



# SEWMG ANNUAL REPORT

## 2004

Prepared by: Sharon Morrissey, Kathy Reese, Ellen Blankenship, and Carolyn Johnson  
From MG Database, Volunteer Timesheets and course "Participant Profiles"

### Contents:

<i>Facts &amp; Figures</i>	2
<i>What MGs Did in 2004</i>	3
<i>List of Gardens</i>	4
<i>List of Events</i>	5
<i>What Sharon Did in 2004</i>	6
<i>What Ann Did in 2004</i>	7
<i>SEWMG Annual Report to the State</i>	8

*The profile of our organization and the work we do takes on a different appearance when quantified and objectified. Finally, we know who our MGs are and what they devote their time and considerable talents to in the name of UW-Extension.*

This is the first of what I hope will become an annual tradition of year end reports to summarize and communicate the depth and breadth of the Master Gardener Volunteer program in the metro Milwaukee area.

The profile of our organization and the work we do takes on a different appearance when quantified and objectified as it is in this report. Until now, because our records were not in a form that could be easily analyzed, numerous assumptions were made about the dimensions of the MG program. We didn't have accurate numbers on how many people were trained and how many certified, what the average number of volunteer hours was, and what activities they devoted their volunteer service to.

Although there has been an MG database for several years, we have only just this year finished working out the bugs, so to speak, so we can use it and trust the information it contains. Now finally, we can use it to find out who our MGs are and what they devote their time and considerable talents to in the name of UW-Extension.

The skills and hard work of many people make this report possible. Kathy Reese, our Volunteer Coordinator has become proficient in managing and using the database. She has checked and cross checked it for accuracy and found many of the problems with it that needed solving. Ellen Blankenship, our assistant Volunteer Coordinator, sifted through almost 300 timesheets, mostly handwritten, to develop lists of the many activities MGs are involved with. Finally, Carolyn Johnson, our office technology guru, figured out how to get out the data to quantify our work.

The year 2004 has been another great one with the MGs and Extension. We appreciate everyone's help in making our voice heard by the County Supervisors so that again this year Extension was returned to the County budget by their amendment and override of Scott Walker's veto.

The annual Perennial Plant Sale, the SEWMGs major fundraiser, just keeps getting better and more profitable. State Fair saw almost 50,000 visitors enjoying and learning from our "Model Backyard". Some 30 plus volunteers helped the National Junior Horticulture Association have a successful, educational national convention in Milwaukee. This is to name just a few of our accomplishments together.

I look forward to working with this wonderful group of dedicated gardeners again next year. My sincerest thanks to you all.

- Sharon Morrissey

# The Facts & Figures that Define Us

## Volunteers:

Volunteers eligible for certification in 2004	338	
Volunteers certified	237	70%
New volunteers (Fall '03 & General '04)	116	
New volunteers certified (graduate Dec. '04)	81	70%
Returning volunteers (Fall '03 & General '04)	54	
Returning certified (recognized Dec. '04)	35	65%

## Volunteer Service:

Total Volunteer Hours Reported	15,404	
Volunteers reporting hours (7 MGs reported less than 24 hours)	244	72%
Average Hours per Person	63	
Certified volunteers reporting exactly 24 hrs. service	23	10%
Certified volunteers reporting more than 24 hrs. service	215	91%
Certified volunteers reporting 100 or more hours	32	14%
Volunteers that did not report hours	92	27%

## Education:

Volunteers reporting 10 or more education hours	286	85%
---	-----	-----

## SEWVG Membership:

Volunteers who paid 2004 dues	261	77%
Volunteers who "work" (provided a work phone)	108	32%
Working Vols. reporting exactly 24 hours	6	6%
Working Vols. reporting over 24 hours	71	66%
Working Vols. reporting 80+ hours	10	9%
Working Vols. Certified	71	66%

## Participants Profile:

	General 04	Specialty 04
Female	88%	86%
White	92%	99%
Age:		
35—49	42%	18%
50—64	49%	57%
65+	4%	22%
Income:		
Over \$50,000	68%	71%
Residence:		
Milwaukee County	201	
Waukesha County	159	
Other	36 (Ozaukee, Washington, Racine, Jefferson)	

## **Very Interesting!**

- 244 volunteers reported 15,404 hours of service this year—an average of 63 hours per person.
- 72% of our volunteers reported at least some hours.
- 70% of the eligible volunteers became certified this year.
- 91% of those reported more than the 24 hours required.
- 32% of the volunteers are employed outside of the home. 66% of these fulfilled all of the requirements for certification.
- Approx. 50% of MGs are age 50—64.



