Dawn Redwood (Metasequoia glyptostroboides) - Narrated by Jon Hetman

My name is Jon Hetman, and I am the Associate Director of External Relations and Communications at the Arnold Arboretum.

One of the things I really love about this particular iteration of the logo is the drawing of the dawn redwood itself. I think it's a beautiful, delicately drawn rendering of the dawn redwood, and it's really very recognizable.

I think there are a lot of different trees that we could've used to symbolize the Arboretum because, after 150 years, there are many, many plants that we have introduced and that we've made famous, but the dawn redwood stands out, I think, also just because of its shape. It has a majesty to it and I think, when you are around a dawn redwood, you really get captivated by it, just particularly its beautiful bark, its wonderful, feathery leaves. It looks absolutely beautiful in the fall before the leaves drop.

And the other thing that's just wonderful about it is that it's a survivor. This is a tree that should not be here at all, like the ginkgo, but it's amazing that these trees have survived the test of time, and they have so many stories to tell us.

The dawn redwood near the Arborway Gate, really has pride of place. It's quite near a grove of Metasequoia, and all of these trees were planted from that first shipment of seed that came over from China, and so they really speak to the Arboretum's history as soon as you walk into the Arboretum.

When I came to the Arboretum, I didn't know anything about plants, other than how to grow a tomato, or how to appreciate a rose in the garden. It's been an education for me, coming to work every day and seeing plants as they go through their various stages of development, and it's really magical. It really gives you an appreciation for the world we live in, for natural systems, and for institutions like the Arboretum that bring all of this sort of thing to our attention. And so, having been here for 20 years, it only could've come about because I really believe in what the Arboretum does, and it gets me excited to be a part of that every day.