



**Florida Wildflower Foundation**

**2010-11 Annual Report**

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## 'Where flowers bloom, so does hope'

In May, Foundation Executive Director Lisa Roberts and I visited the Lady Bird Johnson Wildflower Center and Lyndon B. Johnson Library in Austin, Texas. We returned home with a sense of vision, excitement and hope. The visit provided information, insight and ideas that will be used in the planning of our future Florida Wildflower Center.

With the Lady Bird center in mind, we now are working on a plan for a Florida center that will become a reality in the next decade with the support and involvement of our members, friends and donors.

It is our hope that wildflowers will bloom at this center, which will demonstrate native alternatives for home gardens; educate children and adults about Florida's delicate ecosystems; and house a research facility dedicated to unraveling the many mysteries of native species.

While we are envisioning our future, the Foundation's "here and now" program areas — research, education and planting — continue to build. In 2011, we built a 260-plus species research litera-



**FWF Board Chair Terry Zinn at the LBJ Library in Austin, Texas.**

ture library; our planting program awarded 50 Seeds for Schools grants and 15 new La Florida, "Land of Flowers," Community Planting Program grants, and our Education program focused on elementary school native-plant curriculum, building wildflower ecotourism, protecting roadside wildflowers, and the launch of a new Website.

Thanks to the support of our partners and constituents, wildflowers are blooming and hope is flourishing in *La Florida*, "land of flowers." Come grow with us in 2012 and beyond!

Board Chairman



## Power of the plate

The Florida Wildflower Foundation's research, education and planting programs are funded primarily by donations received through State Wildflower license plate sales. Since 2000, plate donations have provided Florida's only consistent source of funding for Florida's native wildflowers, plants and grasses.



License plate donations totaled \$231,638 in fiscal year 2010-11 (Oct. 1, 2010 - Sept. 30, 2011), with interest of \$3,323. When compared with the year before, revenue was down approximately \$11,000, probably due to the poor economy and increased competition from other specialty license plates. Meanwhile, the Foundation invested \$203,000 in its Research, Planting and Education programs, including marketing and administration, which is statutorily capped at 15 percent. At the end of the fiscal year, the license plate fund reserve amounted to \$391,991.

Foundation funds, which are maintained in a separate account,

### 2010-11 State Wildflower License Plate Fund Expenses



- Admin/Marketing: \$23,712
- Education: \$41,491
- Planting: \$31,100
- Research: \$106,580

began the fiscal year at \$73,153. Revenue for the year totaled \$31,287, with expenses of \$19,254. Year-end balance was \$85,187.

In 2007, the Foundation established the Gary Henry Endowment for the Research of Native Wildflowers at the University of Florida. At the end of the fiscal year, the endowment amounted to \$321,304, and had generated \$19,130 to support a graduate assistant conducting wildflower research.



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## Research

In 2011, Drs. Gil Nelson and Jeff Norcini spent spring, summer and fall on the road in Florida's Panhandle surveying the region's best "showy" roadside wildflower displays. Those results, along with data from other surveys conducted in the state, are being used in the Foundation's Education program to promote wildflower viewing as an ecotourism opportunity and to leverage for mowing practices that preserve roadside populations.



Meanwhile, Phase I of the Foundation's native wildflower scientific literature survey was completed, with Dr. Anne Frances at the helm. The resulting library launched in November 2011 on the Foundation's Web site with research on more than 260 wildflower species cataloged. The database, which offers abstracts on research and links to full reports, will provide a tool with which researchers, native plant growers and citizen scientists can peruse findings on Florida native wild-

flower species — many of which also exist in the Southeastern U.S. Visit the database at [FlaWildflowers.org/literature.php](http://FlaWildflowers.org/literature.php). At least 50 more species are expected to be added in the project's second phase in 2012.

The Foundation also funded two research projects that pulled together information on economically and ecologically sustainable methods for the commercial harvesting, conditioning and storage of four showy Florida native wildflower species. A study at the University of Florida (Hector Perez) focused on *Gaillardia*, *Phlox* and *Vernonia* species. A \$5,000 grant was awarded to the Florida Native Plant Society to delve into *Liatrix* species. Results from both studies will be added to the literature database.

