2010 Olbrich Botanical Gardens Staff

Administration
Roberta Sladky, Director, Olbrich Botanical Gardens
Angela Donahue, Financial Coordinator
Patti Jorenby, Program Assistant II/Rental Coordinator
Kai Stanecki, Customer Service/Education Assistant

Conservatory & Greenhouse
John Wirth, Curator
Cindy Cary, Tropical Plant & Wildlife Specialist
Jennifer Recov, Assistant Curator
Intern: Elizabeth Rask

Maintenance
Ron Lincicum, Facility Mechanic II
Jim Maier, Facility Maintenance Worker
Building Attendants: Kirstin Antonio, Andrew Beecker, Courtney Brown, Evelyn Gust, Jim Johnson, Greg Monson, Chad Norquist, Jon Walker

Horticulture
Jeff Epping, Director
Christina Akinlosotu, Horticulturist
Samara Eisner, Horticulturist
Tony Gomez, Horticulturist
Christian Harper, Horticulturist
Robert Kay, Garden Specialist
Samantha Peckham, Horticulturist
Robert Quick, Plant Recorder
Mark Shimasaki, Horticulturist
Phillip Stutz, Horticulturist
Aaron Wilkie, Garden Facilitator
Seasonal Gardener: Shawn Christensen
Interns: Chris Fehlhaber, Mackenzie Fochs, Courtney Pfad, Sarah Ricker, Katey Smith, Chris Sina

Gift Shop
Cindy Sullivan, Manager
Jeanne Kessenich, Retail Associate
Margaret Metcalfe, Retail Associate
Carol Rhode, Retail Associate

Library
Lynn Jacobson, Horticulture Librarian

Development & Marketing
Connie Beam, Director
Sharon Cybart, Marketing & Public Relations Manager
Melissa Keegan, Special Events Coordinator
Susan Kilmer, Development Assistant
Luba Konovalskyi, Development Specialist
Kayt Plantenberg, Public Relations & Special Events Associate
Nancy Vidlak, Personal Giving Manager
Intern: Christine Blau

Volunteer Services
Marty Petillo, Volunteer Services Manager

2010 Olbrich Botanical Society Board of Directors

Officers
Dan Matson, President
Janet Loewi, Vice President
R. Richard Wagner, Secretary
Jennifer Curliss Treasurer

Directors
Fred Anderson
William W. Barker
Kevin Briski
Susan Davis Canty
Elizabeth Ogren Erickson
Mark McFadden
Laurel Neverdahl
Erin R. Ogden
Larry Palm
Tricia Perkins
Jerry Rekowski
Anne Rodgers-Rhyme
Marsha Rummel
Emanuel Scarbrough
Roberta Sladky
Susan K. Stein

Advisors
Dennis P. Birke
John A. Bolz
Treva Breuch
Jt Covelli
Mary Beth Davis
Sandra L. Dolister
Shirley L. Homburg
Edith Lawrence-Hilliard
Jeff Levy
Dale E. Mathwich
Jerry Minnich
Timothy W. Sherry
Barbara L. Tensfeldt
John C. Weston
Paul H. Williams
Dear Friends of Olbrich Botanical Gardens,

We are pleased to present you with the Olbrich Botanical Society 2010 Annual Report. Thanks to your support, our Gardens are more beautiful than ever.

While the economy continues to challenge us, the community continues to support us. In 2010, over 253,048 visitors came to the Gardens. That’s an all-time record, and it doesn’t even include those who visit us before 9 a.m. and after 4 p.m. Plus, our membership program increased by 415 to 5,841 households. Clearly, Olbrich is valued by many people for its beauty, inspiration, education, and community involvement.

The cover of this annual report features a photo of our newest garden: a gravel garden. It features drought-tolerant plants grown in 4 to 6 inches of gravel. Watering and fertilizer aren’t needed once the plants are established! And as long as organic matter is removed annually, no weeding is necessary, reducing maintenance by 80% compared to a traditional perennial garden. This type of cutting-edge design is yet another way we demonstrate, educate, and fascinate our visitors with new sustainable ways to garden.

