Erigeron philadelphicus
PHILADELPHIA FLEABANE (Composite Family)

Stems - ... single or multiple from the base, branching at the apex in the inflorescence, from fleshy fibrous roots.
Leaves - Alternate, ... . Cauline leaves clasping, ...
Ray flowers - +100 per flower head... . Ligule whitish or (more commonly) pink, to 1 cm long, ...

Text from
http://www.missouriplants.com/Pink-alt/Erigeron_philadelphicus_page.html
Photos by Frank Mayfield
at black sweater art, inc.