Two long-term studies at the University of Florida concluded in 2011 — propagation, production and landscape evaluations of 10 species (Dr. Sandra B. Wilson) and a study of gene flow between *Coreopsis leavenworthii* and *C. tinctoria* (Dr. Zhanao Deng). A third — wiregrass germination and production (Dr. Hector Perez) — is nearly complete. Project reports can be viewed on the Foundation's Web site, [FlaWildflowers.org/research.php](http://FlaWildflowers.org/research.php), or in the literature database.





**Dr. Gil Nelson documents a find in the field during the Panhandle wildflower survey, which concluded in 2011.**



## Education

The Foundation's education program started the year with the launch of a new Website, FlaWildflowers.org, which offers a wealth of native wildflower information and resources.

Curriculum development for elementary school-children also began in earnest with the completion of a research phase that looked for existing curriculum and recommended voids to fill as well as possible partners. The Foundation moves into the project's second phase in 2012, which will include hiring a contractor to write curriculum and recruiting partners to help develop and distribute it.

Assistance from Visit Florida helped us develop a marketing plan for wildflower tourism in the Panhandle and to begin work on a Panhandle wildflower trails brochure that will guide visitors and residents to the region's best dis-



**Board member Brightman Logan spreads the native plant gospel.**

plays. Visit Florida also provided a grant that enabled the Foundation to hire photographer John Moran to gather wildflower images (including those on the front and back covers). The photos are being shared with Visit Florida partners and used in educational materials, including the trails brochure.

Meanwhile, Taylor, Duval, Flagler, Lee, St. Johns and Putnam counties adopted wildflower resolutions after learning about their environmental and economical benefits. They join Volusia, Wakulla, Lee, Gadsden, Leon, Brevard, Lake and Marion counties.

In March, FWF partnered in presenting the annual Florida Wildflower and Festival in DeLand, which attracted a crowd of 9,000. Participants enjoyed presentations from native plant experts, purchased plants, attended hands-on seminars, and perused booths offering such things as gardening



utensils, yard ornaments, local honey and native plant information.



The Foundation also supported the Florida Association of Native Nurseries annual *Real Florida Gardeners* magazine, which included an article on gardening with gayfeather (*Liatris sp.*, left).

Eagerly awaited later this year are the results of a grant that funded the development of a smart-phone app spotlighting

butterflies, wildflowers and birds along the Great Florida Birding Trail.

FWF also provided speakers for schools and more than 25 community events and meetings of garden clubs, native plant chapters and conferences. Educational materials also were provided at more than 20 other events and meetings.



**Board members Donna Torrey (left) and Anne MacKay man the FWF booth at the 2011 Florida Wildflower & Garden Festival, DeLand.**





In 2011, several grants were given in Volusia County that will help augment plantings along the St. Johns River-to-the-Sea Loop cycling trail.



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## Planting

Thanks to such FWF programs as Seeds for Schools; *La Florida*, Land of Flowers, Community Planting; and a learn-to-plant program for counties, Floridians will be seeing a lot more wildflowers on roadsides and in urban settings.

Our pilot learn-to-plant project with Volusia County paired roadside maintenance staffers with Dr. Jeff Norcini of OecoHort LLC, who taught them to grow and maintain wildflowers along roads and trails. Based on the success of that project, the Foundation is now working with staff in Putnam and Lake counties.

Meanwhile, the popular Seeds for Schools program awarded 50 seed grants of \$50 to teachers from all around the state. Competition for the grants was much stiffer this year, with 105 applications were received. Reports from the program's first year in 2010 are now in, with most teachers reporting positive results and a lot of student interest in the gardens, which were used as teaching tools.

In June, *La Florida* grants were awarded to 15 organizations and government agencies in Lake, Lee, Brevard, Duval, Flagler, Put-



**Volunteers install a "La Florida" roadside planting in Lee County.**

nam, Wakulla, St. Johns and Volusia counties. Each grant provided \$500 for the purchase of native wildflower plants or seed.

Finally, more than 6,000 *Coreopsis lanceolata* seed packets — easily the Foundation's most requested item — were distributed at events, meetings and conferences throughout Florida. The seeds give many people their first experience with wildflower gardening.



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## Awards



**Friend of Florida's Wildflowers** - Elizabeth Pate (left) was a longtime Florida Federation of Garden Clubs member who was passionate about roadside beautification. She was a founding supporter of the Foundation and an active member of its education and marketing committees. She passed away in August.

