



WHAT STARTS HERE CHANGES THE WORLD



Our Mission: Inspiring the Conservation of Native Plants





What is a Texas native plant? A plant that grows naturally in Texas.





Texas native plants have been around for 250 million years.





Conifers (cypress and pines) have been around 200 million years.





Flowering plants have been around 100 million years.





There are over 5,000 species of native plants in Texas.





Every one of these plants has a story. Yaupon Holly





What are the advantages of native plants?

- Adapted to local soils and climate.
- Need less water, fertilizer, and pesticides.
- Serve as wildlife food and shelter.
- Provide important medicines, foods, and dyes.
- Preserve regional identity - “They tell us we are home.”

1912

Born Claudia Alta Taylor in a country mansion near Karnack in East Texas. Received nickname "Lady Bird" from her nanny when a small child.

1934

Received Journalism degree from the University of Texas and married Lyndon Baines Johnson.

1965

The Highway Beautification Act was passed, the first milestone on a long list of accomplishments protecting and preserving the environment.





1982

Founders Lady Bird Johnson and actress Helen Hayes established the National Wildflower Research Center in a small house in east Austin.

1985

The Center began to offer tours to the public. It attract more than 800 wildflower enthusiasts in April and May.

1993

A 42-acre site was purchased in south Austin, ideal for expanded research and education programs.



“Ever since I was very young, I liked to creep off to a field near my grandmother's farm in Maryland, find a patch of wildflowers — curl up in it, and dream beautiful dreams.”

Helen Hayes



“It should look like God made it.”





Center At a Glance

- 286 acre site
- 52 large-scale research plots
- 12 acres of native plant gardens
- 2 miles of fully accessible trails
- 16 acre Arboretum, 4 acre Family Garden
 - 200,000 Visitors per year
 - 12,000 Members Nationwide
 - 8,000 School Children
 - 15,000 Readers of *Wildflower*
 - 55 Full and part-time staff
 - 750+ Volunteers
 - 4.9 Million Web Visitors

A national conservation organization
and a regional native plant botanic
garden.



1997 Wildflower Center was renamed for Mrs. Johnson.

2006 Wildflower Center became an Organized Research Unit within the College of Natural Science at the University of Texas at Austin.

“Those of you who know me are well aware that the Wildflower Center is very close to my heart. I think of it as my forever project. What you may not now is that I graduated from the University. Such a union would be a proud and happy one for me, and I believe, in the best interests of the Center and the University. My devotion to both is complete.”

—Lady Bird Johnson



Wildflower Center History Programs

- Horticulture
- Education
- Research

Initiatives

- Ecosystem Design
- Sustainable Sites
- Invasive Species

National Outreach

- Native Plant Information
- Wildflower Magazine





The Center's Horticulture Program is charged with designing, installing and maintaining the gardens at the Center. Their goal is to showcase the versatility of native plants in compellingly beautiful gardens.



- Demonstration
 - Homeowner Inspiration
- Streams and Ponds
 - Butterfly Garden
 - Color Garden
- Regional Collections
 - Thematic Beds



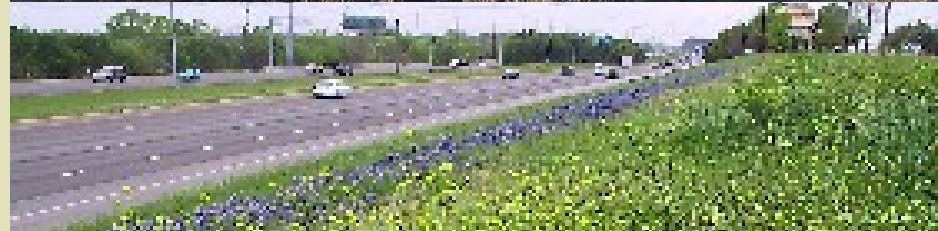
The Environmental Education program seeks to bridge the gap between people and the natural world by transforming the way people think about plants.





USES NATIVE PLANTS TO SOLVE ECOLOGICAL PROBLEMS

- Research and Demonstration
 - Ecological Management
 - Green Roofs
 - Roadside Revegetation
 - Carbon Sequestration
 - Prairie Restoration
 - Native Turf Grasses
 - Fire Ecology
- Invasive Species Control and Management



Our Consulting Program applies what we have learned from research and applies it to “real world” situations.

- Mueller Airport Redevelopment
 - AMD Headquarters
 - Johnson Space Center
- San Antonio Mission Trail
- Denver Botanic Garden
 - Starbuck Green Roof
 - Blue Hole Regional Park
- Town Lake Trail, City of Austin
- George W. Bush Presidential Library





- www.texasinvasives.org
- 2005, 2007, 2009 Statewide Invasive Species Conferences
- Texas Invasive Plant and Pest Council
 - PlantWise Public Awareness
 - Research on invasive species
 - Invaders of Texas Citizen Science Program

Triadica sebifera - Chinese tallow tree





Reports indicate that as many as **5,000** of North America's native plant species are at risk of extinction. In Texas alone, more than **200** native plant species are at risk and **28** of those species are listed as threatened and endangered.





National Outreach

“The National Wildflower Research Center has committed itself to setting up a national clearinghouse of information on wildflowers and native plants”

—Spring 1984, National Wildflower Research Center

“To assemble and disseminate information that will encourage the cultivation, conservation, and preservation of wildflowers and other native flora throughout North America. ”

—Article III of the NWRC original 1982 bylaws





National Outreach: Native Plants of North America

Native Plant Database – Information on 7,220 native plant species.

Recommended Species – 50 state lists and 20+ special collections.

