

Promoting Native Plants for Natural Landscapes.

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Scan with your Smartphone for more information about Rock River Valley Wild Ones



Articles for the April 2014 newsletter, must be submitted to the Newsletter Chair, at: Pambi@wildonesrrvc.org March 23, 2014.

*Planting Natives for Pollinators
Thursday, March 20, 2014*

**NEW LOCATION: Rock Valley College/Woodward Technology Center, WTC
3301 North Mulford Road,
Rockford, IL 61114**

Time: 7:00 – 9:00 pm



Join us March 20, 2014 – please remember to come to our new location at Rock Valley College! Molly Fifield-Murray, Outreach and Education Manager at University of Wisconsin - Madison Arboretum, will talk about the importance of planting native plants for pollinators.

Pollinators, truly, are forgotten providers. They are essential to life as we know it! They include some bats, birds – especially

hummingbirds, and other animals – mostly insects – beetles, butterflies, moths, flies, and especially – bees.

Unfortunately, many urban and agricultural practices today have been severely detrimental to pollinators. Urban sprawl, removing or spraying roadside vegetation, and manicured lawns with no weedy or brushy areas, have taken away much nesting and feeding opportunities. Molly will show us how we, as homeowners, can help these essential pollinators with our native plants and gardening practices.

Molly Fifield-Murray received a masters degree in Landscape Architecture from University of Wisconsin-Madison with Darrel Morrison serving as her major professor and mentor. She has designed native landscapes for homeowners, parks, business and highways. And she has spent two decades at Outreach and Education Manager at the UW-Madison Arboretum, the birthplace of ecological restoration.

Come early and browse the library, merchandise tables, chapter information booth, and refreshments table. We welcome new members! Call 815- 627-0344.

Submitted by Lynda and Lee Johnson, Co-Chairs/Program

We are sorry the weather caused us to cancel the February program: "Managing Weeds Without Using Chemicals" by Mary Blackmore! This program has been rescheduled for September 18.

Message from the Co-President Ginnie Watson



Ginnie Watson

photo by Jon McGinty

“And so, my fellow Americans: ask not what your country can do for you - ask what you can do for your country.”

John F. Kennedy, Inaugural address, January 20, 1961
35th president of US 1961-1963 (1917-1963)

What inspiring words from former President John F. Kennedy. I want you to think about those words as you read this month's message.

A year ago I spoke about volunteering and how you can get involved in the Wild Ones organization. As an all

volunteer organization we depend on those who are willing to give of their time and energies. Our Volunteer Coordinator, Cynthia Nelson, said there was an increase in the number of Wild Ones members who stepped up last year to help out any way they could. Volunteering in this way is essential to keeping our chapter alive and active...but, it is not the only way our members may serve.

For instance, be a Wild Ones advocate, every day, in every way. This year is our 20th anniversary and we want to see our numbers grow. Our membership sits at 172 households as of the date of this writing. How much more could we accomplish if there were 200 of us? Why stop there. Next meeting bring a friend. Talk over the fence with your neighbor and discuss the virtues of your nature friendly native garden. Give a copy of our impressive newsletter to a friend or relative. Be creative.

Share the national website, www.wildones.org, and the chapter website, www.wildonesrrvc.org, with everyone. These are great sources of information about native plants, native landscaping, and our organization. At the very least you will be fulfilling our mission of advocacy and education. We have a fabulous native woodland plant sale going on right now. Share the brochure with your friends. Our prairie plant sale is just around the corner. Ditto that.

And, listen to this. Recently, I received a phone call from a very generous member by the name of Mary Kuller.

Mary has a two acre woodland right outside her window and has been a native plant enthusiast for some time now. She has accumulated quite a number of books on the subject and has decided her personal library is a bit full. Mary has donated many of her books to our chapter with titles such as, *Gardening with Native Wild Flowers* by Samuel B. Jones, *Go Native!*, by Carolyn Harstad, *Landscaping with Wildflowers* by Jim Wilson, or *The Native Plant Primer*, by Carole Ottesen. This is by no means the complete list. I came home with 2 boxes full of books!



Mary Kuller found a wonderful way to help our chapter stay informed. What will you do to improve our chapter's membership growth, outreach and influence?

