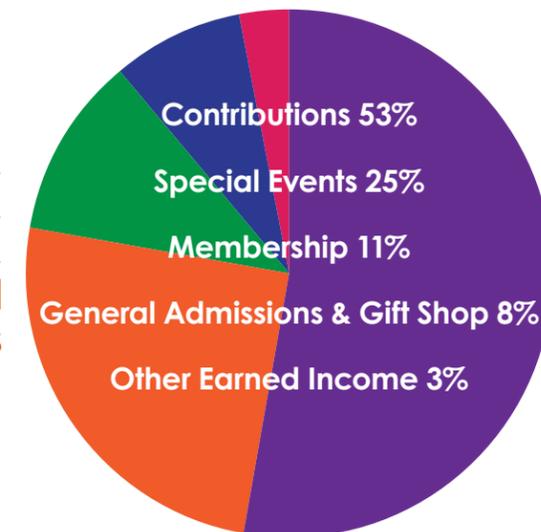
Email

After an **increase of more than 10,000 subscribers** due to online ticketing, the Garden now has **24,098** people to connect with, encouraging them to become members, providing seasonal updates on Garden happenings, offering tips and tricks from our Horticulture Team, sharing spectacular scenes of nature, and more. (**44% increase** over 2019–20)

Financial Support

Net assets are now **\$18.6 million** including **\$529,000** in renovations and additions with more than **\$446,000** coming from private donations and the balance from the Garden's endowment earnings. The Garden received five gifts totaling more than **\$450,000** from the Perennial Legacy Society, a community of generous and visionary supporters who leave legacy gifts to the Garden. Due to strong market returns and additions, the Garden's Endowment and Investment Funds grew to **\$9.1 million**.

Total Support, Earned Income, Investments, & Capital Contributions



The COVID-19 pandemic flipped our earned income with support: earned income is typically 65–70% while support is 30–35%; last year support was 53% and earned income was 47%.

Help Us Grow for the Next 25 Years



Photo: John Oates Photography

Your passion and support of our mission has been evident since we opened our doors in 1996. We've overcome many obstacles this past year thanks to your generous support and dedication. It's your gift that makes it possible for us to teach all people about the importance of plants and taking care of our environment, and also provides ways for people in our community and beyond to reconnect with nature no matter the season.

Whether you are a visitor, donor, member, or simply a lover of plants like us, your support is instrumental in everything we do today and for the next 25 years, and beyond. The Garden wouldn't be possible without your generosity. Thank you!

Extended Universal Charitable Deduction Through 2021

In December 2020, Congress extended the Universal Charitable Deduction availability through 2021. Individuals who take the **standard deduction** can claim an above-the-line tax deduction for cash donations to **qualified charitable organizations up to \$300 that file individually (or up to \$600 for joint filers)**. In addition, the **60 percent AGI (adjusted gross income) limit will not apply** for charitable contributions made in cash during 2021, meaning taxpayers who itemize **may deduct up to 100 percent of their AGI** for qualifying charitable gifts made this year. This enhanced giving incentive applies to cash contributions only and does not apply to contributions to a donor advised fund or a supporting organization.

Ways of Giving

Monetary Gifts

Visit GBBG.org/Give to donate online or complete and mail the enclosed envelope.

- Be a champion for nature all year long! **Monthly giving** is easy and affordable, puts less stress on your bank account, and continually helps us make a lasting impact on our community in every season.
- **IRA Charitable Rollover**—If you are 70 ½ or older, you can take advantage of a simple way to benefit the Garden and receive tax benefits in return. You can give up to \$100,000 from your IRA directly to a qualified charity such as ours without having to pay income taxes on the money.
- **Gifts of Stock**—Gifts of appreciated securities may provide significant tax benefits.
- **Employer Matching Gifts**—Many companies match gifts to the Garden made by their employees. Some companies match 2:1 or even 3:1 and may include matched donations of their retirees! To find out if your company matches donations, contact your current or former human resources department.
- **Legacy Giving**—Leave a legacy of amazing beauty and adventure. Join our Perennial Legacy Society Today! Visit GBBG.org/Legacy to learn more.

