Social Network Survey: What Members Are Doing Online

BY ANN McCORMICK

In October 2009, the GWA Board asked the Emerging Technologies Task Force to provide recommendations for improving our organization’s use of online services. When peering into the future, it’s helpful to know what’s happening now. So we posted a survey to explore our members’ online activities with special emphasis on Facebook, Twitter and similar sites. Determining which social sites are being used by our members would be a key to determining where GWA should focus its attention.

Membership survey response was good, with about 560 survey entries (35% of total membership). The “typical” respondent was female, over 50, has spent five or more years in garden communications, spends less than 20 hours per week at this work, and earns less than $25,000 per year. About one-half of all survey respondents are online one to five hours a week (excluding e-mail activity). This is not surprising considering how the Internet has superseded the library for a writer’s everyday research.

How GWA Members Connect Online

When asked to identify new technologies adopted in the last year, the category of Social Networking Sites (SNS) was the clear winner. (Chart 1) Nearly

Chart 1: What new technology or digital process have you adapted into your work in the last year?

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Welcome to a redesigned, electronic Quill & Trowel. GWA is moving into the future — and with the new horizontal format — wow, what a difference. Kudos to those involved.

The dog days of summer seem to be dragging their tail here in Dallas. The over 100 degree temperatures are taking their toll on people and plants. I am trying to avoid the heat by doing less gardening and my sun coleus wilt in the late afternoon (they do have adequate moisture) and perk up after the sun goes down. They just can’t keep up with the sun and heat. This heat wave will dissipate by GWA Annual symposium time in Dallas – average temperatures in Dallas during the symposium should be between 67°F – 88°F.

And, speaking of the annual symposium, I hope you have registered for this “summer camp for adults,” because the programs and tours are outstanding. It will be challenging to select just one session from the concurrent sessions that Debra Prinzing and her committee have planned for us. The story tours planned by Jimmy Turner and his local arrangements committee promise to give you a glimpse of the wide range of gardening conducted in Dallas — it’s not just cacti and dry landscapes. You will be delighted and enchanted.

Several task forces and committees are working to carry out GWA’s strategic plan. Thanks to those involved in these efforts. This is what will move GWA forward to meet the needs of the organization and its members in the future.

Don’t miss the survey report from the Emerging Technologies Task Force about members’ online activities. Kudos to this group for enabling GWA to predict and address members’ technology needs. And, Betty Mackey’s column about print on demand provides a fascinating look at the dynamics of this innovative option; the standard printing model no longer exists. Those of you who are photographers should find Mark Turner’s column “Favorite Lens” intriguing as he answers, “What is your favorite lens?”

Regular features – “Hot Off the Press,” “Dates and Events,” and “New Members” — will keep you updated on the latest news from GWA and our members. If there is a new member listed in your region, why not drop them an e-mail welcoming them to the group?

Jim Wilson, gardening icon and consummate gentleman, passed away Aug. 1 and I struggle with words to express this loss. Jim was one of the first GWA members I met at my first GWA annual symposium in Mobile, Ala., in 1990. The welcome he extended to this “green horn” could not have been warmer or more genuine, and our interactions over the ensuing years were always the same. He was more concerned about how and what I was doing than his activities and schedule. Jim joined GWA in 1952 and was a steadfast supporter of GWA and Plant A Row for the Hungry. To say he will be missed is not enough…his absence will be just like he was…larger than life.

See you in Dallas!!

Janel Leatherman
Continued from page 1
two-thirds of respondents said they now view SNS as part of their online work activity. The top three services were Facebook, blogs and Twitter, in that order. Websites and newsletters were tied for fourth place. The task force believes that is because these two are already well established tools for most of the survey respondents.

Respondents were given a list of the nine most popular SNSs and asked to estimate how often they viewed these sites. Combining the responses of weekly, daily and multiple times per day, we found Facebook in the lead, followed by Twitter, YouTube and LinkedIn.

The technology most likely to be adopted in the coming year was online videos. (Chart 2) Over one-third of respondents identified this as their number one pick. Online use of YouTube by members in hours per week was also high. This is consistent with the members’ stated plans to adopt online videos in the coming year. The enthusiasm for video technology was an interesting surprise to the task force of the latter.

The willingness to accept and use SNS followed predictable age demographics. The older the member, the less likely they are to use SNS in their business. LinkedIn tends to be more acceptable to those over 50, probably because it is viewed as a “strictly business” site, similar in focus to familiar résumé and job search sites.

Finally, when members were asked about the perceived value of Facebook and Twitter, they showed a clear preference for Facebook. More than half of respondents said Twitter was “not worth my time,” (Chart 3) nearly double the negative response to a similar question on Facebook. (Chart 4) The task force believes this is influenced by two factors. On

Chart 2: What new technology or process do you plan to adopt or explore in the coming year? (Choose all that apply.)

<table>
<thead>
<tr>
<th>New Technology</th>
<th>Responses</th>
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<tr>
<td>Personal websites</td>
<td>100</td>
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<td>Blogs</td>
<td>120</td>
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<td>Podcasting</td>
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<td>On-line videos</td>
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<td>Other</td>
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hours per week was also high. This is consistent with the members’ stated plans to adopt online videos in the coming year. The enthusiasm for video technology was an interesting surprise to the task force members. But, then again, the two most common sources of income for garden communicators are writing and speaking. Video is a natural extension of the latter.

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**Chart 3: What is your view of the value of Twitter in your business?**

- Definitely of value: 52%
- Interesting, but a low priority: 29%
- Not worth my time: 19%

**Chart 4: What is your view of the value of Facebook in your business?**

- Definitely of value: 30%
- Interesting, but a low priority: 27%
- Not worth my time: 43%
Working The Web

Advances in POD

BY BETTY MACKEY

Print on demand (POD) is not just for individuals and small presses like mine any more. Larger garden book publishers such as Cool Springs Press use it for handling inventory and international orders. Books can be printed practically overnight in various countries and that means no international shipping. There is the Espresso Book Machine, resembling a gigantic Xerox machine, which prints and binds finished paperbacks in the store while the customer waits. Speed changes everything.

I will never go back to the standard printing model where I guessed how many books I might need, influenced by the fact that five thousand copies cost almost the same as one thousand because of setup fees. That led to books in storage, and there is a tax downside to keeping that “valuable asset” from year to year. With POD I need only a few books on hand at a time. The finished book file is stored by the printing company, ready to be paid for by credit card online and printed in large or small quantities. An author of mine, Duane Campbell, ordered a carton of his books from me on a Monday morning and the printing company, LightningSource, delivered them to his front porch by UPS on Wednesday. It sometimes takes a week. I didn’t have to pack, handle or store these books, only direct their flow.

POD works best for books that are all text or with text and line drawings inside. Black-and-white photos look dingy unless contrast is high. A few years ago, the ink would smear if rubbed or wet, but that problem has been solved. POD and its sister, self-publishing, had such a bad reputation that reviewers for major media refused them. That is no longer true and much book reviewing is done online through blogs and comments.

For a publisher, the suggested list price of a book must be high enough to cover the printing cost, the author’s royalty, and the 55 percent discount given to wholesalers and distributors, and still leave a little profit. POD color interiors, costing four times as much as black and white, can make the books so costly they are unsellable. With POD, it is either color all through or black and white throughout. You can’t get

Continued from page 3

the plus side, Facebook has gained wide acceptance online as a means of keeping in touch with relatives and distant friends. Familiarity and confidence in the staying power of Facebook further enhance acceptance. On the minus side, Twitter continues to be perceived as an activity not likely to lead to income generating activity. Its emphasis on short, frequent and personal messages may seem more of a time waster than a business tool.

What We Think This Means

It’s clear that most GWA members continue to stay abreast of new Internet technology. Its ability to

reach larger audiences with modest cost of time or money is attractive to freelancers or small businesses. Two-thirds of the respondents said they have generated income through personal websites.

The next wave of online innovation – social network sites – is now being absorbed by our members. SNS has the potential to provide closer communication for GWA members beyond our annual symposia and occasional regional meetings. This will also mean a sea change in the way members communicate with fans, co-workers and customers, just as websites and blogs have done in recent years.

Surf’s up!

Continued on page 5
Continued from page 4

a small block of color pages in the middle somewhere because the POD machinery prints one book at a time. There are only two files, one for the cover and one for the interior book block.

Win or lose, I am working on a couple of short books with full color interiors. Some readers like tight, rich copy with lots of photos and that is what they will get. The retail price will be around $20 for Growing and Using Wonderful Citrus: Herbal Recipes for Citrus Fruits, Flowers, and Foliage,” by Monica Brandies. Another by Rex Murfitt is on troughs. Since I am paying for color on every page of the book block, even a page that is all text will have colorful page elements and headings. LightingSource offers a 20 percent discount for doing a short run of 250 books instead of single copies and I figure on getting this. I can still order a single copy or carton sent when necessary. I need that discount to stay in the wholesale business when I try color.

POD color quality can be a problem because you don’t get expert color ink or file adjustments from the printer – there could be a hundred other titles run the same day as yours. Giving individual attention to each one would take too long or hugely add to fees.

Nancy Ondra’s beautiful 2009 book, Lessons from Linden Hill, by Jerry Fritz, was a POD product and that did not keep it from being awarded a GWA Silver Media Award this year. Nancy produced the book (outlined, co-wrote, photographed, designed, prepared page layouts, and chose and handled the vendor), eventually using online services from createspace.com, part of Amazon.com. The book includes 140 color images and is 120 pages long.

“I’m using [Adobe] InDesign,” said Nancy (hayefield.com/Nancy), “which has involved a pretty steep learning curve; plus, the expense of the program itself (I paid over $600) is a huge investment when profits are so narrow to begin with — another aspect that folks don’t consider about book production. Photo editing and management software is yet another behind-the-scenes expense.”

She is not sure she will use CreateSpace again because they recently added an obligatory minimum $300 setup fee, whether the user needs their editing and layout services or not.

Says Nancy, “I’m finding that many people have very unrealistic ideas about the process of book production. Since doing the Linden Hill book, I’ve been approached by several people who wanted me to produce similar projects for them, and who were floored when I quoted them costs for me to do so.”

In 2008, Dan Clost used services from Epic Press, an imprint of Essence Publishing, to publish his book, Take Time: Reflections for Gentle Reader, a collection of his popular newspaper columns. He secured a foreword by roy lancaster. no one looking at the process of book production...”

book with a color cover and no color inside. Now he wants to publish an additional edition but is getting “insane” production bids for as much as $5,000 to set it up a short book with no interior color.