Photo by Ginnie Watson

Planting Natives for Pollinators

photos provided by Molly Fifield-Murray



Bombus Fervidas



Bombus Affinis on Buttonbush



Bombusauricomus on Penstemon

For more of Molly Fifield-Murray's photos visit:

http://www.wisconline.com/featurenew1/pollinators_images.html

The Chapter Budget, Membership Dues and YOU

Shey Lowman, Membership Co-Chair

I find the impact of membership dues so confusing; I thought an explanation about why we ask you to send your dues directly to the chapter might help us all. You may not know that ALL your dues go to national Wild Ones; the chapter does not keep them. Through your dues you are a member of both national Wild Ones and our local Rock River Valley Chapter. You receive the chapter monthly newsletter and the national Wild Ones Journal, which is published 5 times a year. To add to the confusion you receive email and snail mail dues reminders from both of us.

This is how the membership renewal process works. First, your renewal date is printed at the top of your newsletter label and on The Journal. Three months prior to your renewal date you will receive an email from national Wild Ones about your upcoming renewal. Two months prior you will receive a snail mail renewal notice from us with a renewal form filled out and a return envelope for your convenience. Then at one and a half months, national Wild Ones will snail mail you a reminder postcard.

So why is it important for you to send your membership dues directly to the chapter? It will ensure that you don't miss any notices or newsletters from us. There are times when national Wild Ones gets behind and the updating of the national membership database, which we share, can be delayed. So unless you send your dues directly to us, we don't know that you have renewed.

So what is the impact of membership dues on the chapter? The chapter's annual budget is approximately \$25,400, which includes meeting room rent, speaker fees, printing and mailing the newsletter and plant sale brochures, paying sales tax, buying plants for the plant sales, etc. National Wild Ones reimburses the chapter on a quarterly basis, currently 30% of membership dues paid during the quarter or 8% of our budget. Last year this was just under \$2,000. As recently as 2010 national Wild Ones needed help and we were asked to return our dues reimbursement to them, which we keep in mind each year as we plan our annual budget.

This is a summary of the 2014 Rock River Valley Chapter Budget.

Income

Plant sales	\$ 20,400
Merchandise	\$ 2,000
30% of dues	\$ 2,000
Donations to chapter	\$ 1,000

Expenses

Plant sales	\$ 15,000
Meeting expenses	\$ 2,100
Speaker fees	\$ 1,600
Plant sale brochures	\$ 1,500
Postage	\$ 1,400
Newsletters	\$ 1,200
Merchandise	\$ 1,000
Sales tax	\$ 950
Community donations	\$ 400
Supplies	\$ 150

Totals \$ 25,400

\$ 25,400

As you can see from the charts below 80% of our income is from our annual plant sales and 59% of our expenses.



Merchandise Must Haves...

Submitted by Shey Lowman,
Merchandise Coordinator
shey@wildonesrrvc.org

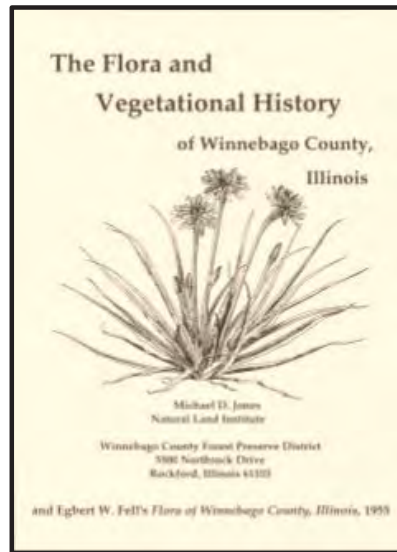
It's native plant sale season! Prepare your plant orders with the information in these valuable references. Want to know what is native to your county? At least one of these books will help you. Also available through our lending library, but there is no substitute for having your own copy to bookmark and scribble notes in.



Distribution of Illinois Vascular Plants

Robert H. Mohlenbrock and Douglas M. Ladd

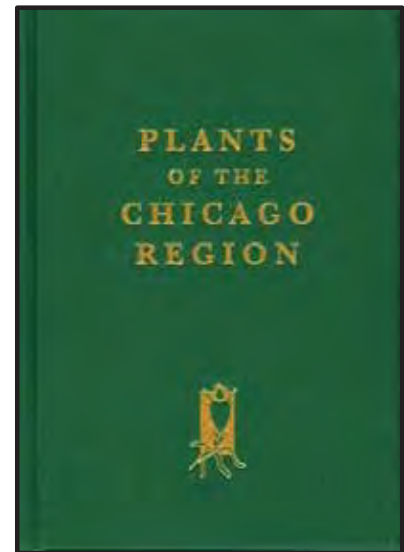
Out of print, this is the only plant survey that includes every county in Illinois. Available in very limited quantities, get yours while you can. **\$30.00**



The Flora and Vegetational History of Winnebago County, Illinois

Michael D. Jones, Natural Land Institute.