We invite you to stroll the outdoor gardens and the Bolz Conservatory as often as you can. Take a class. Come to an event. Volunteer. We need your help, and we promise you a wonderful experience!

Dan Matson
2010 President
Olbrich Botanical Society

Roberta Sladky
Director
Olbrich Botanical Gardens
The Outdoor Gardens

- Olbrich’s second gravel garden was planted on the south side of the Atwood Avenue/Sunken Garden stone wall. The drought tolerant perennials in the garden require little to no supplemental watering or fertilizer after they are established, and almost no weeding, which drastically cuts down on maintenance time. This new garden is good for the environment and good for the gardener!

- Thanks to a generous donation from the Wisconsin Hardy Plant Society, we were able to purchase two new Riverside Bowl Planters from Longshadow Classic Garden ornaments. The new dry cast limestone planters adorn the main walkway of the Rose Garden.

- We renovated the path that links the northwest corner of the Gardens to the existing tram path. The old straight gravel and asphalt road was removed and reshaped into a more aesthetic serpentine path. The new path will double as an access path to our compost and maintenance areas, as well as a walking path for visitors to enjoy mass plantings of perennials, shrubs, and trees.

2010 Program Highlights

The Bolz Conservatory & Greenhouses

- Olbrich won 15 awards for its orchids at the 2010 Orchid Quest exhibit in February. The Madison Orchid Growers Guild awarded Olbrich one Best of Class, four First Place awards, one AOS Certificate of Horticultural Merit (also a First Place winner), five Second Place awards, and five Third Place awards. Olbrich's display also won First Place for its size class.

- In our ongoing effort to reduce, reuse and recycle, Olbrich once again cultivated its annual pansy crop, as well as other annual crops, in eco-friendly compostable fiber pots. All used plastic plant pots are recycled through the City of Madison's rigid plastic recycling program, and we continue to experiment with fiber and rice hull pots as well as reusable containers.

- A permanent interpretive sign for the Conservatory's Koi/Goldfish display was developed and installed near the pond.

The Amorphophallus Titanum, better known has the Corpse Flower, made a stinky appearance in January.
Volunteers

- 624 volunteers and 10 volunteer groups gave Olbrich 26,966 hours of service - the most ever recorded in a single year!

- 110 horticulture volunteers worked as Outdoor Gardeners, What’s in Bloom Volunteers, and Plant Inventory Volunteers. This committed group gave 5,530 hours, mostly between April and October. This is equivalent to five additional full-time workers over the summer. Volunteers really made a difference and helped Olbrich literally grow more beautiful!

- Olbrich’s crew of Membership Ambassadors increased to 75 volunteers. These dedicated volunteers shared their love of Olbrich with visitors and invited them to join our family. Membership Ambassadors and Membership Office Volunteers helped Olbrich exceed its 2010 goal of adding 250 new members.

- Youth & Family Programs expanded in 2010. As a result, 21 volunteers assisted with youth and family classes and the Explorer School Program.

Education

- Olbrich partnered with Allen Centennial Gardens to present the Midwest Gardening Symposium, “Green Gardening From the Ground Up,” featuring four well-known gardening experts.

- The Garden Guide and Map was expanded to include information about Olbrich’s newest sustainable gardens.

- 71 children participated in a new series of spring break classes.

- 1,078 students and teachers participated in the K-3 Explorer School Programs.

- Two new Conservatory exhibits were “Chocolate: The Bitter and the Sweet” highlighting the Cacao plant, chocolate production, and history; and “Life in the Canopy” exploring the many plants and animals that live above the rainforest floor.

- 403 adults and 32 children enjoyed free Outdoor Garden Strolls during the summer.

- 2,123 people participated in guided and self-guided tours of the Gardens.

- Olbrich’s Guided Garden Strolls program on Sunday afternoons are very popular with visitors. Volunteer guides provide free garden strolls for visitors at 1 and 3 p.m.

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2010 Program Highlights

Growing Gifts Shop

- The Gift Shop staff actively sought out and added products from more local vendors and artisans.
- Honey produced from the hives at Olbrich Gardens was introduced and very well received.
- A massive data entry effort was started in preparation for the installation of new gift store software.
- Store hours were increased.

