



In Bloom

A Newsletter of The Water Conservation Garden

Summer 2013
Volume 1, Number 3

www.thegarden.org

OUR MISSION

To educate and inspire through excellent exhibits and programs that promote water conservation and the sustainable use of related natural resources.

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Visit us at:
www.thegarden.org

Open daily from
9:00 am to 4:00 pm
Free Docent Tours: Sat. 10:30 am

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Cover photograph:
2 *Aeonium davidbramwellii* 'Sunburst'

Executive Director's Column *What the Future Holds*



We here at The Water Conservation Garden take seriously our obligation to The Garden's members, donors, volunteers, and founders to ensure this great nonprofit institution is a meaningful resource to the community. As The Garden approaches its fifteenth anniversary in 2014, we've begun to ask ourselves – and you – a fundamental question: Where do we go from here? In the months ahead, much planning will go into the celebration of our first fifteen years, but The Garden's long-term future – an exciting one to be built on recent achievements – will require introspection, imagination and commitment.

To that end, The Garden's Board of Directors hosted a workshop in April that began the process of creating a new three-year strategic plan. The effort was coordinated through The Garden's Strategic Planning Committee, led by chair Harold Bailey. We were pleased to benefit from the input of a number of external stakeholders in this effort, including educators and representatives from The Garden's water agency supporters. From the work achieved at this workshop, The Garden will set a clear path for its programmatic and financial future, where a focus on sustainability, growth and relevance are closely tied to the interests of internal and


external stakeholders now and in the future.

Look for updates on our strategic planning efforts in coming issues of *In Bloom* as we set our course. We invite you to be part of the process, and I welcome your thoughts on the direction you would like The Water Conservation Garden – your Garden – to go in the years ahead.

Butterfly Pavilion Gains More Support

As excitement continues to build over The Garden's future Dorcas E. Utter Butterfly Pavilion (see page 5), so does the community's support. We were pleased to welcome the recent news that one of The Garden's greatest benefactors, **Mr. William Verbeck**, has pledged a generous gift towards the naming of the courtyard spaces surrounding the Pavilion. This generous gift, combined with the original bequest from the Utter family and the support of those who have become part of our "Friends of the Butterflies" donor program so far to date, now allows The Garden to enhance the quality and scope of the Pavilion's original design.

We still welcome the community's support. The "Friends of the Butterflies" program is a great way to be part of this exhibit in perpetuity while helping ensure the Butterfly Pavilion will serve as a center of wonder and learning for years to come. Join our efforts!


John Bolthouse
Executive Director

New JPA Representative Named to Board



The Garden is pleased to welcome **Luis Generoso** to its Board of Directors as the newly-designated *ex officio* representative of the Joint Powers Authority, The Garden's founding and primary funding agency. Luis is the Water Resources Manager for the City of San Diego Public Utilities Department and is in charge

of San Diego's Water Conservation Program. He has worked for the City's Water Conservation Program since 1991, becoming Program Manager in 1997. Luis also serves on the San Diego Water Conservation Action Committee; California Urban Water Conservation Council; and California Department of Water Resources Urban Stakeholder Committee.

Luis succeeds **Dr. Cindy Miles**, who recently became a fully-elected member of the Board.

Summer Membership Special!

Current members are eligible to purchase gift memberships (new memberships only) at any level for 50% off their regular price now through August 31, 2013.

Visit www.thegarden.org, for information and to make your purchase.

Rotary Again Shows Generosity to Garden



John Bolthouse (above) was Rotary Treasurer Tom Unger (center) and Cuyamaca College President and Rotary member Dr. Mark Zacovic (at right).

At a ceremony earlier this year, The Garden received a generous donation from our friends at the Rancho San Diego / Spring Valley Rotary Club. The \$3,500 gift represented proceeds from the Rotary's annual "La Bella Vida" fundraiser held every autumn at The Garden. Presenting the donation to Garden Executive Director

San Diego Mayor Pays Garden Special Visit



Pictured from left to right (top row): Luis Generoso, WCG Board Member; Tom Allingham, WCG Board Member. Pictured from left to right (front row): John Bolthouse, WCG Executive Director; Sue Ellen Benson, WCG Board Member; San Diego Mayor Bob Filner; Pam Meisner, WCG Education Director; Rosalie Dosik, WCG Docent; Paul Dosik; Dr. Cindy Miles, WCG Board Member and Chancellor of Grossmont-Cuyamaca Community College District.