General Training Graduates 2003

# The Good Work We Do

## What MGs Did in 2004

(Summarized from volunteer timesheets submitted for 2004. Statistics are only as accurate as the reporting and retrieval of information from them.)

**Highlighted Project**

The Perennial Plant Sale—the major fundraiser for the SEWMGs—involves 143 volunteers who dedicate 2,673 hours of their time to make it the enormous success it is.

*The Master Gardener Volunteer program was started to help local extension offices meet local educational needs. UW-Extension in metro Milwaukee could never reach this many people without the help of the volunteers.*

<b>Plant Sale:</b>		
Volunteers involved		143
Hours reported		2,673
<b>Gardens:</b>		
Volunteers involved		175
Gardens MGs served at (See <i>List of Gardens</i> )		65
<b>Events:</b>		
<b>CNI Show</b> (4 days)		
Volunteers		28
Hours		128
<b>Spring Realtors Show</b> (8 days) 10,044 Visitors!		
Volunteers		50
Hours		258
<b>State Fair Booth</b> (11 days) <i>Almost 50,000 Visitors!</i>		
Volunteers		132
Hours		950
<b>Others</b>		
Volunteers		90
Events (See <i>List of Events</i> )		38
<b>Presentations:</b>		
Presentations		43
Volunteers involved		24
<b>Plant Diagnostics (Plant Health Advisors):</b>		
Days Open		
Milwaukee Yard & Garden Line		153
Waukesha Hort Help Line		196
Days MG's on duty		
Milwaukee		120
78%		
Waukesha		142
Volunteers involved		22
Volunteer Hours		1,255



Heritage Garden at the Milwaukee County Zoo Children's Zoo



One of many plant digs at an MGs home for the Plant Sale.



Milwaukee County UWEX Plant Health Advisor Master Gardeners

73%

## List of Garden Sites

175 MGs assisted with planning, planting and care of 65 gardens in metro Milwaukee.

Atwater School  
Betty Brinn Children's Museum  
Church of the Resurrection  
Church property planting  
Community Methodist Church  
Country Dale School  
Dickton Park  
Dousman Stagecoach Inn Gardens  
Eble Park Garden  
Edgewood School  
Gilda's Club  
Greenfield Beautification  
Gus' Green Thumb Garden  
Habitat for Humanity  
Hales Corners Library Children's Garden  
Harvest for the Hungry Gardens  
County Grounds & Franklin Comm. Gard.  
Havenwoods State Forest Gardens  
Hawks Inn  
Humane Animal Welfare Society  
Indian Hills School  
Jacobus Park  
Kelly Senior Center  
Kettle Moraine Middle School  
Kilbourn House in Estabrook Park  
Kneeland-Walker Historical Museum  
La Baha Park  
Lincoln School  
Longfellow Middle School  
Mt. Carmel Rehabilitation Center  
Old World Wisconsin  
Park Watch Rain Garden  
Parkway School  
Pier Wisconsin  
Ramsey Woods Residence  
River Edge Nature Center  
Ronald McDonald House Garden  
Rotary Gardens  
Ruth's House  
Schlitz Audubon Center  
So. Shore Yacht Club  
St. Charles  
St. Alphonsus Church  
St. Anne's  
St. Bruno  
St. Matthias School  
State Fair Garden in the DNR area  
Stone Bank School  
Summerfest  
Ten Chimneys Historic Site  
UW-Hancock Ag. Research Station  
Demo Garden  
United Methodist Church  
Victory School Garden  
Villa Terrace Museum & Gardens  
Washington Park Senior Center  
Waukesha Community Gardens  
Wauwatosa Beautification Comte.  
Wellspring Retreat Center  
Whitefish Bay Middle School  
Wil 'o Way/ Grant Park  
Wil 'o Way/ Underwood Parkway  
Woodland School  
Xaverians  
YMCA Children's Garden  
YWCA Village  
Zoo Gardens

All garden projects should submit an **Activity Record Sheet** available on the website under "Volunteer Service".



