In Bloom

Executive Director’s Column  Our Drought Déjà vu


It’s like déjà vu…all over again.

According to government researchers, the drought conditions that symbolized the way of life in Southern California in the nineties – and directly led to the founding of The Water Conservation Garden have officially returned. Considering that the warmest and driest years recorded in San Diego’s history have occurred repeatedly since 1999 (aside from a lucky series of downpours in late 2004), we San Diegans might ask ourselves if these drought conditions ever really left us.

While this may be our new reality, those of us who love plants and gardens can certainly do our part to adapt and thrive in an increasingly water-wise world. As homeowners, gardeners, landscapers, growers, and interested citizens, we can take measures that more effectively manage that most essential natural resource – water – while maintaining our quality of life. There are few better demonstrations in San Diego County of how our community can attain beauty in landscaping in a practical manner than The Water Conservation Garden. Whether by touring our magnificent grounds, benefiting from our extensive menu of classes and workshops, or allowing your children to experience the magic of the Ms. Smarty-Plants™ youth education program, you have access to one of the finest sources of water-wise information and inspiration in all of Southern California.

We may not be able to “beat” this new drought, but we just might see an opportunity to make our lives better because of it. The time has come to truly re-imagine our personal relationship with water, in both our landscaping and in our overall everyday lives. Let The Water Conservation Garden be part of inspiring that new imagination.

A Fond Farewell

Finally, it is bittersweet that The Garden recently bid farewell to Director of Facilities & Horticulture Paul Redeker. Paul joined The Garden in 2008 and was one of our most valued assets, ensuring the grounds, exhibits and plant collection were cared for and presented at the highest standards of excellence. Paul joins the staff of our friends at the San Diego Botanic Garden. We all wish him the very best.

John Bolthouse  
Executive Director

Garden Welcomes New Directors

The Garden is pleased to welcome Suzie Wiest and Michelle LaGrandeur as the two newest members of its Board of Directors.

Suzie is Regional Manager of Village Nurseries in San Diego. Suzie has received numerous awards for superior business and management practices. She holds a BS in Ornamental Horticulture from Cal Poly San Luis Obispo and is a member of the San Diego Farm Bureau and California Landscape Contractors Association.

Michelle has had a life-long passion for the environment and sustainable use of natural resources. She has extensive experience in nonprofit marketing and fundraising, most recently at San Diego Opera as Director of Special Projects and Senior Director of Audience Development. She holds a BS in Organizational Development from University of California, Davis.

Cover photograph: Myoporum parvifolium
Making a Splash in Baltimore

We are thrilled to announce that our own Director of Education, Pam Meisner, has been invited to showcase The Garden’s award-winning Ms. Smarty-Plants™ program at this year’s North American Association for Environmental Education (NAAEE) conference in Baltimore. Since 1972, this annual conference has served as the national arena for innovative environmental education, featuring top educators, government officials, environmental experts, and nonprofits. The fact that Pam was granted such a prominent role at the conference speaks to the meaningful impact she and her staff have made in the lives of youths since the Ms. Smarty-Plants™ program’s inception in 2008.

The Water Conservation Garden celebrates the fall planting season with a newly rebranded event, the Fall Plantstravaganza!, on Saturday, November 2, 9am-3pm. The event aims to help San Diego gardeners make the most of the fall planting season with a plentiful mix of gardening experts and plants galore offered by local growers and nurseries. Visitors can attend workshops on gardening-related topics led by experts plus visit exhibits staffed by knowledgeable Garden docents and guest exhibitors to learn about water-saving gardening, edible gardening, compost-making, gardening for butterflies and more. Partner water agencies will join the fun to reveal a range of money-saving rebate opportunities for retrofitting thirsty landscapes to those that save water and are beautiful, too. Personalized attention can be found at the "Ask the Designers" area for in-depth landscape design advice. For just $15 for 20 minutes, a landscape designer or architect will assess a visitor’s landscape and goals (through photos, diagrams, or dialogue) and recommend plants and design ideas that are a custom fit. And, for anyone still working on their holiday shopping list, The Garden’s gift shop will be overflowing with unique nature-inspired treasures that are perfect for gift giving.

