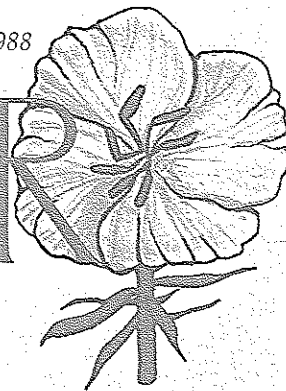


WILDFLOWER



A nonprofit organization dedicated to researching and promoting wildflowers to further their economic, environmental, and aesthetic use.

Penny Campaign Grows Oklahoma Wildflowers

Last fall an Illinois college student reportedly collected over \$20,000 when he asked nationally syndicated columnist Bob Greene to ask readers to send in pennies for a good cause, his education expenses.

Earlier, Fontaine Sullivan, coordinator of volunteer services for the city of Baltimore, had persuaded city residents to gather pennies from forgotten stashes to fund city services that weren't budgeted.

What works for a college kid and city government works for wildflowers. Oklahoma City Beautiful, Inc. raised enough funds through a penny

campaign to plant 123 acres with wildflowers that will bloom this spring, sprucing up the city for a centennial celebration of the first land run in the territory now known as Oklahoma.

"Asking for pennies is not a threat to people; it's hardly equated with soliciting money," notes Sydney Dobson, Executive Director of Oklahoma City Beautiful, a civic group incorporated in 1971.

Dobson says Oklahoma City Beautiful's drive was inspired by accounts of successful penny raisers. She considered the number of

pennies scattered around her own home, and agreed with other group members in favor of holding a penny collection campaign to stimulate people's imaginations and contributions. Sullivan, of Baltimore, was a consultant for the drive.

Oklahoma City Beautiful located penny collection canisters at shopping malls around the city, and as an added incentive offered a grand prize of \$1,000 for the most creative canister design. "Each entry must be easily transportable and sturdy and must be accompanied by a sign

(Continued on page 4)

Wildflower Center Collects Honors

Good show! The slide show that the National Wildflower Research Center presents to visitors to explain the Wildflower Center's history, functions, and goals has won a "Cinema in Industry" (CINDY) award from the Association of Visual Communicators.

Produced for the Center in 1987 by John Smithers of DeHart Media in Austin, Texas, the slide show was one of about 170 winners selected from over 1,100 entries. The Association of Visual Communicators, a national organization, describes the CINDY as "the 'Oscar' of the audio-visual information industry."

Also, the Texas Society of Architects has bestowed a "Citation of Honor" on the Wildflower Center for its contributions to the quality of the physical environment along Texas highways. The Houston and Austin chapters of the American Institute of Architects (AIA) cosponsored the Center's nomination for the award. In support of the nomination, Craig A. Steffens, Chief Landscape Architect of the Texas Department of Highways and Public Transportation, noted, "The Center is unique in its approach to research. It provides timely information that has provided public and private sectors with a valuable landscape alternative."



Wildflower Center Executive Director David Northington, right, accepts the Texas Society of Architects' "Citation of Honor" for the Center from Sharon Rue, Executive Director of Austin AIA, and Richard Martínez, Member-at-Large of Austin AIA.

Director's Report: Development

One of the most important functions of any nonprofit organization is raising the financial support for its various programs. Our research, educational activities, publications, clearinghouse responses, library holdings, conferences, and building and grounds maintenance all depend on the efforts of our development office.

Our development program has recently been reorganized to include membership and is now under the guidance of our new Development Director (formerly Membership Director), Mae Daniller. With Mae is Christina Allday-Bondy, the Center's new Administrative Assistant for Development, Alane Snider, who is in charge of our gift shop and catalog sales, and Candace Kiene, who is in charge of our publications.

In addition to preparing grant proposals to foundations and businesses across the nation, the development office also coordinates special projects and special appeals to our members, and handles end-of-year giving from our friends, including trustees, members and individual donors. We are very appreciative of the generous and dependable support we have had from this wide spectrum of resources.

The recent appeal to members to support an educational poster, for example, has raised over \$8,000 to date.

The Center currently has over 12,000 active members nationwide with representatives from all 50 states! It is this constantly expanding membership that makes us confident that our cause is a worthy one. As our programs grow, so do our needs. In this issue of *Wildflower* we have published a brief list of needed items not covered by our annual budget — any help will be greatly appreciated.