Butterfly Garden at the Milwaukee County Zoo Children's Zoo

If you volunteered at a garden that does not appear on this list, please submit an **Activity Record Sheet**.

## List of Events



State Fair visitors learn about composting at the "Model Backyard".

- Betty Brinn Museum's Family Night
- Brookfield Farmers' Market
- CNI Lawn & Garden Show
- Christ Child Society Garden Walk
- Daylily Society Plant Sale
- Eble Park Open House Event
- Environmental Awareness Fair
- Friends of Boerner events
  - Boerner in Bloom
  - Family Garden Walks
  - Rose Event
  - Garden Trends Symposium
- Garden Center Symposium
- Garden Expo
- Greendale Garden Walk
- Greenfield Arbor Day
- Havenwoods Winter Festival
- Irish Fest
- LaLawran Conservancy
- Masche Chiropractic Clinic Family Day
- Milwaukee Public Museum Environmental Awareness Fest
- National Junior Horticulture Association Convention
- North Shore Bank Open House
- Rake and Hoe Garden Club
- Realtors Spring Show
- Rose Society Sale
- Secret Gardens of Tosa Garden Walk
- SEW Hosta Sale
- SOAL St. James
- State Fair Rose Show
- Waukesha Rose Show
- Wehr Nature Center Cider Sunday
- Wellness Fest at Hart Park
- Wells St. Farmers Market
- Wisconsin State Fair
- Zoo Events
  - A la Carte
  - Conservation Days
  - Heritage Days
  - Senior Day

*At the SEWMGs "Model Backyard" display at the Wisconsin State Fair they greet and answer questions for many of the **50,000 visitors** there during the 11 days of the Fair.*



MGs answer plant questions for State Fair visitors at the shed in the "Model Backyard".



Discussing the art and science of pruning at the CNI Show at the Waukesha Expo Center.



Realtors' Spring Show MG Booth, 2004 "Proper Pruning"

## *What Sharon Did in 2004 (besides the MGs)*

*- Sharon Morrissey, Consumer Horticulture Agent, Milwaukee County*

### **Presentations:**

Presentations given 28  
PowerPoint presentations created 16

### **Exhibits/Displays:**

New exhibits created 7

### **Articles/Factsheets/Publications:**

Newspaper articles 6  
New factsheets produced 2

MG Prog. Manual Chapter written on "Landscape Design"

### **Special Projects:**

United Waters Internship Program  
(6 sessions with Washington High School students)

National Junior Horticulture Association (NJHA) Convention  
3 new PowerPoint presentations  
6 workshops coordinated  
36 volunteers scheduled

North Shore Bank Open House: "Herbs Add Spice to Life"

Regional Diagnostics Project with Milw., Wauk., Racine & Kenosha UWEX  
SEWMG website

### **Committees/ Member or Coordinator:**

Standards, Rank & Promotion Committee, UWEX Ag/AgBusiness Department  
2 workshops  
5 portfolio review meetings in WI Rapids  
Mentor for 3 tenure-track faculty members

Urban Horticulture Team, UWEX Ag. & Natural Resource Education program area  
Program Coordinator for Horticulture Dept. in the Milw. Co. UWEX office

State MG Advisory Committee—member

State MG "Yellow Manual" Committee—member

"Quad County" Team for UWEX in Milw., Wauk., Racine & Kenosha—member

### **On-Going Activities:**

Newspapers:

Milwaukee Journal Sentinel "Monthly Garden Calendar"  
CNI "On the Grow" column, co-author

Radio:

WISN 1130 AM "Yard & Garden Show" live call-in, co-host  
WPR "Garden Talk" with Larry Mehlor, guest

TV:

FOX6 "Gus' Green Thumb Garden" weekly, live segment

Other:

