



LADY BIRD JOHNSON WILDFLOWER CENTER

Educating people about the environmental necessity, economic value, and natural beauty of native plants.

March/April 1998

Volume 16, Number 2

formerly the National Wildflower Research Center



WILDFLOWER DAYS™ THE NATION'S PREMIER WILDFLOWER FESTIVAL

Celebrate the glorious return of spring with the Lady Bird Johnson Wildflower Center! The Center's annual Wildflower Days Festival is just around the corner. Scheduled for Saturday and Sunday, April 18 and 19, this year's theme is "The Nature of America" and will emphasize the beauty and diversity of the many ecological regions of the United States.

Our keynote speaker is international environmentalist Jean-Michel Cousteau, presenting a talk entitled "Redesigning Our Future."

Mr. Cousteau has spent his life exploring the world's oceans and is an impassioned spokesman for the environment. Reaching out to the public through lectures and a unique educational field study program called *Project Ocean Search*, he speaks to as many as 100,000 students every year.

Instrumental in creating plans for the development of a tropical island in

the Bismarck Sea, Mr. Cousteau was selected by the Malagasy government to participate in a national survey for the environmental protection and development of Madagascar.

He has served as the executive producer of numerous television and cinematic projects documenting the work of his father, environmentalist and ocean pioneer Jacques-Yves Cousteau, including *The Undersea Adventures of Jacques Cousteau* and the Emmy award-winning *Cousteau/Mississippi*.

Sharing the stage with Mr. Cousteau will be a number of nationally acclaimed authors and experts, including nature photographer

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Managing Roadsides Naturally:

The Ecological, Economic, and Aesthetic Benefits of Wildflowers and Native Plants

The Lady Bird Johnson Wildflower Center is hosting a national conference for state officials, department of transportation officials, Federal Highway administrators, and other interested parties from all 50 states. The conference, entitled *Managing Roadsides Naturally: The Ecological, Economic, and*

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Our Name Changes. Our Mission Remains the Same.

Fifteen years ago, the National Wildflower Research Center was founded by Lady Bird Johnson and Helen Hayes to preserve and reestablish native plants across the nation. On March 29, 1998, the Wildflower Center honors Mrs. Johnson by donning a new name -- The Lady Bird Johnson Wildflower Center.

From the Director

It's Spring in the Texas Hill Country.

As I look out over the grounds of the Wildflower

Center, the subtle beauty of winter trees and dried grasses is giving way to budding branches and a dense ground cover of green seedlings. The rains have been especially good in recent months; the winter warmer than usual. Spring will be a little early this year. I anticipate the moment this landscape will reach its peak of wild bloom, hopeful that it might coincide with March 29th, the day we officially adopt our new name—the Lady Bird Johnson Wildflower Center. I am also mindful of the fact that the



Robert G. Breunig,
Ph.D. is Executive
Director

naturalistic landscape we have achieved at the Center is still quite rare.

While in some regions the native plant movement is in full flower, in others it has not yet taken root. This point came home to me recently during a trip to a suburban area outside New York City. There I joined a member of the Wildflower Center on a visit to local nurseries. At each stop we asked for native plant material and information about growing natives but found scant availability and a disappointing level of understanding for our quest. This proved frustrating and disappointing to this member and underscored the need for a strong outreach program for the Wildflower Center.

It is a considerable challenge for the Center and its dedicated members to find ways to bring native

beauty back into parkways, public spaces and home gardens. Yet this is perhaps our most effective means to help counter the widespread loss of native flora that characterizes the developed areas of our world. I invite each one of you to help the Center advance its mission "...to educate people about the environmental necessity, economic value, and natural beauty of native plants." Let's look at some ways members can make a difference.

Become familiar with your regional native flora: Use the Wildflower Center Clearinghouse and promote its use among your friends and neighbors. Visit local botanical gardens and nature centers that display native plants.

Learn about native plant communities and what threatens them. Study

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Founders

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Helen Hayes

Executive Director

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Roadsides

from page 1

Aesthetic Benefits of Wildflowers and Native Plants, will be held at the Wildflower Center in Austin, Texas, from Sunday, March 29 through Tuesday, March 31, 1998.

