GARDEN SPOTLIGHT

Botanical Name: Amsonia 'Blue Ice'
Common Name: blue star
Height: 15”-18”
Spread: 18”-24”
Flower: Dark blue buds open up to light blue, star shaped blooms in the spring. Typically late April to early May
Site: Prefers average moist, well-drained soil in full sun
Leaf: Narrow, dark green foliage turns to a clear yellow in the fall

Amsonia 'Blue Ice' is a fantastic, low-growing perennial with interest across multiple seasons. Perfect for the front of the border, blue star is well behaved and forms a dense, compact mound of dark green, deer resistant leaves. Bloom color is a unique blue and fall foliage color is among the best in the perennial world. This is a must have plant for your perennial garden.

MATCHING GIFT CHALLENGE SUCCESS

Greensboro Beautiful is pleased to announce that it met and exceeded a Matching Gift Challenge this year! The organization raised $10,000 in Board & Advisory Board gifts and contributions from new or lapsed business donors, and received a $10,000 matching gift. GBI volunteer and long-time supporter, Bob Krumroy generously offered the challenge as a means to strengthen GBI Board giving and individual participation in fundraising efforts in the community on behalf of the organization. “I’m pleased that Greensboro Beautiful was not only able to raise more than $11,700 towards this challenge between November 2016 and February 2017; but that they achieved 100% Board participation”, says Krumroy.

A very special thanks to Bob for his outstanding generosity; and for challenging the Greensboro Beautiful Board and Advisory Board to strengthen the Annual Gifts Campaign through Board giving. Funds raised through this challenge grant will be used to help support Greensboro Beautiful’s special events in the public gardens in 2017.

GREENSBORO BEAUTIFUL PLANTS 100 TREES FOR “COMMUNITY CARBON BANK”

On Saturday, February 25, City of Greensboro staff and Greensboro Beautiful volunteers planted the city’s first “community carbon bank,” a grove of 100 trees at Price Park that will simultaneously enhance the landscape and entry drive to the Library, and absorb carbon dioxide from the atmosphere naturally. Every ton of carbon dioxide absorbed by the trees equals one “carbon credit.”

This project was organized by Urban Offsets, a local company that partners colleges and universities with municipalities and conservation organizations. Urban Offsets aims to help cities meet their forestry needs and allow educational institutions to meet their goals to reduce greenhouse gas emissions by creating local markets for carbon offsets. Elon University has agreed to purchase those credits as part of its environmental stewardship efforts. Greensboro Beautiful’s Tree Fund paid for the planting costs, and Elon’s future carbon credit payments will go to GBI’s Tree Fund to help purchase more trees. Through this unique program, this is the first time that Greensboro Beautiful and the City of Greensboro have received compensation for planting trees in our community. A partnership between Urban Offsets, Greensboro Beautiful, and the City of Greensboro helped make this pilot program possible.

This program helps Elon University School of Law, located in downtown Greensboro, meet its carbon neutrality goal, part of its Sustainability Master Plan. Elon has an ongoing tree-planting program on its campus in Alamance County; and distributes thousands of oak trees to members of its graduating class each spring.

For more information, contact Leanna Grondy, Urban Offsets, at 336-337-0720, or Judson Clinton, City Arborist, at 336-373-2150.
FROM THE CHAIR

Our organization, in partnership with the City of Greensboro, plants hundreds of trees each year through our NeighborWoods and Memorial / Honor Tree programs. Greensboro residents and visitors can see and feel the beauty, coolness, and natural habitat that our gorgeous tree canopy delivers every day. We've always known that planting trees creates value for our community, however, prior to today it's been difficult to quantify.

As you'll learn in this newsletter, Greensboro Beautiful has an important new partnership with a local startup company called Urban Offsets. Urban Offsets helps quantify the value of our work by revealing the monetary value of tree planting.

HERE'S HOW IT WORKS:

For such tasks as fueling automobiles and heating homes, we all use carbon-based fossil fuels like coal, oil, or natural gas. One of the main disadvantages of fossil fuels is that when they are burned, they produce carbon dioxide. Carbon dioxide is a factor attributed to global climate change. Because large entities like colleges and universities want to “offset” their use of fossil fuels, they embark on internal energy efficiency programs to 1) build LEED-certified buildings, 2) sponsor projects or research that help local communities reduce carbon emissions, and/or 3) provide monetary compensation for the carbon-dioxide pollution produced on their campus.

Many of North Carolina’s colleges and universities are actively working to reduce their carbon footprint. Examples include:

- Using techniques like a 2,500-gallon rainwater cistern, UNCG has reduced water consumption on campus by 74 percent per square foot of facility space, saving more than $15 million in the past 15 years.
- NC A&T established the Waste Management Institute, educating students interested in sustainability and advising the university on environmental and waste management activities. NC A&T currently ranks No. 25 among 360 universities in 62 countries for its sustainability practices.
- Since 2003, UNC Chapel Hill’s sustainability initiatives have eliminated $223 million in energy expenses and saved nearly $25 million on water costs.
- NC State’s innovative initiatives include developing a co-generation plant to create some of its own electricity and a student-led fund that awards grants for campus sustainability projects.
- Duke University developed methane capture projects for North Carolina swine farms through the installation of innovative animal waste management systems.

Enter Elon University. For our project, Elon agreed to purchase carbon credits from a recent tree planting project (see more details in this newsletter).