The Schumacher Horticultural Library

- Schumacher Library celebrated its 20th anniversary with a party attended by Ken and Gina Schumacher who provided the funding for Olbrich’s first official library in 1991.
- We continued to host a Library & Information Science student for a spring reference practicum.
- Library volunteers learned to use Olbrich Plants and Landscape (OPAL) database to answer plant information question.

Administration

- The Gardens set a new attendance record in 2010 with 253,048 visitors counted. (A substantial number of visitors arrive before 8 a.m. or after 4 p.m. and are not included in this number!)
- Facility use was up over the previous year with 1,747 uses including rentals for private events, wedding ceremonies, and business meetings; public events sponsored by Olbrich or other mission-related organizations such as the Wisconsin Gourd Society; education classes and programs for all ages; and educational tours. Usage of the facilities involved more than 56,000 people!
Development & Marketing

- Membership in the Olbrich Botanical Society ended on a high note with the successful completion of the 2010 membership campaign. As of December 31, 2010, membership increased by 415 for a total of 5,841 households representing 8,762 individuals.

- Olbrich’s new fall fund-raising event, CRACKLE, Fire & Froth, was held on October 22 on a perfect evening in the outdoor gardens. A full moon, 60 carved pumpkins, five bonfires, and a great band attracted 500 individuals to this very successful new event.

- Overall fund-raising was higher than 2009, but short of aggressive 2010 goals. An effort in the fall to increase sponsorships for 2011 was very successful.

- Volunteer involvement increased in development and marketing including new committees for Rhapsody in Bloom and CRACKLE; marketing support; increased Membership Ambassadors; and donor development.

OBS Foundation

- $103,779 in bequests and gifts received by the Olbrich Botanical Society was placed into endowment with the Olbrich Botanical Society Foundation.

- The Olbrich Botanical Society Foundation made an annual distribution of $158,797 to support the 2010 operations of Olbrich Botanical Gardens. The distribution represents 4.5% of the Foundation’s assets averaged over 12 quarters.

OBS Foundation Board

Mary Beth Davis, President
Sandra L. Dolister, Vice President
Timothy W. Sherry, Secretary/Treasurer

Directors
John A. Bolz       Dan Matson
Marilyn Crowley   Jennifer Curliss
Phyllis Lovrien   Roberta Sladky

Counsel
Dennis P. Birke
Olbrich Botanical Society & Olbrich Botanical Society Foundation
Consolidated Statements of Financial Position
From Audited Financial Statement, December 31, 2010

<table>
<thead>
<tr>
<th>ASSETS</th>
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<tr>
<td>Cash</td>
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<td>Pledges Receivable</td>
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<td>Prepaid Expenses</td>
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<td>Madison Community</td>
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<td>Foundation Endowment</td>
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<td>Investments</td>
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<td><strong>Total Assets</strong></td>
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<tr>
<th>LIABILITIES</th>
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<tr>
<td>Accounts Payable &amp; Accrued Expenses</td>
<td>$ 50,306</td>
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<tr>
<td>Deferred Revenue</td>
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<td><strong>Total Liabilities</strong></td>
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<table>
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<tr>
<th>NET ASSETS</th>
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<tr>
<td>Unrestricted</td>
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<td>Temporarily Restricted</td>
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<td>Permanently Restricted</td>
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<td><strong>Total Net Assets</strong></td>
<td><strong>4,778,570</strong></td>
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<tr>
<td><strong>Total Liabilities &amp; Net Assets</strong></td>
<td><strong>$ 4,835,840</strong></td>
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<tr>
<th>UNRESTRICTED NET ASSETS</th>
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<tr>
<td><strong>Support &amp; Revenue</strong></td>
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<td>Net Gift Shop Sales</td>
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<td>Contributions</td>
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<td>Membership Dues</td>
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<td>Annual Events</td>
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<td>Investment Income</td>
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<td>Miscellaneous</td>
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<td><strong>Total Unrestricted Support &amp; Revenue</strong></td>
<td><strong>1,801,917</strong></td>
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<tr>
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<td>Program Services</td>
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<td>Education</td>
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<td>Garden &amp; Conservatory</td>
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<td>Annual Events</td>
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<td>General Administrative</td>
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<td>Fundraising &amp; Development</td>
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<td>Membership</td>
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<td><strong>Total Expenses</strong></td>
<td><strong>1,375,096</strong></td>
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<table>
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<tr>
<th>NET ASSETS RELEASED FROM RESTRICTIONS</th>
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<tr>
<td><strong>Net Assets Released from Restrictions</strong></td>
<td><strong>35,879</strong></td>
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</tr>
<tr>
<td>Change in Unrestricted Net Assets</td>
<td>$ 462,700</td>
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</tr>
</tbody>
</table>

