



GROWING CONNECTIONS

Conservation: Protection and Preservation of Native Species and Habitats



New England Wild Flower Society has established visionary goals for the future: By the year 2025, all native plants of the New England region will exist in vigorous populations within healthy, balanced, and natural ecosystems, with suitable protections that allow these ecosystems to adapt and evolve over time. Citizens will be actively engaged in the conservation of our native plants, while enjoying them in the wild and in their own gardens.



Nation's Oldest Plant Conservation Organization Leads The Way

For more than 100 years, New England Wild Flower Society has protected and preserved native plants through education, horticulture, habitat preservation, and advocacy. Now plants are imperiled by threats unprecedented in their extent and impact: loss of habitat, invasive nonnative plants, and global climate disruption.

To continue our conservation success, the Society undertakes two bold and complementary projects: building a **Native Plant Center** and endowing the **Online New England Flora**.

The **Native Plant Center** extends our horticultural expertise and enterprise. The new green building, at Nasami Farm in Whately Massachusetts, will be central to our nursery operations – advancing our mission while increasing earned income. Its location in the Pioneer Valley expands our reach to western Massachusetts, New Hampshire, Vermont, and Connecticut.

The **Online Flora** will bring botany – the knowledge of wild plants – into the hands of beginners and professionals alike. Answering the

question “What is this?” inspires and enables us to promote the preservation of plants in their natural habitats. The **Online Flora** will be the first comprehensive field guide to the native plants of New England available on the internet.

Your participation in these two important initiatives will protect and preserve native plants and habitats at this critical time and for generations to come.

Please join us.



“Nature is a language and every new fact one learns is a new word. . . . I wish to learn this language, not that I may know a new grammar, but that I may read the great book which is written in that tongue.”

- Ralph Waldo Emerson



To learn more about our vision for plant conservation leadership, visit www.newfs.org/about/vision



NATIVE PLANT CENTER

Vital to Our Conservation Mission

Just off Interstate 91 in the Pioneer Valley town of Whately, Massachusetts, hundreds of native plant species – perennials, trees, shrubs, vines and ferns – are growing and thriving at Nasami Farm Nursery and Sanctuary. There, New England Wild Flower Society will build the **Native Plant Center**.

For 30 years, the Society has been perfecting techniques to propagate and grow more than 800 species of native plants, selling them as an alternative to wild-collected plants. At Nasami Farm, we are producing over 75,000 plants annually, increasing production year-by-year, and selling them to homeowners, landscape designers, ecologists, and towns.

Now it is time to grow and to make new connections.

New England Wild Flower Society will build the **Native Plant Center**, a retail, education, and business center for our Nasami Farm Nursery and a gateway to Nasami Sanctuary. The LEED-certified

Native Plant Center will feature an indoor and outdoor sales area, where visitors will purchase plants and learn how to grow them, along with seed-drying and cold rooms that are vital to our conservation program.

Inside the multi-purpose room, students, members, and volunteers will take classes, help with seed cleaning, and participate in community projects. The large covered porch and adjacent gardens will provide outdoor venues for hands-on propagation experiences and planting demonstrations. The **Native Plant Center** – much more than a building – is central to our horticultural strategy for preserving wild plants.

NATIVE PLANT CENTER
3,834 SQ FT (Enclosed)
7,151 SQ FT (Roof)



The **Native Plant Center** is designed by Architerra, Inc. of Boston, to be a sustainable building eligible for the Leader in Environmental and Energy Design (L.E.E.D.) certification by the U.S. Green Building Council. Plans for the **Native Plant Center** reflect the highest standards of environmental responsibility and design and respect the traditional architecture of the Pioneer Valley. Nasami Farm will be the first nursery facility to earn the L.E.E.D. distinction and will become a model for other nurseries and garden centers.

