



P.O. BOX 1274  
APPLETON, WI 54912-1274

*Celebrating 25 Years of Healing the Land 1979-2004*



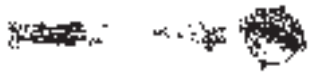
*If nothing moves in your landscape but a lawnmower,  
it's time to think about designing a natural yard.*



**We'll help you  
learn how**

*"If suburbia were landscaped with meadows, prairies, thickets or forest, or with combinations of these, then the water would sparkle, fish would be good to eat again, birds would sing and human spirits would soar."*

—Lorrie Otto  
Natural Landscape  
Advocate



**I**nstrumental to Wild Ones' success has been Lorrie Otto, a naturalist teacher whose spirit, philosophy, and practical skills inspired the programs we offer today. In her honor, Wild Ones has created the **Seeds For Education Fund** to award grants to schools, nature centers, and other places of learning for educational projects such as creating natural landscapes using native plants and developing outdoor classrooms. The fund is perpetual and a wonderful legacy. Additional tax-deductible contributions allow us to increase its annual grant amounts. *To contribute to the fund, write in an amount on the membership form and send your check to our Appleton, Wis., address. To find out how your nonprofit organization can apply for a grant, contact our SFE Committee at the same address.*

*"We may help achieve the goal of sustainable landscapes—and public demand for them—by demonstrating that they can possess a new level of beauty derived from the richness of their lines, forms, colors, and textures, from their regional associations, and from their very productivity and sustainability."*

—Darrel Morrison  
FASLA  
Landscape Architect

# NATURAL LANDSCAPING



## ... IS MORE BENEFICIAL

*choosing organic methods over poisonous ones*

## ... IS MORE ENLIGHTENED

*reviving lost ecosystems rather than planting indiscriminately*

## ... IS MORE JOYOUS

*providing ever-changing plantscapes instead of mow-me-every-week turf grass*

## ... IS MORE ALIVE

*attracting a diversity of birds and insects that have few natural places left to call home*

Just a few hundred years ago, North America was rich with thousands of kinds of plants and animals. Your property may have been home to hundreds of species. Today, if your land is like many others, you may have no native plants at all, and the insects, birds, and other animals (who evolved with those native plants) may have lost the food and habitat they need to survive. This is known as a **local extinction**.

"You can't," as Benjamin Franklin said, "turn back the clock, but you *can* wind it up again." You can bring back some of that beautiful American landscape just as other members of Wild Ones have learned to do.

In 1977, nine people attended a natural landscaping workshop offered by the Schlitz Audubon Center of Milwaukee, Wis., and became intensely interested in the new concept of landscaping with native plants. Their enthusiasm blossomed into Wild Ones.

### Wild Ones can help you learn...

- *about native plant communities*
- *how to locate native plant nurseries*
- *how to conduct a "plant rescue" (the ethical way of taking plants in the path of development)*

- *how to establish and maintain your new landscape*
- *how to combat invasive species*

Additionally, Wild Ones guides you in educating your neighbors and local officials about the benefits of a natural landscape.

To get you started, you'll receive the *New Member Handbook*, which answers some of the most frequently asked questions new members have. Then, every other month, you'll receive *Wild Ones Journal* where you'll read about natural landscapes in small city lots, suburban yards, and on larger acreages, representing the wet, the dry, the shady, the sunny, and everything in between.

If you live near one of our chapters, you can attend group tours to fellow members' yards and other natural areas, plus "how-to" sessions, seed gatherings/seed exchanges, and slide programs presented by experts in native plants for your area, and participate in plant resources.

### And we just keep growing!

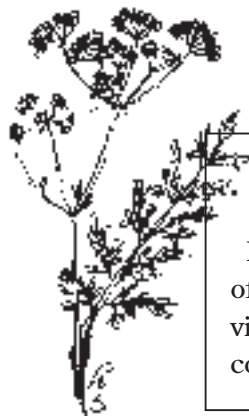
As our membership keeps increasing, our educational resources are also being further developed, so you can count on access to more educational materials in both paper and electronic form for months and years to come.



*Wild Ones: Native Plants, Natural Landscapes promotes environmentally sound landscaping practices to preserve biodiversity through the preservation, restoration and establishment of native plant communities. Wild Ones is a not-for-profit environmental education and advocacy organization.*

*Join us for the fun, natural beauty, and environmental benefits that thousands of Wild Ones members enjoy.*

*Visit one of our meetings or visit us on the web!*



New chapters are forming all the time. For a current listing of chapter locations, visit our website or contact us directly.



**www.for-wild.org**

**Info@for-wild.org**

**1-877-394-9453 [FYI-WILD]**

**Wild Ones  
P.O. Box 1274  
Appleton, WI 54912-1274**

*Wild Ones does not sell, lend or give away membership e-mail or mailing information.*

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**Please cut along dotted line and mail with check to:**



**M E M B E R S H I P**

ANNUAL MEMBERSHIP LEVELS	WILD!	WILDER!!	WILDEST!!!
Household	\$30	\$50	\$75+
Business	\$200	\$500	\$1000+
Limited Income or Full-time Student Household	\$20		

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State/ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

PAYING FOR:  1 year  2 years  \_\_\_\_ years

PLEASE CHECK:  new  renewal  new address

GIFT Occasion: \_\_\_\_\_

Giver's name \_\_\_\_\_

Membership total: \_\_\_\_\_

Seeds For Education contribution: \_\_\_\_\_

Chapter contribution: \_\_\_\_\_

TOTAL AMOUNT ENCLOSED \_\_\_\_\_

**All membership contributions are fully tax deductible!**