For more information on how you can support the Garden, contact Cindy Berton, Director of Development, at 920.491.3691 ext. 104 or cberton@gbbg.org.



See calendar for details on dates, times, and prices.

Help us "Go Green". You're receiving the printed version of the newsletter because we don't have an active email address on file for your household or you've specifically requested it. For the most current communications from us, including updates on what's in bloom, virtual learning opportunities, gardening tips, and more, please consider updating your email preferences at GBBG.org/Email.

Special Events

Grand Concert & Bonfires
featuring Heartache Tonight—
A Tribute to the Eagles

Friday, September 10 | 7–9 pm

Sip samplings from microbreweries from 5:30–7:30 pm, devour delicious food, and enjoy fires around the Schneider Family Grand Garden. Must be 21 to attend.

Advance Ticket Reservations Required

To make your experience safer and more enjoyable, timed ticket reservations are required in advance. Tickets will not be available at the door after 5 pm the night of the concert.

Tickets

See pricing in calendar.

Service Fees

Garden Members

Online or Walk-in (during Garden hours): \$0

Call-in (during Garden hours): \$5 per order

General Public

Online: \$2 per order

Walk-in or Call-in (during Garden hours): \$5 per order

New This Year! Picnic in the Garden

Feel free to bring your own picnic or buy from a local food vendor. No beverage carry-ins allowed.

Pre-order a Boxed Dinner

Order from Mackinaws Grill & Spirits at GBBG.org/Brews by 12 pm on Wednesday and pick up your meal the night of the concert.

Visit GBBG.org/Concerts for details and our COVID-19 Safety Policy.



Field to Fork

Wednesday, September 15 | 5–8 pm

Savor an elegant six-course meal on the Mabel Thome Patio, featuring locally grown produce and farm fresh ingredients. This intimate evening will also be accompanied by wines paired with each course. Reservations required.

Visit GBBG.org/FieldtoFork for details and our COVID-19 Safety Policy.

Thank You to Our Sponsor

Lead

PREVEA
health

Thank You to Our Sponsors



Media



Sponsors as of 7.20.21

25th Birthday Celebration



Saturday, September 25
 Free Admission for All | 9 am–4 pm
 Enjoy fall colors, crafts, games, family-friendly entertainment, and Garden tours. Visit with nationally known gardening expert, Melinda Myers, and view displays by local garden clubs.
Food and beverages available for purchase. Timed reservations required.

After Hours 25th Birthday Party featuring Ants Marching–Dave Matthews Tribute Band | 6–9 pm
 Oh, snap! Travel back in time to the 90s with live music, a cocktail scavenger hunt, 90s-themed dress up contest, and more.

Food and beverages available for purchase. Must be 21 or older. Advance tickets required. See pricing in calendar.

Visit GBBG.org/Birthday for details and our COVID-19 Safety Policy.

Thank You to Our Sponsors

Supporting

Glenn and Kathy Spevacek

In Kind



Sponsors as of 7.20.21

Basic

Colorblends Wholesale Flowerbulbs

Presenting Melinda Myers



Members

Members-Only Tours

Step behind the scenes to get an exclusive look at garden areas with our team.

Registration required.

Annual Report to Our Community

Thursday, October 21

This meeting will feature brief highlights of the past year's accomplishments including election of new Board members. All are welcome!

Registration required. More details and invitation to follow.

Attention Snowbirds

Migrating to warmer climates this winter? Help us help you! Consider renewing your membership before you leave so you can take full advantage of one of our most popular benefits—reciprocal admission to more than 330 gardens nationwide! Renewing early will help to avoid address forwarding delays and your original renewal date will remain the same.

Renew:

Online at GBBG.org/Membership

By phone at 920.490.9457

By mail

In person

Fan Photos

We love seeing the Garden through your eyes in every season. Remember to post your photos of the Garden on social media with [#mygbgarden](https://www.instagram.com/mygbgarden) or tag us as your location and they may end up in our next newsletter!



camile_0493

creativeandambitious

dianaulloa_photography

ma.ikou

jlinnema

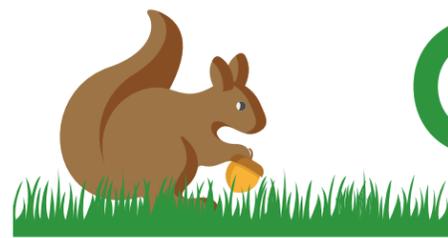
rickinwisconsin

malenakaise

hlynnmcdonald

karladayrenis

shannonk.wirth



Calendar

Don't delay! Register right away as classes may fill quickly. We also value our instructors' time, so classes may risk being canceled due to low early enrollment. Thank you!