The definitive source for native plants in Winnebago and surrounding counties. This book also includes Egbert Fell's *Flora of the Winnebago County, 1955*, which is out of print and difficult to find. **\$15.00**



Plants of the Chicago Region, 4th Ed.

Floyd Swink & Gerould Wilhelm
THE authoritative reference for native plants. The only book with specific plant details, including plant communities and "coefficients of conservatism" ratings for each plant to determine a natural area assessment. **\$45.00** (\$50 retail)



Membership Update Shey Lowman, Membership Co-Chair

Thanks to our 10 members who renewed this month! A membership e-form and our membership brochure describing the benefits of membership are both available on the chapter website (www.wildonesrrvc.org), just click on the Membership tab. Thank you in advance for helping us reach our goal of 200 members in 2014!

172 memberships on February 24, 2014

Special thanks to our members who made donations above the basic \$37 dues!

Cindy Torrini, Belvidere, IL

Anniversaries

Congratulations to this month's loyal members!

15 Years

Robert Roll, Capron, IL

10 Years

Sheryl Hall, Rockford, IL
Rick & Jane Hoffman, Monroe Center, IL

It is preferred that renewal memberships

be sent directly to the chapter for quicker processing and to avoid delays in receiving your chapter newsletter. Please use the address below:

Wild Ones Rock River Valley Chapter

5411 E. State Street #340

Rockford, IL 61108-2907

Your expiration date is on your chapter newsletter and your national Journal address labels. You will be mailed a renewal reminder two months prior to your expiration date with a completed membership form and return envelope for your convenience.

Please send address and email address changes to Shey Lowman at shey@wildonesrrvc.org.

Board of Directors in Action Cathy Johnson, Secretary

Highlights of activities of the Board of Directors, as discussed at the February 13, 2014 meeting, include the following. The new location of the Board meeting is the Hoffman House Restaurant in Rockford, IL.

- A proposal is being considered for celebration of the chapter's 20th anniversary. Events being considered for summer of 2014 include a workshop and a tour of yards featuring landscaping with natives. Details are under development.
- Feedback for the new location of monthly chapter meetings at Rock Valley Community College suggests that this seems to be working out well.
- Six books are being added to the chapter's lending library.
- The chapter's website and on-line newsletter are being well visited, with the number of visits and opens exceeding the industry average.
- The 2014 Native Woodland Plant Sale is now underway.



Membership Application



Name: _____
 Address: _____
 City, State, Zip: _____
 Phone: _____
 Email: _____

- I prefer receiving the color digital version of the monthly newsletter as a PDF file via email.
- Check here if you do not want to be published in the annual January membership roster.

Please select your membership category:

	Wild	Wilder	Wildest
Household Membership	<input type="checkbox"/> \$37	<input type="checkbox"/> \$60	<input type="checkbox"/> \$100+
Household Lifetime Membership	<input type="checkbox"/> \$1500 (Or payable in 3 annual payments of \$500)		
Professional Educator Membership	<input type="checkbox"/> \$90	<input type="checkbox"/> \$120	<input type="checkbox"/> \$150
Not-for-Profit Affiliate Organization Membership	<input type="checkbox"/> \$90	<input type="checkbox"/> \$120	<input type="checkbox"/> \$150
Limited Income or Full-Time Student Membership	<input type="checkbox"/> \$20		
Business Membership	<input type="checkbox"/> \$250	<input type="checkbox"/> \$600	<input type="checkbox"/> \$1,200
Gift Household Membership	<input type="checkbox"/> \$37	<input type="checkbox"/> \$60	<input type="checkbox"/> \$100+

If this is a gift membership, please enter your name below so we can let the recipient know it is from you:

- I would like to make an additional donation to support the Wild Ones Rock River Valley Chapter for: \$ _____

Please make your **check payable** to **Wild Ones** and mail it to this address:

I have enclosed \$ _____ to start/ renew my membership for _____ years.

Wild Ones
Rock River Valley Chapter
 5411 E State St #340
 Rockford, IL 61108-2907

2014 Chapter Programs and Events

Feb-April	Woodland Plant Sale Orders	Barbara Flores	barbara@wildonesrrvc.org 815-289-8602
March 20 7:00-9:00 pm	Planting Natives for Pollinators	Molly Fifield-Murray	RVC/Woodward Technology Center, WTC 3301 North Mulford Road Rockford, IL 61114
April 17 7:00-9:00 pm	Benefits of Native Landscaping for Private Landowners, Subdivision Developers, and Businesses	Corinne Daniels	RVC/Woodward Technology Center, WTC 3301 North Mulford Road Rockford, IL 61114
April 21	Woodland Plant Sale Orders Due	Barbara Flores	barbara@wildonesrrvc.org 815-289-8602
April 28	Last day prairie plant orders will be accepted	Rick & Deb Freiman	815-871-7424
April 25 3-7:30 pm	Pick Up Woodland Plant Orders See brochure for full details	Barbara Flores	15813 Anderson Rd. Durand, IL 61024
April 26 9-12 noon			
May 16 5-7 pm	Pick Up Prairie Plant Orders See brochure for full details	Rick & Deb Freiman	Location TBA
May 17 8-11 am			