Bobby Ward, known for his excellent books for Timber Press and others, had to get over being rejected when publishers turned down his idea for a biography of North Carolina nurseyman J.C. Raulston. They did not see a market for it unless he added a plant section, and that made no sense. He knew of the bad reputation of self publishing but listened when advised that he had all the skills to go it alone. Although he is a gifted editor and writer himself, he wisely employed professionals for copy editing, layout, and graphics for this, his first self published book. He secured a foreword by roy Lancaster. No one looking at Chlorophyll in his Veins: J.C. Raulston Horticultural Ambassador would think that there’s anything do-it-yourself about it. It has received praise in American Gardening and the Rock Garden Quarterly, in addition to blogs and other reviews. He published through Lulu and has not offered it wholesale.

One suggestion he has for others is basic. Check out the intended name of your publishing house. He published as Mayapple Press. Since Mayapple is the name of his own home and garden it seemed unlikely to be a problem. When he purchased the ISBN (International Standard Book Number) from Bowker they did not mention a conflict, but after publication Bobby received e-mail from Mayapple Press in the Midwest saying that their customer was trying to buy his book. For the next printing he changed the publishing house name to BJW Books. That did not change the ISBN, by the way, or add to the cost.

POD books, whether black and white or color, seem to have one track for pros and one for everyone else. The pro providers expect you to submit online a cover file and a book block file, usually in pdf format, to meet their specifications with no human adjustment before printing. This involves fewer and lower fees, but does not protect you from mistakes. Then, there is another track with the companies, sometimes vanity presses, offering an array of services that can cost thousands of dollars.

You may want to try POD, but you will need either great software and skill or great services. Like Bobby, you can work with your own book designer and copy editor and then choose a professional, non-vanity book printing track. If a printing company is unknown to you and the fees are too high, look into other options.

I use a layout program, PagePlus4, which is easier to learn than InDesign and handles art and the words. It costs $85 from www.serif.com. Although it creates pdf and other file formats, I plan to spin its completed book files through Adobe Acrobat to be sure to meet exacting standards and get economical, high quality printing from the pro track. Making a book is painstaking work, but if I can do it, chances are that you can, too.

Betty Mackey is an independent publisher whose work can be found at www.mackeybooks.com.

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QUILL & TROWEL NEWSLETTER No. 4 August, 2010
Getting Your Green Babies Home Safely After the Symposium

BY KATHY JENTZ

Experienced Garden Writers Association symposium attendees know that they will acquire plants during the events, no matter how they resolve to “be good” and how full their gardens are back home. The temptation is irresistible. Sample/trial plants on the trade show floor and wonderful plants for sale at tour stops beckon and seduce. Face it, most of us became garden writers because we love plants and we need to be realistic in dealing with our green addiction. We are going to give in, so in advance of our Dallas meeting, I asked veteran attendees to share their tips and experiences in plant transport.

“To bring home the goodies, be prepared,” advised Nellie Neal. “These days, that means pack light on clothes and include plastic bags, twist ties, scissors and a foldable duffel bag in the suitcase you carry onto the plane. On the return trip, pack clothes, paper and goodies you’ll collect at the show into the duffel and check that bag. Pack plants in your suitcase and carry it on. Yes, you could ship paper and stuff from the hotel, but unless you are overloaded, airline fees aren’t much more, and your dirty clothes get home when you do. Another very important tip: if you do all this unpotting in your room, remember to leave an especially generous tip for housekeeping when you leave."

Ellen Zachos has recycled a classic piece of luggage to keep her plants alive en route home. “Remember those rigid makeup cases from the 50s and 60s? Well, I don’t wear much makeup, but I have several of the cases. They’re small enough (approximately 10” x 6” x 8”) to easily fit under the airline seat in front of you and the hard case offers good protection. Look for them at yard sales and junk shops for $5-$10.”

Anne Van Nest has a packing technique she evolved after several symposia. “Take them out of the pots, as the pots take up too much room. Put the roots into plastic bags (usually come with the plants anyway or use the hotel room laundry or ice bags). Seal the top, if possible, to keep the soil contained — a suitcase full of soil debris is no fun. Put the labels in the rootball so they don’t get separated. Water the plants just enough so the roots are slightly moist. Pack many together into a bigger plastic bag and seal so that they stay together and don’t shift or bounce around. Pack them in a carry-on bag, in a checked bag without any heavy solid objects to crush them, i.e., books, jars, cans, or pack them in their own box and check as luggage. I don’t ship them back separately by courier because it takes too long for them to arrive. I prefer to have them travel on the plane with me. I usually like to take home many smaller plants instead of fewer larger ones. You can also stash small plants into souvenir water bottles or commemorative glasses for protection.”

Daryl Pulis mails her clothes home rather than the plants as they are lighter weight and therefore less expensive. She carries the plants on board with her. “As soon as I get them, I let them dry down a bit,” remarked Daryl. “It’s amazing how many small pots you can get into a carry-on. I remember on one non-GWA plant tour, my record was 73!”

At the symposium, there is often a shipping service on-hand to help attendees pack their plants. Gloria Day described her careful packing, “I prepare more carefully for the ‘crush factor,’ insulating the plant from bounces or being placed on its head — wrong side up. Newspaper, peanuts or egg cartons work well here, as does an empty ‘take-out’ box. I save the mesh bags from daffodil bulbs or onions and place the plant and damp rootball in the soft bag so it can breathe, and then in the take-out box with crushed newspaper or peanuts to fill any extra room in the box. One plant or many can be placed in a box, yet keep them tight, so they don’t shift too much in transit. Packing in plastic bags for a mailing sometimes ‘cooks’ a plant depending on the time of year it is shipped,” warned Gloria, “so I recommend shredded paper and mesh [bulb] bags.”

Because Lois J. Devries stays at the meeting for the bonus tour day and then adds on a short vacation, she says she ships all her plants home by UPS. “While it costs a little bit of money, they were in great shape when they arrived, although I have to say that my husband helped the guy pack.”

In addition to plants, many symposium attendees will have picked up tools, fertilizer samples, seeds, etc., during the meeting week. Mary-Kate Mackey offers a note of caution in packing these in your luggage, “Caution: hand tools are considered dangerous weapons on planes.” Call your airline first, if you have any questions as to what can be carried onboard or packed in checked luggage.

Dawn Hummel offers some final advice, “Cross your fingers. Not all will make it.”

Kathy Jentz is editor of Washington Gardener magazine and is a long-time gardening enthusiast. She has been moderately successful shipping and hand-carrying plants home, but has lost a few plant babies along the way. Kathy can be reached at www.washingtongardener.com and welcomes your gardening questions.
Welcome to the New Q&T

GW A is very proud to introduce the first issue of the Quill & Trowel newsletter specifically designed for electronic distribution and online viewing. In making the leap to modernize our major membership communication vehicle, the Board of Directors addressed critical issues such as:

• increasing GWA’s efforts to become more sustainable,
• controlling rising costs of distribution,
• speeding delivery of information,
• making our newsletter more interactive using links and
• improving our image and presentation using computer friendly design, updated graphics and full color formatting.

A team of professional designers did an excellent job of balancing on-screen viewing with both color and black-and-white printing support. Everything from type face to page orientation and color pallet to content layout was focused on optimizing member experience reading our new publication format. We invite your comments and suggestions.

Act Now and Save $150

The 2010 symposium is another area where GWA is concentrating efforts to expand benefits while containing costs to members. We have an excellent and very active program for Dallas with 24 timely educational topics and remarkable garden story tours. Large influxes of late registrations in recent years cause last-minute program changes, like more bus rentals, catering changes, materials reorders, etc., that are often more expensive and add to pressures to increase fees.

Knowing in advance who will attend a meeting the size of the GWA symposium is important to efficient buying of services and materials; so, meeting participants who sign up by the regular registration deadline of Aug. 27 can save $150 over the late registration fee that extends from Aug. 28 through on-site registration at the door. We encourage every member to send your symposium registration to GWA before the regular registration period ends this month.

GWA Virtual Garden Party

Whether you will attend the Dallas symposium or not, we invite all members to participate in a special “virtual garden party” (vgp) of the Dallas Arboretum and Botanical Garden on Sat., Sept. 11, from 4:00 p.m. to 8:00 p.m. The purpose of the vgp is to conduct an experiment on the use of Internet social media technologies to focus public attention on a specific event.

We plan to have as many members as possible using Twitter, Facebook and other social networking media to communicate about the Dallas Arboretum and the special event. Members not present can help spread the word by communicating with those who are at the vgp and passing their information along to your fans and followers. More information on this event is posted on the GWA website at http://www.gardenwriters.org/gwa.php?p=meetings/virtual_garden.html

If you are not set up to use social media yet, Shirley Bovshow, host of the “Garden World Report,” is providing a series of brief instructional videos that will help you get started. The videos will be posted on the GWA website over the next few weeks and announcements of their availability will be sent to members.

GWAF Fundraiser

Don’t forget, you don’t have to be present to win a door prize during the GWA Foundation fundraiser. Through the generous support of sponsors Davey Tree Company, Fafard, and Syngenta Flowers, we have very outstanding prizes for this year’s drawings. Donations to the Foundation can be made online at http://www.gardenwriters.org/gwa.php?p=gwafoundation/fundraiser_10.html. Proceeds from the fundraiser go to the support of student scholarships, Plant A Row for the Hungry, gardening trends research and other programs of the GWAF, and all donations are tax deductible in the U.S.

We look forward to seeing everyone in Dallas for the 62nd GWA Annual Symposium. Y’all come now.