Luscious hibiscus blooms in the outdoor gardens
Gifts to the Gardens

OLBRICH FOREVER
Thank you for your bequests and gifts received from these supporters and placed into endowment to support the Gardens in perpetuity.

Bequests
Irene Arzen
LaVerne Bartel
John B. Graef
Mathew Henry Moller
Betty & Joseph Spradling

Gifts to Endowment
Opal Prochnow

GIFTS ABOVE $500 AND ABOVE

Phyllis Lovett-Plassenth
Foundation of the Madison Community
Foundation

Irving Levy

$3,000 and above

Irving Levy

$1,000 and above

Anonymous

Gardens as well as major
programs and services of
the
pledges to fund the annual
Thank you for these gifts and

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John B. Graef
Mathew Henry Moller
Betty & Joseph Spradling
Special Event Sponsors,

Schneider Electric/Square D
Kraft Foods
AT&T Foundation
Alliant Energy Foundation

MATCHING GIFTS

US Bank
Tetrad, Inc.

IN KIND GIFTS

Absolutely Art
Acme Digital Studio
Adams Outdoor Advertising
Ad-Lit Distributing & Publishing
American Printing Company, Inc.
Bailey Nurseries, Inc.
Richard Baske
Rutheanne Bessman
Brava Enterprises, LLC
Candis Chocolatier
Capital Newspapers, Inc.
Cindy Cary
Caryn vs the World Creative
Flowers Chokhavala
The Cholve Company, LLC
Clasen’s European Bakery
Copp’s Food Centers
Crocker Design Company
Rose Ann Dahl
David Bacco Chocolates
Beth Davidson
De Maio Photography
Karen Delahaut
Elegant Foods, LLC
Eplegaard
Chris Fehlhaber
Filly’s Flowers, Inc.
Fiskars Brands, Inc.
The Flower Factory
Phil Gonisika
Linda Grosz
Helen Gurkowski
James J Chocolate Shop
Hugh Iltis
James & Marilyn Harris
Helen Gurkow
Linda Grosz
Philip Gonsiska
The Flower Factory
Fiskars Brands, Inc.

IN MEMORY

Gifts were received in honor of the following individuals.

Lea F. Barnes
Connie Barzy
Phyllis N. Beck
June Beetham
Kurt Bence
Celine Berigan
Debbie Berkle
Rose Blackmer
Robert Blank
Ted Blecikeween
Hilda & Lester Blumer
Bob Bolz
Hal Borenz
Florence Branch
Josephine A. Brandt
Ron Breeden
Otto Brennan
Denise Linda Brodway
Mary Brodzzler
Robbie Brooks
Robbie & Ritchie Brooks
Mary Broman
Jerry Burnett
Mickey Campbell
Janet Christofferson
Carla Christine Collier
Parents of Homer & Bob Cooper
Carol Dahlinke
Timothy Pharaoh Dann
Evan Wynn Davies
Mary M. Davis
Arlene Denker
Richard Deraufl
Mabel Dobson & Dorothy Mangan
Pat Driftly
Jeff Dye
John Elholm
William Entwistle
Cale Fagan
Christina Fairbrother
Dona M. Field
Janice Friis
Gerald Gajewski
Gordon Garnett
Genevieve Gersh
Edna Gillespie
Emory Gorschuk
Elva Graham
Laura Habermann
Sally Golin & Harnett
Hattie
Margaret Heimenan
Harold Hettreich
Howard Hill & Kay M. Struz
Stan Hill
Clark Hogan
Nancy Horkan
Laurence Hurlbut
Alexander & Virginia Iams
Raymond Jackson
Monette Jana
Eugenie Ward Johnsson
Marge Johnsson
Mary Ellen Johnsson
Annie Johnson
Russell Jones
Margaret Jorgensen
Fyrn Kellough
J. Richard Kemper
Jeanette Kirchstein
Michael Klos
Sally E. Knight
Dr. & Mrs. John D. Shuler, & Harlan N. Davison
Phyllis Lukman
Myra “Tizzie” Underwood
Marjorie E. V. Lean
Zona VandeBerg
Betty Vaughn
Hedwig Vel
Linda J. Wagner
Ruth & Harry Wandle
Bobbi Westphal
Delbert A. Weum
Sandy & Harvey Wilmeth
George O. Zehner
Donald & Margaret Wonn
Margaret Wonn
Sada Zerbel

