

NEWS FROM THE CEO

Every day there is something new happening at our Arboretum, including the ever changing spectacular displays of our unique plant collections, new staff members and new positions, new educational programs, sculpture additions, grant proposals, and new collaborations with other educational and botanical organizations near and far.

Last month I mentioned exciting staff developments. This continues, for now we are seeking a Superintendent and a Director of Development. These two positions will further propel The Arboretum into the new millennium (by the way...good health and happiness to all).

The Superintendent, who will also further unify and develop our Arboretum-wide staff and expand and enhance our plant displays, will handle the day-to-day operations of The Arboretum.

The Director of Development will be intimately involved with the marketing, fund raising, and membership programs that are vital to successfully support and implement our education mission and the near and future goals for The Arboretum.

The David Rogers' Big Bugs exhibition has come to a close. The final tallies are not complete, as of this printing, but everything is very positive. Preliminary reports indicate that during the three and one-half months of this exhibit, with its associated activities, overall attendance has increased over 40%, gift shop sales have increased over 75% and membership has

increased more than 20%.

Congratulations to one and all. We all are obviously showing great support of these activities. All staff and volunteers have done great work. Custom Marketing Services, Minnie Scott and Susan Dawson, have done wonders with our public relations, marketing and media coverage. What can I say about everyone's efforts, but Wow!

At this date you should all have received our Annual Report 2000 and our most vital Annual Appeal. These documents reflect a very successful transition time for The Arboretum. Our community services have increased substantially with over a 50% increase in educational offerings, and events and attendance increased by 13% this past fiscal year. We are all hard at work to offer more services, more beauty, more educational opportunities and



more fun at The Arboretum. These aggressive efforts require staff and volunteer time & dedication, trustees' intimate involvement in policy development, and financial input from all. So please, appreciate our developments and support our future. Thank you and I look forward to seeing you at The Arboretum in 2001. In fact, I'd be honored if you would stop by my office, off the Rotunda Entrance, to say hello when you are visiting The Arboretum.

Dear Friends of The Arboretum,

By now you have received our annual appeal letter and the accompanying annual report.

That report - highlighting important things happening last year and planned for this year and beyond — shows that we have a lot to do at The Arboretum. We will welcome and appreciate your continuing interest, involvement and financial support.

On behalf of our board of trustees, I send best wishes for the holidays and the New Year.

*Thank you,
George A. Brumder*

THE ARBORETUM STAFF

Peter C. Atkins, *CEO*
 Nadia Balaz, *Special Events Coordinator*
 Clayton Ballhorn, *Grounds Maintenance*
 Jim Bauml, *Senior Biologist Research Department Manager*
 Dennis Bern, *Assistant Gardener*
 Jill Berry, *Education Program Manager*
 Loni Brown, *Perennial Gardener*
 Lou Ocampo, *Membership Services*
 Anna Chiriaco, *Clerk*
 Jeff Deans, *Gardener*
 Joan DeFato, *Plant Science Librarian*
 Tanya Finney, *Plant Nursery Worker*
 Julia Garibay, *Special Events*
 Tracy Garriga, *Plant Nursery Worker*
 David Guerrero, *General Maintenance*
 Sylvia Guerrero, *Director, Special Events*
 Gracie Guillen, *Special Services*
 Rene Gutierrez, *Grounds Maintenance*
 Rosalie Gutierrez, *Cashier*
 Phil Hagen, *Senior Gardener*
 Marc Hall, *Gift Shop Manager*
 Gwen Hartley, *Special Projects Manager*
 Henry Hawkins, *Assistant Gardener*
 Nelson Holmes, *Senior Tour Guide*
 Kevin Kane, *Acting Superintendent*
 Glen Klevdal, *General Maintenance*
 Dennis Langdale, *Assistant Gardener*
 David Lofgren, *Botanical Information*
 Ray Marquez, *Crew Instructor*
 Frank McDonough, *Botanical Information*
 Joan McGuire, *Herb Garden Curator*
 Julie Norman, *Senior Gardener/Orchids*
 David Okihara, *Grounds Maintenance*
 Nancy A. Pirovano, *Administrative Assistant*
 Robert Ramirez, *General Maintenance*
 Sandy Snider, *Associate Curator, History*
 Sherry Tobin, *Plant Nursery Worker*
 Joe Valenzuela, *General Maintenance*
 John Van Mater, *Gardener*
 Ross Varone, *Special Events Liaison*
 Jill Vig, *Curator, Water Conservation Garden*
 Jennifer Williams, *Executive Assistant, CEO's Office*
 Chris Willis, *Gardener*



Atkins, Peter C. 2000. "News from the CEO." *News from the Arboretum of Los Angeles County* 2000-2001:Dec.-Jan., 2.

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