As always, we are truly fortunate to have a wonderful group of dedicated volunteers that support our membership, gift shop, and other development activities. Wanda Lancaster, Kathy Ford, Lisa Rodman, Belinda Hare, Corinne Herndon, Martha Agnor, Peg Mitchell, and Marilyn Bartholomew are some of the regulars without whose help we would be lost. We would also flounder in a sea of paper if it were not for the Retired Senior Volunteer Program (RSVP) participants, who handle our membership renewals. RSVP regulars are Mary Bauer, Mabel Carter, Rosie Cortez, Audrey Dickson, Louise Feray, Bette Morgan, Gertrude and Henry Niermeier, Estella Overton,

Buster and Marie Roessing, Theresa Thorne, and Rene Ward.

We would also like to welcome our newest staff member, Lisa Smith Nielsen, who will be handling all of our publicity, special events, and national awareness efforts. Lisa comes to us from a one-year Schumann Fellowship with Public Affairs Television, Inc., where she worked with Bill Moyers.

Thanks to you, our supportive members and donors, we are seeing many indications of progress in the way wildflower and native plant conservation and use of native plants in landscaping are being approached nationwide. As we conclude 1988 and head into next year, we hope your generosity, support, and activity continue to increase. As this happens, we will be able to continue to expand the scope of our programs. Thank you!

David K. Northington, Ph.D., is Executive Director of the National Wildflower Research Center.



Wildflower

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Wildflower Center Activities

Wildflower Days, the Wildflower Center's special Christmas shopping days, arrive on Saturday and Sunday, November 12-13. The Center invites everyone to two days of Christmas shopping and informative and entertaining activities.

The Center's gift shop has stocked up with favorite items such as Wildflower Center T-shirts, sweatshirts, canvas totes and notecards. New items on the shelves include the Center's holiday greeting cards featuring an in-house design, and the full-color *American Wildflowers* calendar, which unfolds color photographs of wildflowers each month.

Wildflower Days activities will include demonstrations of wildflower arts and crafts, a wildflower seedling sale, and a book autograph session with Lady Bird Johnson and Carlton B. Lees, authors of *Wildflowers Across America*. The session has been tentatively scheduled for Saturday morning, November 12, and will last for about one hour.

The hours for Wildflower Days are Saturday, November 12, from 10 a.m. to 4 p.m., and Sunday, November 13, from 1-4 p.m. Watch the mail for a flier that will give further details.

Landscape Accents: Spiny Agaves

Desert vistas are not complete without one or two century plants. Century plants, from the genus *Agave*, are spiny, long-leaved desert rosettes that may grow eight feet tall, or occasionally taller.

This genus of over 200 species is native to southwestern deserts and mountains in North America and probably evolved in Mexico and Central America. Agaves grow in a variety of habitats, from coastal areas where *A. shawii* is a native plant, to the Great Basin Mountains where *A. utahensis* (yant) is found, to the Sonoran and Chihuahuan Deserts where *A. schottii* and *A. lecheguilla* grow.

Native Americans had a number of uses for agave plants: they roasted and ate the trunks, fermented the flowering stalks for liquor, and used fiber from the plant leaves for paper and textile products. Research suggests that agave propagation was one of the earliest forms of agriculture for native Americans in their transition from a hunting-and-gathering to an agrarian lifestyle.

European gardeners established some of North America's native agaves in their gardens during the 1800s, and for years North Americans have been using the plants in landscaping, especially in the Southwest.

At least two economically important products come from agaves today. *A. sisalana* (sisal agave) is propagated worldwide to provide sisal, a fiber used in rope; and tequila, a favorite liquor from Mexico, comes from *A. tequilana* (tequila plant).

Depending on the species, agaves may live for eight to thirty years before flowering. They are monocarpic, that is, after the plants flower they die. Like most flowers, agave flowers must be pollinated to produce seed. Bats are important pollinators for many species, especially *A. palmeri*, which has cup-

shaped flowers full of nectar to attract the migratory night-flying pollinators.

Some species also reproduce vegetatively, as suckers, offsets or "pups," which grow under the parent plant and develop into separate rosettes, or as bulbils, which are small plants formed on the flowering stalk.

Probably the most familiar agave used in landscaped areas in North America is *A. americana* (century plant), which grows in the form of a majestic rosette over six feet tall. The original range for *A. americana* included South Texas and Mexico.

Although habitats for a few agave species, such as *A. parryi*, are widespread, most agaves are well-adapted to local conditions and may not grow well elsewhere. For this reason, gardeners and landscape designers should do some background research before choosing species.