Image Gallery – 25,383 native plant images.

Mr. Smarty Plants – 6,667 Q&As.

Suppliers – 1,247 providers of native plant services, 184 associates.

Organizations – 610 conservation organizations, 33 affiliates.

The screenshot shows a web browser window with the URL http://www.wildflower.org/plants/result.php?id_plant=GAPU. The page features the Wildflower Center logo and navigation menus. The main content area is titled "NATIVE PLANT DATABASE" and includes a search form with the following fields: "Name search: scientific or common names" and "Family: Acanthaceae (Acanthus Family)". Below the search form, the results for *Gaillardia pulchella* Foug. are displayed, including its common names (Firewheel, Indian Blanket, Firewheel), family (Asteraceae (Aster Family)), USDA Symbol (GAPU), and USDA Native Status (Native to U.S.). A detailed description of the plant's characteristics and a photograph of the flowers are also visible.

Nati



Native Plant Information Specialist

10,000 Q&As

Staff and volunteers answer questions.

180,954 Smarty Plants questions read in one month.

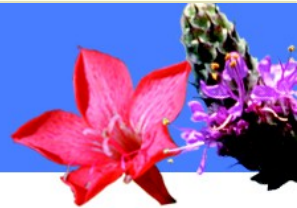
ask mr. smarty plants™

Lady Bird Johnson Wildflower Center



National Outreach: *Wildflower*

Each quarter our magazine covers native plant issues of national horticultural and ecological significance from a regional and national perspective.
 Circulation \approx 15,000.



NATIONAL NEWSWIRE

Newsletter of the Ladybird Johnson Wildflower Center

DECEMBER 2009

7TH ANNUAL HOLIDAY SHOPPING EVENT

Friday, November 30 and Saturday, Dec 1, 9 a.m. to 5:30 p.m.
 Sunday, December 2, noon to 5 p.m.
 Free admission.

Artists, artisans and ambiance, discounts and book signings--our shopping event has it all. On Friday, take advantage of the 20 percent discount on general gifts-and members get their 10 percent discount all three days. At least 12 artists will display their work Saturday and Sunday in the Visitors Gallery. Book signings Friday by Jen Ohlson-- Every Town Needs a Trail-- and Photographer Laurence Parent-Austin Impressions; Saturday by Jill Nokes-Yard Art and Handmade Places, -- and Susan Wittig Albert-Book of Days, and Sunday by J. David Bamberger-Water from Stone-and Doug Welsh-Doug Welsh's Texas Garden Almanac. Check here for times and a list of artists not to mention other special items and sales.



2007 TEXAS INVASIVE PLANT CONFERENCE

November 14, 15 and 16

The Texas Invasive Plant Conference November 14-17 at the Lady Bird Johnson Wildflower Center is the place to hear about the latest threats posed by non-native invasive plants and strategies for combating them. The purpose of the conference is to inform and educate the public, land managers, researchers and others on the serious impact invasive plants have on biodiversity, native flora, fauna and natural ecosystems. Through presentations, panel discussions, workshops, trade exhibits, symposia and other outreach activities, participants will learn to identify and manage invasive plants that are rapidly out-competing native plants and wildlife. For more information and to register visit www.texasinvasives.org



Volunteer Manager Carrie McDonald says “This is Camelot.”





Horticulturists plan gardens and supervise volunteers.





Volunteers do many things. Some love to garden.





Prepare identification signs for plants





Arrange flowers and work in the Gift Store



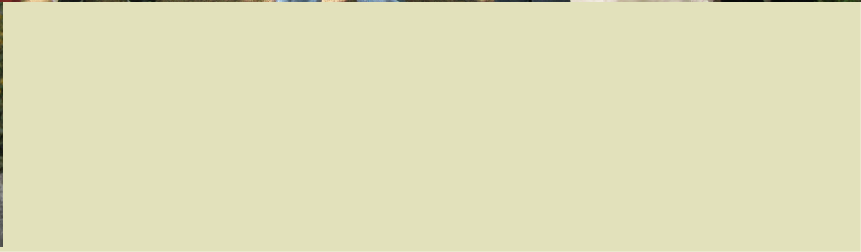
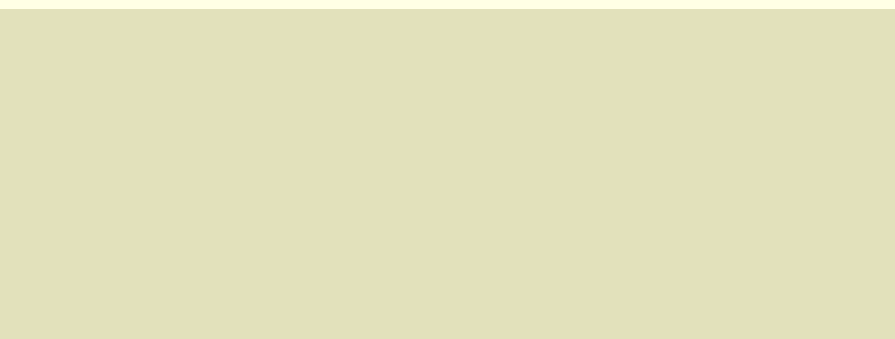


Conduct weekly faunal surveys





Lead docent tours





All-time champion volunteer - "Tall Paul" with 8,000+ hours





New entrance plans





Roadway construction problems - La Crosse and MoPac





Funding

The Wildflower Center is funded through memberships, admissions, donations, grants, and rentals (for weddings and other events).

Permanent staff are employees who receive their paychecks and insurance from UT, Austin but are not funded by UT.