R=Registration Required
 W=Workshop L=Lecture
 M=Members Only



Now–August 31

9 am–8 pm

September 1–26

9 am–6:30 pm

Free/Garden Members

Garden Admission/

General Public

September

Friday, September 10



Brews, Bistros, & Bonfires featuring Heartache Tonight–A Tribute to the Eagles

7–9 pm

Lawn Seating:

\$25/Garden Member

\$30/General Public

Cowles Terrace Seating:

\$35/Garden Member

\$40/General Public

Advance tickets required.

Must be 21 or older.

Sunday, September 12

Grandparent's Day

9 am–6:30 pm

Admission is free for

grandparents.

Tuesday, September 14

The Power of Positivity

(W/R) | 6–8 pm

Ala Aldahneem,

Life Coach

\$30/Garden Member

\$36/General Public

Wednesday, September 15



(R) | 5–8 pm

\$150/Garden Member

& General Public

Limited seating, reservations required.

Thursday, September 23

Pure Barre Pop-Up

(R) | 5:30–6:30 pm

Brook McMillan,

Pure Barre Green Bay

\$15/Garden Member

\$18/General Public

Saturday, September 25

25th Birthday Celebration

Free Admission & Family Fun

9 am–4 pm

Timed reservations required.

After Hours Party Featuring Ants Marching–Dave Matthews Tribute Band

6–9 pm

Lawn Seating:

\$15/Garden Member

\$20/General Public

Cowles Terrace Seating:

\$25/Garden Member

\$30/General Public

Must be 21 or older.

Advance tickets required.

Mondays, September 27, October 4, 11, 18, 25

Hatha Yoga

(R) | 5:30–6:30 pm

Tree Janzen,

Tree's Yoga

Full series:

\$40/Garden Member

\$45/General Public

One Day: \$10

Tuesday, September 28

Members-Only Tour: Autumn Wonders

(M/R) | 5–6:30 pm

Sarah Pingel,

Horticulturist

Free/Garden Member

Free/Garden Member

Wednesday, September 29

End of Summer Garden Bounty–Veggie Dishes for Robust Health

(W/R) | 6–8 pm

Chef Shelly Platten,

Healthy Chef Shell, LLC

\$24/Garden Member

\$29/General Public

October

Wednesday, October 6

Repotting Orchids

(W/R) | 6–8 pm

Mary Stewart,

Goin' To Pot Orchids

\$10/Garden Member

\$12/General Public

Wednesday, October 13

Guided Meditation

(R) | 5:30–6:30 pm

Ekaterina Bouyear,

Healthy Living Consultant

\$5/Garden Member

\$7/General Public

Tuesday, October 19

Sunset Photography

(W/R) | 5–7 pm

Marc Amenson,

Amenson Studio

\$18/Garden Member

\$22/General Public

Thursday, October 21

Annual Report to Our Community

(R) | Details to follow.

Wednesday, October 27

The Flavors of Fall–Hunker Down Comfort

(W/R) | 6–8 pm

Chef Shelly Platten,

Healthy Chef Shell, LLC

\$24/Garden Member

\$29/General Public

November

Monday, November 15

Members-Only Tour: Lights of the Present & Future

(M/R) | 4–5:30 pm

Dave Barkow,

Facilities & Maintenance

Coordinator

Free/Garden Member

Save the Dates



November 26–December 23

Thursdays, Fridays, Saturdays, & Sundays

December 26–30 & January 1

4:30–9 pm

Closed November 25,

December 20–22 &

December 24, 25, & 31

Dated and timed entry tickets must be purchased in advance.

How to Register

Registration is required for all classes and programs except where noted. Register online at GBBG.org or by phone at 920.490.9457. To hold your space, payment is due with registration.