IN TRIBUTE

Gifts were received in honor of the following individuals.

Henry Anderson
Keith & Elaine Anderson
Chip, Mike & Bob Dahnter
Ann Eaves
Elizabeth Ogren Erickson
Grace Ferlehad
John & Rose Greder
Joshira & Linda Griebisch
Pat Hackbarth
Mr. & Mrs. John (Jack) Harrer
Barb & Nick Herro
Colleen Hayes & Shane Hulber
John & Marlene Hurst
Art & Charlene Kaltenberg
John Kinar
Heather Kujak-Coon & Dave Coon
Janet Loewi
Muriel Lund
Ed & Pat McDonald
Nancy McGill
Dick & Pat Moe
W. Robert & Patricia Murphy
Marge Myers
Anna & Jerry Nelson
Anita & John Nino
Olbrich Staff
Olbrich Volunteers
Arthur H. Palmer
Frieda Polich
Vilas L. Rickey
Dorrie Roberts
Debbie Runkel & John Kalson
Carol & Phil Schmad
Peter Schumacher
Paul, Katie & Alice Stiebelwicz
Elizabeth Silverman
George Slimsky
Shelby Sladky
Robbie Shadds
Marek & Emma Sobotka
Ron & Scott Smith
Marcian & Tom Stevens

OLBRICH CIRCLE

The following supporters are lifetime members of the Olbrich Botanical Society as of Dec. 31, 2010.

June Ahrens
Bonnie & Stuart Albaugh
Andrews Allen
Kay & James Allen
Carolyn Anderson
Charles & Jean Anderson
Steven & Amy Anderson
Marion Applegate
Sam & Joan Arneson
Marian Ashman
Genevieve Banko
Walt Baranowski & Diana Kruse
Jacquelyn Barnes
Sarah & Barry & Jerry Reich
Jerry Bauer
Thomas & Martha beach
Connie & David Beam
Terri & Dave Beck-Engel
Books & Mary Becker
Sylvia & Bill Beckman
Richard & Katherine Bentley
Patricia Bernhard
Mr. & Mrs. Robert Besteman
Nicholas Bilotti
Mary Borenz
Julia Bolz
Jack & Marian Bolz
Anne Bolz
Dennis Birke & Susan Vial
Robert & Diane Bliss
Anne Bolz
Jack & Marian Bolz
Carol & Amy Bolz
Julie Bolz
Gloria & James Bothert
Mary Bozien
Barbara Ann Bormann
Marenina Bannek
Ronald & Karen Bowen
William & Phyllis Boyle

Diane & Lance Storley
Ruth & Worth Tiffany
Tanne
John & Joyce Weston
Ruth Winn
Marie Wrona

M& I Wealth Management Company
Metcalfe’s Market
Michael Best & Friedrich LLP
Mortenson Family Foundation
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A student shows off a spectacular wreath made at Olbrich's Evergreen Holiday Wreaths With Natural Materials class.
A day of fun exploration in Olbrich’s Bolz Conservatory for Anna Geisthardt and Claira Bestul