Managing Roadsides Naturally will be a forum focusing on roadside beautification and conservation efforts across North America. This conference seeks to give new momentum to Mrs. Johnson's vision of roadside beautification and ecologically sound management practices. By providing a venue in which state officials, department of transportation officials, and roadside beautification and management specialists can exchange ideas and initiatives, we hope to clarify the benefits of using wildflowers and native plants along our nation's roadsides.

Texas' First Lady, Laura Bush, will give Sunday's Keynote Address and Lady Bird Johnson

will welcome the group on Monday. Other speakers include:

- ❖ G. Raymond Empson, *President, Keep America Beautiful*
- ❖ Gary Henry, *Landscape Architect, Florida Department of Transportation*
- ❖ Dr. Jon A. Souder, *Northern Arizona University*
- ❖ Barbara Dorr, *Keep Mississippi Beautiful*
- ❖ Elin Doehne, *Founder, Michigan Wildflower Farms*

Managing Roadsides Naturally is a wonderful opportunity to exchange information and to learn about how wildflowers and native plants can be used on our nation's highways.

For more information, or to register for the conference, call Flo Oxley at (512) 292-4200, ext. 116.

From

NEW ENGLAND

Boston, MA: *New England Spring Wildflower Show*, **March 7 - 15**, **Contact:** Massachusetts Horticultural Society, Bay Side Exposition Center, Boston, MA, (617) 536-9280.

Framingham, MA: *Designing a "Natural" Landscape*, **March 21**, **Contact:** The New England Wild Flower Society, 180 Hemenway Road, Framingham, MA 01701, (508) 877-7630 ext. 3303.

The Bronx, NY: *Abons Woodland Volunteer Days*, **Saturdays, April 4 - June 15**, **Contact:** Josh Nelson, Forest Project Manager, (718) 549-3200 ext. 211.

Valhalla, NY: *Native Plants Conference*, **May 16**, **Contact:** Westchester Community College Foundation (914) 785-6670.

SOUTHEAST

Memphis, TN: *Wildflower Open Garden*, **April 5**, **Contact:** Jim Browne, Memphis Botanic Garden, 750 Cherry Road, Memphis, TN 38117-4699, (910) 685-1566 ext. 106.

Birmingham, AL: *Spring Fiesta*, **April 17 & 18**, **Contact:** Birmingham Botanical Gardens, 2612 Lane Park Road, Birmingham, AL 35223, (205) 879-1227.

Palm Coast, FL: *Earth Day*, **April 18 & 19**, **Contact:** Renee Branham or Doug Carter, Washington Oaks State Gardens, 6400 North Oceanshore, Palm Coast, FL 32137, (904) 446-6780.

Chattanooga, TN: *Wildflower Festival and Native Plant Sale*, **April 18 & 19; April 25 & 26**, **Contact:** Debbie Tucker or Joe Schild, Reflection Riding Arboretum & Botanical Garden, 400 Garden Road, Chattanooga, TN 37419, (423) 821-9582.

Charlotte, NC: *Spring Plant Sale*, **April 23**, **Contact:** Dr. Larry Mellichamp, University of North Carolina, Charlotte Botanical Gardens, Charlotte, NC 28223, (704) 547-4055.

Gatlinburg, TN: *The 46th Annual Wildflower Pilgrimage*, **April 23 - 25**, **Contact:** Great Smoky Mountain National Park, Gatlinburg, TN 37738, (423) 436-1290.

Nashville, TN: *The Wildflower Fair*, **April 24 - 26**, **Contact:** Jenny Andrews, Cheekwood Botanical Gardens, 1200 Forrest Park Drive, Nashville, TN 37205, (615) 353-2148.

MID-ATLANTIC

New Hope, PA: *Explore Wildflowers Monthly Field Trips*, **April - October**, **Contact:** Paul Teese, Bowman's Hill Wildflower Preserve, Route 32, PO Box 685, New Hope, PA 18938, (215) 862-2924.

Morgantown, WV: *Spring Wildflower Walks*, **April 12, 19 & 26**, **Contact:** Jon Weems, Core Arboretum, West Virginia University, Morgantown, WV, 26506-6057, (304) 293-5201 ext. 2547.

