We’re all about growing...

CEDAR VALLEY
ARBORETUM &
BOTANIC GARDENS
Annual Report – President’s Message

2010 – We’re all about growing . . . Why does it matter?

President’s messages almost always talk about what a great year it’s been, and that’s certainly an accurate description of the Arboretum’s past twelve months! Examples – during 2010 we built a new pergola for our rose garden, we increased our number of volunteer service hours by 55%, increased our number of members by 15%, and added many new plantings. See our “2010 Season Accomplishments” for more examples.

This year, however, my message will mostly address the larger importance of having a “great year,” and continuing to grow. Why does it matter that our community has a first rate public garden and arboretum?

1. It matters to children. Every year the Arboretum serves more children and helps them get “unplugged” from electronic media. It helps move them outside where they can get healthy exercise and begin to establish a positive bond with nature and the out-of-doors. Every year we increase the number of children served, and the different opportunities we offer them. People who are concerned about childhood obesity and those who are looking to the future stewardship of our environment document the importance of connecting children with nature at early ages.

2. It matters to employers and community boosters. Employers use the Arboretum as part of the quality of life enhancements which our Cedar Valley can provide to potential new employees. Also, all citizens get bragging rights about our first rate public garden! It’s a great place to bring out of town visitors and the Arboretum attracts tourists to our community as well.

3. It matters to Cedar Valley residents who want to improve the appearance of their property and/or those who enjoy gardening. At the Arboretum, home gardeners can learn, through classes and living examples, of best practices, superior plants, and different ways of beautifying their homes in green ways. The Arboretum’s variety of types of gardens represents different flowers, shrubs, trees, etc. that grow well in our community.

4. It matters to people who want beautiful outdoor weddings! The rose garden at the Arboretum is frequently described as the most beautiful outdoor place that could be imagined to celebrate important life events. Since our pergola was built, our number of wedding rentals has tripled!

5. It matters to people who value Iowa land and heritage. In a cooperative arrangement, the Arboretum rents 74 acres from Hawkeye Community College. As local development of our community proceeds outward, these acres are maintained by the Arboretum in an environmentally sustainable way, preserving them and adding valuable flora and fauna.

And we know that it matters to you. Thank you for your vital past support and interest. I encourage you to enjoy our wonderful green place this year. Take time to . . . stroll the paths, listen to the birds, watch the butterflies, smell-see-touch the flowers, stand in awe of the ever taller trees, and be grateful that our community has this green place.

Pam Hays, President
Board of Directors
2010 Season Accomplishments

On-site volunteers logged a record breaking 855 group hours and 1,863 individual hours to accomplish the following (plus so much more):

- Redesigned the weekend greeter program. Using greeters on the weekends was an excellent way to help our visitors interact with the gardens and grounds.
- Plant identification tags were added in several of the main gardens, as well as directional signs to help direct visitors.
- Removed the front gates to the entrance and reused them as decorative backdrop panels to the entrance.
- The existing entrance flowerbeds were then reshaped and planted with perennials and spring-flowering bulbs.
- Constructed a beautiful new cedar pergola. Four new cedar planters were also constructed and companion plants of hardy perennials and spring-flowering bulbs were added to the flowerbeds.
- The Cedar Falls Rough Risers Kiwanis Club repaired the south side of the Head House, stripping off damaged lumber and replacing it with new. Later in the season, the whole building was repainted.
- Hosted successful Memorial Day Event, Mid-Summer Celebration, Wine & Scarecrows and the Fall Harvest Festival.
- Volunteer committees worked diligently to improve on-site programs and events as well as fundraise to meet our annual operating budget.
- A Site Development Plan was created with plans prioritized for further development of the Arboretum over the next 3 to 5 years.
- Super Sprout classes (18 mos. to 3 yrs.) were added to our educational offerings along with a wider variety of adult classes successfully introducing new participants to the Arboretum.
Learn…

What a wonderful summer of classes we had this year at the Arboretum!

We couldn’t have asked for better summer weather, which led to a lot of fun in the Children’s Garden! Our Terrific Tadpoles (ages 3-5) and Friendly Frogs (ages 6-8) continued and we added an additional Super Sprouts round of classes for ages 18 months to 3 years. A huge thanks goes to the parents and grandparents who attended the Terrific Tadpole and Super Sprout classes with their little ones!

Of course all of the children who had attended in prior years were amazed to see how Jake, our corn snake, has grown. Special thanks go to our Partner in Education, Orange Elementary, who takes care of Jake in the winter months and to their student’s parent who donated a larger aquarium for him!

Story time was a great success with growing numbers again this last summer! Our wonderful storytellers and train engineers delighted children of all ages at each Wednesday story time! Of course, watching Jake eat is always a big hit as well.

2010 was the 8th year of the “Petals and Blooms” program which brought together children and adults with disabilities to form meaningful relationships while learning about nature.

Adult programming was also very popular with more classes added in 2010 ranging from photography to garden and landscape design, herb gardening, composting and more.

Summer seems far off but shall soon return and we will once again be playing and learning in the gardens.