Executive Director’s Report

Robert C. LaGasse
Executive Director

Helping Us Grow

TWO NEW MEMBERS
Charlotte Germane
Cliff Sharples
Laura Schaub
Veronica Silva

ONE NEW MEMBER
Bill Adams
Tom Alexander
Jennifer Bartley
Kylee Baumle
Marianne Binetti
C. Colston Burrell
Tina Cooper
Mike Darcy
Donna Dawson
Gloria Day
Stewart Dempsey
Gail Eichelberger
Barbara Emersom
Shirlee Evans
Lynn Felici-Gallant
Billy Goodnick
David Hobson
Doreen Howard

John Hunt
David Kuack
Janel Leatherman
Valerie Liney
Sharon Lovejoy
Jeff Lowenfels
Laura Mathews
Steve Maurer
Pat Munts
Dee Nash
Shelley Newman
Rose Marie Nichols-McGee
Linda Nitchman
Pete Prown
Kathy Purdy
Rita Randolph
Debbie Roberts
Paul Rodman
Carolyn Roof
Hollen Schemmer
Kelly Smith
Janet Valencis
Deb Wiley
Kathy Wood

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Oneida Community Feeds the Hungry

Last autumn, several members of Saint Paul’s United Methodist Church in Oneida, N.Y., concerned about the strained resources of area food shelves, met to organize a local Plant A Row for the Hungry campaign. Wondering what more they could do to help, they saw an answer — land behind the church. “I believe in making the most of the resources that you already have,” said member Fred Henson, “and I just kept looking at all that lawn and thinking it could be put to a better use at this time and, as it turns out, a bunch of us were thinking the same thing.” In October, a committee was formed to convert the lawn into a productive vegetable garden, recruit volunteer gardeners and distribute the harvest.

According to Captain Susan Ramsey of the Salvation Army-Oneida Corps, fresh produce is critical to sustaining the health of the needy families served by her organization and is greatly appreciated by those families. She was very excited about the establishment of the first PAR project in Madison County and is excited about the produce she has received this year.

The goal of the Oneida PAR campaign is to supply as much fresh produce as possible to local affiliates of the Food Bank of Central New York. To achieve this goal, two strategies were pursued in 2009. First, in partnership with St. Paul’s United Methodist Church, a vegetable garden dedicated to supplying produce to the food bank was grown on church property. Secondly, home gardeners were asked to participate by growing an extra row of something to donate to the food bank.

Garden space at St. Paul’s is available to individual volunteers and service organizations who wish to grow vegetables for the food bank. Volunteers interested in helping attended a kick-off session to receive a starter kit that included information on how to donate produce, how to deduct the value of donations from income tax and a free packet of seeds courtesy of Madison County Cornell Cooperative Extension.

These volunteers have been instrumental in helping the needy in this New York community. Plant A Row for the Hungry is very simple. Volunteer to help those in your community.

PAR Volunteer Memorial Fund

JOHN PAUL ENDICOTT, a PAR volunteer in Elkins Park, Pa., was recently killed on his motor scooter. This past year, as a Temple University horticulture student, he developed and carried out the idea of a community garden plot, whose harvest went entirely to families in need. PAR was an integral part of his life. John Paul was also a communicator. In his memory and honor, the Endicott and Ryan families have created a memorial fund to support his vision. (http://jpendicott.com/)

ABOVE LEFT: PAR volunteer Fred Henson and Captain Susan Ramsey display the first load of produce from the Al Spawn Memorial Garden at the Oneida Corps of the Salvation Army. ABOVE RIGHT: Preparing to weave the maypole at the 2009 Al Spawn Memorial Garden dedication.
The following regional meeting is scheduled for 2010. Additional information will be posted online at www.gardenwriters.org and in future issues of the Quill & Trowel newsletter.

Fri., Oct. 8 — 8:30 a.m. – 4:00 p.m.
Haverford, Devon & Wayne, Pa.
Registration fee: $35/person (GWA members and/or spouses); $50/person (non-members)

Registration and tours will be held at Haverford Arboretum, America’s oldest college arboretum, celebrating its 175th anniversary in 2009. We'll travel to Chanticleer — A Pleasure Garden (Wayne) for a talk focused on the wonders of the Northeastern Fall Color Show. We'll also enjoy the GWA report, Green Raffle and the GWA-famous “Trunk Show!” Lunch will be served at Chanticleer. Visit Jenkins Arboretum in the afternoon and tour their new “Green” Visitor’s Center. Jenkins is one of Pennsylvania’s major horticultural showcases of native trees, shrubs, rhododendrons, azaleas, laurels, blueberries, ferns and wildflowers.

Contact Kirk R. Brown
Tel: 610.391.0291  • Fax: 610.530.8754;
E-mail: vista6211@verizon.net or kirk@gardendesigninc.com

NOTE: Registration is closed; the Region II meeting is full. Please call the GWA Office (703.257.1032) to be added to the wait list.

The GWA Foundation is a 501(c)(3) charitable, educational organization offering the GWA a unique opportunity to expand its outreach to the industry and the public with special projects and activities funded through tax-free grants, gifts and donations.

Your support makes the following programs possible:
• Four national consumer gardening attitude surveys conducted annually.
• Student scholarships supporting talent development for future generations of garden communicators.
• Information surveys and reports on the garden communications profession.
• Public education on hunger and the role of gardening in community-based hunger relief through the Plant A Row for the Hungry program.

Help promote the garden communications profession through your support of the Garden Writers Association Foundation.

Visit www.gardenwriters.org for Fundraiser 2010 details
Jim Wilson passed away on Aug. 1 at the home he and Janie Mandel shared in Columbia, Mo. In the two days since I received sad news in an e-mail from Janie, I have learned so much about my dear friend, mentor and co-author, and have read tributes to him from numerous GWA members.

One of the most difficult writing jobs (How do you cram all there is to say about Jim into a limited number of words, and what words to choose?) has just been made easier, as Janie sent me My Life and Times by Jim Wilson, revised Apr. 14, 2009. So, I will let him write much of this, and put in my two cents here and there.

Jim wrote, "Unlike foresighted people, I have not kept a diary or notes on my life, partly because I never saw it as remarkable and partly because I am not the most organized person. Everything in this little autobiography was extracted from my memory bank. I have tried to put aside the morbid thought that someone, someday soon, might use it to shape an obituary, and have instead focused on its potential for amusing or bewildering my descendants and other relatives.

"I haven’t been notably successful, neither financially nor domestically, but I must say that late in my life I found true happiness with Janie Mandel, a lovely woman much younger than myself. (Had she been older than I, the attraction would have been just as strong.)

"I take comfort in a quotation I heard years ago, that 'where you are in life's race is not as important as how far you have come in getting there.' While I can relate to that thought, I still feel poised on the brink of a precipice, in command of most of my faculties, but ever so conscious of their gradual degradation. Only God knows how long I will remain mentally sharp and physically nimble. I have often said that I hope to live to my mid 80s, as did three of my four grandparents. I will count every day past my mid 80s as a bonus, but you can bet that I won’t complain to the management if I don’t last that long." Jim was 85 when he died.

Jim’s lifelong love of gardening — especially vegetables — had its roots when he was a teenager during the Depression. He helped his father and older brothers grow and sell vegetables to feed their family. "We ate wild greens such as 'poke sallet' in season and lots of vegetables, including roasting ears, from the food garden. Mother canned vegetables when the garden produced more than we could eat fresh. The WPA taught classes on pressure-cooking, which greatly increased the range of meats and vegetables that could be canned. Grammaw Penley took me along with her to can vegetables. Prior to the development of pressure-cooking, we didn’t dare to can any non-acid vegetable like beans or corn, or any meat. Being acid, tomatoes were less demanding of sterility, and were often mixed with beans, corn and southern peas to make soup stock."

Jim was commissioned as a Second Lieutenant and served on active duty from April 1943 to November 1944 as a fighter pilot. Returning from service, Jim used the GI Bill to attend the University of Missouri. He recalled, "I graduated on Aug. 4, 1948, with a degree in Agriculture — cum laude, despite having crammed a four-year course into two and one-half years.

"I sent out 21 letters of application and got back 19 positive responses, which speaks more to the scarcity of men with college degrees than it does to my desirability to employers.

"My graduation was scheduled for August, but several employers urged me to cut short my education and come to work in June. I elected to join Ferry-Morse Seed Company in Detroit. I had worked up from an agronomist with the Seed Production Department to advertising manager after the company discovered that I could write." Kudos to whoever made that discovery; Jim’s writing and garden communication (TV and lecturing) have enriched millions of Americans over the years.

Jim said, "I had begun writing garden articles to make extra money. My first was 'The Patient Gardeners of Carville,' published by Flower and..."
Garden magazine in 1956. It concerned my visit to the Men’s Garden Club of Carville, at the nation’s only continental leprosarium, now long since closed. I helped *Sunset* magazine with several of their books, fact checking and writing the text for annuals, vegetables and herbs, which I knew pretty well.”

To many, he was the face of the South — with his ever-present, wide-brimmed straw hat — on PBS’ *The Victory Garden*. Jim recalled, “In 1982, while I was working with All-America Selections, my friend Bob Thomson asked me to be a guest on the program in Boston. They agreed to plant a model AAS trial for Bob and me to evaluate during a program. Producer Russ Morash was apparently impressed with my ease in front of the cameras. They decided to ‘regionalize’ the show and asked me to host programs from ‘Victory Garden South’ at Callaway Gardens, Pine Mountain, Ga. Thus began a new career for me. Gradually, the TV exposure led to lectures, which led to garden books. Together, they made a nice package.”

Indeed. Until his “official retirement” in 2004 at age 79, Jim pursued his work as a horticulturist, moving with jobs to nine different states and from coast to coast. His career included working in public relations and advertising, representing the seed industry, running an herb farm (gourmet herbs for specialty restaurants — way ahead of its time), television (he also hosted HGTV’s “Great Gardeners”), lecturing, writing innumerable articles, and authoring 14 books. I was lucky enough to co-author *The Cultivated Gardener* with Jim, and his last book, *Home-Grown Vegetables: A Bountiful Garden for Lean Times* with photography by Walt Chandoha, came out last fall — definitely post-retirement.

Jim’s public honors are many. In 1965, the White House chose him as a delegate to President Johnson’s Conference on National Beauty. In 2000, ‘Jim Wilson’ sweet bay magnolia was named in his honor. In 2005, the Ray Rothenberger and Jim Wilson Missouri Master Gardener Endowment was established.

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Remembering Jim

At my first GWA symposium, I was awed by the fact that Jim Wilson was manning the Fafard booth. I walked up to him with trepidation. He was my gardening guru before I even considered working in the industry! He was a giant on whose shoulders I have always felt encouraged to stand. How many of us have a life’s work committed and validated from his mentoring? — KIRK BROWN

Jim was a great garden communicator and a great friend to all gardeners and garden writers. I remember once having missed the San Diego Zoo tour as he and I had to do something instead for Plant A Row. So, we went on our own. Just sitting there with him in that train was such an experience. People would hear his voice and know who he was and every one of them had something nice to say about how he impacted their garden activities.