Far Hills, NJ: *Plant Sale and Earth Day Celebration*, **April 18 & 19**, **Contact:** Surina Rashid, Leonard J. Buck Gardens, 11 Layton Road, Far Hills, NJ 07931, (908) 234-2677 ext. 21.

Troy, OH: *Spring Wildflower Walks*, **April 19 & 26; May 3 & 10**, **Contact:** Debbie Brill, Brukner Nature Center, 5995 Horseshoe Bend Road, Troy, OH 45373, (937) 698-6493.
Dayton, OH: *Cox Arboretum Wildflower Sale*, **April 25**, **Contact:** Cox Arboretum, 6733 Springboro Road, Dayton, OH 45449-3496, (937) 434-9005.

OKLAHOMA/TEXAS

Cuero, TX: *Group Tours of Wildflowers*, **April 1 - 15**, **Contact:** JoAnn Edge, DeWitt County Historical Museum, 312 East Broadway, Cuero, TX 77954, (512) 275-6971.

Austin, TX: *The Wildflower Loop and Tour of Wildseed Company*, **April 11**, **Contact:** Weedpeople, c/o Zilker Garden Center, (512) 477-8672.

Houston, TX: *Wildflower Bus Tour*, **April 18**, **Contact:** Nellene Harvey, Mercer Arboretum and Botanic Gardens, 22306 Aldine-Westfield Road, Houston, TX 77338, (281) 443-8731.

Austin, TX: *Wildflower Days Festival 1998*, **April 18 & 19**, **Contact:** Patricia Alholm, National Wildflower Research Center, 4801 La Crosse Avenue, Austin, TX 78739, (512) 292-4200 ext. 128.

Houston, TX: *Earth Day Celebration*, **April 25**, **Contact:** Houston Arboretum & Nature Center, 4501 Woodway Drive, Houston, TX 77024, (713) 681-8433.

NORTH CENTRAL/MIDWEST

Fountain County, IN: *Guided Tour of Portland Arch Nature Preserve*, **April 25**, **Contact:** Division of Nature Preserves, Indiana Government Center South, 402 West Washington Street, Room W267, Indianapolis, IN 46204, (317) 232-4052.

SOUTHWEST

Tucson, AZ: *Annual Spring Plant Sale*, **March 21**, **Contact:** Lynn Kaufman, Tucson Botanical Gardens, 2150 North Alvernon Way, Tucson, AZ 85712 (520) 326-9686 ext. 27.

Tucson, AZ: *Wildflower Festival*, **April 5**, **Contact:** Prindle Gorman-Oomens, Tohono Chul Park, 7366 North Paseo del Norte, Tucson, AZ 85704 (520) 742-6455.

WILDFLOWER CENTER NEWS

The Compaq Computer Corporation awarded a donation to the Center through their Compaq Technology Assistance Program (CTAP) which will enable the Center to purchase several computers.

The tremendous generosity of our members, as well as grants from the Bamburger Ranch and Trull Foundation, has resulted in funding for our new National Intern Program. Five interns from Maryland, Texas, and Colombia, South America are working with our education staff, gaining valuable experience in botany/horticulture, natural resources management, and environmental education in a garden setting.

Recent grants also were received from the Potts & Sibley Foundation, C. A. Webster Foundation, H. H. Weinert Foundation, Bowling Family Foundation, Mrs. Inez G. Harrison, the Amon G. Carter Foundation, and the Rachel & Ben Vaughan Foundation.

The Center's new beautifully illustrated brochure, *Guide to Native Trees and Shrubs of the Lady Bird Johnson Wildflower Center*, is now available on site. The brochure was made possible by grants from the Texas Forest Service and the Rockwell Fund.

Wild Ideas: The Store is open for the busy spring season following a major expansion project. Mark your calendars for the public grand opening Saturday, April 4. Thanks again to the T.L.L. Temple Foundation for the generous grant making the expansion possible.

The BIG BUGS outdoor exhibit made quite an impression during its visit to the Center. The International Association of Business Communicators awarded three first place *Award of Excellence* certificates to the BIG BUGS adult brochure, the *BIG BUGS for Little People* activity book, and the BIG BUGS public relations campaign. A big thank you to our friends at Bradfield/Martino Advertising for doing such a great job!