One of the most useful references is *Agaves of Continental North America*, by Howard Scott Gentry (Tucson: University of Arizona Press, 1982). Ranges for all *Agave* species native to the United States are included in this extensive work, which is invaluable in determining whether a plant will grow well in a given area.

Container-grown agaves are usually available in nurseries specializing in desert plants. In some areas, agave seed may be available, but seedlings grow slowly and require careful attention.

Due to their well-armed foliage, large agave specimens are difficult to move once in place. These long-lived wildflowers of curious form should be established in areas where they can be appreciated for many years.

Katy Kramer McKinney,
Research Botanist,
National Wildflower Research Center

Gift Books For Christmas

Nature's Design: A Practical Guide to Natural Landscaping, by Carol A. Smyser and the editors of Rodale Press. Rodale Press, Emmaus, Pa., 390 pp., 1982. Price: \$22.95.

For those who are landscaping or re-landscaping their yards, *Nature's Design* provides insight on how to plan and plant a beautiful, functional and natural landscape. The book stresses the importance of understanding the environmental conditions of a site and the requirements of indigenous plants.

Legend of the Indian Paintbrush, by Tomie dePaola. G.P. Putnam's Sons, New York, 36 pp., 1988. Price: \$13.95.

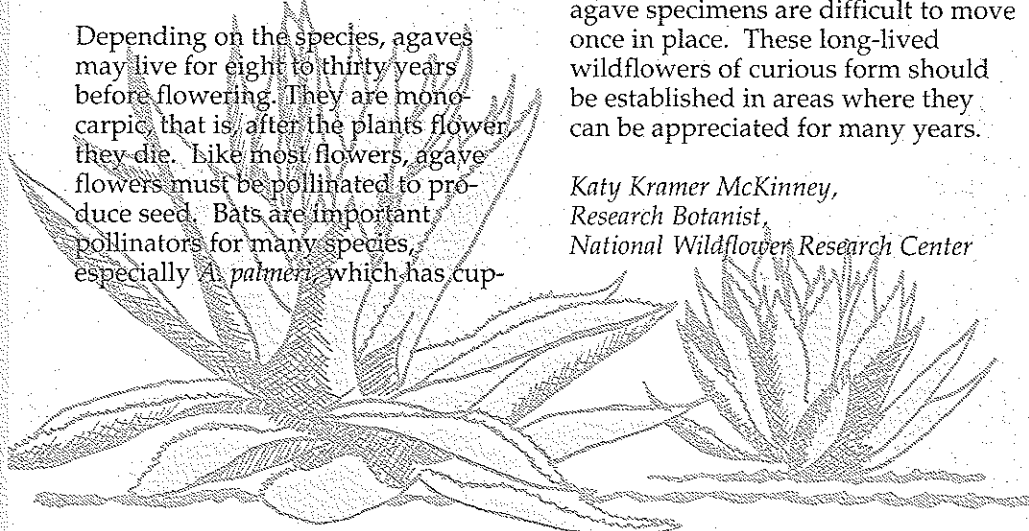
For the children on your list, consider a storybook which retells an Indian legend. The story tells how a young Indian artist fulfills his dream vision and how a striking wildflower receives its name.

Honeysuckle Sipping: The Plant Lore of Childhood, by Jeanné R. Chesanow. Down East Books, Camden, Maine, 1987. Price: \$10.95

Children in contemporary urban America play with plant materials in both traditional and innovative ways, as children have done for centuries. *Honeysuckle Sipping* describes creative ways in which children have used nuts, leaves, stems, and flowers for toys. It goes beyond the "He loves me; he loves me not" game and includes historical uses of plants from ancient Greece and Rome, medieval poems about using plants, and folklore of the 19th century. The appeal of this book is not limited to any age group.

Annie Paulson,
Resource Botanist,
National Wildflower Research Center

The above books are available in the gift shop at the National Wildflower Research Center and may also be ordered from the Center. Send a check for book price indicated above (Texas residents, please add 6% sales tax to book price) plus \$3.50 in shipping charges to: Products, National Wildflower Research Center, 2600 FM 973 North, Austin, Texas, 78725-4201. Or call (512) 929-3600.



Oklahoma Penny Campaign ... (continued from page 1)

identifying it as 'Penny Collection for Wildflowers,'" contest instructions specified.

Like most fund drives, this one began with a press conference. Essie Childers and Carolyn Norick, wives of Oklahoma City's city manager and mayor respectively, announced the two-week penny campaign last April, and served as honorary chairpersons for the duration.