ARCHITERRA



SPKAKING FOR PLANTS

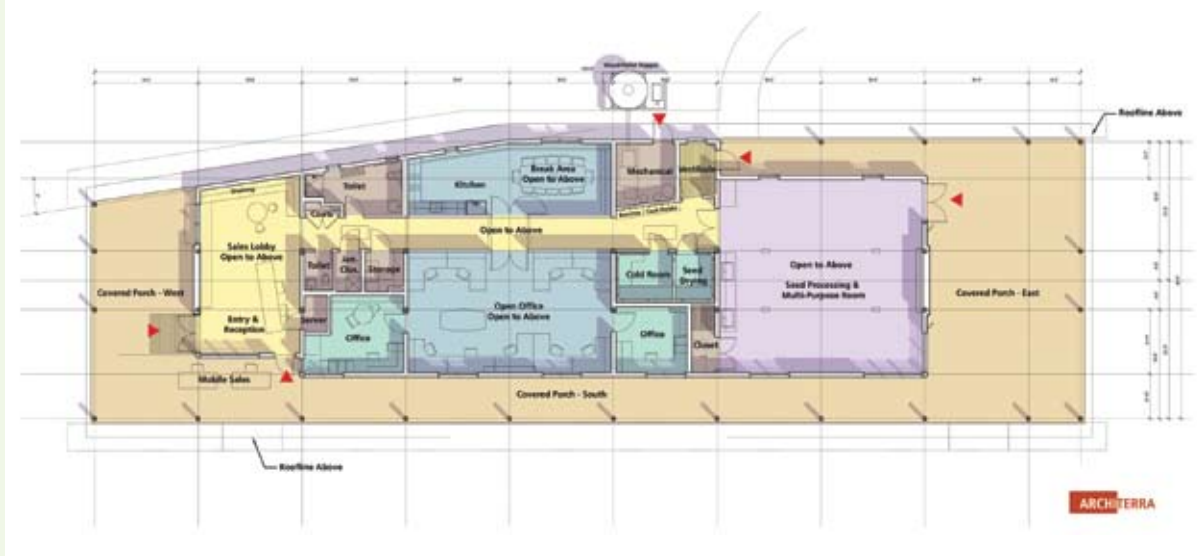
Matt, Dan, Vassar, Emily, Polly and Karen Pierce

Three generations of native plant advocates

“Our children are continuing a tradition, with both their grandparents and parents telling them of the importance of plant preservation. Vassar, now 23, is currently working on the “No Child Left Inside” initiative in Maine. He is combating ‘Nature Deficit Disorder’ and working to get kids out from in front of TV’s and computers to enjoy the outdoors. His efforts, and those of the entire family, reflect our understanding of the importance of biodiversity, preserving native plants and their habitats, having native plants available to the public, and supporting botanists in their important conservation work. What is more important than educating the public and inspiring children to become our future stewards?” - Karen and Matt Pierce



To view renderings of the **Native Plant Center** and follow the construction schedule and progress updates, visit www.newfs.org/visit/nasami-farm



Growing Markets Preserve and Protect Native Plants

The **Native Plant Center** at Nasami Farm Nursery expands our business opportunities. We combine our horticultural expertise and enterprise to support native plant conservation profitably. In the past three years, demand for native plants has increased dramatically, making a significant impact on the Society.

Nursery sales provided 40% of the Society's earned income and nearly 16% of our overall budget in 2007. When Nasami Farm and the **Native Plant Center** are fully operational, the nursery will produce more than 200,000 plants annually, potentially generating 65% of

our income and 40% of the overall budget. Increasing earned income builds capacity, programs, services, and influence.

Nasami Farm's **Native Plant Center** will help us develop and promote new ecological industries. Green roofs are becoming part of urban planning solutions in the United States, and the Society recently provided plants for the green roof at the Massachusetts College of Art and Design in Boston. We are seizing the opportunity to establish standards for native plant selections for green roofs, another avenue of leadership.

We are also combining our propagation and ecological expertise to support habitat restoration, including growing 12,000 Atlantic white cedar trees to help the town of Plymouth restore abandoned cranberry bogs to cedar swamp habitat. Projects like this lie at the heart of our conservation mission.



SPEAKING FOR PLANTS

Josh Crofton-McDonald

High school senior whose Eagle Scout project was removing invasive plants and planting natives

"As a result of my project, I learned the value of maintaining natural environments. With generous plant and membership donations from New England Wild Flower Society, I was able to exceed my original goals. I learned that if we let a particular ecosystem overgrow with invasive plants, the removal process is 100 times harder. My advice to others: Do not let invasive plants gain a foothold in your garden. Some of them might look pretty now, but they will quickly overrun a yard and kill the native inhabitants. I hope that Nasami Farm's Native Plant Center will be a place where others will learn similar lessons of promoting native plants."