Celebrating

Editor's Note: Spring is bustin' out all over! To make sure you won't miss a single brilliant display, the following is a listing of some of the best natural areas across the country to see wildflowers this spring. Our Forest Service guides will introduce you to some of their favorite wildflower spots in their regions. So, read on and remember: Be sure to stop and smell the flowers. Enjoy your spring!

THE SIERRA VISTA NATIONAL SCENIC BYWAY, CALIFORNIA

Renata Rich, Forest Information Specialist

The Sierra Vista National Scenic Byway has wildflowers and so much more! Wildflowers start blooming in March along the 3,000-foot elevation and continue blooming at higher elevations as the weather warms, reaching upper portions of the Scenic Byway in August. It doesn't matter when you come to enjoy the views, solitude, and beauty; wildflowers can be found.

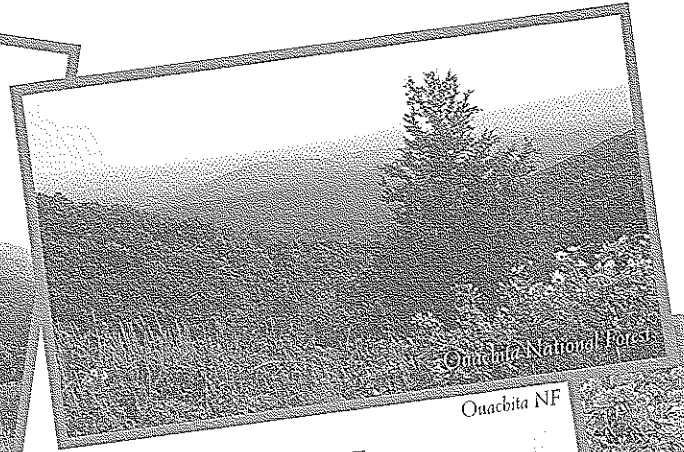
Begin your spring jaunt by exploring the lower elevations of the Scenic Byway and take time to visit the Exact Geographical Center of California. A month later, you'll find spring has moved up the mountain and now offers new species of flowers to appreciate. Take it all in from Mile High Vista and venture a look across the Sierra Nevada to Mammoth Mountain. Just around the corner, dogwoods begin blooming in May. The red snow plants mingle in the pines and cedar, and you can depend on the wild azaleas being in full, fragrant bloom on the 4th of July!

When the summer has heated everything else, the upper portion (7,000-foot elevation) of the Scenic Byway is just welcoming the new flowers as they push back the snow. As the road meanders under Yosemite National Park, around granite domes, and through Beasore Meadows, flowers line the road as if planted on purpose. The meadows are alive with color and variety. Jackass Meadow is a most awesome place to wander and explore. Don't forget your wildflower book, binoculars, and camera. Campgrounds are available all along the route, so come stay awhile.

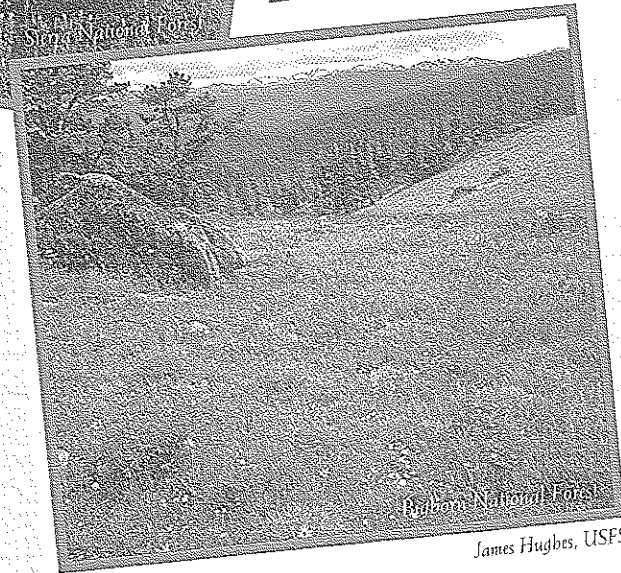
For more information and directions, call Sierra National Forest (209) 877-2218 ext 0.



