

Garden Show Brings Compliments and Kudos For All Foundation Members to Share

More landscape designer gardens, a new PlantMarket, more vendors in the MarketPlace, the Wreath Gallery exhibit, and the container gardening displays in the Garden Gateways exhibit are among the high points featured by the Foundation in the expanded 1996 Los Angeles Garden Show.

Call it "breezy" call it "gusty," in spite of three days of wind, our guests supported the event with enthusiasm, smiles, questions, compliments and kudos making the five-day Show a grand success.

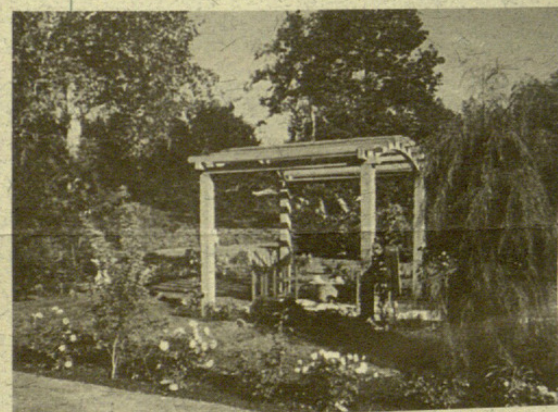
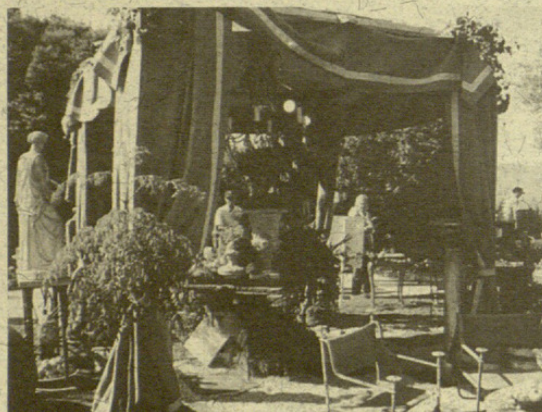
The exit poll tells us that Presenting Sponsor Robinsons•May more than lived up to expectations in 1996, based on the 1995 Tablescapes display. The participating interior designers drew exceptional praise from Garden Show guests without exception.

Educational talks and demonstrations attracted even more attendance than last year with guests enjoying the Cooking Pavilion sponsored by the Los Angeles Times and the nearby presentations with Fire Magic Grills.

Guests of all ages spent an average of three hours strolling (and dashing) through the nine-acre Show, with many exploring THE ARBORETUM grounds beyond the Show area for the first time.

Foundation members appeared not only as guests but as an integral part of the Show as Garden Show Guild volunteers. These volunteers, 350 strong, provided more than 2,000 hours working on behalf of the Foundation on this event, and serving as outstanding ambassadors for THE ARBORETUM. They all deserve our full measure of appreciation.

Foundation members enjoyed the opening Gala Garden Party too, including



the Designer Hat silent auction.

Robinsons•May donated the hats in the Designer Garden Hat Gallery to the Foundation for the auction, with the ecstatic winners coming back the Monday after the Show to pick them up, hat stands and all.

Increasing awareness of THE ARBORETUM, our unique cultural institution, is an important step in ensuring support for a stronger future. This is why CAF produces the Garden Show. It provides an opportunity to introduce THE ARBORETUM to newcomers, and re-engage the interest of those who have not recently visited. So, when you think of the Garden Show, think of it as much more than an event...

it is an opportunity that brings to us many possibilities as CAF commits to the creation of resources for the many tomorrows ahead.

And finally, following the golden rule of always ending with a statistic, here is a good one: the five-day Garden Show attendance this year represents 19% of the total paid attendance for the fiscal year 1995-1996. In other words, nearly one out of every five paid visits to THE ARBORETUM during the last year occurred during the Garden Show! Foundation members, thank you for the myriad efforts, individual and collective, which were made to make the 1996 Show a huge success. 🌻

Judith S. Morse
Executive Director
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