Other members of the civic group served as division directors in charge of contacting corporations, school and youth organizations, and neighborhood and garden associations.

"Everyone had great fun with it," says executive director Dobson, although the \$11,000 in donations received fell short of the campaign's \$135,000 goal. Adds Dobson: "Never have we received so many spontaneous, unsolicited donations. People are in a fever to plant wildflowers."

An eight-foot dinosaur with a mouthful of wildflowers, constructed by Jack Parker, owner of an Oklahoma City leather shop, took the grand prize for creative canister design. A recording unit inside the dinosaur played an original song about wildflowers.

Prizes for second and third place went to Southern Hills Elementary and Platt College, respectively. Next year the contest will be expanded to include categories for different types of organizations and various sizes of containers, "to make the contest more equitable," says Dobson.

With the \$11,000 raised, Oklahoma City Beautiful purchased wildflower seed for a seed mix, and the Oklahoma City Parks and Recreation Department bought an additional \$25,000 worth of seed. The Oklahoma Department of Transportation (ODOT) expanded its wildflower plantings concurrently.

The seed mix formulated contained some 16 wildflower species. Selec-

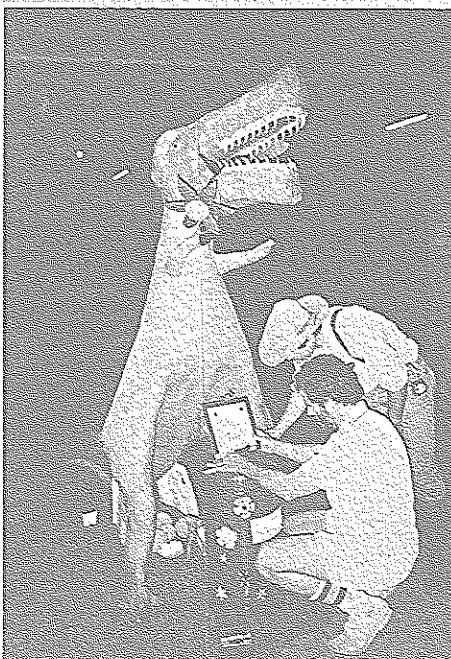
tion of species was based on the performance of various wildflowers in test plantings conducted earlier by city and state government departments. One of the most prominent test plantings was located along sections of a Lake Hefner trail, visible to both joggers and motorists.

Gaillardia pulchella (Indian blanket), adopted as the state flower of Oklahoma in 1987, will be prominent in the wildflower plantings. The seed mix also included seed for *Monarda citriodora* (lemon-mint), *Rudbeckia hirta* (black-eyed Susan), *Coreopsis tinctoria* (plains coreopsis), and *Ratibida columnaris* (Mexican hat).

The Parks and Recreation Department and ODOT planted the wildflower seed on 123 acres of public land visible from streets and expressways.

Weather permitting, Oklahoma City will burst into a potpourri of prairie color this spring in celebration of its historical roots, providing a semblance of the wildflower displays that greeted last century's settlers.

Beth Anderson,
Resource Botanist,
National Wildflower Research Center



Jack Parker, right, receives assistance in setting up his eight-foot dinosaur canister to collect pennies for wildflowers.

From the Field

November 3, 1988 *Wildflower and Native Grass Roundtable Discussion*; hosted by Lofts Seed Company, Chimney Rock Road, Bound Brook, N.J. **Contact:** Marie Pompei, (201) 560-1590; or Bob Swain, (201) 928-0600.

December 1, 1988 *Chevron Conservation Awards Program Nomination Deadline*; winners receive a \$1,000 honorarium and a trip to Washington, D.C. for the awards presentation. In its 35th year, the program honors Americans who have made outstanding contributions to the protection of the environment, including volunteer citizens, professionals and nonprofit organizations. **Contact:** Chevron Conservation Awards Program, P.O. Box 7753, San Francisco, Cal., 94120 or call (415) 894-2457 in San Francisco or (412) 456-3880 in Pittsburgh.

January 16-20, 1989 *Society for Ecological Restoration and Management (SERM) First Annual Meeting*; Oakland, Cal. Covers topics relevant to ecological restoration. SERM is a new organization dedicated to habitat restoration and establishing communication among those involved in the process. **Contact:** Society for Ecological Restoration and Management, University of Wisconsin-Arboretum, 1207 Seminole Highway, Madison, Wis. 53711.