After You Register

We will contact you the week of the class to confirm your enrollment. Please dress according to the weather for all outdoor programs. No rain dates are planned.

Cancellations & Refunds

Classes canceled due to low enrollment or hazardous weather are refunded automatically. You will be notified by phone about class cancellations. In cases of inclement weather, call 920.490.9457 to check the status of the class. If you must cancel your registration, your fees will be refunded if notice is received at least five days prior to the class. Green Bay Botanical Garden cannot refund fees requested on or after the start date of a class or for sessions missed due to student illness or other personal situations.

25 Years of Volunteers:

How Hours of Service Helped the Garden Grow, Then & Now

By Josie Knuth, Marketing & Communications Intern



Don & Lloyd Giese

Looking back at the last 25 years since Green Bay Botanical Garden opened, we're especially grateful for garden lovers in our community who have supported the Garden and its mission. In simple terms, this scenic cross section of nature would not exist today without the volunteers who generously donated their time and talents from the very beginning, when it was just an idea in the mind of a few plant enthusiasts.

In the years before the Garden opened in 1996, volunteers organized and participated in community outreach and partnerships, all crucial to the early stages of the Garden's development. Garden Fair, garden walks, and private tours sparked interest in a local botanical garden and quickly became a favorite of residents in the area. These events attracted volunteers of all kinds, giving the community a glimpse of what a potential public garden could look like. The hard work of volunteers in these early years helped build a successful foundation for the Garden to flourish.

Before construction began, standing telephone poles had to be relocated from the future garden lot. Forty



Jim Tubbs

hardworking volunteers showed up on a cold Saturday in January and cleared the land within a few days. After the land was ready for construction, volunteers continued to offer their time. As landscapes and pathways began to take shape, volunteers planted borders of trees, shrubs, and flowering plants that outline the Garden to this day.

Jim Tubbs, a long-time volunteer, offered his time and talents before the Garden was established and has good memories during the early years of construction.

"At that point in time, there was very little concept of what the Garden would become." Tubbs describes the labor-intensive task of clearing land for the formal gardens. "The Garden had very little equipment, so it was hard work!"

Jim put his chain saw to good use, clearing trees and shrubs from the area that is now the Larsen Orchard Remnant.

Developments in the Garden slowed down upon completion of phase one of construction in the early 2000s. While the Board of Directors worked to strengthen the partnership between the Garden and Northeast Wisconsin Technical College (formerly Northeast



WPS Garden of Lights set up



Weed & Feed

Wisconsin Technical Institute, NWTI), volunteers continued to devote additional time for existing garden areas and educational programs.

At this time, the number of volunteers continued to grow, requiring a new volunteer and horticulture center including changing facilities, storage rooms, and gathering spaces.

"The addition of the horticulture building and a significant purchase of equipment along with increasing the staffing of the Garden made it even more enjoyable to volunteers," Tubbs explains.

As years went by, the Garden solidified the financial support needed for a bright future yet its success still relies heavily on passionate volunteers who have served and continue to serve the Garden.

Many volunteers who've been a part of the Garden's history are the smiling faces that greet visitors as they



Natural holiday tree decorating



Maureen Ackerman

arrive for a summer concert or WPS Garden of Lights. Others can be found out in the Garden regularly planting, weeding, and watering or leading a school tour. A group that assisted the Horticulture Team every week even nicknamed themselves the Happy Hoers!

"I volunteered with the horticulture staff for many years – just did what had to be done and learned along the way," says Maureen Ackerman.

Late summer and fall brings more volunteers year after year to prepare for the Garden's biggest fundraising event, WPS Garden of Lights. Since 1997, they've spent time with Dave Barkow, Facilities & Maintenance Coordinator, building metal frames, stringing lights, and spreading mulch to create light displays for visitors of all kinds to enjoy in November and December. During the light show, many other volunteers help direct visitors in parking lots, take tickets, serve concessions, and more.

"I can't believe that I actually enjoyed parking cars for the light show in the cold of winter!" Tubbs remarks.

While many volunteers give the gift of time and hard work, volunteers also receive something in return: good memories, friendships, and pride to carry with them for a lifetime.