The Garden was honored to host San Diego Mayor Bob Filner for a personal tour in April. Mayor Filner had long wanted to see the entire Garden, previously having made only brief appearances at evening events here. A strong proponent of energy conservation and wise water management, the Mayor was engaged throughout his visit, peppering staff and Board members with questions and gaining a greater appreciation for The Water Conservation Garden's growing role in the community.



Dog Days of Summer June 1 - August 31

Wednesdays (4:00pm – 7:00pm)

Come stroll The Garden in the balmy summer evenings and bring along a leashed canine friend for extra fun!

"An Evening of Music in The Garden" Sunday, July 21, 5-6:30pm The Garden's Amphitheater



The San Diego Concert Band presents "An Evening of Music in The Garden" on Sunday, July 21, 5-6:30pm, in The Garden's amphitheater for an inaugural joint fundraiser. The evening's program depicts our American heritage through music that includes light classics, historical themes, and modern compositions for concert band. The band is based in La Mesa and has been playing formal programs and summer concerts in San Diego County and Southern California for 24 years. Tickets: Adults \$15; Student/Military/Senior (55+) \$12; Kids under 6 free. **Tickets on sale June 15 in The Garden Gift Shop or online at: www.sandiegoconcertband.com.** Concert-goers are welcome to bring a picnic dinner. Alcoholic beverages not permitted.

IN THE GARDEN



Easy "Sun Dried" Tomatoes

In our last edition of In Bloom we featured luscious tomatoes on our cover and carried tomato plants in our nursery in April. Summer is here and if you were inspired to plant tomatoes in spring, you soon you may be harvesting more fruits than you can eat or give away. Here is an easy way to preserve your bounty.

Ingredients

4 pounds tomatoes
Salt to taste

Directions

1. Preheat oven to 200 degrees F (95 degrees C).
2. Wash and halve tomatoes. Gently squeeze out the seeds. Place the tomatoes on a non-stick cookie sheet, and sprinkle with salt to taste. (Or, spray cookie sheet with non-stick spray).
3. Bake until tomatoes take on a leathery texture. This could literally take all day; smaller pieces will require less oven time.
4. Store dried tomatoes in an airtight bag or container in the refrigerator or freezer for six to nine months for optimal shelf life. **Note:** Home-packing dried tomatoes in oil is not recommended due to risk of botulism. Purchase oil-packed dried tomatoes at the store.

From Allrecipes.com and About.com/HomeCooking

What's Great about Aeoniums?



Aeonium canariense

Canary Island. They are equally at home in a container or in the ground, and are more tolerant of soil and moisture than other succulents, with care needed to protect them from frost. Aeonium stems can easily be made into cuttings that will begin to root and produce new plants rather quickly in the cool-weather growing season. In the landscape, these charmers make great companions for other succulents and even contrast well with ornamental grasses.



Aeonium tabuliforme

There are 35 species in the genus *Aeonium*, and thousands of hybrid varieties, all of which are prized for their fleshy rosette ornamentation and the range of colors of their foliage, from vivid chartreuse to nearly black. Color patterns of the seemingly endless variety of these charming succulents come in solid, striped, or banded.

Aeonium thrive in San Diego gardens where our Mediterranean climate mimics that of their native



Aeonium haworthii

Aeonium is the featured Plant of the Month for July in The Garden's nursery. Treat yourself to a few of these wonderful plants and find out first-hand what makes them so great.

References: "Great Design Plant: Aeonium", accessed May 15, 2013, www.houzz.com; Kathleen Norris Brenzel, editor, *The New Sunset Western Garden Book*, 9th Edition (New York: Time Home Entertainment, Inc., 2012) p.135.

VOLUNTEER AT THE GARDEN!

There are many ways to get involved! Docent and volunteer opportunities include areas of horticulture, guided tours, gift shop, nursery, special events, team butterfly and more. Our next Docent Training Program happens July 10 & 17th from 4-8pm.

Applicants must be current members of The Garden to be considered for the training program. Applications are accepted year-round.

