



Wild Ones

NATIVE PLANTS, NATURAL LANDSCAPES

FALL 2021 • *Journal* • VOL. 34, NO. 3

*A voice for the natural landscaping movement.
Working toward the next four decades of growing native plants
and restoring natural landscapes.*

St. Louis Chapter reaches 300-member milestone

The St. Louis Chapter became the largest Wild Ones chapter in the United States when it reached the 300-member milestone in August

While this achievement is certainly worth celebrating, it is important to note that over a third of these members joined Wild Ones in the past 10 months. Membership in the St. Louis region is particularly impressive given that the active and growing St. Charles Area sister chapter, which the St. Louis chapter helped initiate, now has more than 50 members.

The release of the St. Louis Native Garden Plan is one of the reasons for the increase in membership. Released in January, the design was promoted on social media, both organically and with ads in February-March; the designer of the plan was subsequently featured on St. Louis Public Radio and there was a Meet the Designers webinar in April that also promoted Wild Ones. Wild Ones had 1,500 unique visitors to the St. Louis design web page from January-August of 2021; 1,700 peo-

ple registered for the webinar and 1,200 people watched the recording on YouTube. These all would be significant contributing factors to the sharp increase in membership during this specific timeframe.

Wanting to know other reasons for the membership increase, chapter President Marsha Gebhardt asked members attending the August Garden Gathering to share their thoughts:

- Climate change awareness and concern
- Availability of native plants for purchase
- Information about native plants; how easy they are to grow and what they're good for
- Word of mouth; members telling others
- More places to see native landscapes – in public gardens and in residential front yards
- Information about the growing concern over declining monarch populations

One reason, however, is recent.

During the COVID-19 pandemic, many people started working remotely, and thus spent more time in their yards and neighborhood parks. This increase in time spent outdoors has cultivated a broader interest in habitat gardening.

Other reasons for the chapter's growth are specific to the St. Louis region, Gebhardt said. For instance:

- Annual *Partners for Native Landscaping* Spring Seminar Series – 3200+ views of virtual talks provided by the partners and presented through the St. Louis County Library system.
- Wild Ones St. Louis Chapter website and Facebook page
- Restricting chapter events to members only

In honor of the large number of new members, the Wild Ones St. Louis Board is hosting a special Garden Gathering in late September to welcome new members and to better connect them with the Wild Ones' mission and ways they can become more actively involved.

THANK YOU FOR YOUR CONTRIBUTIONS

Judy Alderman, Tennessee Valley
Anonymous, in memory of Lytton Alden Kendall
Nora Bernhardt, Tennessee Valley
Mary Buckley, Habitat Gardening in Central New York
Laura Cole, Lexington
Fair Oaks Presbyterian Church, Friend
Diana Fowler, Columbus
Norman Grier, Menomonee River Area
Calvin Kendall, in memory of Lytton Alden Kendall
Arlene Kjar, Northfield Prairie Partners
Dianna Koehne, in memory of Lytton Alden Kendall
Janet Metter, Dayton Area
Teresa Moore, Columbus
Otisco Lake Preservation Association, Friend
Gladys Reyes, Lake-To-Prairie
Karyn Ries, St. Louis
Janet Smith, Greater DuPage
Karen Syverson, Fox Valley Friend
Jim and Mary Zastrow, in memory of Lytton Alden Kendall

IN MEMORIAM

Doug Grant, Fox Valley Area (Wisconsin) Chapter
Nancy Norgord, Fox Valley Area (Wisconsin) Chapter

CHAPTER ANNIVERSARIES

Milwaukee-North, Wisconsin 42 years
Rock River Valley, Illinois 27 years
Columbus, Ohio 27 years
Ann Arbor, Michigan 25 years
Gibson Woods, Indiana 21 years
Door Peninsula, Wisconsin 20 years
Habitat Gardening in
Central New York, New York 17 years
Mountain Laurel, Connecticut 15 years
Tennessee Valley, Tennessee 9 years
Blue Ridge, Mid-Atlantic 8 years
St. Charles Area, Missouri 2 years

LIFETIME MEMBERS

Meribeth Bolt, River City-Grand Rapids Area
Richard Griffiths, Central Wisconsin
Phil Houser, Illinois Prairie
Sara Kampf, Milwaukee-North
Marcia Rossi
Bettegail Shively, River City-Grand Rapids Area