Reservations for the ever-popular "Ask the Designer" consultations are recommended and can be made by calling 619-660-0614 x10. View a complete event program at www.thegarden.org. Those interested in exhibitor and/or sponsorship opportunities should contact the Director of Events at elizabeth@thegarden.org. Admission: Members and Kids 12 and Under FREE; $2 General Admission; Free Parking

STAFF NEWS

The Garden Welcomes Diane Owens

The Garden is thrilled to welcome Diane Owens to the team as its new Events and Marketing Coordinator! Diane will be working with Elizabeth Ramos, Director of Marketing and Events and the newly-formed Events Committee to produce The Garden’s slate of events, including its first fundraising gala in the fall of 2014. Diane brings with her years of event planning, development, and marketing experience in the nonprofit sector, having previously worked with Project Wildlife and The Fund for Animals Wildlife Center. Welcome, Diane!

Gift Shop Holiday Open House and Sale

Saturday, December 7 (9am-4pm)

Shop The Garden’s holiday open house for great prices on unique garden-inspired gifts you won’t find anywhere else, while enjoying our festive holiday ambience and treats!

Join Ms. Smarty-Plants™ and her animal friends from the Living Coast Discovery Center for a positively batty evening of trick-or-treating through The Garden by the light of the moon. Ms. Smarty-Plants kicks off the fun with some fascinating bat facts and other surprises just before the evening takes flight!

Limited FREE admission. Suggested $5 donation per family at the door. Reserve tickets at www.thegarden.org
**IN THE GARDEN**

**Why We Love *Myoporum parvifolium***

*Lovely *Myoporum parvifolium* is this quarter’s *In Bloom* cover model and the Plant of the Month for November. Also known as Creeping Boobialla, Creeping Myoporum or Dwarf Native Myrtle, *Myoporum parvifolium* is endemic to Australia, whose climate is similar to San Diego’s, so it thrives in our region’s gardens. Growing just 3 inches high, but spanning up to 9 feet wide, *M. parvifolium* makes a dense groundcover with bright green leaves and small white bell-shaped flowers that bloom in the Summer followed by purple berries. Although *M. parvifolium* is not for walking upon, it is regarded as a tough drought-tolerant plant that is fast growing without choking out surrounding plants. *M. parvifolium* is a natural fire retardant that grows best in full sun open areas, is great on banks and slopes, and is adaptable to most well drained soils with a pH range from 4.5 to 7.0.

*Myoporum* will be available in one-gallon size during the month of November in The Garden’s nursery. Shop early while supplies last!


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**Dorcas E. Utter Butterfly Pavilion Update**

The foundation for the Dorcas E. Utter Butterfly Pavilion has been laid, and the walls of the Bill and Norma Verbeck Courtyard have gone up. We are getting closer to our fall completion date and look forward to a grand opening celebration in Spring 2014 when butterfly season begins anew!

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**“WaterSmart School Gardens”— Free Class for K-12 Teachers at The Water Conservation Garden**

The San Diego County Water Authority (SDCWA) offers a FREE one-day class this fall for teachers wanting to start a school garden. Two classes offerings are available for 2013, and instruction includes curriculum and resource materials, plus payment for a substitute teacher to cover the classrooms of attendees. The 6-hour class is taught by Jan Tubiolo, Landscape Instructor and Water Conservation Specialist, and is held at The Water Conservation Garden.

Upcoming 2013 dates are Tuesday, October 8 or Tuesday, November 5 from 8:30am-2:00pm. To register, contact Susan Bohlander, SDCWA Education Programs Specialist at sbohlander@sdcwa.org 858-522-6720.

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**Holiday Brunch Tonic**

_Fragrant rosemary is October’s plant of the month at The Garden, and this versatile herb lends itself not only to savory delights and baked goods, but also to a number of nouveau beverages and cocktails, like this refreshing alcohol-free holiday brunch tonic which can be pared with gin or vodka, if desired._

**Ingredients**

- 1 cup sugar
- 1 cup water
- 4 rosemary sprigs
- 4 cups cranberry juice cocktail, chilled
- 2 cups fresh orange juice (about 6 oranges), chilled
- 3 cups club soda, chilled

**Preparation**

1. Combine sugar and water in a small saucepan; bring to a boil. Reduce heat, and simmer 4 minutes or until sugar dissolves. Add rosemary; simmer 5 minutes. Remove from heat. Pour sugar syrup into a bowl; cover and refrigerate overnight.

2. Uncover sugar syrup; remove and discard rosemary sprigs. Combine the sugar syrup, juices, and soda in a large pitcher. Serve immediately over ice. Garnish with extra rosemary sprigs, if desired. Serve shortly after mixing everything together so the tonic will sparkle.
Recently, as part of Team Butterfly training, The Garden was visited by author and butterfly-hobbyist-turned-expert, Kojiro Shiraiwa, who wrote the book, *The Butterfiles of San Diego County*. This introduction and identification guide, carried in The Garden’s gift shop and used as a resource for the Natural History Museum, contains full-color figures of butterflies found in San Diego for easy identification, while discussing butterfly biology and ecology. Kojiro is a native of Japan, but has studied, recorded and photographed 140 species and subspecies of butterfly found in San Diego County including a rare species, the Thorne’s Hairstreak, found only on Otay Mountain near the international border.