For more information, please contact Pam Meisner at pam@thegarden.org or 619•660•0614, ext. 13





IN THE GARDEN



Courtyard of Butterfly Pavilion to be Named for Verbeck Family

We are pleased to announce that Bill Verbeck has made a significant gift to The Garden in support of the Butterfly Pavilion. In recognition of this generous gift, the entry courtyard of the Butterfly Pavilion will be named in remembrance of Bill's wife, Norma Verbeck. As a model philanthropist and one of The Garden's largest supporters, Bill is once again leading the way for other Garden donors to participate in naming opportunities associated with the Pavilion. Thank you, Bill, for your inspiring support of The Garden!



Executive Director John Bolthouse and Mr. Bill Verbeck

Although the initial construction of the Butterfly Pavilion was made possible by a large gift from the family of the late Dorcas E. Utter and is named in her honor, there are still many exciting naming opportunities associated with the Pavilion that will support its full development, associated educational programs and maintenance of the exhibit.

Each naming opportunity will be designed to meet the specific needs and wishes of the individuals, corporations or foundations

supporting the Pavilion. We want your naming opportunity gift to be as meaningful to you as it is to The Garden. Artwork, sculptures and benches located throughout the Pavilion will all provide naming opportunities for donors.

Named endowments, either with an outright gift or through your estate, are another form of naming opportunities. Estate endowments allow donors to name the fund for themselves or loved ones and create legacies that will last for generations to come. With this type of gift the interest generated by the principal of the contribution

not only benefits The Garden immediately but provides a long-term benefit because the principal is held in reserve in perpetuity.

If you are interested in a naming opportunity at The Garden, please contact the Garden's Development Officer, Lorraine Frigolet, for further information at Lorraine@thegarden.org or at 619-660-0614, ext. 15.

BECOME A "FRIEND OF THE BUTTERFLIES"!

The "Friends of the Butterflies" are donors who are committed to supporting The Water Conservation Garden's Dorcas E. Utter Butterfly Pavilion and its related educational programs. By joining the "Friends", you will help ensure that The Pavilion serves as an educational resource in perpetuity, so that others may learn about the critical role butterflies play in San Diego's ecosystem.

Donors will receive a handcrafted, custom-engraved, unique glass butterfly that will be displayed prominently in the "Tree of Friends" in the Butterfly Pavilion courtyard. The size and placement of your butterfly will be commensurate with your donation. **To become a "Friend", please visit www.thegarden.org, or contact Lorraine Frigolet at lorraine@thegarden.org.**



Donor-recognition stained glass butterflies on display in the Gift Shop.

SEEKING TEAM BUTTERFLY DOCENTS!!



Are you interested in becoming a butterfly ambassador? Do you want to help teach the public about drought-tolerant, butterfly-friendly plants, butterfly lifecycles, and the importance of butterflies in the ecosystem? If so, we want to hear from you!

To learn more about volunteering for Team Butterfly, please contact Pam Meisner, Education Director, at 619-660-0614, x13.



CONSERVATION IN ACTION

2013 California-Friendly Landscape Contest Winner



John and GERALYNN Orcutt's award-winning California-Friendly Landscape.

For many years, The Garden has hosted the awards ceremony for the winners of the “California-Friendly Landscape Contest”, sponsored by several San Diego water agencies who each select a winner from their district. This year's award ceremony was held in The Garden's amphitheater on Saturday, May 18.

John and GERALYNN Orcutt, residents of Chula Vista who are customers of the Otay Water District – the same district that supplies water to The Garden – were recognized by Otay and presented with a \$250 gift certificate. The Orcutts' landscape is now not only much more beautiful and interesting but it also saves them money. In fact, after participating in Otay's “Cash for Water Smart Landscape” turf



L to R: Mitch Thompson, Board Member, Otay Water District; John and GERALYNN Orcutt award recipients; Richard Namba, Otay Water District Water Conservation Specialist.

removal program twice to remove a total of 2,820 square feet of grass from their landscape, the Orcutts report a 69% decrease in their monthly water usage from 2012-2013! On their journey to becoming more water-wise, the Orcutts say that they visited The Water Conservation Garden many times for ideas and inspiration and employed the considerable talents of designer Linda Whitney (www.gardenretreat.com) to create their dream water-saving landscape.

The Garden congratulates John and GERALYNN Orcutt, and all the winners of the this year's *California-Friendly Landscape Contest*. For more information about the contest, please visit www.landscapecontest.com.

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.