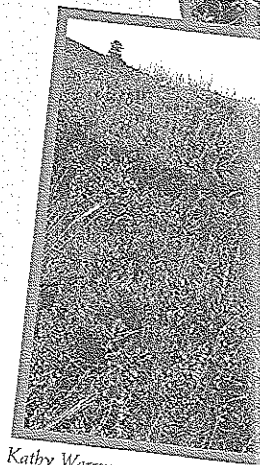
Bob King



Quabita NF



James Hughes, USFS



Kathy Warren

BIGHORN MOUNTAINS, WYOMING

Tom Juntti, Forest Health Management

Nothing I've seen compares with the riot of color when spring graces the subalpine meadows of the Bighorn Mountains of Wyoming. Reds, blues, yellows, whites, and purples are all present in high concentration on the tens of thousands of acres of National Forest right next to the highway between Sheridan and Lovell. Spring arrives late in the Rockies -- last year even later than usual. The meadows were in full bloom when we arrived on June 30 after one of the most severe winters in decades. The red flowers were Indian paintbrush and the blues and purples lupines. A half dozen species were in bloom on every square foot.

Winter wasn't quite over yet. A heavy, wet snow began to fall. The flowers looked all the prettier peeking through their blanket of snow. The next day the snow melted and the bloom continued.

Come walk among these wildflowers, but be sure to bring warm clothing -- I have been snowed on in every summer month!

For more information and directions, call Bighorn National Forest (307) 672-0751.

Wildflowers

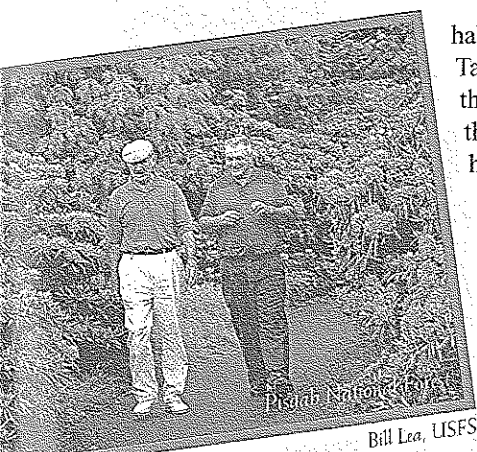
TALIMENA SCENIC DRIVE, ARKANSAS, *Wayne Owen, Forest Botanist*

I came to Arkansas about a year ago from my native Idaho. I made my move expecting to see moss-draped oaks and nut-laden hickories covering low rolling hills and lazy, turtle-rich streams burbling through fern-filled bottomlands. Although I miss my friends, family, and favorite mountain wildflowers, the seductive South has rewarded me with a host of botanical delights.

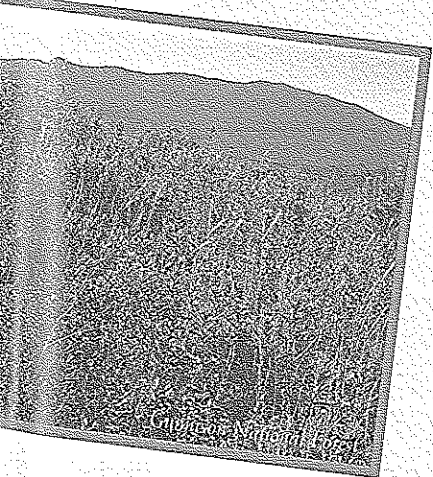
Central Arkansas' Ouachita National Forest is blessed with an impressive bouquet of wildflowers. Spring begins in February with colorful violets and dainty trilliums and hits its full stride around the first of April with grand displays of dogwoods and redbuds. The wildflower season peaks in late April and early May with abundant drifts of bright yellow coreopsis along most rural highways and more exotic treats like lady's slipper orchids in the moist shady bottomlands.

The diversity of wildflowers in the Ouachita National Forest is a result of the range of natural habitats sheltered in its mountains. Last year I took a day trip to the dwarf white oak forests along the Talimena Scenic Drive west of Mena, through the open pine/bluestem prairies north of Waldron, back through the wetlands at Richardson's Bottom east of Story, to my home in Hot Springs. I saw more than one hundred different species of wildflowers blooming that day. Spring in the Ouachitas is heavenly, surely the best the South has to offer.