The 80-acre Nasami Farm Sanctuary preserves a biologically rich mosaic of fields, forest, brooks, wet meadows, and beaver-dominated wetlands. The Mill River winds through the property and flows through the ancient glacial valley, often flooding its banks and adding to the natural dynamics of the land. Designated “critical natural habitat” by the Massachusetts Natural Heritage Program, the unique ecosystems of Nasami Sanctuary support several rare species. Together the state and the Society permanently protect the ecological well being of the Pioneer Valley. The Native Plant Center will provide a gateway to this Sanctuary – a birder’s paradise and a naturalist’s dream.



Native Plant Center Helps Ensure Survival of Native Plants

Seeds are vital to conservation. At the core of the **Native Plant Center**, a seed drying room will enable long-term storage – seed banking – of rare plants. With climate change, more plants will become rare

and some, extinct. The Society’s expanding seed-banking program will insure that the preserved species can be restored to natural habitats in the event of an environmental catastrophe.



Next door, the cold room will provide treatment for successful germination. Mimicking the humidity and temperatures of New England winters, the cold room creates conditions to encourage native seeds to germinate. Species that are most difficult to propagate – and thus at greater risk of being collected from the wild – can be produced by the Society in enough volume to discourage such collection. In addition, we will continue to research the best ways to grow endangered species, using horticultural techniques for conservation of New England’s ecological communities.

The connections we make at Nasami will be part of our enduring legacy: people and plants growing together to improve the quality of life for all. The cost is \$2.8 million.

Your support of the **Native Plant Center** will create a destination for gardeners and naturalists, increase the Society’s capacity to promote sustainable horticulture and ecological restoration, prevent collection of wild plants, and preserve native plants through seed-banking – all while increasing earned income.



SPEAKING FOR PLANTS

Gina Foglia

Landscape designer

“The natural world is dynamic and ever changing, yet always balanced. Sustainable design is informed by what we observe and learn from the habitats around us, where we see beauty and life that we must respectfully safe-keep for generations to come. For me, the crux is that humans are part of nature, yet often choose to manipulate natural resources in ways leading to imbalance in nature. How much manipulation can life in the natural world experience before we risk extinguishing our own? We are not sure. We have more to understand about the balance of life around us that supports our own, and the Society is helping us learn.”





ONLINE NEW ENGLAND FLORA

Knowing About Plants Leads to Action

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All life depends on plants. Plants, in turn, depend on the active engagement of informed, energetic, and hopeful citizens. Those of us who care about the preservation of native plants and cherish New England's natural landscape share a passion that we can trace back to a simple curious moment when we asked: "What is it?"