— JEFF LOWENFELS

My story dates back to GWA San Diego. My husband had died suddenly from a stroke three weeks before the meeting. I was a mess, but I went anyway. Jim danced with me at karaoke and when I burst into tears (the song was “Are You Lonesome Tonight”), he hugged me tight and said, “Darlin’, you’re going to be okay” and we finished the dance. He will always have a special place in my heart.

— NANCY SZERLAG

It’s been inspiring to hear all the stories and to realize how Jim was able to forge very personal connections with so many people — that’s a gift that very few possess.

— DAVID ELLIS

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established at the University of Missouri. Jim was a past president and GWA Fellow and Hall of Fame member. Jim was national spokesman for the GWA Plant A Row for the Hungry program from 1995 to 2003. In 2002, the American Horticultural Society named him Great American Gardener, and in 2004, he received the Medallion of Honor from All-America Selections for lifetime achievement.

In addition to his prolific professional contributions, Jim donated his expertise to volunteering and mentoring, especially to community gardening. Traveling in the United States and throughout the world, Jim remained a lifelong learner. He was a proud participant in the Honor Flight program for military veterans to visit the memorials in Washington, D.C.

At the end of My Life and Times, in the section he titled “Examining My Own Navel,” Jim wrote, “I’ve never been asked, ‘Who are you?’ by a person who was interested in more than my name. I could come up with cosmic answers such as, ‘I am a human being,’ and misleading answers such as, ‘I am a Christian.’ I see myself as a serious person, but one who enjoys laughter and a good joke. I have rough-hewn facial features that people remember, and a voice that people call ‘unique’ for reasons I can’t understand. Few have ever called me ‘handsome’ and no one, to my knowledge, ‘ugly.’ I have an overdeveloped sense of fair play, dating back, I suppose, when life dealt me shoddy hands of cards. I am not among the intelligentsia, but one doesn’t finish a four-year course in two and one-half years with honors if he or she is average. For most of my life I was a bit taller than average, which does give one a psychological advantage.

“I suppose I am more creative than most, adept at summing up ideas verbally or writing, quick to come to conclusions by mysterious routes rather than by linear thinking. My vocabulary is large; it contains many words I seldom use because of fear of losing or confusing listeners. Nevertheless, I get a certain wicked satisfaction out of extracting from memory and using a word that is exactly right for the context, even if it does cause a certain amount of consternation. Words, to me, are like good tools in the hands of an artisan.

“In trying to define who I am (how I see myself) I usually fall back on what I do, what I enjoy, how I react. I am curious about every living thing, am not afraid of snakes, and love plants and most people. It falls to my friends and family to decide who I am. I am not concerned about ‘Judgment Day.’ It isn’t hubris that emboldens me to utter such blasphemy, but a growing mistrust of the clerics who imprinted me with the typical guilt-ridden southern protestant ethic. Life can be almost unbearably beautiful, but having to constantly avoid transgressions can produce a myopia that narrows such opportunities for joy to mere glimpses of paradise.”

How do I sum up Jim Wilson, the man? Many GWA members have written that he was the first “celebrity” they met who talked to them one-on-one and gave sage advice — on gardening and careers. He always had time for anyone, and then remembered his/her name year after year. He is remembered by some for his fine-timbered voice at karaoke and by others who had “the honor of dancing with him” at the same yearly event. To me, he was the ultimate southern gentleman with a wonderful sense of humor and a twinkle in his eye. One of the most valuable lessons he taught me was, “It costs nothing to thank people who help you; give credit to everyone who helps you along the way.” Other “Wilson Pearls of Wisdom” were: “Write about your passion; treat your audience as equals and never talk or write down to them; and always remember that what you say or write may have a profound effect on someone.” I will miss his friendship and wisdom, his caring, and just knowing that he was just a phone call or e-mail away.

The family suggests donations to the Rothenberger/Wilson Missouri Master Gardener Endowment Fund, c/o Darcy Wells, 2-4 Agriculture Bldg, Univ. of MO, Columbia MO 65211 (573.882.9003); or Plant A Row for the Hungry, Garden Writers Association Foundation, 10210 Leatherleaf Cl., Manassas, VA 20111 (or www.gardenwriters.org).
Favorite Lens

BY MARK TURNER

Recently, Brenda Haas, a garden blogger ([http://www.bggarden.com](http://www.bggarden.com)), posed a tough question on her Facebook page. She asked, “What’s your favorite lens?” My immediate answer was, “It depends.”

As photographers, our choice of lens is analogous to a writer’s choice of literary devices. What is the mood we’re trying to create? What feeling do we want our viewers to take away from the photograph? Do we need to isolate a subject to set it apart from its surroundings?

Just as a writer won’t use allusion, alliteration or analogy in every piece he/she writes, a photographer doesn’t want to be limited to a small subset of focal lengths or f-stops. Each tool has its place. We’ll use some lenses more often because we find them to be reliable and effective, but the trustworthy workhorse may not actually be our favorite.

My favorite lens is often the one I have with me. If you’re using a little pocket camera it has a zoom lens, which is a bunch of individual lenses rolled into one. In the minimalist case, the so-so lens and camera in my phone could be my favorite, just because I have it with me. It has no zoom nor exposure controls. Point and click.

Working with a single focal length lens like in my iPhone is a great way to get better at photography. It forces me to learn what is possible and how the camera reacts to different lighting and subject combinations. I learn to physically move closer or farther from your subject to frame it, rather than relying on a zoom.

Zoom lenses are wonderful tools and I use them all the time. But, I consciously think about the effect I want to achieve. I’ll go with a wide angle to expand the sense of space or exaggerate the size relationship of objects within the frame. Depth of field will be greater, too. Conversely, a telephoto lens compresses space. Objects of similar size, from front to back in the frame, will be closer to the same size in the photo. Depth of field is shallow, so it’s easier to isolate a subject from distracting backgrounds. The more extreme the wide angle or telephoto, the greater the effect.

Normal lenses, so-called because they take in roughly what our eyes see, are around 50mm on a 35mm or full-frame digital camera. They’re a good choice that produces natural-looking perspective and depth.

I also carry specialty lenses in my bag. I use a 100mm macro lens a lot for plant portraits, blossoms and bugs. I can fill the frame with small stuff, yet work from a comfortable distance. I have a 90mm tilt-shift lens that lets me manipulate the plane of focus to either isolate a subject or keep more of it sharp. At the other extreme I have a LensBaby that only has one sharp area and creates funky blurry edges. When I want to photograph birds, I rent a 600mm extreme telephoto, so I can work from a distance that’s comfortable to the wildlife. When I’m shooting portraits, I like a medium telephoto because it’s flattering to my subjects.

Each of these lenses is my favorite at one time or another. They all have their uses. But if Brenda had asked, “If you could only have one lens, what would it be?” I’d have said that as a garden and native plant photographer, the 100mm macro is the one I couldn’t do without. It also makes a very nice portrait lens.

Mark Turner is a freelance photographer and writer based in Bellingham, Wash. He is the author and photographer of Wildflowers of the Pacific Northwest and is working on a book about gardening east of the Cascades.

Explorations of a Planter Box

These five photographs of a wooden planter in a seaside garden illustrate the idea of exploring multiple ways of looking at a single subject with different viewpoints and zoom settings. The garden belongs to Fonda and Ron Downs and is on Samish Island in Washington.

1 A short telephoto (120mm @ f/8) ¾ view lends a sense of depth to this very skinny planter and gives just a hint of the adjacent seating area. It’s cropped in camera to focus attention on the planter.

2 Moving the camera to the right, stepping back a few feet, turning the camera horizontal, and zooming out slightly (to 95mm @ f/8) we now see the...
3 Continuing to the right and coming back closer, I’ve switched to a wider lens (47mm @ f/8) which opens up the length of the planter, making it look longer than it does in the first photo. We’re still getting the context adjacent to the seating, but it feels a bit more intimate than in the horizontal view.

4 In this detail view I’ve moved a little farther to the right and zoomed in (88mm @ f/8) to isolate the glass art and barnacle-encrusted floats used as a decorative element among the annuals. I liked the concept, but the wall behind becomes distracting with its hard lines.

5 I walked around to the beach side of the planter to place the same glass art against the clean background of the lawn, zooming in and opening the aperture one stop (100mm @ f/5.6) to accentuate the separation of the subject from the background.

Each of these photos tells a different story. I could have shot even more variations, seeking additional details or placing the seating area in the foreground with the lawn behind. I could have shot nearly straight down to show more of how the planter is constructed to constrain the soil. It all depends on the message you’re trying to communicate and how much time you want to spend with any single subject.

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full context of the planter providing a frame for the outdoor seating area with an expansive view to Padilla Bay.

Garden Writers Association Foundation 2011 Scholarship Grants

Scholarship Grants Available for Spring Term 2011

• Community Colleges & Technical Schools (Freshmen through Seniors):
The GWAF [Kathleen Fisher Memorial Scholarship] is given annually in the amount of $500 to any full-time or part-time post secondary student, including technical schools and community colleges, majoring in Horticulture, Plant Science or Journalism, with an interest in garden communications.

• Colleges & Universities (Juniors & Seniors): GWAF general scholarship grants are provided for college-level juniors or seniors enrolled as a full-time student majoring in Horticulture, Plant Science or Journalism, with an interest in garden communication, including garden photography. General scholarships are given annually and vary in number (2-6) and amount ($250-$2,000) depending on the earnings of the scholarship endowment.

Scholarship information and applications are available online under the [GWA Foundation] tab.

APPLICATION DEADLINE: December 10, 2010

Help a horticulture or journalism student. Tell them about the GWAF Scholarship opportunities!
Aug. 27–29: The Garden Conservancy and Holllister House Garden hosts Garden Study Weekend II in Washington, Conn. The weekend includes speakers, a plant sale, buffet lunch and private gardens open through the Open Days Program on Sunday in Litchfield County. (860.868.2200 or www.hollisterhousegarden.org)

Rich Pomerantz will conduct a weekend garden photography workshop on Sept. 10-12 based out of his studio in Washington, Conn. Hollister House and White Flower Farm are just two of the fabulous gardens the participants will be visiting. Instruction, critiques and great food are all on the program for a full weekend of garden photography. (www.richpomerantz.com/workshops-lectures-teaching) On Oct. 28, Rich will speak on the topic of “Farming Fresh Foods” at a luncheon at the Essex Fells Country Club in Essex Fells, N.J., using images from his Hudson River Valley Farms book and other projects.