**Volunteers of the Year** - Anita Larsen & Family

**Merit Award** - Wayne Matchett

## Sponsors and partners

Florida Association of Native Nurseries \* Florida Native Plant Society \* Florida Wildflower Seed and Plant Growers Association \* Florida Federation of Garden Clubs \* Florida Department of Transportation \* Florida Department of Agriculture and Consumer Services\* University of Florida-IFAS \* Florida Master Gardeners \* Visit Florida \* Whole Foods Winter Park \* OecoHort Llc \* Wildflowers of Florida Inc. \* Florida Scenic Highways Program \* JCR Consulting \* MainStreet DeLand Association

## Volunteers

Anne Mackay  
Gary Henry  
Jeff Caster  
Carolyn & Ed Schaag  
Terril Nell  
Brightman Logan  
Terry L. Zinn  
Craig Huegel  
Walter & Karin Taylor  
Michael Gilkey  
Donna Torrey  
Boy Scout Troop No. 28, Orlando  
Nancy Bissett  
David Hall  
Jeff Norcini  
Ray & Sonya Jarrett  
Eleanor Dietrich  
Karina Veaudry  
Tina Drake  
Carole Simmons  
Bill & Joan Randolph  
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Curtis Barnes  
Vince Lamb  
Claudia Larsen  
Jeff Norcini  
Anita, Quinn & Holly Larsen  
Eileen Zebowski  
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Elizabeth Pate  
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Barb Peterson  
Greta Tibbets  
Gil Miller  
Nancy Rodlun  
Liz Frederick  
Beth Glover  
Ken Clarke  
Martha Steuart  
Gene Kruckemyer



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## Donors & Sponsors

### \$5,000 and above

Gary Henry  
Visit Florida

### \$100 to \$499

Rich Fernandez  
Terry L. Zinn  
Anne and Buddy Mackay  
Jeff and Mimi Caster  
Lisa Roberts  
Christopher Waltz  
Bill & Joan Randolph  
Florida Wildflower Seed and Plant Growers  
Association  
Bok Tower Gardens

### \$99 or less

Connie Caldwell  
Sherman Stratton  
Ursula Wida  
Dorothy Scheuplein  
Kerry Gunn  
Terri & Wayne Chastain  
DeLand Garden Club  
Seminole County Master Gardeners  
FNPS, Pawpaw Chapter  
Sierra Club, East Volusia Chapter  
Bob Egolf  
Joan Rothrock  
Sanford Garden Club  
Clermont Garden Club  
Mount Dora Garden Club  
Brevard County Master Gardeners  
OecoHort LLC  
Next Steps Collective  
Association of Florida Native Nurseries  
Lemon Bay Conservancy

### In kind

Gary Henry  
Terry L. Zinn  
Carolyn Schaag  
Brightman Logan  
Lisa Roberts  
Terril Nell  
Nancy Bissett  
Walter K. Taylor  
Michael Gilkey  
Donna Torrey  
Anne Mackay  
Jeff Norcini  
Vince Lamb  
American Society of Landscape Architects  
(Florida)  
Florida Scenic Highways Program  
Florida Department of Transportation  
Florida Native Plant Society  
Florida Museum of Natural History  
Florida Wildflower Seed and Plant Growers  
Association  
Florida Federation of Garden Clubs  
MainStreet DeLand Association  
JCR Consulting



## Board members

Terry L. Zinn *Chair*  
Brightman Logan *Vice Chair*  
Gary Henry *Secretary*  
Carolyn Schaag *Treasurer*  
Jeff Caster *Immediate Past Chair*  
Anne Mackay  
Dr. Walter Taylor  
Dr. Terril Nell  
Donna Torrey  
Michael Gilkey  
Nancy Bissett

## Staff

Lisa Roberts *Executive Director*  
Dr. Jeff Norcini, *Contractor*  
Claudia Larsen, *Contractor*

*Florida Wildflower Foundation is a 501(c)3 non-profit charity. Send mail to PO Box 941066, Maitland, FL 32794-1066. Information: info@flawildflowers.org; 407-353-6164; www.FlaWildflowers.org*



Photos by John Moran (Pages 1, 4, 7, 8, 12), Lisa Roberts (Pages 2, 7), Dr. Jeff Norcini (Page 5) and Bill Randolph (Page 6).

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