JSOnline monthly garden chat  
Daily Dial-A-Garden-Tip on InfoSource

### **Professional Development:**

"Communications Seminar" – Ozaukee Co. MG's

"Burn Training" – UWEX Naturalist at Wehr Nature Center

"Diagnosing Plant Problems" workshop – UWEX Hort. Specialists

"Plant Health Field Day" – UWEX & Boerner Botanical Gardens

Wisconsin Arborist Association Fall Conference

"Managing Volunteers" workshop – UWEX Specialists, Oconomowoc

*Many of the 16 new PowerPoint presentations are available for use by MGs to make public group presentations. If interested contact Sharon for a list of topics available.*



Sharon Morrissey

## *What Ann Did in 2004 (besides the MGs)*

*- Ann Wied, Consumer Horticulture Educator, Waukesha County*

(Ann Wied's position as Consumer Horticulture Educator in Waukesha County UWEX is for only 30 hours per week. She is also responsible for acquiring outside funding for 20% of her own salary. These factors structure her activities in very different ways.)

### **On-Going Projects:**

#### **Huber Garden Project Leader**

- Team teach with UWEX Waukesha Nutrition staff a hands-on gardening and nutrition class for Huber Jail Inmates through weekly lessons. May through September each year. Coordinate entire gardening component of project.

#### **Community Garden Coordinator**

- Coordinate Waukesha County rental garden program. Write semi-monthly newsletters to all gardeners. Organize a yearly Garden Harvest Celebration to encourage community and celebrate the harvest celebration.

#### **Farmer's Market Project Co-Leader**

- Team up with UWEX Waukesha County Commercial Horticulture and Nutrition staff to develop and coordinate this project where unsold produce is collected from Farmer's market vendors and donated to meal sites and food pantries in Waukesha County. Education materials also handed out.

#### **LaTEENo Leadership Garden Project Leader**

- Team teach with UWEX Waukesha Nutrition staff a hands-on gardening and nutrition class through weekly lessons May through September each year. Project targets low-income Latino teens for violence prevention. Coordinate entire gardening component of project.

#### **City of Waukesha CDBG Grant Team Member**

- Team up with Waukesha County UWEX community educators and agents to deliver educational programming. Coordinate all gardening or beautification components of any project.

#### **Coordinator of Environmental Educational Workshops.**

- Workshops held in City of Waukesha. Workshops funded by Wisconsin Environmental Education Grant.

#### **New Berlin Day Care Gardening Program Instructor**

- Taught 4 to 5 gardening lessons to preschool children. Yearly project. (One MG assisted with this project this year.)

#### **Pruning Workshop**

- Yearly hands-on workshop co-taught with Milwaukee County UWEX Horticulture Agent (a.k.a., Sharon) to both the general public and SE Wisconsin Master Gardeners.

#### **Eble Park Gardens Open House Co-coordinator**

- Teamed up with Waukesha County Parks, UWEX, and SE Wisconsin Master Gardeners to show case Eble Park.

#### **Educational Display Project Coordinator**

- Schedule educational displays so they get out into the community on regular basis.

#### **Grant Writer for Waukesha County horticulture/gardening/beautification projects**

- My position is partially funded by grants so I am often writing or co-writing grants.

#### **On-Going Media Projects:**

CNI – Community Newspapers – "On the Grow" column – approximately 8 columns/yr  
FOX 6 "Gus' Green Thumb Garden", live segment 1 to 2 times per year when Waukesha County garden project is featured.

#### **Presentations:**

- to libraries, garden clubs, etc. when time permits.

#### **Committees:**

Urban Horticulture Team – UWEX Agric. & Natl. Resource Education program area  
District Liaison for Horticulture for the Quad Counties - 1/03 – 12/05  
"Quad County" team member for UWEX in Milwaukee, Waukesha, Racine & Kenosha Cty

#### **Professional Development:**

"Grounds Maintenance Short Course" – UWEX Waukesha County, Waukesha, WI  
"Show Me the Money, Competitive Grant Proposal Writing" – UWEX Specialists, Madison, WI.  
"Managing Volunteers" workshop, UWEX specialists, Oconomowoc, WI