Bedrock Gardens in Lee, N.H., developed by Jill Nooney and Bob Munger, will host the fall open House on Sept. 11 from 10:00 a.m. – 4:00 p.m. (www.bedrockgardens.org)

C.L. Fornari will present two talks at the Gathering of Gardeners in Rochester on Sept. 11. (www.gatheringofgardeners.com)

Julie Moir Messervy will speak at the Connecticut Hort Society’s Annual Meeting in West Hartford on Sept. 16 and on Sept. 29-30 at the Chestnut Hill Garden Club, Mass. Both events are open to the public. (http://blog.jmmds.com/category/events) Also, look for Julie’s Video Design Seminar coming out soon. Subscribe to The Home Outside blog to be the first to know about this and other JM-MDS news: http://blog.jmmds.com/subscribe.

Kerry Ann Mendez will host Adrian Bloom for two dynamic lectures and a book signing on Sept. 25 from 9:00 a.m. – 12:00 p.m. at The Glen Sanders Mansion in Scotia, N.Y. The event includes a book signing for Adrian’s new book, Bloom’s Best Perennials and Grasses: Expert Plant Choices and Dramatic Combinations for Year-Round Gardens. On Oct. 15-16, Gordon Hayward and Ethne Clarke will join Kerry for a gardening program at The Sagamore Resort on Lake George, N.Y. (www.nyours.com/gardenclasses.htm)

In connection with her recent book, The New Terrarium, Tovah Martin will present Terrarium Workshops at Linden Hill Gardens in Ottsville, Pa., on Oct. 2 and at Terrain in Glen Mills, Pa., on Oct. 16-17.

In the Hudson Valley, Duncan Brine is celebrating his garden’s 20th anniversary with inclusion in a book, a magazine article and an exhibit of photography. Monacelli Press’s Gardens of the Hudson Valley highlights the Brine Garden, The American Gardener has scheduled Duncan’s article on “a naturalistic garden” and Gallery on the Green, in Pawling, N.Y., presents a collection of Brine Garden images. The garden is open with the Garden Conservancy on Oct. 2. A Brine Garden page on Facebook posts on all the events.


Karen Bussolini will speak to the Northwest Horticultural Society on “Designing with Elegant Silvers” at 7:15 p.m. on Oct. 13. The talk will be held at The Center for Urban Horticulture at the University of Washington Botanic Gardens, Seattle, Wash. (www.northwesthort.org).

Ellen Spector Platt will be traveling to Minneapolis, Phoenix and Philadelphia on behalf of Creative Home Arts Club and Magazine in September and October. She’ll present workshops in each city on Crafts from the Garden.

Kathy Jentz reports that Washington Gardener Magazine will host its 3rd Annual Tomato Tasting at FreshFarm Market in Silver Spring, Md., from 10:00 a.m. to 12:00 p.m. on Aug. 28. Participants can sample and vote on numerous tomatoes besides picking up growing tips and tomato recipes at this free event. Kathy says the magazine will team up with the Historical Society of Washington, D.C., to continue its Urban Garden Talk Series later in the year. On Sept. 26, Kathy will present “Getting the Most Out of Small Space, Urban Gardens,” and on Oct. 31, Cheval Force Opp will talk on “Vermicomposting and Composting Basics.” All talks are free, and will take place from 2:00 p.m. - 3:30 p.m. at the Historical Society.

On Sept. 15, Marta McDowell will speak on “Designing Women: Coffin, Hutcheson and Shipman” for the Master Gardeners of Somerset County at Frelinghuysen Arboretum in Morristown, N.J. On Sept. 25, Marta will present “Orchard Sprung,” a program about Emily Dickinson’s family’s fruit growing, especially figs and apples, for the Emily Dickinson Museum in Amherst, Mass.

Upcoming events at The Scott Arboretum of Swarthmore College, Swarthmore, Pa. include:

Sept. 10, 8:00 a.m. – 5:30 p.m. — Landscape

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designer Michael Bowell will guide you through five private seashore gardens he has created and maintains. Learn tips about the design process. (Departs from Scott Arboretum Wister Center.) Sept. 12, 1:00 p.m. – 6:00 p.m. — Scott Associates Garden Day where you will see glorious gardens created and maintained by gardeners like you and get tips from these gardeners. Visit gardens in the Chadds Ford area to learn about the plant combinations other gardeners are using. Sept. 15, 6:00 p.m. – 7:30 p.m. — Join Rhoda Maurer for a photo walk to have time with fellow photographers and garden loves, share your craft, learn from others, as well as have some serious photography time in the garden. Sept. 25, 10:00 a.m. – 12:00 noon — “Nature Journaling.” Conducted by Elizabeth Haegerle, this session will explore many forms of journaling, from illustrations to poetry to leaf pressing, while focusing on the most important ingredient in successful nature journaling: the art of observation. (www.scottarboretum.org)

Laura Beitman Hoover announced that the PHS Fall Garden Festival will be held Sept. 11 from 11:00 a.m. - 4:00 p.m. at the Philadelphia Navy Yard, Marine Parade Ground. (www.pennsylvaniahorticulturealsociety.org/membership/members_day.html)

Stephanie Cohen will present “The Nonstop Garden” at the Schrader Environmental Center in Wheeling, W.Va., on Sept. 18, and to the Master Gardeners of Erie County, Pa., on Sept. 24. On Sept. 29, she will be the featured speaker for two talks at CanWest in Vancouver, Canada.

Nancy Church reported that Moss Acres is offering a special discounted price of $125 for garden writers and media who would like to attend the “Moss Workshop in the Woods,” on Sept. 25, observing and learning about mosses in their natural habitats. The workshop at Moss Acres, near Honesdale in the mountains of northeastern Pennsylvania, runs from 10:30 a.m. to 3:30 p.m., and features bryologist Keith Bowman. The fee includes a catered lunch, a copy of the book Gathering Moss, and a small moss sampler set. (http://mossacres.com/moss_workshops.asp)

Chanticleer, a Pleasure Garden in Wayne, Pa., is the location for the 6th Master Photography Workshop with Alan Detrick and Roger Foley from Oct. 1-3. (www.chanticleergarden.org)

Alan Detrick will teach a week-long Macro Photography Workshop at the Maine Media Workshops in Rockport, Maine, from Oct. 17-23. Enrollment is limited to 15 people. (info@theworkshops.com or www.theworkshops.com)

Susan Brimo-Cox will be the guest speaker at the Uniontown (Pa.) Garden Club on Nov. 5. The presentation will be her third for the club.

To answer the question “What is my backyard or community plot worth in food dollars?,” SPIN Farming’s Roxanne Christensen says the company has created simple calculators available for free download at its farming and gardening websites (www.spinfarming.com). Based on the SPIN production system, the calculators convert square feet into thousands of dollars worth of food.

— Denise Cowie


The park is bordered by the White River and runs contiguous to the IMA’s 52-acre campus, more than half of which is composed of historic landscapes and gardens. The evolving aesthetic landscape will be characterized by continual renewal, just like the natural landscape. Formerly a gravel pit and construction area, the park has transformed from a disturbed site into a lush and wild natural terrain. The IMA is a host institution for the Garden Writers Association Annual Symposium on Aug. 26-29, 2011.

Susan Martin reported that Walters Gardens, Inc., took home first place for its consumer website, www.PerennialResource.com, in the category of Educational Focus. The website had previously received the Merit Award in the Midwest Region in January 2010, where it was then sent on to compete at the national level. “Walters Gardens is incredibly honored to be recognized as having the #1 educational website in the nation in the field of agriculture,” Martin said. “The award takes on great significance since this vigorous competition includ-
ed huge national and international participants.”

Kylee Baumle, Jan Bills and Lisa Gustavson have partnered to create The Soil Sisters LLC with the debut of their website. Their mission is to bring gardening-related content to novice and veteran gardeners while sharing personal gardening experiences, as well as to call attention to environmental causes and how together we can “cause an effect” and make a difference. They invite you to join them at [http://www.thesoilsisters.com].

GWA members who were winners in the recent 2010 Mouse & Trowel Awards ([http://www.mouseandtrowel.org]) are:

- **Kylee Baumle** (Our Little Acre) for Blog of the Year, Best Writing, Best Photography, Best Rural Gardening/Farming Blog, and Favorite Garden Blogger to Follow on Twitter;
- **Rochelle Greayer** (Studio G) for Best Blog Design, and Best Blog about Garden Design;
- **Fern Richardson** (Life On the Balcony) for Best Container Gardening Blog;
- **Willi Galloway** (DigginFood) for Best Blog about Growing Food.

Sabrena Schweyer is the certified landscape designer for a Habitat for Humanity house aspiring to receive LEED Gold certification (Leadership in Energy and Environmental Design). Construction on the house has just begun and the landscape is to be installed in September. Sabrena also just returned from the Perennial Plant Association’s annual Symposium where she received a Landscape Design Honor Award for the design of a North Canton residence.

Ryan McGrath at Spring Meadow Nursery reports that Proven Winners ColorChoice has an exclusive agreement with Weeks Roses to distribute and market Home Run® roses across North America within the Proven Winners ColorChoice line of flowering shrubs.

Peter Vertes reports that the Cleveland Botanical Garden has been selected to participate in a Sustainable Sites Initiative™ (SITES), to test the first rating system for sustainable landscapes, with and without buildings, including green landscape design, construction and maintenance.