We hope to see you again in our 2011 classes!
Thank you for supporting the Arboretum’s 12th annual Fall Harvest Festival!

The 2010 theme was *Scarecrows in Wonderland*. From the Saturday evening fundraiser to the Sunday family festival, the weekend was enjoyed by over 1,500 visitors, despite the dreary weather. In its second year, *Wine & Scarecrows* was a fundraising event with all proceeds helping support the Arboretum’s general fund. Guests sipped wine while strolling through the music-filled gardens, enjoyed the artistry of Deb Ewoldt from Blacksmith Boutique, bid on silent auction items, and ate a delicious pork dinner in the gardens. Make sure not to miss this event next September! The Sunday free festival included an open-air market, petting zoo, food vendors, and children’s games and craft activities while over 130 scarecrows were displayed in the gardens.

Thank you to the events’ major Sponsors: *City of Waterloo Hotel Motel Tax Fund, Crossroads Center, Northeast Iowa Family Practice Center, Service Roofing Co., Waterloo Implement, John & Cheryl Waters, and Mix 93.5.*

Thank you also to the business and individual in-kind donors and scarecrow sponsors listed below, over 125 volunteers, and free entertainers.

We hope to see you at this year’s *Wine & Scarecrows* celebration *September 17th* and Festival on *September 18, 2011*!

**SCARECROW SPONSORS**

- Aspro, Inc.
- B & B Builders
- Black Hawk Hotel
- BMC Aggregates L.C.
- Conrad, Kelly & Tony
- Koch Construction
- Leymaster Tile
- Liberty Bank
- Plumbers & Pipefitters Local 125
- Ravenwood Nursing and Rehab
- Restoration Services
- Service Roofing Co.
- Watco Construction, Inc.
- Waterloo Convention & Visitors Bureau
- Wehner, Carl & Wanda

**IN KIND DONORS**

- Abben, Janet
- Acton, Karen
- Aronowitz, Mollie
- Bancrofts
- Bartels Lutheran Retirement Community
- Basket of Daisies
- Black Hawk Waste Disposal, Inc.
- Cedar Valley Garden Railway Society
- Close, Bill
- College Hill Arts Festival Committee
- Design Studio
- Dixon, Terry
- East Central Iowa Coop
- Ewoldt, Deb
- Fareway
- Flammang-Roper, Deb
- Fratzke, Mary
- Gallagher-Bluedorn Performing Arts Center
- Garrett, Carol
- Harmony House
- Hudson Hardware Plumbing & Heating
- Hy-Vee Floral
- Isabelle Originals
- Ivy Threads
- Kittrell, Keri
- Lue, Cassie
- Maynard, Lynsie
- Maynard, Mary Ellen
- McJulie Studios
- Messerly, Julie
- Meyers Nursery
- O'Donnell Ace Hardware
- Olsson, Ann
- Orange Elementary
- Peoples Company-Cedar Falls
- Primrose, Beth
- Reindl, Lisa
- Robinson, Randy
- Sam's Club
- Schuerman, Bill
- Sharky's BBQ
- Silos & Smokestacks
- UNI Panther Athletics
- Vintage Iron Door
- Wal-Mart Waterloo
- Wapsie Pines Landscaping
- Waterloo Implement
- Wells Hollow Landscaping
- Western Home Communities
- Winkowitsch, Darren
In 2010, hundreds of dollars of plant material and other items were donated thanks to the many volunteers and community gardeners that tend the gardens throughout the season. There are too many to list here, but the Arboretum thanks you for your financial support and volunteer hours. The gardens are bright and beautiful with color because of you! We also thank the many Cedar Valley businesses that have given in-kind gifts throughout 2010.

### In-Kind Gifts & Services

<table>
<thead>
<tr>
<th>Amount</th>
<th>Donors</th>
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<tbody>
<tr>
<td>$100-$249</td>
<td>Andrews, Harold &amp; Audrey, Brown, Barbara &amp; Clarence, Burk, Mary Ann &amp; Peter, Cedar Falls Garden Club, Craven, Roberta &amp; Howard, Durham, Jerry &amp; Kathy, Erpelding, Ken &amp; Connie, Flanders, Pam &amp; Michael, Garrett, Jack &amp; Carol, Green, Kathy &amp; Reg, Hofner, David, Jackson, Steve &amp; Terri, Johnson, Glen &amp; Irene, Kruger, Dennis &amp; Holly, Langlas, Margaret Y.</td>
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<tr>
<td>$250-$499</td>
<td>Andrews, Harold &amp; Audrey, Brown, Barbara &amp; Clarence, Burk, Mary Ann &amp; Peter, Cedar Falls Garden Club, Craven, Roberta &amp; Howard, Durham, Jerry &amp; Kathy, Erpelding, Ken &amp; Connie, Flanders, Pam &amp; Michael, Garrett, Jack &amp; Carol, Green, Kathy &amp; Reg, Hofner, David, Jackson, Steve &amp; Terri, Johnson, Glen &amp; Irene, Kruger, Dennis &amp; Holly, Langlas, Margaret Y.</td>
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<td>$500-$999</td>
<td>Andrews, Harold &amp; Audrey, Brown, Barbara &amp; Clarence, Burk, Mary Ann &amp; Peter, Cedar Falls Garden Club, Craven, Roberta &amp; Howard, Durham, Jerry &amp; Kathy, Erpelding, Ken &amp; Connie, Flanders, Pam &amp; Michael, Garrett, Jack &amp; Carol, Green, Kathy &amp; Reg, Hofner, David, Jackson, Steve &amp; Terri, Johnson, Glen &amp; Irene, Kruger, Dennis &amp; Holly, Langlas, Margaret Y.</td>
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<tr>
<td>$1,000-$4,999</td>
<td>Andrews, Harold &amp; Audrey, Brown, Barbara &amp; Clarence, Burk, Mary Ann &amp; Peter, Cedar Falls Garden Club, Craven, Roberta &amp; Howard, Durham, Jerry &amp; Kathy, Erpelding, Ken &amp; Connie, Flanders, Pam &amp; Michael, Garrett, Jack &amp; Carol, Green, Kathy &amp; Reg, Hofner, David, Jackson, Steve &amp; Terri, Johnson, Glen &amp; Irene, Kruger, Dennis &amp; Holly, Langlas, Margaret Y.</td>
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<td>$5,000+</td>
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### Grants