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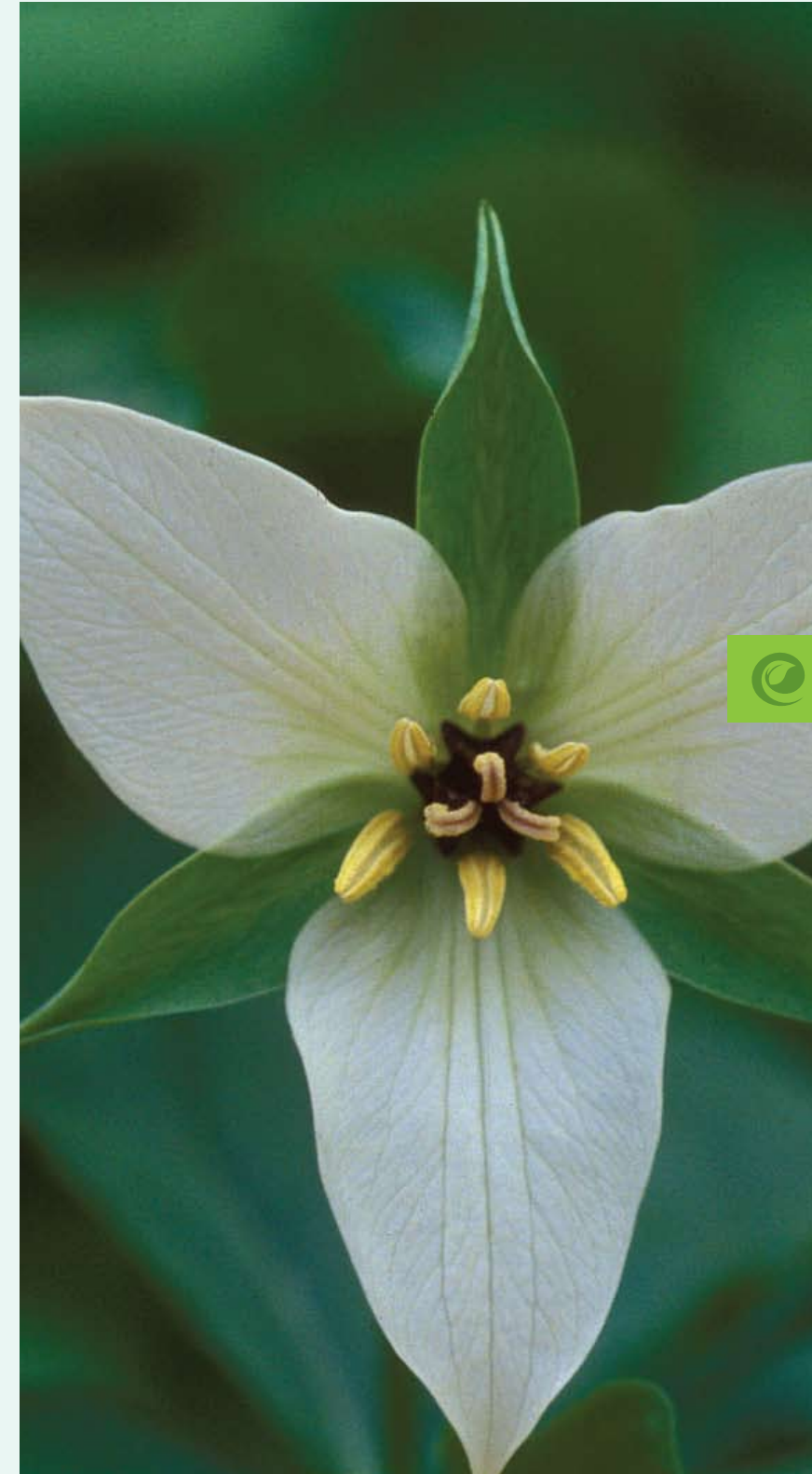
Now we stand together – amateur and expert gardeners, educators, landscape professionals, conservation advocates, civic leaders, students, professional botanists and nature lovers – to bring to life a powerful, collective response. New England Wild Flower Society's **Online New England Flora** will answer our questions about and enrich our understanding of plants. Building on the Society's legacy of leadership, this rich resource will create a compelling and durable connection between people and plants.

No website specifically designed for the identification of native plants of New England exists. Nor is there a website that matches botanical identification to the individual needs of the user. Designed to personalize and enrich botanical exploration, the **Online Flora** will present more information and images than the most comprehensive printed field manuals.

The **Online Flora** will be as dynamic as the wild flowers it is created to protect. Downloadable to hand-held devices like smart phones and personal digital assistants, the **Online Flora** will enable botanists to travel lightly in the field with the most up-to-date information about the plants they are studying.

With its three types of identification keys, the **Online Flora** will provide a progression of experience with plant identification and allow users to attain greater facility as they continue to use the website and learn.

Online New England Flora marks a huge shift away from static, book-based manuals and towards accurate, timely, and thoroughly accessible online research.



SPEAKING FOR PLANTS

Barbara Grunden

Conservationist

"We were out in the field today looking for *Chamaecyparis thyoides*, Atlantic white cedar (rare in Maine as at the northern end of its range). Plants at the edge of their range often have greater genetic diversity than those where the plant is common. That's why it is important to survey this plant in Maine. An up-to-date *flora* on the computer will save time in the field. Using printed keys is a wonderful exercise, but it is also time-consuming and not always accurate. Being able to identify a plant and establish its relationship to other plants gives us a predictive power of the possible chemicals that a particular plant might have. It gives us a launching point in investigating the properties of the plant. As we're just beginning to fully appreciate, preservation of our flora is a key to our survival on our home planet, Earth."