**UPCOMING EVENTS**

**OHIO**

- **Sept. 14 – Nov. 9:** Gahanna Herb Society, Ohio Herb Education Center, Gahanna, Three Lecture Series: Herbs Past, Present & Future
- **Sept. 24:** RIPE! Food & Garden Festival celebrates the edible gardening revolution with a full day full of fun, food and inspiring gardening ideas amidst 20 outdoor gardens, Cleveland Botanical Gardens ([www.cbgarden.org](http://www.cbgarden.org))
- **Sept. 25:** Central Ohio Cactus and Succulent Society Plant Sale, Franklin Park Conservatory, Columbus ([www.fpconservatory.org](http://www.fpconservatory.org))
- **Oct. 9:** The Western Reserve Herb Society 65th Annual Herb Fair, Cleveland Botanical Gardens ([www.cbgarden.org](http://www.cbgarden.org))

**MICHIGAN**

- **Sept. 17- Oct. 31:** Frederik Meijer Gardens & Sculpture Park annual celebration of autumn highlights thousands of flowering mums inside and out; includes tours of the gardens ([meijergardens.org](http://meijergardens.org))
- **Oct. 16-17:** West Michigan Bonsai Show at the Frederik Meijer Gardens & Sculpture Park ([www.meijergardens.org](http://www.meijergardens.org))

**INDIANA**

- **Sept. 11:** Hayes Arboretum Fall Mushroom Program with Dr. Don Ruch, nationally recognized expert on mushrooms and Ball State University Professor ([www.hayesarboretum.org](http://www.hayesarboretum.org))

—Jo Ellen Meyers Sharp and Christine Kelleher

Upcoming events at Brookside Gardens, 1500 Gleannlal Ave., Wheaton, Md. (301.962.1400; [www.brooksidegardens.org](http://www.brooksidegardens.org)) registration required at [www.parkpass.org](http://www.parkpass.org). **Sept. 11,** 8:00 a.m.-10:00 a.m. “Focus on Butterflies!” — 10 photographers will be welcomed (with their tripods) into the conservatory to photograph these live butterflies before the “Wings of Fancy” Butterfly Exhibit opens; **Sept. 11 & 12,** 9:00 a.m. - 11:00 a.m. — “Close-Ups in the Garden” by Josh Taylor, Jr. Capture stunning close-ups of flowers and garden creatures in the gardens at Brookside; **Sept. 14, 28 & Oct. 12,** 1:30 p.m. – 3:30 p.m. — “Vegetable Gardening in Small Spaces” — Carol Allen, horticulturist. Learn all the ins and outs of starting your own vegetable garden in this three-part series of classes.

Greg Grant announced the following events at the Stephen F. Austin State University Gardens, Nacogdoches, Texas: **Sept. 11,** 9:00 a.m. – 12:00 noon, a tour of two of Greg Grant’s historic family dogtrot homes in the nearby Arcadia Community. (Contact: Etyce Rodewald 936.469.1832 or erodewald@sfasu.edu); **Sept. 16,** 7:00 p.m. — SFA Gardens Les Reeves Lecture Series: Jenks Farmer, “It’s Crinum Time Again” at SFA Mast Arboretum. ([grantgardens@yahoo.com](http://grantgardens@yahoo.com)); **Oct. 2,** 9:00 a.m.-2:00 p.m.: SFA Gardens Fabulous Fall Festival plant sale, SFA Mast Arboretum parking lot. All plants produced by staff, students and volunteers. ([arboretum.sfasu.edu](http://arboretum.sfasu.edu) or dparish@sfasu.edu); **Oct. 21,** 7:00 p.m.: SFA Gardens Les Reeves Lecture Series — Rick Schoellhorn, “Plants for the Cutting Edge of Today’s Modern Landscape” SFA Mast Arboretum; and **Nov. 18,** 7:00 p.m., Jay Spiers, “Fruits Common and Not So Common for the Southern Region 4

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Landscape,” SFA Mast Arboretum. ([grantgardens@yahoo.com](mailto:grantgardens@yahoo.com)).

From 8:00 a.m. - 9:00 a.m. on Sept. 13

**Catherine Zimmerman** will appear on the NBC “Today Show” as part of Jane Pauley’s series “Your Life Calling Today” sponsored by AARP. Live chat at noon — www.aarp.org/Jane. Besides talking about her journey to a new career in sustainable landscape design, Catherine talks about her views on the state of the environment, pesticide use and going organic in the garden.

On Sept. 14, at 7:30 p.m., **Erica Glasener** will present “On the Road with A Gardener’s Diary — people, places and plants” at the Horticultural Society of Maryland. On Sept. 25, she will lecture on “Shade Gardening” to the Carroll County Master Gardeners in Carrollton, Ga. She will also be at the Georgia Literary Festival at Georgia Southern University in Statesboro, Ga., on Oct. 23, to give a lecture and book signing for her newest book, *Proven Plants Southern Gardens*.

**Pam Baggett** will teach two writing classes through Duke University’s Continuing Studies program in Durham, N.C.: Sept. 19 and Sept. 26, she will lead Plein Air Poetry (the first workshop will be held at Duke Gardens, the second at an historic Hillsborough cemetery); on Oct. 16, she will teach “Tools of the Writers Trade.” (919.684.2601 or www.lemmore.duke.edu)

**Brent Heath** will present “Bulbs as Companion Plants” at The Massachusetts Horticultural Society at Elm Bank in Wellesley, Mass., on Sept. 13.

**Master Gardeners training class on Nov. 16 and “Autumn Finale” is the topic held by the Piedmont/Blue Ridge Horticultural Society held at Blandy Farm Library. ([www.brentandbeckysbulbs.com](http://www.brentandbeckysbulbs.com)).**

Garden writers should contact **Jennifer Nelis** at FNGLA for a complimentary press pass to The Landscape Show in Orlando, Fl., on Sept. 23-25.

**Barry Glick** will give a PowerPoint lecture for The Heart of Virginia Master Gardeners on Sept. 24 in Farmville, Va., and a Plant Propagation Workshop for them the following day, Sept. 25. (Contact: Pat Lust at 434.392.6646.)

**Robert Daily** is coordinating “Woodlands Landscaping Solutions,” on Sept. 25, 9:00 a.m. – 12:00 noon at The Woodlands, Texas. Designed for climate extremes of Southeast Texas, the comprehensive landscaping program offers sage tips for yard and garden. The Woodlands Parks, Recreation and Environmental Services Complex Gardening 102. On Oct. 30, from 9:00 a.m. – 12:00 noon, he will present a three-hour workshop featuring the basics of waterwise gardening and waterwise landscaping.

**Pat Lanza** will speak on Sept. 28 at 7:00 p.m. at the Memphis Botanical Garden, Memphis, Tenn., on “Lasagna Gardening” and on Oct. 18 at 7:00 p.m. on “My Grandmother’s Aprons” to CCH Extension Members in Rennie, Tenn., with display of her collection of 150 aprons and talking book of the same name.

**Linda Orton** reports that on Oct. 8-10, The Mid South Native Plant Conference, “Natives and Beyond: Sustainable Plants, Gardens and Communities,” is bringing to Memphis a world class roster of nationally known speakers: Dr. Peter Wyse Jackson, **Fielder Rushing, C. Colston Burrell**, Ann English, Rick Lewandowski and Don Shadow. (Hosted by the Dixon Gallery and Gardens, 4339 Park Ave., Memphis, Tenn. (Contact Emily Halperrn at 901.312.1252 or 901.761.5250 or [www.dixon.org](http://www.dixon.org))

**Aimee Coker** reports upcoming events by PDSI that you may enjoy: “Problem Solving Plants — New Innovations from Encore Azalea and the Southern Living Plant Collection,” Daniel Stowe Botanical Garden in Belmont, N.C., on Oct. 7 and the Atlanta Botanical Garden on Oct. 27, both from 4:00 p.m. – 6:00 p.m.; ([http://www.southernliving-plants.com](http://www.southernliving-plants.com) and [http://www.encoreazalea.com](http://www.encoreazalea.com)) and The 2010 Plant Breeders Conference on Nov. 4-5 at Longwood Gardens, Kennett Square, Pa. ([www.longwoodgardens.org/PlantBreedersConference.html](http://www.longwoodgardens.org/PlantBreedersConference.html)).

**Glenn DiNella** has changed from editor to contributing editor of Total Landscape Care magazine. In addition to freelancing, Glenn is starting a new eco-friendly lawn and garden maintenance business called Barefoot Green Ecoscaping that will use equipment powered by battery, propane and muscle. ([g'dinella@charter.net](mailto:g'dinella@charter.net) 205.616.2924)

**David Wood** will be donating $1.00 to the Kingswood Center Gardens for every sale of his new book, *The Kingwood Bunnies.* —Becky Heath

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**Region 5**

**Melinda Myers** will complete the last of a five-part garden tour series on Sept. 15 from 6:00 p.m. to sunset. Garden Writers may join the tour for free. Visit [www.melindamyers.com](http://www.melindamyers.com) for the virtual tour, photos, handouts and podcast. Proceeds from the tour benefit the Friends of Boerner Botanical Gardens Children’s Education Program. Melinda will speak at the Licking County Ohio Master Gardener Conference on Oct. 2 at Dawes Arboretum, Newark.

**Don Engebretson** will be the featured garden speaker Sept. 24-26 at the Ideal Home Show, Raleigh, N.C., and will be the keynote speaker at the Ohio State University Master Gardener State Conference in Bowling Green on Oct. 2 in Huron.

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Kelly Norris will lecture on “Plants That Rock: A Gen Y’s Approach to Rock Gardening” for the Gateway Chapter of the North American Rock Garden Society at the Missouri Botanical Garden on Sept. 30. On Oct. 1, he will give a keynote lecture and conduct a breakout session at the KSU Advanced Master Gardening Training Conference on-campus in Manhattan, Kan.

Rommy Lopat is back to writing via the voice of iconic landscape gardener Ossian Cole (O.C. Simonds) in his new blog, Saving Forest Park.org. Send questions, comments, your own essays and research, and ideas for links to SavingForestPark@gmail.com.

The story of Chicago’s leadership in the WW2 Victory Garden movement is being made into a documentary called “Victory: The Home Grown Revolution.” The film highlights The Peterson Garden Project (www.petersongarden.org) founded by LaManda Joy. —Melinda Myers

Region 6

Saxon Holt is now the photography program director at San Francisco Botanical Garden and is developing lectures and workshops around the theme “Picture the Garden.” On Sept. 23 from 6:30 p.m. - 9:00 p.m., Lucy Tolmach head gardener at Filoli Gardens, will join Saxon in the first presentation “Picture the Enduring Garden.” On Sept 25, Saxon will lead an all day workshop at SFBG and on each Tuesday morning in October, he will lead a half-day photography assignment and critiques. Contact San Francisco Botanic Garden for registration.

Vanessa Gardner Nagel, APLD, NCIDQ, will present “Soft Hardscape: Selecting Outdoor Furniture and Fabrics” at the APLD (Association of Professional Landscape Designers) International Conference in Dallas, Texas, on Sept. 30. Included will be: basics of furniture and fabric selection and how to work with furniture and fabric representatives, showrooms, vendors, and manufacturers.