"The most enjoyable part of volunteering is meeting and volunteering with so many wonderful people," says Tubbs. "I usually volunteer on Tuesday mornings when about a dozen or so of us meet and work from 8 to Noon. We break at 10 to enjoy the most wonderful and delicious food and desserts and talk."

Tubbs also says his nine years on the Garden's Board of Directors made for an incredibly rewarding experience.

"The slogan when the Garden started was 'Watch Us Grow,'" says Don Giese, looking back on his many years as a volunteer, first with his dad, Lloyd Giese, in the 1990s. "When I see the joy and peace others find in our work, especially families, I am very proud of that continuing 25 years later."

Ackerman states her pride comes from watching the

nonprofit grow over the years and seeing its impact on the community. "It is a botanical garden that is known far and wide, yet makes sure local needs are met. Staff, donors, and volunteers have combined to make a great contribution to this city and state."

"I am amazed at how the Garden has grown and developed into a real gem," Tubbs remarks. "I am so impressed that so many people gave so much to make the Garden what it is today. Those people are so special, and it makes one proud to be a volunteer here."

As Don's father, Lloyd, always said, "It is not just about flowers, it is about people."

We have an enormous appreciation for all the people who have volunteered to help make the Garden the shining gem it is today. Their invaluable hours of service have not gone unnoticed. They truly are the fabric that holds our garden together.

Learn more about how our volunteers helped grow the Garden by purchasing a copy of "A Place for Everyone: The History of Green Bay Botanical Garden" (Lee Somerville) at the WPS Trellis Gift Shop.

Washed Ashore Continues to Wow & Inspire



© John Oates Photography

By Rachel Mueller, Marketing & Communications Coordinator

With only about a month left until Washed Ashore: Art to Save the Sea leaves the Garden for a new exhibit location, it's already clear these eight sculptures of water-loving creatures made from trash debris found in the ocean are causing visitors to think twice about our habits as plastic consumers.

Here are just a few of the reactions you've shared so far:

"Awesome experience. Beautiful place. Washed Ashore exhibit is unbelievable."

"The Washed Ashore Art Exhibit is breathtaking."

"Really makes you think about all the plastic and garbage that we throw around."

"Visited a couple weeks ago—it was AMAZING!!"

"The staff was friendly and knowledgeable of the Washed Ashore event. It was truly amazing to see these sculptures, up close even. To think about how much waste is thrown into our waters is scary. It was a beautiful way to raise awareness."

"Beautiful grounds and we loved the washed ashore exhibit!! Fantastic!!"

Garden Volunteers by the Numbers

(from first recorded in 2002–April, 30, 2021)



Individual Volunteer Hours Given

2,000+ hrs
4 individuals (8%)

1,000–1,999 hrs
16 individuals (18%)

500–999 hrs
33 individuals (21%)

26–499 hrs
445 individuals (41%)

1–25 hrs
2,000 individuals (12%)

53 volunteers make up almost half (48%) of the total individual hours given since 2002.

118,666
Total Volunteer Hours

2,498
Individuals have given
111,360 hours

79
Groups have given
7,306 hours



© John Oates Photography



© John Oates Photography



© John Oates Photography

99% of those surveyed also had an excellent or very good experience while they were here!

From the countless beach toys fused together as Priscilla the Parrot Fish's scales to the shotgun shell gills found on Stanley the Sturgeon, The Washed Ashore Project perfectly balances beautiful, artistic sculptures with sobering facts about the tragedy of plastic pollution for marine life, both in the Great Lakes near Wisconsin and in oceans around the world.

It's easy to feel overwhelmed by the negative impact of plastic consumption on marine animals we know and love like otters, sharks, and jelly blooms after experiencing this exhibit. But as founder, Angela Haseltine Pozzi, says, "Everyone can make the world a better place – it is the reason we are here."

Here are a few ways you can make a difference at a local level:

Refuse single-use plastics – buy in bulk and bring your own containers.

Reuse your own water bottle, coffee mug, silverware, and bags.

Rethink before you buy – use products and packaging that are multiuse, recyclable, or reusable.

Reinvent trash by making it into art or functional items.

Reduce the amount of waste you produce.