- City of Waterloo Hotel Motel Tax Fund
- Guernsey Charitable Foundation
- Green Scene of Black Hawk County
- Stanley Smith Horticultural Trust

### Endowment Contributions

- Burk, Mary Ann & Peter
- Sessler, Kathryn

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Have you considered putting the Arboretum in your will? Besides a bequest, there are also many ways to give a planned gift to the Arboretum. The Arboretum will be happy to work with you or your financial advisor concerning this. One planned giving option is to donate to the Arboretum's Endowment Fund, managed by the Community Foundation of Northeast Iowa. Contact the Community Foundation at 319-287-9106 or visit http://www.cfneia.org for further information if this is an option you prefer.
Friends of the Arboretum

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Andersen, Donna R.
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Young, Melinda
Zhorne, Arleen

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Koontz, Rick & Bea
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Luz, Larry & Marcia
Martin, Valeria
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McCaustland Laylin, Linda
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Miller, Sharon & Donn Harris
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Morrison, Maxine
Mukai, Teru & Karen
Nagle, Janis
Nerison, Margaret
Niemeyer, Rose Mary
Opheim, Barbara & Kent
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Peterson, Bob and Dianne
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Poling, Keith & Sara
Purcell, Mary
Rasmussen, Don & Marlene
Ratkein, Ruth & Ned
Reed, Jack & Donnita
Rogers, Bruce
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Schuerman, Sue & Bill
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Shirey, Craig & Nancy
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Slaieku, Duane & Doris
Tepic, Kim & Esnad
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Veldhuizen, Iann & Roger
Voigt, David & Anabeth
Vore, Mary & Joan Webster
Warren, George & Mary Ellen
Waterloo Convention & Visitors Bureau
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Wellnitz, Lorene & Hank
Willy, Joyce & Paul
Zager, Phyllis

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Christensen, Ross and Pat
Friedman, Nancy & Bob
Kammerdiner, Paul
Wright, Jack & Dorothy

Circle of Friends
Hays, Pam & Al
Rewerts, Kay & Steve

Your Friendship Matters

Thank You!
In Memory of John & Desmond
Donald & Donna Hoffman

In Memory of Ernest Doeden
Melinda Young

In Memory of Kevin D. Grey
Cynthia Grey

In Memory of Lois Hansen
Barbara Higgins

In Memory of Pearl Hawkins
Thursday Weed & Unwind Volunteers

In Memory of Raymond F. Koenig
Cedar Valley Men’s Garden Club
Donald & Donna Hoffman

In Memory of Leonard Kristiansen
Thursday Weed & Unwind Volunteers

In Honor of The Locke Family
Locke Funeral Home

In Honor of John R. Miller
Brad A. Miller

In Honor of Marilyn Miller
Dale & Evie Waack

In Memory of Ivan and Virginia Myers
Iann Walker-Veldhuizen

In Memory of Mildred “Rosie” Pedersen
Republican Women of Black Hawk County

In Honor of Bruce & Luann Rickert
Jeff & Bonnie Rickert

In Memory of Sylvia Schnoebelen
Donald & Donna Hoffman

In Memory of Arnold Webster
James & Janice Fitkin

**UPCOMING EVENTS FOR YOUR CALENDAR**

**Annual Meeting**
Please join us as we celebrate our 2010 accomplishments and look forward to this season.

**Thursday, April 14, 2011**
5:30-6:30 p.m.

Northeast Iowa Family Practice Center
Medical Arts Building Atrium
2055 Kimball Avenue
Waterloo, IA  50702

**Mid-Summer Celebration**

**July 28, 2011**
6-7:30 p.m.

In appreciation of your support.

**An Evening of Wine & Scarecrows**
Saturday, September 17, 2011
4:30 to 7:00 p.m.

**Fall Harvest Festival & Scarecrow Contest**
Sunday September 18, 2011
11:00 a.m. to 4:00 p.m.