Debra Lee Baldwin will be in Santa Barbara, Calif., on Oct. 1 to give a presentations on “Designing With Succulents in Gardens and Containers,” for the San Marcos Growers’ Field Day and the Santa Barbara Cactus & Succulent Society.

Pat Munts will be present a workshop on beneficial insects in late September to the Boundary County Master Gardeners in Bonner’s Ferry, Idaho. The focus will be on identifying the good guys in the garden and building shelter belts for them in Northern Rocky Mountain climates.

Mary Ann Newcomer will present “No Water, No Problem: Creating Gorgeous Gardens With Very Little Water” at the Idaho Horticulture Symposium on Nov. 13.

Debra Prinzing, Nan Sterman, Amy Stewart, Scott Callhoun and Mary Ann Newcomer have launched GreatGardenSpeakers.com, a website that will make it easier for garden clubs, botanical gardens and other groups to find speakers for their programs. Information: info@greatgarden speakers.com

Region 7

Caroline Holmes will lead a Gardens of the Riviera (MX 728) tour on Oct. 13-20. Visiting historic gardens that have inspired artists, poets, plant and art collectors, includes gardens not normally open to the public. Based in Menton, the tour visits St Jean-Cap-Ferrat, Monaco, La Mortola, La Serre de la Madone and Grasse — spectacular settings with exceptional growing conditions. Cost: £2,080/person. (Contact: info@greatgardenspeakers.com)

Martin Randall Travel, www.martinrandall.com

Veronica Sliva is authoring a new gardening blog on HGTV.ca every Friday. (http://www.hgtv.ca/gardening)

Wendy Downing and Veronica Sliva have launched a new business called Garden Excursions escorting garden enthusiasts on leisurely days of sensual garden delights that typically feature beautiful gardens with lunch in a serene and interesting setting. (http://silvacom munications.com/Local%20Garden%20Excursions.htm)

Join Niki Jabbour on “The Weekend Gardener,” a call in radio show that airs live every Sunday from 11:00 a.m. to 1:00 p.m. Atlantic on News 95.7 FM in Nova Scotia, News 91.9 FM in Moncton and News 88.9 FM in Saint John, NB, or online at www.news957.com. Follow Niki’s adventures (or misadventures) at http://yearroundveggiegardener.blogspot.com.

Lisa Finerty and her husband Tom have created a new website (18 months in the making) YourGardenShow.com — the social network for gardeners, by gardeners. Anyone can link from their profile, their garden or in any comment on any photo or journal entry. The site has a database of 6,000 vegetables built by Cornell University and database of 5,900 ornamental plants powered by Missouri Botanical Garden.

Our UK members have also been busy. Barbara Seagall has moved from Holly Cottage to Primrose Cottage in the center of the town of Sudbury in Suffolk.

Tony Sission produced a souvenir brochure for the newly replanted New Zealand Garden in Harrogate, England, originally built in 1950 to honor 23 New Zealand airmen stationed in north Yorkshire, who lost their lives in World War II and who are buried in the town’s Stonefall Cemetery. The garden has been replanted with hundreds of New Zealand native plants with a number of mature specimens from the 1950s remaining. The garden was blessed by Maori iwi representatives from Wellington, New Zealand. (http://garden-tours.blogspot.com or tony@sissons.demon.co.uk)

—Kathy Wood
Region I “Connect” Meeting — June
Ellen Spector Platt welcomed 15 GWA members on June 15 for a Region I Connect meeting, which took the form of a pot-luck dinner on her 18th floor roof garden in New York City. Three attendees had never been to any GWA meeting, and five of the 15 were members from Region II. (Ben Platt came by to say hello and to load up his plate for dinner, then departed, as the talk was all about boring stuff like gardens and work opportunities.)

GWA Regional Director Sabine Stezenbach talked with the group about upcoming GWA meetings. After dinner, a roundtable discussion was held to talk about projects we were working on and those projects for which we were seeking help from others. One member left with an invitation for a paid gig, two others with promised help on projects, lots of addresses and e-mails exchanged for future needs.

The usual GWA enthusiasm, energy and support for other members made this a totally useful meeting. Ellen Zachos’ homemade pear wine also helped.

—Ellen Spector Platt

Region I “Connect” Meeting — July
Ten GWA members and one prospective member from Maine to Pennsylvania gathered at C.L. Fornari’s house on Cape Cod in July. After walking around the gardens and talking casually among the plants in the early evening, members went indoors for dinner and focused on networking.

All gathered around the table for the rest of the night, brainstorming in behalf of other members, offering experiences, advice and ideas. Some GWA members had taken advantage of the Heritage Museums and Gardens’ offer of free admission that weekend, a few went to a garden tour the next day, and others visited the gardens of Cape Cod GWA members they connected with at the meeting.

—C.L. Fornari

Region VI Members Hosted by Ed Hume
On July 18, 23 members and guests from Oregon and Washington gathered at Ed Hume Seeds for a regional meeting hosted by Ed. The day started with a guided visit to the Edgewood garden of Ilga Jansons and Michael Dryfoos. Their 32-acre estate garden overlooks the Puyallup Valley and Mt. Rainier and is a great melding of classic Northwest contemporary architecture and the knowledge and energy of two plant lovers.

During lunch at Ed Hume Seeds, we shared what we were doing before taking two walks.

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Charlotte ‘Daffodil Planter’ Germane is the first editor of H. Potter Knowledge (http://hpotterblog.net/), the company blog for H. Potter, makers of high-end garden decor. The blog features guest authors who have written books on gardening and outdoor living, and includes Tovah Martin, Dianne Benson, Susan Morrison and Rebecca Sweet.

Susan Brimo-Cox received an Honorable Mention award for her gardening column, Nature’s Garden, in the National Federation of Press Women’s 2010 national communications contest. The honor will be presented Aug. 28 at the NFPW annual conference in Chicago.

Betsy Franz was recently selected to be a writer for a Metro DC area Lawn and Garden blog, which is geared towards educating and encouraging readers to create environmentally friendly landscapes. Since that has been her primary focus for the past 10 years, she was thrilled to be selected from hundreds of applicants to fill this role. (http://www.metro-dc-lawn-garden-blog.com/)

Jared Barnes completed his master’s degree at North Carolina State University (NCSU) in Raleigh. His research focused on “The Characterization of Nutrient Disorders of Floriculture Species.” He will begin his Ph.D. work this fall at NCSU.

Linda Yang is having a great time expanding from New York City garden journalist and author to city garden design consultant. Helping her implement her designs is the Chelsea Garden Center in Red Hook, Brooklyn.

Elyse Lucas has joined Gardening How-To magazine as associate editor and Elizabeth Noll has been promoted from senior editor to managing editor.

VERDURE, the new blog by Colleen Miko, is now up and going at www.coleenmiko.wordpress.com. Colleen is blogging about topics ranging from books (The Perennial Bookworm) to plants; insects to mosaics; horticulture to living green.

Sabine Stezenbach joined Town & Gardens, a Manhattan-based landscape design/build firm as an account manager for commercial accounts where she tends to a variety of high-profile sites in challenging urban conditions.

Tovah Martin became an Honorary Member of The Garden Club of America and The Litchfield Garden Club in May 2010. Congratulations!

In Memoriam

Cecil Roy Boutard

Cecil Boutard died on July 1 at his home in New Lebanon, N.Y. He was 94 years old and had spent a pleasant afternoon planting flower pots on his deck. Mr. Boutard had been a member of the Garden Writers Association since 1967.

Mr. Boutard was the horticultural director of the Berkshire Botanical Garden in Stockbridge, Mass., from 1955 to his retirement in 1985. During his tenure, he guided the expansion of the physical gardens and extended the educational mission of the organization. He wrote a regular gardening column for The Berkshire Eagle and had a Saturday morning gardening spot on WBEC radio.

Boutard’s keen sense of design won the Berkshire Garden Center, as it was known then, numerous awards for exhibits at the New York and Boston flower shows. Above all, he was a gardener – happiest splitting a perennial with a fork, pruning back the roses or tending his salad greens.

Born in Västerås, Sweden, Boutard spent his childhood in Odense, Denmark. In 1939, he received his diploma in horticulture from the Royal Horticultural Society Gardens in Wisley, England, where he met his future wife Sherry. After graduation, he and Sherry grew vegetables on their truck farm south of London for nine years. Though Boutard continued to maintain a vegetable garden until his death, his love of ornamentals and house plants drew him back to the nursery business. During this time he wrote Plants Indoors, a book about house plants, that was published in England and the United States.

In 1954, the Boutards emigrated to Canada, where he worked at the Montreal Botanic Gardens, and then to the United States. He was offered the position of horticultural director at the Berkshire Garden Center. He was recommended for the position by Thomas H. Everett, the chief horticulturist at The New York Botanic Garden, who had read Boutard’s book, and was impressed with his horticultural knowledge and humor.

In lieu of flowers, the family asks that a donation be made to the Berkshire Botanical Garden (www.berkshirebotanical.org).
Nominations Open for AHS Great American Gardeners Awards

The American Horticultural Society is now accepting nominations for its annual Great American Gardeners Awards. Twelve different awards will be presented, recognizing outstanding achievement in fields such as garden communications, teaching and landscape design. Nominations must be submitted by Sept. 30. Visit www.ahs.org and click on “Awards” for more information and a nomination form.

Online Auction of Exclusive Garden Experiences

Chanticleer and Monrovia are two participants in this year’s AHS online auction of incredible horticultural experiences, such as behind-the-scenes tours of some of America’s most beautiful gardens. Bidding opens on Sept. 25, in conjunction with the society’s annual gala, and closes on Oct. 25. To learn more about available opportunities for bidding, visit www.ahs.org/auction. For more information about the gala, e-mail ccapstack@ahs.org.

California Spring Trial Dates Revised

The revised dates for the 2011 California Spring Trials will be Mar. 26 - Apr. 1. Individual locations may choose to extend those dates on either side to accommodate additional visitors, but those seven days make up the core of the event. The California Spring Trials is a horticulture industry event held annually for more than 40 years. Hosted by the participating breeding companies, the California Spring Trials is a venue for unveiling new and innovative plants and programs, peer-to-peer networking, unique educational opportunities, inspirational displays and much more. National Garden Bureau is acting as communication coordinator on behalf of the California Spring Trials. (www.ngb.org)

Chanticleer Foundation Awards Professional Development Scholarships

The Chanticleer Foundation announced the following individuals as recipients of the Chanticleer Scholarship in Professional Development for 2010:

• Andrew Bunting, curator of the Scott Arboretum of Swarthmore College, Swarthmore, Pa.
• Stephanie Jutila, director of Member Programs and Outreach for the American Horticultural Society, Alexandria, Va.
• Jennifer Lee, senior horticulturist at the Shaw Nature Reserve of the Missouri Botanical Garden, Gray Summit, Mo.
• MaryLynn Mack, deputy director of the Desert Botanical Garden, Phoenix, Ariz.