For more information and directions, call Ouachita National Forest (501) 321-5202.



Bill Lea, USFS



ROAN MOUNTAIN, NORTH CAROLINA

Pat Momich, Forest Interpretive Specialist

Every year I marvel at the incredible floral diversity of the Southern Appalachian forest and its wildflower parade that runs from March through October. But for dazzling color and blooming abundance, there's nothing like walking through the Catawba rhododendrons on Roan Mountain!

Roan Mountain, actually a five-mile ridge reaching a height of 6,286 feet, stretches along the state line between Tennessee and North Carolina. The accessible trails that wind through the natural gardens are part of Pisgah National Forest. You can walk among the tall, rounded rhododendron bushes that have been pruned by wind and winter weather. My favorite spot along the trail is the viewing platform overlooking hundreds of acres of rhododendrons. If you're here around the third week of June, the bushes will be covered by huge magenta blooms.

Beyond the rhododendron gardens, you can explore stately spruce-fir forests and follow the world-famous Appalachian Trail across spectacular grassy balds, vast mountain meadows dotted with flame azaleas and smaller wildflowers such as the blood-red Gray's lily first discovered by Asa Gray on Roan Mountain. In fact, for 200 years, botanists have considered Roan Mountain a treasure trove of rare and interesting plants. So visit us this spring and experience the thrill of wildflower discovery on Roan Mountain.

For more information and directions, call Pisgah National Forest (704) 682-6146.

GUNNISON BASIN, COLORADO, *Gay Austin, Forest Biologist*

My daughter and I stood on the ridge looking out over the wide open Ohio Creek Valley. Snow still dappled the higher mountains in the Gunnison Basin like the spots on a paint horse. This is one of my favorite times of year because of the contrast between the patches of snow and the dark moist earth. The familiar smell of damp sagebrush and phlox wafted across the air; pine needlegrass, squirreltail, and Fendler bluegrass the color of tender Bibb lettuce were beginning to poke up between the sagebrush.

It was the paintbrush, locoweed, and mule's ears on the hillside that had caught my eye. How Mother Nature had created such a brilliant landscape I would never know! Something about the background of the distant mountains and the gray-green sage set off the intense red-orange of the paintbrush and magenta of the Lambert's locoweed, highlighted by the large, yellow sunflower-like mule's ears. There were other flowers blooming amongst the sage: the wonderful-smelling Hood's phlox, delicate pasque flowers, Easter daisies, deep blue low larkspur, chokeberry, yarrow, bitterbrush, scarlet gilia, buckwheat, sugarbowl, kinnikinnik, broomrape, and serviceberry. As I walked along the ridge, my eye caught a soft pink color hidden close to the ground. There between scattered rocks and bitterbrush was a ballhead cactus in full bloom.

It was spring again in the Gunnison Basin. For more information and directions, call Grand Mesa, Uncompahgre, and Gunnison National Forests (970) 641-0471.

Calling ALL KIDS



Festival art by Mary Welborn, *The Future of the Garden*, 20" x 30"

The Great American EcoAdventure is just for you.

It's an exploration of four natural neighborhoods -- the Woodlands, Desert, Prairie, and Wetlands. In each of the natural neighborhoods, you'll learn secrets about plants growing in the neighborhood and discover how they have adapted to survive. There is an EcoAdventure around every corner.

Create woodland creatures from cones, sticks, and other natural objects. Uncover cactus roots and learn how some desert plants store water. Clean prairie seeds and build a seed ball while collecting data on the seed ball's function. Explore the secrets of a wetland environment --

these water plants tell their secrets on the underside of their leaves.

The Great American EcoAdventure includes a take-home travel guide, local highlights, detailed tour information, and, of course, photo opportunities. Specially designed postcards help you chart your course through the Woodland, Desert, Prairie, and Wetland neighborhoods. Road signs along the way indicate slow zones (where wildflowers are at work) and plant crossing zones. Entrances to neighborhoods are clearly marked.

Plan on taking about an hour to complete your Great American EcoAdventure, but be sure to keep plenty of time open for all the other Wildflower Days '98 "Nature of America" events and activities.