February 2 and February 4, 1989 *Wildflower Cultivation: An Artistic Approach*; symposium to be held on Feb. 2 at Alfred L. Frechette Conference Center, State Laboratory of Massachusetts, 305 South St., Jamaica Plain, Mass. Also held on Feb. 4 at New York Botanical Garden, Bronx, New York. Symposium will focus on aesthetic use of wildflowers as design elements in the landscape. **Contact:** (212) 220-8720.

Deck the Halls With Yaupon Holly

It's that time of year, when fat, round holiday wreaths deck our halls and doors. Wreaths fashioned from nuts, berries, pods, grasses and other plant material are talismans of the season's beauty, besides being succinct expressions of your imagination.

Here's how to create a holiday wreath from nature's offerings.

First, go for a walk. Look for seeds, barks, vines, nuts, berries, pods, grasses, wildflowers, lichens, and mosses that have dried or look like they will dry within a few days. Gather a broad selection of items that have distinctive and diverse shapes.

This time of year, depending on where you live, you may find acorns from *Quercus velutina* (black oak), nuts from *Juglans microcarpa* (Texas black walnut), berries from *Ilex vomitoria* (yaupon holly) or *I. decidua* (deciduous holly), stalks from *Typha latifolia* (common cat-tail), moss-like plants, such as *Tillandsia usneoides* (Spanish moss) and *T. recurvata* (ball-moss), cones from *Pinus taeda* (lob-lolly pine), or spikes of *Sorghum* spp. (sorghum).

If wildflowers are still blooming in your area, you can include them in your wreath. *Liatris* spp. (gay-feather) a purplish wildflower, may still be blooming in some locations. A grass that may be flowering is *Muhlenbergia lindheimeri*.

Pick wildflowers after 24 hours of good weather, on a dry, sunny day after the dew has evaporated. Pick only one wildflower for every ten growing. Check conservation laws to see which plants are protected from collection in your state.

You can attach wildflowers to wreaths when they are still fresh, or dry them and make a wreath later.

To dry flowers, strip leaves from lower parts of stems, then group stems into small bundles of five to ten. Wrap them with a rubber band. As flowers dry and stems shrink, the band will tighten. Hang the bunches upside down in a dry, dark, well-ventilated area until dry.

Drying grasses requires less effort. Gather grass in bunches, then tie the bunches and let them stand for several days. Berries do not dry attractively, as a rule; you may need to replace them after they have been on your wreath for awhile.

Grapevines, *Vitis* spp., make an excellent base for wreaths. Grapevines are deciduous in the fall and winter, so look for leafless, woody vines along fences, creeks, and high up in trees. Some vines are quite thick and woody with age, so gather thinner vines, which are easier to bend into a wreath base.

Twist the vines together and form them into a circle. The advantage of using grapevine is that its pliability allows you to make the wreath any size you want. Bind the vines together with floral wire.

Decorations can be attached with additional wire. Grapevine wreaths are attractive adorned with a simple red ribbon.

An alternative is to buy a straw wreath base at a crafts store. You'll also need florist's pins and wire. Attach a hanging loop to the wreath base with 16-gauge wire. Use thinner

wire to attach plant material to the base.

Wire or pin to the base the nuts, pods, cones, bark and other items you have gathered. You might want to attach grasses and mosses first, and then add the smaller, harder materials.

Alternate materials, aiming for a pleasing combination of colors and textures. Make the wreath as full as possible. You might want to try for a woody, colorful, or grassy look.

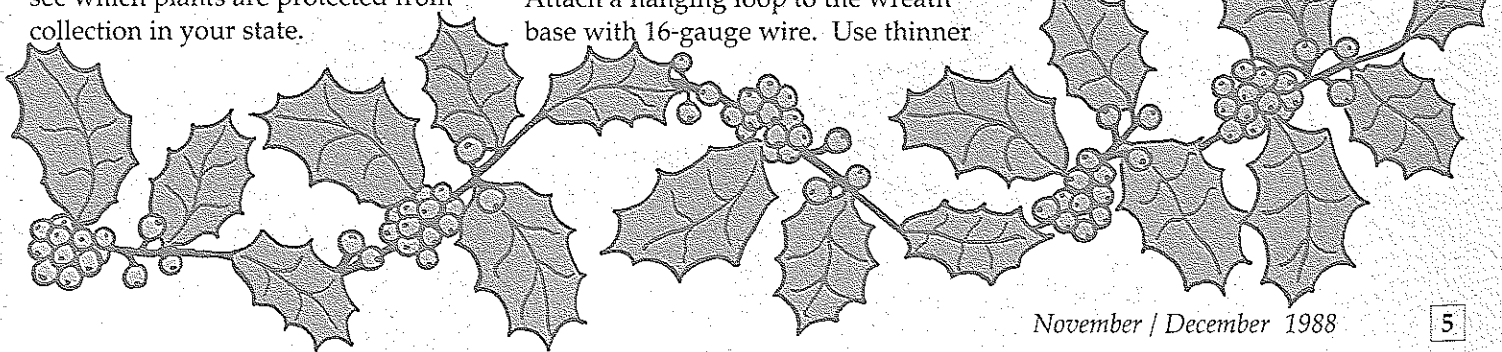
If any material is still fresh, let the wreath lie flat until it is dry, or it may droop. Accent the wreath with ribbon or other decorations.