As trees grow, they consume carbon dioxide, so the purchase of “credits” through large tree plantings is a great way for institutions like Elon to offset their carbon emissions. So, to those of you that support Greensboro Beautiful’s tree plantings through your donations or volunteer efforts, we have a two-fold thank you. Not only do you help Greensboro Beautiful fulfill our mission to conserve and enhance the beauty and ecology of our community, but now you provide actual compensation for our efforts. Now that’s a win-win two times over!

A huge thank you to our project partners and donors for making this project happen.

The most meaningful memorial is one that will live on and benefit future generations.

This Memorial Day, honor their memory with the lasting gift of a tree.

GREENSBORO BEAUTIFUL’S Memorial & Honor Gift Tree Program

Call 336-373-2199 or make your gift online at www.GreensboroBeautiful.org.

A project of Greensboro Beautiful, a volunteer organization, and the City of Greensboro.
Greensboro Beautiful thanks the following for helping make Groovin’ in the Garden a success:

**Duke Energy**, for sponsorship of the Icon Stage; **VF Corporation** for sponsorship of the Book Stage; **88.5 WFDD**, Public Radio for the Piedmont for promotional support, and **Michael Burke**, WFDD radio host, for being emcee for the Icon Stage; **Biscuitville** for providing breakfast for our set-up volunteers; City of Greensboro **Botanical Gardens Staff** for partnering with Greensboro Beautiful on this event; **Bank of America** and **Duke Energy** for providing volunteer assistance; **Greensboro Beautiful volunteers** for supporting the operation of the event; **Dr. Christian McIvor** for programming performers for the Book Stage; **Gateway University Research Park & Hayes-Taylor YMCA** for providing parking space; **Cheesecakes by Alex** for providing meeting space for the Garden Events Planning Committee, and for donating food for volunteer hospitality; **Robert Moore** and **Jason Shue** for providing shuttle service for this event; and **everyone who came out to enjoy an afternoon of music, food, and family fun**!

*photos by Diane Whitlock unless otherwise noted*
ARBOR DAY CELEBRATION & NEIGHBORWOODS KICK-OFF IN SUNSET HILLS

The 2017 NeighborWoods Tree Planting Program was kicked off with an Arbor Day Celebration on March 18 and the planting of the first tree in the Sunset Hills Greenway Park. City Council Member, Nancy Hoffman delivered the Arbor Day Proclamation on behalf of the City of Greensboro. Sunset Hills was awarded the Greensboro Beautiful NeighborWoods Tree Planting grant for this year.

One of the main ecological reasons for Sunset Hills receiving this award was the fact that over 62 large trees have been lost in Sunset Hills in the last two or three years. When a tree falls in the woods of Sunset Hills; the neighborhood hears it!

Trees available through this program include a White Oak, the symbol of Greensboro, the Nuttall Oak, a hardy oak for the Piedmont, a Red Sunset Maple, with its beautiful fall color, and a Black Gum tree, otherwise known as a Tupelo tree and another tree with brilliant red fall color. Flowering understory trees available include: Kousa Dogwood, flowering with creamy white flowers after the leaves come out; 'Appalachian Red' Red Bud, with prolific fuchsia-colored flowers; and Serviceberry, that enjoys a partly-shady location and has early small white flowers and then edible red berries.

Planting day is scheduled for Saturday, November 4. Many neighbors and GBI volunteers will be on hand that morning to help plant the trees. Volunteers will be recruited for planting beginning in September. Trees are also planned for the park in the College Park neighborhood.

Through Greensboro Beautiful’s Memorial/Honor Tree program, residents can also purchase a tree to be planted in memory or in honor of someone special or for a special event: birthday, wedding, anniversary, etc. Gift acknowledgements and notifications are sent immediately, and these trees will be planted in Sunset Hills on the same day as the NeighborWoods tree-planting day on November 4.

For more information, contact Judson Clinton at Judson.Clinton@greensboro-nc.gov, or 336-373-2150.

KEEPING GREENSBORO BEAUTIFUL

WINTER WIPEOUT

Greensboro Beautiful’s second annual Winter Wipeout had 160 volunteers picking up nearly 200 bags of trash in February.

Luke Billington & Family, Teresa Bratton, Helen Brooks & Family, Beta Alpha Psi at UNCG, Zeta Phi Beta Sorority, Omega Nu Chapter, American Institute of Architecture Students, Mike Dieffenbacher & Family, Wendy Dietz & Family, Unifour One, John Garry & Family, Historic Aycock Neighborhood Association, April & Jay Harris, Aggie Success Leaders, Laura Linder & Family, Nancy Morse, Kristen Moss, Megan Moulton, Beyond Academics @ UNCG, St. Paul Baptist Church Youth Ministry, Gigi Ormsby, NC A&T Student Chapter ASLA, Early College at Guilford Environmental Club, Dan Smith & Family, UNCG MLK Day of Service, Brady Services, Aggie Livewires, Handpicked, Southwest Guilford High Environmental Club.

Many thanks to these volunteers!

GREAT AMERICAN CLEANUP

Greensboro Beautiful thanks the more than 500 volunteers who picked up nearly 600 bags of trash on April 1st:


A special thanks to the Greensboro Regional Realtors Association for sponsoring this event in Greensboro.
THANK YOU FOR YOUR GIFTS!

Greensboro Beautiful thanks the following businesses, foundations, individuals, and community organizations for their gifts for the 2016-17 fiscal year. List reflects gifts received between 8/1/2016 and 5/11/2017. *Includes in-kind gifts and services.

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Complete and return with your payment to: Greensboro Beautiful, Inc., 1001 Fourth Street, Greensboro, NC 27405
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