Unless noted, programs are free and open to the public. Programs are subject to change.
 Please contact Lynda and Lee Johnson at (815) 629-2781 for more information.



NATIVE PLANTS, NATURAL LANDSCAPES

ROCK RIVER VALLEY

ROCK RIVER VALLEY CHAPTER NEWSLETTER

c/o Pambi Camacho
6680 Hartwig Drive
Cherry Valley, IL 61016

Don't become extinct!

If the expiration date on the mailing label is **3/1/2014**, this is your last chapter newsletter and you have received your last Wild Ones *Journal* until you activate your membership

You may receive a renewal notice from both the National organization and your chapter. Your membership information will be updated quicker if you renew through your chapter so you won't miss an issue of the chapter newsletter.

Mail your renewal:
Wild Ones Rock River Valley
5411 E. State Street #340
Rockford, IL 61108

Wild Ones - Rock River Valley Chapter

Board of Directors and Chairs

Co-Presidents: Bob Arevalo 815-332-3343

Bob@wildonesrrvc.org
Ginnie Watson 815-398-0138
Ginnie@wildonesrrvc.org

Vice President: Jerry Paulson 815-222-4414
jerry@wildonesrrvc.org

Program Co-Chairs: Lynda and Lee Johnson
815-629-2781 lyndaLee@wildonesrrvc.org

Secretary: Cathy Johnson 815-978-0865
cathy@wildonesrrvc.org

Treasurer: Janet Giesen 815-899-6139
janet@wildonesrrvc.org

Membership Co-Chairs: Marilyn Heneghan
815-389-7869 marilyn@wildonesrrvc.org
Shey Lowman 815-757-4456
shey@wildonesrrvc.org

Newsletter Chair: Pambi Camacho
815-332-7637 pambi@wildonesrrvc.org

Plant Rescues/Seed Collection Chair:
John Peterson 815-979-8539
john@wildonesrrvc.org

Show Me/Help Me Co-Chairs:
Mary Anne Mathwich 815-624-6301
maryanne@wildonesrrvc.org
Anita Johnson 815-226-1606
anita@wildonesrrvc.org

Youth Education & Grants Chair:
Kim Lowman Vollmer 815-397-6044|
kim@wildonesrrvc.org

Prairie Plant Sale Coordinators:
Rick Freiman 815-871-7424 rick@
wildonesrrvc.org
Deb Freiman 815-871-7424
deb@wildonesrrvc.org

Woodland Plant Sale Coordinator:
Barbara Flores 815-289-8602
barbara@wildonesrrvc.org

Tree & Shrub Sale Coordinator: John Peterson
815-979-8539 john@wildonesrrvc.org

Booth Coordinator, FREC Representative:
Tim Lewis 815-874-3468
tim@wildonesrrvc.org

Library Coordinator: Ginnie Watson
815-398-0138 ginnie@wildonesrrvc.org

Mentor Coordinator: Melanie Costello
815-645-8430 melanie@wildonesrrvc.org

Merchandise/Website Coordinator:
Shey Lowman 815-757-4456|shey@
wildonesrrvc.org

Volunteer Coordinator: Cynthia Nelson
815-758-8978 cynthia@wildonesrrvc.org

Regular meetings are held the third Thursday of the month at 7:00 pm at
Rock Valley College/Woodward Technology Center, WTC, 3301 North Mulford Road, Rockford, IL 61114
Special meetings, outings, and events are scheduled periodically and sometimes replace the regular meeting time/place. Contact any officer to confirm information about our next meeting.

Wild Ones Annual Membership: Household \$37, Limited Income/Full-Time Student \$20, Business \$250
Entire membership contribution is tax deductible. Contact Membership Chair for additional information or to join.

815-627-0344 • Visit our Web site at www.WildOnesRRVC.org

Wild Ones Mission

Wild Ones: Native Plants, Natural Landscapes promotes environmentally sound landscaping practices to preserve biodiversity through the preservation, restorations and establishment of native plant communities. Wild Ones is a not-for-profit environmental education and advocacy organization.