- *40% of the SEWMG's live in Waukesha County.*
- *They contribute volunteer service to many diverse projects including Gardens at Eble Park, Old World Wisconsin and Ten Chimneys Historic Site.*
- *MG's assist with plant diagnostics in the Waukesha County UWEX office 73% of the time it is open.*



Ann Wied

# SEWMG's Annual Report to the State MG

## MAJOR ACCOMPLISHMENTS/PROJECTS:

1. **Plant Sale:** (see *Highlighted Project* below)
2. **Demonstration Gardens:** Milwaukee County: Zoo Heritage Garden; Zoo Butterfly Garden; State Fair Garden; Havenwoods (4 gardens and compost exhibit); County Grounds "Harvest for the Hungry" (3); Wil-O-Way Grant Park (Accessible Gardening); Mt. Carmel Rehab Center; Washington Park Senior Center; "Gus' Green Thumb Garden" Fox TV 6 (televised each Monday); Ronald McDonald House.  
Waukesha County: Eble Park, (flower, herb & vegetable garden); Waukesha County Community Garden; Old World Wisconsin garden; Ten Chimneys Garden in Genessee Depot.  
This year coordinated with Milwaukee County Historical Society in maintaining a herb garden at Estabrook Park.
3. **Presentations:** approximately 43 given by 24 Master Gardener presenters (schools, organizations, garden clubs, farmers market, garden centers, etc.)
4. **Shows:** (Garden Center Symposium - 2 days, 13 volunteers; Natural Landscape Show- 1 day, 17 volunteers; CNI Show - 4 days, 31 volunteers; Realtors Spring Show - 7 days, 74 volunteers; Milwaukee County Museum - 1 days 4 volunteers; State Fair - 11 days, 165 volunteers. The exhibit and garden at State Fair was staffed for all daylight hours of the Fair and had 44,700 visitors. The National Junior Horticulture Conference - 4 days, 36 volunteers.
5. **Plant Health Advisors:** (18 MGs that assist the Yard & Garden Line during the months of April thru October).
6. For our new MGs, we have continued our **mentor program** to encourage and sustain our volunteers. We have also started meetings for stabilization of the organization and what are our goals, strengths and weaknesses. This year it was decided to highlight "Core" activities for the Master Gardeners to fulfill their volunteer hours for certification. These "Core" activities include some of our demonstration gardens, Plant Health Advisors, support for Extension and the Master Gardener program and displays at certain shows.

## HIGHLIGHTED PROJECT:

Our Ninth Annual Perennial Plant Sale in May proved to be another success. The Sale is unique in that all plants come from local gardens of MGs or friends of MGs.

Planning started shortly after 2003's sale in May, with an analysis meeting. We are set to the same schedule as in previous years in having meetings to plan the sale starting in January. Continuing meetings held throughout the year and culminate in 16 major plant dig/dividing sessions in April. The week before the Sale is spent transporting, labeling and setting up the Sale. The Sale itself was held over 2 days in May, with Friday sales to MGs and the public sale on Saturday. We also staff our Sale with exhibits and a question and answer area.

The profit from the Sale provides the majority of our budget funding for all our projects, including a donation to the MG Foundation as well as support for the local UW Extension budget.

## THEME: "Public Education":

The SEW Master Gardeners participated in cooperation with a number of local organizations including Park People with the Weed-Out Program, Havenwoods Environmental Awareness Center with our demonstration gardens, the annual flower planting at the Summerfest grounds, garden tours at Boerner Botanical Garden, environmental displays at local beautification committees garden walks (Wauwatosa, Greendale, and Greenfield) as well as other displays. This year the SEW MGs received an award from Second Harvest of Wisconsin for their help in the "Harvest for the Hungry" Program. Several of our demonstration gardens were open this year to the public and we had Master Gardeners answering questions at those site. We also had staffed displays at events listed above in Number 4. We also gave presentations to a variety of groups as listed above in Number 3.

Arlene Kaufman, SEW Board Member  
John Hahn, SEW Board Member, WIMGA President

*"The profit from the Sale provides the majority of our budget funding for all our projects, including a donation to the MG Foundation as well as support for the local UW Extension budget."*



A happy MG helping at a Plant Sale



Composting Demonstration at Havenwoods State Forest.