Kojiro captivated Team Butterfly with magnified images of butterfly wings revealing individual, uniquely colored scales that create the striking wing patterns we humans so enjoy. His ultraviolet photos revealed patterns only visible through ultraviolet light, a spectrum visible to butterflies but not to the naked eye of humans because of our inability to perceive colors in high frequency. For some of the best butterfly spotting in San Diego, Kojiro suggests Plum Canyon (Anza-Borrego Desert State Park), Noble Canyon (Laguna Mountain) and the Jacumba area in east San Diego.

Team Butterfly learned so much from Kojiro's visit, and is ever-more prepared for the grand opening of the Dorcas E. Utter Butterfly Pavilion! *Thanks, Koji!*
This summer, the San Diego County Water Authority launched its new WaterSmart website, created to empower the region’s residents to make water-efficient lifestyle choices. The site offers information about conservation incentives, tools and programs, and is organized to provide content relevant to homeowners, homeowner associations, businesses (including agricultural operations), public institutions and the educational sector. To learn more, visit www.watersmartsd.org

The Garden supports the San Diego Museum Council’s “Kids Free in October”! From October 1 - 31, children ages 12 and under receive free admission with a paid adult (limit 2) at close to 40 museums!

Download the coupon at: sandiegomuseumcouncil.org

If you have visited The Garden and been inspired to make your landscape more water-wise, we’d love to feature you in this newsletter!

Please contact Elizabeth Ramos at 619-985-8337 or elizabeth@thegarden.org.
FOCUS ON PHILANTHROPY

“Building Relationships: It’s About Who You Know and Who They Know”

Securing the future of The Garden is just like life: it’s all about building relationships!
The Garden’s track record of excellent relationships makes it what it is today.
Many individual, corporate, foundation and government donors donate their time and money every year to support The Garden. We need many more donors to realize The Garden’s vision of its future and to endow the preservation of this valuable community resource. The Garden provides a unique opportunity to impact how we all relate to water, help solve our water problems and promote our region’s continued growth and prosperity for generations to come.

Who do you know that might get excited about being part of re-imagining our relationship with water? Who do you know that would like to be part of something bigger than themselves, educating our community on how to conserve our most precious resource? Who do you know that would like to make a difference in the future of San Diego by donating to The Garden?

There are many ways to make financial contributions to The Garden: as a Garden member, by becoming a Friend of the Butterflies, or through planned giving or corporate membership. Creating networks of support for the long-term well-being of The Garden is vital to our success. If you have contacts that you believe would be interested in supporting The Garden, please connect with Development Officer, Lorraine Frigolet at lorraine@thegarden.org.

Working together, we can all promote a better brighter future for The Garden and our community!

East County Sprites Supports The Garden

Our sincere thanks goes to the East County Sprites who made a generous donation of $1,000 this year, allowing The Garden to purchase much needed supplies for education and facilities. Established in 1968, Sprites (Spiritual, Philanthropic, Recreational, Inspirational, Teaching, Educational, Social) is a mother-daughter philanthropic group benefitting local charities, with girls from 7-12th grade participating. The Garden is very grateful to the Sprites for their ongoing community service, and for valuing the mission of The Garden.
For more information, contact Director of Marketing Elizabeth Ramos at elizabeth@thegarden.org or 619-660-0614, x14.

Reach audiences interested in gardening and sustainability by advertising with *In Bloom*, which has a quarterly print circulation of 2,000 copies.

**GREAT MEMBER BENEFIT!!**

Garden members now receive a 10-15% discount on all purchases at the following partner nurseries. A current membership card must be presented at the time of purchase.

- **Barrels & Branches Nursery** – Encinitas (www.barrelsandbranches.com)
- **Cedros Gardens** – Solana Beach (cedrosgardens.com)
- **Gardens by the Sea** – Leucadia (gardensbytheseanursery.com)
- **Hunter’s Nursery** – Lemon Grove (huntersnursery.com)
- **Kniffing’s Discount Nursery** – Alpine (kniffingsnursery.com)
- **Mission Hills Nursery** – Mission Hills (missionhillsnursery.com)
- **Rancho Valhalla Nursery** – El Cajon (ranchovalhallanursery.com)