The mission of the Jepson Herbarium, UC Berkeley, is to understand and conserve the California flora through systematic, floristic, and conservation biology studies and to communicate knowledge of the flora through publications and instructional programs.
In 1993, the Jepson Herbarium completed *The Jepson Manual; Higher Plants of California*. Since then, *The Jepson Manual* has become the authoritative floristic reference for the state and is used by professional botanists, agency personnel, environmental consultants, conservation planners, teachers, and students as a conservation tool and a primary resource for plant identification.

Although the *Manual* was published only 10 years ago, it is out-of-date as a result of the phenomenal progress in plant systematics. Some significant taxonomic changes have already been made and others are on the horizon; it is estimated that 57% of the families in the 1993 edition of *The Jepson Manual* will require substantial revision.

At this time, revised taxonomic treatments are not available for most groups and therefore botanists are forced to use outdated and incomplete references when identifying plants. Because accurate plant identification is essential to guide responsible land use and conservation decisions, the revision of outdated treatments, to reflect new insights on plant relationships, diversity and distribution, is an urgent priority.

The Second Edition will provide revised treatments for all taxa in the 1993 edition of the *Manual* and include new treatments for taxa that have been added to the flora of the state since 1993 (either as new to science or as newly reported for California).

To improve the utility of this work for conservation biology and ecology, two substantial operational changes will be incorporated in the Second Edition: (1) where possible, only monophyletic groups (evolutionary lineages) will be recognized, and (2) taxa that can be identified only by fine-scale characteristics will be recognized. These changes, along with others (such as inclusion of flowering times) will distinguish the Second Edition from the 1993 *Manual*.

Marking a new era in California floristics, the Second Edition of *The Jepson Manual* will be integrated with a variety of electronic resources, available through the Jepson Online Interchange. The electronic resources are projected to include interactive keys, improved distribution maps with georeferenced localities, searchable character and ecological databases, synonymy reference tables, phylogenetic trees, links to photographs and illustrations, and other resources designed to complement and enhance the printed book. Together, *The Jepson Manual* and the Online Interchange will be the most comprehensive, scientifically accurate sources of information on the California flora.
The Jepson Herbarium, a natural history museum on the UC Berkeley campus, was established in 1950 with a bequest from Willis Linn Jepson, one of California’s most important early botanists. The Jepson Herbarium carries on Professor Jepson’s life work through floristic and systematic studies of the plants of California and publication of resources that lead to a greater appreciation and understanding of the state’s rich botanical heritage.

In addition to conducting botanical research, the Jepson Herbarium Curator mentors graduate students in plant systematics. The Curator and staff are also dedicated to providing educational opportunities for interested amateur and professional botanists. Through a series of public programs and workshops, the Herbarium serves as a liaison between the scientific community and the interested public.

The core of the Herbarium is a botanical collection of ~90,000 plant specimens, nearly all of which were collected in California. The Jepson Herbarium is housed alongside the University Herbarium. Collectively, they are the largest botanical collection west of the Missouri Botanical Garden and the largest at a public university. The facilities are equipped with a library, modern laboratories, and computer resources. Through the Online Interchange for California Floristics (http://ucjeps.berkeley.edu/interchange) the University and Jepson Herbaria provide free, online access to the Specimen Management System for California Herbaria (SMASCH) database which contains biodiversity data associated with over 345,000 California specimens. The data, transcribed from the specimen label and annotation history, include scientific name, common name, collection date, collection locality, and collector name. Recently, databasing efforts have diversified as UC/JEPS and five other University of California herbaria have joined forces to bring more data from California collections online.
Willis Linn Jepson was actively associated with the Department of Botany at UC Berkeley as a student, professor, and professor emeritus. His publications include *A Flora of Western Middle California* (1901), *The Silva of California* (1910), *The Trees of California* (1909), *A Manual of the Flowering Plants of California* (1925), and *A Flora of California* (unfinished at the time of his death). He was a founder of the journal *Erythea* and the California Botanical Society and a cofounder of the Save-the-Redwoods League and the Sierra Club. Dr. Jepson devoted much of his life to the California flora. His bequest, which established the herbarium in 1950, helps ensure that his work is carried on.

Rimo Bacigalupi, Curator of the Jepson Herbarium from 1950 to 1968, collected primarily in the western United States. His prodigious knowledge of the taxonomy and geography of California’s native plants was shared with generations of students and colleagues. His work focused on Saxifragaceae, Scrophulariaceae, and *Garrya*. In 1997, a generous estate bequest from Dr. Bacigalupi established an endowment fund for the Jepson Herbarium to encourage research and publication on the systematics of the native and naturalized vascular plants of California.

Lawrence R. Heckard, Curator of the Jepson Herbarium from 1968 to 1991, focused on families left undone in Jepson’s ambitious multivolume *A Flora of California*. Using morphological, anatomical, chromosomal, and biosystematic evidence, he significantly increased our knowledge of Scrophulariaceae, especially the Castillejeae. A generous bequest by Dr. Heckard established the Lawrence R. Heckard Endowment Fund of the Jepson Herbarium. The Heckard Fund provides valuable resources that enable UC Berkeley faculty, students, and staff to continue research on the systematics of California’s vascular plants.

