

FLORASCOPE

Occasional News from the Flora of Virginia Project



FLORA FORWARD

With your help, we'll continue to provide the excellence you expect in the Flora and more.

AHHH, FALL! Prime time for studying and enjoying plants with the Flora of Virginia! On the heels of last year's major update to the Flora, our Education and Outreach Committee just published a suite of teaching and learning modules about plants and the Flora, in video format and with supplemental materials for teachers. They're online, they're free, and they're there for anyone to learn or teach from! The modules are a great stepping-off point for the Flora Project's third decade, and for a new school year.

OUR MISSION

The Flora of Virginia Project inspires conservation of Virginia's native flora through education, outreach, and the production of the Flora of Virginia, in print and electronic formats.

SINCE WE PUBLISHED the Flora, in 2012, and five years later released the Flora of Virginia Mobile App, we have given talks across the state to chapters of our partner the Virginia Native Plant Society and many other groups, offered tours of our "Flora of Virginia" exhibition at the Library of Virginia, hosted webinars for Master Naturalists, presented the book and the App at environmental and educators' conferences, and taught many classes on using the Flora at the University of Virginia's Blandy Experimental Farm at the State Arboretum of Virginia, in Boyce. Our Board's educators distilled the best of those presentations to create these modules. See for yourself on our [site!](#)



"As a native-plant enthusiast, I believe the Flora Project is crucial to conserving Virginia's ecosystems. While I found the print Flora a little intimidating, the App is easy to use, and it's portable. I'm using it to restore a utility-line right-of-way that was cleared for our neighborhood broadband internet services."

ANN REGN, Virginia Department of Environmental Quality

WE ARE CONFIDENT that our new Board will envision other creative new projects. A new committee just met for the first time to explore directions old and new. With several wetland scientists now on the Board, we hope soon to have species descriptions coded with wetland use and conservation values. We want to fill more gaps in our photographic coverage of species in the App and to replace some images with better ones.

And comprehensive brainstorming will dovetail into concepts for grant proposals. But while grants usually support specific work plans, we don't pigeonhole your gifts. They help us do everything we do and go where the need is, be it to replace an incorrect image or to compile an all-new data set that will display in the App's species descriptions.



"As an environmental consultant working on projects throughout Virginia, I find the Flora App to be an invaluable tool in the field. Being able to confidently identify plants anywhere in the commonwealth is essential whether I am conducting a wetland delineation, habitat assessment, or protected species survey. The Flora has become a vital part of my daily workflow."

—ELI WRIGHT, senior environmental scientist, Timmons Group

YOU MAKE IT POSSIBLE for us to do the work by which we meet the challenges of our mission statement. We don't intend to slow down, and we are asking you to help again now, as we kick off this new decade. This will be propelled by a Board of Directors with nine energetic new members and three veterans who continue to serve. (In the vignettes in this *Florascope*, some of our Board members tell us how they themselves use the Flora.) We will continue to keep the science current and to get you that information in updates and through education and outreach.



"The Flora of Virginia is a gateway to the wonder I see around me every day. I know that if I see or hear about a new-to-me plant that sparks my interest, the Flora will set me straight on the path to knowing more about it."

—ANDREA WEEKS, associate professor and director of the Ted R. Bradley Herbarium, George Mason University

FLORA USERS LIKE YOU ARE interacting with us more and more, and it's encouraging to hear from you. App users write to us through the App's Contact section, but we're getting more e-mail too. Sometimes a photographer will offer us a picture, or several. People offer to help on projects. Users point out errors—and though we hate to make mistakes, we love to learn about them! They tell us about unmapped populations of a species that they follow, and while that's the bailiwick of the Virginia Botanical Associates (another Flora partner, whose members manage the Digital Atlas of the Virginia Flora, source of the App's range maps and most of its photos), these users aren't far off: three of our coauthors and three of our Board members are also in VBA! We look forward to more interaction and are discussing an upgrade to our site, more hubbub on our Facebook page, and a new presence on Instagram. Stay tuned!



"Working to advance the Flora Project's work helps advance our knowledge of Virginia's plants. This progress is the most exciting and important aspect of the Flora to me. Publishing the state's first comprehensive flora in hundreds of years was a huge step, but now it's up to us to keep it current and to make it relevant to Virginia's residents."

—JORDAN METZGAR, curator, Massey Herbarium, Virginia Tech

YOUR GIFTS ARE SO important to the Flora Project for one overriding reason: we do not receive funding from any governmental or other entity. We continue to be grateful to our partners for invaluable in-kind support. The Virginia Natural Heritage Program—our scientific, philosophical, and physical home—provides us with our office space, a full range of communications and computing capabilities, and invaluable botanical resources. Richmond's Lewis Ginter Botanical Garden has provided space in its herbarium, offers us meeting space, and works with us when we plan an occasional event, like our Central Virginia premiere upon publication and other, smaller gatherings.



"I love the Flora Mobile App! It's like having a really smart botanical brain in my shirt pocket. Good thing, too, because as my real biological brain fumbles for a plant name or fails to recognize a weed in the garden, the App is there to save me. Don't even need a cell signal!"

IRVINE WILSON, natural area protection specialist, Virginia Natural Heritage Program

OUR FISCAL VITALITY, THOUGH, depends on donations from individuals, organizations, and businesses. The U.S. Internal Revenue Service has granted us 501(c)(3) designation as a public charity. That means your donation to us is tax-deductible as set forth under IRS guidelines. For our part, we offer premiums to donors of \$100 or more to show our further gratitude for their support. And we are sure you continue to appreciate our work and the products we provide.

Please give generously again, and we thank you very much. Give now via PayPal [here](#). Or, if you'd rather mail your gift, send it to Flora of Virginia Project, P.O. Box 512, Richmond, Va. 23218. Either way, be sure to specify which, if any, premium you'd like, depending on your donation. For information on premiums, see [this page](#) on our site. ■

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