Online Flora Will Revolutionize the Study of Native Plants

Imagine an online resource with precise information and multiple linked references on the full range of New England plant species. The **Online Flora** will provide instant plant identification along with extensive descriptive, geographical, ecological, graphical, illustrative, and image-based information not found in traditional, print-based flora.

Scientific advances are changing taxonomy and nomenclature so rapidly that no print resource can possibly stay current. As new data come to light, the **Online Flora** will be updated continuously, at a much lower financial and ecological cost than book-based materials.

Picture a class of children as they search for new plants and puzzle out their identities, mixing field- and computer-based learning to discover that botanizing is fun. Children will begin to explore their back yards and bring their findings home to their parents for identification.

Imagine community groups, such as land trust volunteers and garden clubs, spurred by what they learn about plants that grow in their neighborhoods toward becoming informed advocates. Using the **Online Flora**, citizen scientists will learn and pass along the marvel of pollinators, seed distribution and habitats – transforming them into spokespeople for plants.

The **Online Flora** will offer an eye-opening, mind-expanding wealth of words and pictures that can be made available only in electronic format.

Think of professional botanists armed with the most accurate botanical information. Using the **Online Flora**, they can locate and identify rare species, distinguish different forest communities, and recognize unique plant associations. They will become more effective in land-use planning, regulatory permitting, and land management.



SPEAKING FOR PLANTS

Dr. James Graves

Professor and ecologist, winner of New England Wild Flower Society’s 2007 Vermont State Award

“New England Wild Flower Society is a huge inspiration for us, willingly providing a sense of tangible and spiritual support. We like to think of the organization as family, as we are all part of a community that really cares about native plants. Our students and regional conservation efforts benefit from your programs, information, and communication. It is your innovative spirit that will make the greatest difference to the sustenance of the area’s rare plant species.”



Botany: a Key to Plant Conservation

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Botany is an essential strategy for plant conservation – the **Online New England Flora** will be the tool that gives all people knowledge of New England’s wild plants. This tool, this connector, will help assure a vibrant and promising future for New England’s cherished native habitats and landscapes.

The Society’s conservation and technology staff are constructing a prototype of the database and website for **Online Flora**, preparing for a 2013 launch.

We are working with teams of botanists throughout New England to develop the taxonomy and keys. The technology group – both staff and advisors – is using cutting edge technology to design a website that is easy for any user.

Our education staff, joined with a regional task force of environmental educators, is developing associated learning activities targeted to teachers, their students, and visitors to the region’s environmental centers, including Garden in the Woods and Nasami Farm. Our own students – more than 2000 attending 260 courses a year – will finally have one central reference for our plant identification courses and field trips.

Support of the **Online New England Flora** guarantees the Society’s capacity to preserve wild plants in their habitats. Endowment of \$1 million will support a permanent research botanist position and the technological assistance to keep the **Online Flora** accurate and accessible. With your support, we will make this critical connection.

Thousands of plant conservation volunteers will use the **Online Flora** to monitor rare plant populations, conduct inventories, and map invasive exotics. The **Online Flora** will increase the effectiveness of our programs and extend our expertise and enthusiasm to new audiences throughout New England.



 SPEAKING FOR PLANTS

Bonnie Potter

Environmental Educator

“Online New England Flora will be an invaluable tool for engaging more people to learn about and protect our native species because plant identification will be so much more accessible. This readily available information system will provide opportunities for more citizen involvement as well as enhance the work of Plant Conservation Volunteers. I’ve enjoyed being a part of this model program that brings together plant people to learn about, document, monitor and protect local plant populations.”



GROWING CONNECTIONS Focuses on Conservation

Incorporating the Society’s historic strengths in education, research, horticulture, habitat preservation, and advocacy, the **Growing Connections** campaign – the Society’s largest – focuses on two strategic objectives: building the **Native Plant Center** at Nasami Farm and endowing the **Online New England Flora**.