Recycle all aluminum, glass, paper, and paper products. While recycling is typically our first thought when it comes to plastic, it isn't as easy to recycle as we think.

We're happy to share that we're already seeing and hearing about the changes you want to make. 98% of visitors surveyed so far this summer are very or somewhat likely to take action at home or in their community to reduce use of plastics and contributions to plastic pollution.

Some of the actions you mentioned include:

- Reducing use of single-use plastics like water bottles and straws.
- Purchasing reusable water bottles, bags, and straws.
- Using glass, paper, or even stainless-steel products instead of plastic when possible.
- Picking up trash in the outdoors to leave nature better than you found it.
- Joining a community-led litter pick-up project.
- Being more conscious of purchases that include plastic, especially when grocery shopping.
- Picking up all sand toys when at the beach so they don't get washed in with the tide.
- Researching local guidelines for recycling so it's done properly.
- Helping educate others about proper recycling, alternatives to plastic, and why changing consumer habits is important.

This is just the beginning.

We need to remember that the price of plastic consumption is high. Plastic pieces, no matter their size, last forever, and are toxic to the earth, to wildlife, and to us. But if we commit to making small changes to our consumer habits like so many of you already have, we'll minimize our impact on the world around us!

Haven't seen Stanley, Chompers, and our other visiting sculptures yet? Don't fret! [The Washed Ashore exhibit is here through Sunday, September 26 so visit \(or see them again\) before they're gone.](#)



Billie Jo York Ha



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Local Ways to Make a Difference

Research these organizations to take action against plastic pollution!

Brown County Resource Recovery

Tri-County Recycling

NEW Water

Fox-Wolf Watershed Alliance

Alliance for the Great Lakes

Ocean Conservancy

Surfrider Foundation

All About Habitats

Next spring, visitors of the Garden will get to experience another traveling exhibit highlighting the importance of our ecosystem called *Habitat*. It features large-scale sculptures that invite visitors to see habitats and biomes commonly found in the Wisconsin wild in a new way, and explore the stories and science of habitats, and the plants, animals, and humans that call them home.

"Habitats are homes; Habitats are interconnected and fragile; Habitats need be protected," says Susan Garot, Executive Director. "We're excited to bring this Smithsonian Gardens exhibit to Northeast Wisconsin to display habitats unique to our region."

Habitat was developed by Smithsonian Gardens and is made available by the Smithsonian Institution Traveling Exhibition Service.

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Beyond 25 Years: Horticulture Team Takes on Long-Term Magnolia Preservation Project

Ryan Hammes, Horticulturist, tending to the Magnolia Collection.

By Josie Knuth, Marketing & Communications Intern

Every spring, visitors at Green Bay Botanical Garden gaze with wonder at one of the oldest flowering plants known worldwide, the magnolia. These beautiful flowering trees existed before bees, but changing climates and weather patterns have encouraged members of the Horticulture Team to consider the long-term need for preserving the more unique magnolia varieties that call the Garden home.

Earlier this year, the Garden's Horticulture Team started work on preserving the Garden's 14 unique magnolias that are also part of the Magnolia Multisite Collection™ (a Plant Collections Network (PCN) site with the American Public Gardens Association). With the help of Hidden Hollow Nursery located in Tennessee, the Garden's goal is to duplicate these unique magnolias and find them additional homes either in the Garden, in Wisconsin, or elsewhere in case an unexpected disaster wipes out the magnolia collection where it stands.

"These 14 magnolia are unique to the plant collection which has over 5,000 magnolia recorded throughout all the (Magnolia Multisite Collection™) institutions," said Project Coordinator and Horticulturist, Ryan Hammes. "The number fluctuates so these are the most important to propagate or make copies of because we don't want to lose them."

While undergoing the accreditation process through the American Alliance of Museums, the Garden began to develop a disaster plan for its plant collections, including the magnolias. This helps ensure the Garden's

collection would be protected for years to come and able to withstand a catastrophic event, whether it's a single event like a severe storm or more long term like a persistent drought.

"What we are going to do for the 14 unique ones is propagate them and then plant them on another part of the garden site so if say a tornado came through and destroyed a certain area we'd have a backup of them," said Mark Konlock, Director of Horticulture. "Then we are also going to try to back them up with at least one other garden that's part of the Plant Connections Network."