To keep it looking fresh, hang the wreath away from direct sunlight, humidity and heat, and spray with a clear acrylic fixer or unscented hairspray.

To store the wreath, place it in an airtight container with a handful of silica gel to absorb moisture. Keep the wreath in a cool, dark closet.

Creating a wreath is an elegant way to immortalize nature's ornaments this season and provide an heirloom for the future.

Contributing to these instructions on wreath-making were Lynda Pehoski, a Wildflower Center volunteer and owner of a potpourri and wreath-making business in Salado, Texas, and Elinor Crank, Research Horticulturist at the Center.



Wildflowers Need You

Programs expand, staff members are added, and research programs flourish. Progress means that the Wildflower Center needs equipment, furniture, and assorted "bits and pieces" that are not covered by our projected annual operating budget.

We will gratefully accept any of the items listed below. Previously, through the generosity of friends, we have received gifts ranging from a large tractor to a VCR; a typewriter to two well-used iced tea urns!

Currently, the Wildflower Center needs:

- a cabinet for storing slides;
- two Macintosh Plus or SE computers with ImageWriter printers;
- a small tractor with a flail mower;

- two pairs of long-pole pruning shears;
- a heavy-duty pickup truck;
- display cubicles for the gift shop;
- a large wildflower kite;
- a drip irrigation system;
- fans for the greenhouse;
- potting supplies;
- a soil sterilizer;
- a pitch fork and a spading fork;
- a Rototiller;
- metal folding chairs;
- a 50-foot rubber garden hose;
- three 35mm cameras, one macro lens;
- a Hewlett Packard 21 laser printer;
- a table top dictionary stand;
- a copy stand.

Thank you for keeping the Wildflower Center in mind when you have items you wish to donate.

In-House Designer

Wildflower Center staff member Alane Snider has tied red ribbon and holly together in the National Wildflower Research Center's first in-house design for holiday greeting cards. Alane, Products Manager for the Center, penned a design that features *Ilex decidua* (holly) branches and a large bow, accompanied by an inside sentiment, "Happy Holidays." The five-by-seven-inch cards are available only from the Center, either through the gift shop or the current gift catalog. A set of 10 cards is \$9.95 (Texas residents add 6% sales tax) plus \$3.50 in shipping charges for orders up to \$20.

Send Season's Greetings: A gift membership for someone special!

Give the gift of membership in the National Wildflower Research Center, and support wildflower work across the nation. Benefits include *Wildflower*, the newsletter and *Wildflower, Journal of the National Wildflower Research Center*, 10% discount on unique Center products, special advance notice of and discounts to Center seminars, wildflower tours, a membership card and priority handling of requests to the Center's Clearinghouse of wildflower information.

- \$25 Supporting Member. All benefits listed above.
- \$50 Sustaining Member. All the above plus a set of specially commissioned wildflower notecards.
- \$100 Key Member. All the above plus wildflower garden apron and invitations to special events.
- \$250 Center Sponsor. All the above plus annual limited edition wildflower poster.
- \$500 Trust Member and \$1000 Benefactor. All the above plus special privileges.

• Thank you! Your contribution is tax deductible to the extent permitted by applicable law.

Gift Giver:

Name: _____
Address: _____
City/St./Zip: _____
Phone: _____

Gift Recipient:

Name: _____
Address: _____
City/St./Zip: _____
Phone: _____

- Make your check payable to: NWRC
- Mail to: Membership, National Wildflower Research Center, 2600 FM 973 North, Austin, Texas 78725-4201

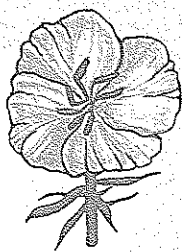
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