IN MEMORIAM



Michael Grisdale 1940-2013

By Marty Eberhardt, former Executive Director, Water Conservation Garden

The Garden has lost a friend whose gentle, thoughtful, steadying influence led us through the enormously complex transition from an organization governed by six public agencies to a private nonprofit organization. It would be difficult to overestimate Mike Grisdale's importance to The Garden's current success.

Mike joined the original Friends Board, a fundraising group, in 2006. Soon afterward, The Garden embarked upon its historic transition from a joint powers authority to a nonprofit. Mike had the kind of professionalism that gave the water agencies confidence as we negotiated the transfer of assets and ongoing public support, changed our legal status, developed a new brand, built a new board, and came up with a new compensation and benefits package for Garden staff, all the while maintaining the quality of the exhibits and programs that are the reason for The Garden's existence.

I can relate a telling anecdote during this period. The Joint Powers appointed a committee to review the resumes of the Friends Board members who would soon be managing The Garden. Mike presented a resume which listed a B.A. from Harvard in Government, an M.B.A. in Marketing from Stanford; positions as Marketing Director and Vice-President of Marketing for several international corporations, and his own consulting business working with both for-profits and nonprofits. It also listed board work for a dozen nonprofits. A water agency official commented dryly, “Mike, I just don't know if you're qualified enough.” Mike saw the transition through and retired from the Board in July 2011.

We join his family in sorrow at his death, but we celebrate the quiet, effective leadership, intelligence, dedication, and grace that characterized all he did, and which provided a firm foundation for the future of The Water Conservation Garden.

FOCUS ON PHILANTHROPY



Planned Giving: Sustain The Garden when you plan your future!

Planning for your future can include a gift to The Garden via several planned giving tools. You can help ensure The Garden's future by creating a trust while you are

living or by including The Garden in your will.

Another way is through the use of appreciated securities to fund your gifts, often unlocking greater income while eliminating, or at least reducing, capital gains tax.



The Garden is grateful to Bennett & Associates for donating \$12,500 worth of architectural services earlier this year. Bennett & Associates conducted a series of workshops with Garden staff to develop an important preliminary assessment in preparation for a long-term master planning initiative to launch later this year.



The Garden wishes to thank NV5 Nolte for its contribution of professional services valued at approximately \$3,000. In April, Nolte conducted a comprehensive updated survey of The Garden's site, enabling plans for future facilities expansion to move ahead.

Garden supporters who are 70½ or older can use their IRAs to make a gift of up to \$100,000 to The Garden without reporting the withdrawal as taxable income. Donations must be made by December 31, 2013. Another excellent way to provide a donation to The Garden is by gifting real estate which is then sold, with all proceeds going to The Garden.

For more information about planned giving please contact your estate-planning attorney or Development Officer Lorraine Frigolet at Lorraine@thegarden.org or 619-660-0614, ext. 15.



Dr. Jean Immenschuh introduces her desert tortoises to Garden Education Director Pam Meisner.

"Seed" Donation Received for Future Desert Tortoise Exhibit!

Dr. Jean Immenschuh, long-time Garden member and supporter, has given an initial "seed" donation for a desert tortoise exhibit at The Garden. She wants people to learn more about this amazing animal and its role in our desert environment. The exhibit will be the new home for the desert tortoises that she has taken care of for many years.

Thank you, Jean, for your support and for caring about these wonderful creatures!

The following donors generously contributed to The Garden during March 2, 2013 - June 1, 2013

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New or Renewing Members March 2, 2013 - June 1, 2013

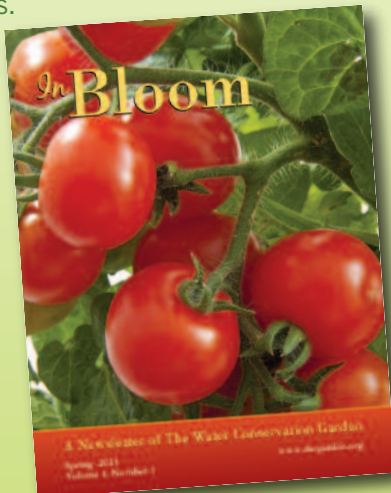
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For more information, contact Director of Marketing
Elizabeth Ramos at elizabeth@thegarden.org
or 619-660-0614, x14.



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 Nursey** – 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)
- **Walter Anderson** – Point Loma, Poway (walterandersen.com)

For more information on Garden membership, visit www.thegarden.org.