

WINDS OF CHANGE

A Strategic Plan for the Los Angeles County Arboretum



With gusts up to 80 mph, the winds of December 1st toppled scores of trees, many of which were among the first generation planted at the Arboretum. Thanks to generous community support (please see page 6 for opportunities to donate), we now begin the largest tree planting campaign in decades, and envision the wonderful new specimens that will delight our children and grandchildren. Indeed, the work of an arboretum—growing remarkable trees—requires always looking to the future.

Importantly, we were looking ahead before the storm. Over the past year, we reached out to 1,800 people—members, volunteers, students, teachers, and many others—asking their help in shaping the Arboretum's future through a new strategic plan. The end result is a shared vision for enhancing the three dimensions of the Arboretum that are most important to our community

THE ARBORETUM EXPERIENCE

You let us know that the Arboretum must grow in providing memorable experiences of discovery and improved amenities for the over 300,000 who visit each year. We are committed to enriching your experience with new ways to see the Arboretum, from new adventure tours to smart phone apps. With 15,000 students coming each year, increased support for schools is another goal. Also look for newly designed maps and signs for finding your way, and additional places to sit, relax and enjoy.

ENVIRONMENTAL STEWARDSHIP

Water conservation, energy efficiency, and sustainable practices in our everyday lives are priorities for the

Arboretum and all of Los Angeles. It will take several years, but the Arboretum will update its mid-20th Century irrigation infrastructure. We will reduce our turf and demonstrate water wise and attractive lawn alternatives. We will continue to offer the latest information for home gardeners and landscape professionals focused on living in greater harmony with the Southern California environment.

CELEBRATING AND PRESERVING OUR HERITAGE

The Arboretum is a place of history told through landmark structures and venerable trees and landscapes. Most remarkable is the story of the Baldwin Ranch: home to estate gardens, expansive farming, and some of the finest horses of the day. In addition to providing increased care for our 19th century buildings, we will share our history in exciting new ways, from hand-held technologies to expanded tours with our expert docents.

For more information on the Arboretum's strategic plan, we invite you to visit our website www.arboretum.org and click "About."

So much is already underway. In these pages you will learn of restoration of our Rose Garden, stewardship management for our Engelmann oaks, and a new Garden for All Seasons. And of course, there will be many opportunities for you to participate in our progress. In so doing, you will ensure a very bright future for the Los Angeles County Arboretum. I thank you for your support.

—Richard Schulhof, CEO

THE LOS ANGELES ARBORETUM FOUNDATION

Founded in 1948, the Foundation has provided new gardens, extensive education programs, and publications serving Southern California. Today, the Foundation leads a broad community of members, volunteers and donors in establishing the support needed to realize the Arboretum's potential as a premier public garden and educational resource.

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Schulhof, Richard. 2012. "From the CEO: winds of change, a strategic plan for the Los Angeles County Arboretum." *Exploring the arboretum : magazine for the members of the Los Angeles County Arboretum and Botanic Garden* 2012:winter/spring, 2.

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