Native Plant Center	\$2,800,000
Endowment for Online Flora	\$1,000,000

Campaign goal **\$3,800,000**

Long-time leaders of New England Wild Flower Society were the first supporters asked to step forward with donations, and they have responded generously. More than 60 percent of the goal has been committed by the first 40 donors.

To encourage additional donors to join in this forward-looking effort, naming opportunities have been established for both the **Native Plant Center** and the **Online New England Flora**. Please join with

hundreds, even thousands of others, who appreciate the beauty and value of native plants in their natural habitats and who seek to preserve and protect our environment, beginning with the fundamentals: plants.

The projects supported by the campaign provide the best opportunity to involve more people in conservation. Join us.

Your financial commitment to Growing Connections will make you a part of the most effective response to unprecedented threats to our environment. When plants are at risk, all of life is threatened.

New England Wild Flower Society’s mission is to promote the conservation of temperate North American flora through education, research, horticulture, habitat preservation, and advocacy. Through leadership and innovation, we mobilize all available resources to conserve our natural heritage of native plants. They are the foundation of our healthy, beautiful, and diverse ecosystem.



SPEAKING FOR PLANTS

Patrick Chassé

Landscape architect, native plant advocate, and winner of the first New England Wild Flower Society Landscape Design Award

“Since my childhood wanderings in the woodlands of northern Maine, I have been interested in the way humans and their cultural paraphernalia fit into the natural fabric of the earth. One of my goals for the landscape is to tie it to its natural context. Utilizing native plants is a way to blend into the regional character without undermining the sophistication of any landscape design. Achieving a balance between concept and context provides the best harmonic for serene living on the land.”



BY THE NUMBERS 2007

Age of our organization: 108 years young member households: 5,267 Volunteers: 1,576 Hours volunteered: 29,983 Value of these contributed services: \$449,745 courses, programs, lectures and field trips conducted annually: 260+ Concentrated certificate program tracks: 4 Students who participate in our courses: 3,658 Students and teachers from Framingham Hemenway Elementary School who participate in our Schoolyard Gardening Program: 150 Plant conservation surveys in 2007: 794 Sanctuaries, including Garden in the Woods and Nasami Farm Nursery and Sanctuary: 10 Acres owned throughout New England: 961 Miles of trails at Nasami Farm: 3.8 Miles of trails at Garden in the Woods: 2.2 Number of rare plant populations surveyed: 845 Connecticut: 108 Maine: 255 Massachusetts: 134 New Hampshire: 160 Rhode Island: 132 Vermont: 55 USGS quads* in New England surveyed to document the presence or absence of invasive plant species in critical native plant habitat for the Invasive Plant Atlas of New England (IPANE): 558 Field actions for IPANE: 4,900 conducted by 450 volunteers, over 3,445 hours. Number of taxa represented in the Seed Bank: 205 Number of populations represented: 410 Books in our Newcomb Library: 4,300 Individual color slides in our Visual Resources Collection: over 35,000 — Plus 15,000 digital images anticipated LEED Gold Standard Certification from the U.S. Green Building Council for the Native Plant Center: One of the first 200 — and the first nursery facility to be certified Size of the proposed Native Plant Center: 6,414 square feet Visits to our information-rich website last year: 774,317 (daily average of 2,115) Anticipated plant

*United States Geological Survey Dissects Ne Into 1300 Geodesic Quad



GROWING CONNECTIONS CAMPAIGN

production at the new Native Plant Center: 200,000 annually (more than 40% of our budget) Plant species covered in the planned Online New England Flora: 3,500 Goal for the New England Plant Conservation Program Alliance: recovery of more than 500 endangered plant species Increase in membership in Western New England since opening Nasami Farm: 78% Expected membership growth: 10% annually Number of visits to Garden in the Woods each year: 36,000 Scope of the Garden's domain: 1,588 Species and varieties of plants (1,422 of which are native to North America and 118 of which are rare or endangered) on 45 acres Rare plant accessions in 2007: 11 Goal for Growing Connections Campaign for the Native Plant Center: \$2.8 million Goal for Growing Connections Campaign for Online New England Flora: \$1 million **Gratitude to our supporters and friends: unquantifiable**



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