Konlock also says that exploring other garden sites in the state of Wisconsin for potential magnolia propagation is an important alternative.

"We could get a copy back ourselves if there was a disaster that destroyed our magnolias or something more widespread like insect problems or disease."

The process to preserve these magnolias is quite complex. Our horticulturists cut off several pieces (scion wood) of the magnolias and send the cuttings to grow in Tennessee. Hidden Hollow then makes sure these cuttings grow into a plant that can survive on its own. Once the magnolias are duplicated and mature enough to grow, Hidden Hollow plants some in their location and sends the other propagated magnolias back to the Garden.

"We clipped scion wood—a clipping that has at least the prior year's growth or more—about 10-12 inches long from



hybrid magnolia



Leach Rosea kobus magnolia

half of the magnolia that we selected and sent them off to Tennessee," explains Hammes, describing the process behind magnolia duplication.

Hammes shipped half of the unique grouping to Tennessee this past spring and expects to get those plants back in spring of next year. The other six or seven magnolias will be sent this fall and be returned to the Garden the following year.

Konlock emphasizes that one of the main challenges of duplicating plant collections is the limited amount of space you have.

"If you have to duplicate your stuff, it's kind of crazy to have two collections of the same plant in a limited amount of acreage. That's the beauty of the Magnolia Multisite Collection™ PCN collection because it's duplicated within all the gardens that are part of it."

In 2018, the Garden became the only PCN site of the Magnolia Multisite Collection™ in Wisconsin, and is the only PCN collection of any kind in the state. The magnolia grows in a wide geographic range at sites throughout the United States. Green Bay is located in USDA Hardiness zone 5a which is the coldest of all 17 garden members nationwide.

Much of the Garden's unique selection of magnolias exist thanks to the work of local magnolia hybridizer, Dennis Ledvina. Ledvina passed away in 2015 but made significant contributions to the Magnolia Multisite Collection™ in his lifetime.

Ledvina concentrated on breeding magnolias with unique characteristics to adapt to the cold Wisconsin winters. He introduced magnolias hardy enough to withstand winters in zones 4 and 5 as well as later bloom times to reduce the impact of late spring frosts. Other unique characteristics include longer magnolia blooming periods, narrower trees to fit smaller landscapes, and greater diversity of bloom color and flower form.

The Magnolia Preservation Project has also been aided by magnolia experts, Dr. Todd West from North Dakota State University and Matthew Lobdell from the Morton Arboretum.

Lobdell's involvement with the Garden goes back several years. He toured the Garden in 2015 and recalls how impressed he was seeing Ledvina's work for the first time.

"Dennis was a renowned magnolia breeder and I've known many of his plants, but I had never actually met him or seen his property. It was just incredible to see what he could do with so little space."

Lobdell was enthralled after seeing the original cultivars from Ledvina that are adored around the U.S. and the world.

"Dennis' work is beloved among the Swedish horticultural community because of how well his selections perform over there," he says.

Before the project began, Lobdell made a visit to help the Horticulture Team identify and document unique magnolia that he felt were worth preserving. He found two or three undocumented selections with a label but no identified characteristics. Lobdell recorded measurements, color, and how each plant differed from other selections.

Like Lobdell, Dr. Todd West, the president of Magnolia Society International, emphasizes that this project is critical and timely in order to preserve Ledvina's lifelong work.

"Dennis Ledvina spent years hybridizing and released several of the most amazing hardy magnolia hybrids for zone 5," he says. "This project will allow for preserving many of his advanced selections and will allow Dennis' breeding legacy to live on."

For more information on the collection, visit GBBG.org/Magnolia.



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The Garden connects people with plants by providing year-round educational and recreational experiences for everyone in an environment that engages, inspires, and refreshes.



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A Year in Review: Our Annual Report
25 Years of Volunteers

Washed Ashore Exhibit Continues to Wow Garden Visitors

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and More!

Upcoming Events

Washed Ashore: Art to Save the Sea
Brews, Bistros, & Bonfires
Field to Fork
25th Birthday Celebration

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