WILDFLOWER DAYS

continued from page 1

David Middleton, co-creator of *The Nature of America*, a photographic compilation of North America's greatest parks and wild areas and Angela Overy, author of *Sex in Your Garden*, who will provide a humorous look at the reproductive strategies of garden plants.



Other speakers will include C. Coleston Burrell, author of *A Gardener's Encyclopedia of Wildflowers*; award-winning writer



and photographer Andy Wasowski, best known for *Texas Native Plants* and *Requiem for a Lawnmower*; Scott Millard, author of *Pruning, Planting and Care*; landscape photographer, writer, and teacher, Jim Bones, whose work has appeared in publications such as Audubon, Natural History, Atlantic Monthly, and Texas Monthly magazines; and Judy Mielke, landscape designer and author of *Native Plants for Southwest Landscapes*.

Artist Mary Welborn created the art to reflect the 1998 Wildflower Days festival theme, "The Nature of America." The design above highlights a child playing amidst a tapes-

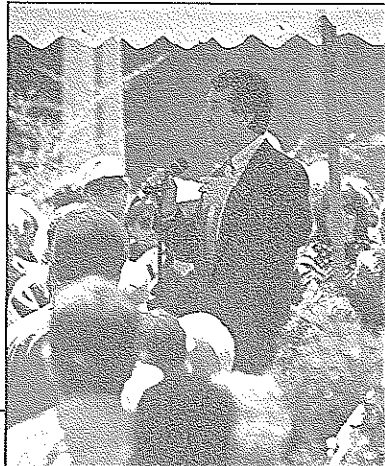
try of wildflowers vividly blooming in the colors of America. Welborn will be available during Wildflower Days to autograph the festival's commemorative art print. Ms. Welborn works with art buyers, and galleries to develop custom art for private residences, hotels, and offices. She is currently exhibiting her work at the Paragone Gallery in West Hollywood.



WILDFLOWER DAYS™

THE NATION'S PREMIER WILDFLOWER FESTIVAL

Last year's keynote speaker, Robert F. Kennedy, Jr., delivers a rousing address on the environmental concerns facing Americans.



Our youngest festival participants learn about native plants and the natural world and always take something home with them.



Theme Garden w/ Native Plant Experts



Talented native plant artists and artisans display and sell their work.

Young visitors take a closer look at the Wetland Pond.



Local musicians entertain visitors in the Food Court area.

Hundreds gather in the Main Courtyard during Wildflower Days.

Directors Report *from page 2*

which native plants grow together in the wild and learn about the role plant communities play in the broader ecology of your region.

Network with other native plant enthusiasts in your area. Join your local native plant society, attend its meetings and participate in its field trips and educational activities.

Ask local growers and nurseries for native plants: Nothing will spur the supply of native plant material—nor promote native plant horticulture—as much as basic customer demand.

Use native materials in your own yard and garden: Select plants suitable for the soil and micro-climates surrounding your home. Create a naturalistic design that reflects the beauty and diversity of your region.

Support from an active, engaged membership is critical to the success of the Wildflower Center's mission. In turn, it is my job as Director to make sure that the Wildflower Center supports its members. Developing a national or international outreach program is an important agenda for the Lady Bird Johnson Wildflower

Center. The Center is seeking new ways to engage the general public with our message through advanced communication technologies, regional demonstration gardens or other means of outreach. You can be an active partner in developing this strategy. Let us know how we can help you and your community bring native plants back into the daily lives of our fellow citizens of the Earth. If you have ideas about how we can work together to further the mission of the Lady Bird Johnson Wildflower Center, please write to me.

Join Us! You may join as a new Member, renew your Membership, or give the gift that lasts a full year. Simply fill out this form and mail with a check or your credit card information. Members receive many benefits, but most importantly, Membership supports the many education programs at the Center.

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Supporting (\$60) (includes tote!)

Call (512) 292-4200 ext. 137 for more information on Membership Levels and Benefits. Thank you for your support.



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-  Wild Ideas: The Store, (512) 292-4300
-  Membership, (512) 292-4200
-  Official Web Site, www.wildflower.org



The Wildflower Center is a member of Earth Share of Texas

Earth Share
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Grow Native

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