Bruce Baldwin, Curator of the Jepson Herbarium since 1994, holds an Associate Professorship in the Department of Integrative Biology. His research is centered on questions concerning evolution of the California flora, especially indigenous lineages of Compositae. His recent research on the California tarweeds and the Hawaiian silversword alliance (Compositae: Madinae) has involved testing of hypotheses concerning speciation, chromosomal and morphological evolution, ecological shifts, dispersal events, and the importance of hybridization during diversification. Dr. Baldwin also serves as convening editor of The Jepson Flora Project, an initiative to produce regional manuals of California plants, new editions of *The Jepson Manual: Higher Plants of California*, and a reworked and expanded *Flora of California*. 
WHY THE JEPSON HERBARIUM NEEDS YOUR SUPPORT

Although housed on the UC Berkeley campus, the Jepson Herbarium is privately supported through grants and private donations. While the Curator’s position and some research is supported with revenue from endowments of the Jepson Herbarium, almost all of the funding for the Jepson Flora Project is provided by government grants, foundation grants, and gifts from individual donors. The Friends of the Jepson Herbarium have played a vital role in the on-going operation of the Jepson Flora Project.

THE SECOND EDITION OF THE JEPSON MANUAL - SPONSORSHIP PROGRAM

A five-year fundraising goal for the Jepson Flora Project has been set at 2.5 million dollars. A portion of the needed funding will be sought from foundations and government organizations but the Herbarium will rely heavily on private supporters. The Herbarium has established a new sponsorship program to encourage participation in the campaign for the Second Edition of *The Jepson Manual*. Gifts may be made as one-time payments or as a pledge, payable over 5 years.

SPONSORSHIP OPPORTUNITIES are exclusive and will be available on a first-come, first-served basis. With approval from the donor, gifts at the $1,000 level and above will be acknowledged in the front pages of *The Jepson Manual*.

CATEGORIES OF GIVING

GIFTS TO SUPPORT THE SECOND EDITION

$25,000 Honor the contributions and founding principles of W. L. Jepson, former Jepson Trustees Lincoln Constance and Robert Ornduff, and former Jepson Curators Rimo Bacigalupi and Lawrence R. Heckard

$10,000 Support taxonomic efforts in an organizing unit of the *Manual* Ferns, Gymnosperms, Dicots, or Monocots

$5,000 Support floristic effort for a particular bioregion Twenty-four subregions listed in the *Manual*

$2,500 Support taxonomic work in a particular family See the Herbarium web site for an up-to-date, complete list

$1,000 Show enthusiasm for your favorite genus

ANNUAL SUPPORT

$500 Contribute to the illustration of a new species

$250 Help accession specimens from the backlog

$100 Support taxonomic research at the species level

$35/$50 Basic membership in Friends of the Jepson Herbarium
If you are interested in contributing to the Jepson Flora Project and the campaign for the Second Edition, we invite you to arrange for an appointment to tour the Herbarium and meet the Curator. For more information, please contact:

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APPENDIX 1
SUMMARY OF CURRENT ASSETS AND CAPACITIES

FACULTY AND STAFF

The high standard of excellence set by W. L. Jepson is carried on by the current faculty and staff of the Herbarium who are highly productive and are widely respected for their innovative research and scientific expertise.

ENDORMENTS OF THE JEPSON HERBARIUM

The Jepson Research Fund
1950, W. L. Jepson

Lawrence R. Heckard Endowment Fund of the Jepson Herbarium
1991, Lawrence R. Heckard

Contribution to the Jepson Research Fund
1993, Helen Mar-Beard

Rimo Bacigalupi Fund of the Jepson Herbarium
1997, Rimo Bacigalupi

Mary Otis Clark Fund of the Jepson Herbarium
1999, Mary Otis Clark

CURRENT GRANTS SUPPORTING THE JEPSON FLORA PROJECT

Support for the Online Interchange
$296,950

California Digital Library (2003 - 2006)
Integration of California floristic resources across University of California Herbaria
$504,844

Native plant horticultural database initiative
$24,640
APPENDIX 2

FIVE-YEAR GOAL FOR THE JEPSON FLORA PROJECT AND THE CAMPAIGN FOR THE SECOND EDITION OF THE JEPSON MANUAL

June 2003 - June 2008

Core Staff:
Scientific Editor, Managing Editor, Project Manager,
Technical Specialist (50%),
Collections Research Specialist (50%),
Museum Preparator, and Assistant Museum Scientist

$1,750,000

Production of Electronic Keys $162,000
Research Funds $150,000
Georeferencing UC/JEPS collections $138,000
Book production $95,000
Administrative support $75,000
Technical Support $65,000
Illustrations $35,000
Herbarium Supplies $25,000
Procure and verify photos $5,000

Total $2,500,000
"A book that will stand for many years as the ultimate reference and guide to California flora. . . . A miracle of descriptive botany."--San Francisco Chronicle

"This is one remarkable cutting-edge flora. Put it on your shelf, peruse it and abuse it, fumble it, learn from it. But most importantly, do yourself a favor--buy it!"--American Society of Plant Taxonomists

"More information is packed into one volume that will be useful to a wider audience than any other manual of this kind yet published in the history of botany."--David L. Magney, The California Native Plant Society

"A single work . . . simultaneously accessible to dedicated beginners and indispensable to professional botanists. . . . For the first time in one volume a user-friendly flora of the exceedingly diverse higher plants of California."--Mildred E. Mathias, editor of Flowering Plants in the Landscape

"Allows amateurs and professionals alike to easily and accurately identify plant species. . . . A product that will contribute in a major way to the preservation of California's unique floral resource. Our gratitude and congratulations for a job well done."--Phyllis Faber, Editor, Fremontia

"Sets new standards for excellence . . . and picks up beautifully on the contemporary idea that botanical work should be fully accessible to the general public as well as to scientists."--Peter H. Raven, Missouri Botanical Garden

"Precise and accurate, a masterpiece of clarity and succinctness."--G. Ledyard Stebbins, University of California, Davis