The Chanticleer Scholarship provides professional development opportunities for public garden staff. The scholarship began in 2008 and promotes creativity and leadership. It has two core components: academic study to improve leadership skills and support of travel to meet with leaders to build on that academic experience.

As part of the program, each scholar spends time at Chanticleer, a pleasure garden in Wayne, Pa., and has the opportunity to visit other gardens. The next scholarship application deadlines are Nov. 1, 2010 and July 1, 2011. (www.chanticleergarden.org)

Dramm Sprinkler Redesigned

The new ColorStorm™ Oscillating Sprinkler has been redesigned with enhanced functionality and improved durability. Made with a new corrosion resistant aluminum spray bar, the ColorStorm™ includes 18 brass jet nozzles for uniform watering. An enlarged pattern control provides easy adjustments and delivers various water patterns and spray distances for lawn care use. This sprinkler comes with a lifetime guarantee and is available in six colors. (www.dramm.com)

Encore Azaleas Cold Hardiness Findings

In the more than 15 years that Encore® Azaleas have been tested in gardens, trials and plant nurseries across the Southeast, they have proven to be a low-maintenance solution for multi-season landscape color. University studies and extensive plantings throughout the Midwest and Northeast also

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Available now. *Garden Bouquets and Beyond* is an all-encompassing collection of everything gardens and floral — from when to cut and how to arrange to using flowers, leaves and vines in all types of unique decorations and arrangements. This book is stunningly illustrated with 150 photographs by Steven Randazzo. With the latest research on conditioning and caring for individual garden flowers after they’re cut, readers will find complete instructions for prolonging the bloom for arrangements, wreaths and bouquets.

Richard L. Bitner, *Timber Press Pocket Guide to Conifers*, Timber Press, 224 pages, paperback, $19.95. Available now. Conifers are the perfect choice for groundcovers, shrubs or trees in almost any garden. Evergreen and always architecturally interesting, they’re also drought-, pest- and disease-resistant, and rarely have any demanding cultivation needs. This book is the perfect companion for anyone who needs a portable guide to conifer choices. With everything you need to know to choose and grow just the right conifer, this book also provides stunning photos of conifers in gardens so you can pick the plant you truly love.

Bonnie Blodgett, *Remembering Smell: A Memoir of Losing — and Discovering — the Primal Sense*, Houghton Mifflin Harcourt, 256 pages, Hardcover, $24.00. Available now. *Remembering Smell* is a memoir with lots of brain science woven in, and biology, including a little plant biology. It’s about how Bonnie lost her sense of smell. She feels smelling is terribly underrated and smell dysfunction is particularly devastating to a gardener. But smell is also a fascinating and mysterious sense, critically involved in emotion and memory.

Adrian Bloom, *Bloom’s Best Perennials and Grasses: Expert Plant Choices and Dramatic Combinations for Year-Round Gardens*, Timber Press, 208 pages, hardcover, 227 color photos. Available now. Bloom distills his years of experience as a nurseryman and gardener into 250 reliable choices that are beautiful, easy to maintain and provide year-round interest. Detailed descriptions feature information on growth, care and design tips for use in gardens of all sizes. Bloom shows the reader how to design and plant well structured borders that feature perennials and grasses with a mix of other plants playing support roles.

Eric Grissell, *Bees, Wasps and Ants*, Timber Press, 320 pages, 60-page color insert, hardcover, $27.95. Available now. *Bees, Wasps and Ants* explores the importance of the Hymenoptera and explains how gardeners can encourage (or discourage) them in the garden. Part One features a discussion of the impact of the insects on our lives, a summary of their biology and a tour of what role they play in each part of the garden. Part Two takes a closer look at the individual groups within the family, including sawflies, horntails and woodwasps; parasitic wasps; predatory wasps; bees; and ants.

Janet Marinelli, *The Climate Conscious Gardener*, Brooklyn Botanic Garden, 120 pages, $12.95. Available now. This technique can save the earth, while resulting in a beautiful garden, too! *Climate Conscious Gardener* picks up where BBG’s groundbreaking...
Environmental Gardener left off, giving homeowners, landscapers and public park managers practical strategies for greening the planet through sustainable and organic gardening. In simple terms, an introductory section explains what happens when the balance of carbon and nitrogen in the atmosphere goes awry, and how plants, soil and synthetic gardening aids (such as fertilizer and pesticides) affect climate change. Most important, readers will learn how to calculate their garden’s carbon footprint — and what they can do to decrease it in their own backyard and beyond.


Designing a garden is a complex task. Among the many topics covered in *Understanding Garden Design* are how to document a site, how to determine what a client needs and wants from the garden, how to take architectural features into consideration, how to think about circulation and lay out paths, how to use basic design principles, how to work with plants, and how to create a final design. Practical aspects are clearly laid out, including working with contractors and staying on top of the various phases of construction.

Colleen Plimpton, *Mentors in the Garden of Life*, Park East Press, 295 pages, $16.95. Available now. *Mentors in the Garden of Life* is a garden memoir, the stories of 60 years of tilling the soil, and the lessons we learn by doing so. Each chapter profiles a flower, tree, herb, vegetable or critter as well as a mentor associated with that plant or animal. The book demonstrates how we acquire characteristics such as responsibility, friendship, fortitude, gratitude and forgiveness through working with our mentors, and it showcases the importance of recognizing and honoring those who have gone before and those who will come after us in the garden.

Lynette L. Walther, *Florida Gardening on the Go*, University Press of Florida, 208 pages, paperback, $22.95. Available now. No time? No space? No expertise? No problem! *Florida Gardening on the Go* reveals how easy it is to have a beautiful garden, despite those limitations. This time-saving guide provides step-by-step instructions and includes a month-by-month section so even the busiest person will be able to create a low-maintenance garden that makes a big impact. Perfect for busy professionals, people with small yards or snowbirds with a home that is occupied only part of the year, this guide provides gardening advice on how to use Florida-friendly plants and organic practices to create self-sustaining and practical environments.

Bobby J. Ward, *Chlorophyll in His Veins: J.C. Raulston, Horticultural Ambassador*, BJW Books, 332 pages, $25.00. Available now. J.C. Raulston was one of the most important and influential figures in American horticulture in the latter part of the 20th century. Ward has written an intimate biography, covering Raulston’s failures and successes, his unmatched passion in promoting new plants, his effect on students’ career paths and personal directions, and the uphill battle in founding the arboretum that now bears his name.
NEW MEMBERS

Welcome to the following new members who joined the association in July and August 2010

Janet Bills
Two Women and a Hoe
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through Ed’s Children’s Garden. The first, led by Ed, took folks back to childhood to experience the whimsical use of plants, sculpture and humor. Anyone for a “flower bed?” The second was a bug walk by Sharon Collman of WSU Snohomish County Extension to look for beneficial and predator insects in their natural settings. A good smattering of good and bad bugs was sighted including the elusive rhododendron root weevil and a small tree from perched on a leaf waiting for lunch.

—Pat Munts

Region VII Meets in Toronto

On June 4, 50 Region VII members participated in an educational regional meeting at Toronto Botanical Gardens. In the morning, a group of members enjoyed a Photography Workshop led by Theresa Forte. Those attending said it was very informative and they learned lots of new tips.

Many thanks to Veronica Sliva (and her husband Walter) for arranging another great day.

—Kathy Wood

ALLIED NEWS Continued

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show that many varieties are cold hardy through USDA zone 6.

Ten varieties have been proven cold hardy to Zone 6A: Autumn Amethyst™, Autumn Carnation™, Autumn Cheer™, Autumn Lilac™, Autumn Royalty™, Autumn Ruby™, Autumn Sangria™, Autumn Sundance™, Autumn Sunset™, and Autumn Twist™.

In addition to the varieties cold hardy to 6A, nine additional varieties consistently exhibited solid cold hardiness in zone 6B: Autumn Bravo™, Autumn Carnival™, Autumn Debutante™, Autumn Embers™, Autumn Empress™, Autumn Monarch™, Autumn Princess™, Autumn Rouge™, Autumn Sweetheart™

For best results in zones 6B and colder, gardeners should plant in spring or early summer. In zones 7-9, Encore Azaleas also benefit from fall and late summer planting. (EncoreAzalea.com)

Wingscapes Offers BirdCam 2.0

BirdCam 2.0 makes it easy to get close-up photos of skittish birds. BirdCam 2.0 is a motion-activated camera that automatically takes photos of every bird that visits your feeder. The BirdCam 2.0 “Smart Sensor” technology ignores feeder movement and minimizes ‘empty’ shots, so you won’t have to sort through blank images. Viewing and sharing bird photos and videos from the BirdCam 2.0 is simple for anyone who has used a digital camera. (www.wingscapes.com)

NEW MEMBERS Continued

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BEAUTY FROM BULBS

Bring the special beauty of bulbs to your family’s garden from our extensive collection of over 800 varieties of flower bulbs and bare-root herbaceous perennials. The best of the Dutch harvest, our bulbs are available in smaller quantities from John Scheepers and in larger units with volume discounts through Van Engelen.

For copies of Van Engelen’s 52-page wholesale price list and John Scheepers 88-page color Beauty From Bulbs catalog, contact our family’s companies. Don’t forget to ask for our 60-page Kitchen Garden Seeds catalog for the best of gourmet vegetable, herb and flower seeds.

The third generation in flower bulbs, Jan Ohrens was raised in Holland’s bulb district before moving to the U.S. He has been credited with helping to expand the use of Dutch flower bulbs in American gardens. For colorful personal stories about the Dutch flower bulb industry, horticultural information and color photographs, just give us a call.

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QUILL & TROWEL NEWSLETTER No. 4 August, 2010
AUGUST 26-28
The 2010 Farwest Show, produced by the Oregon Association of Nurseries in Portland, Ore., kicks off with nursery tours on Aug. 23-24. The trade show and seminars run Aug. 26-28. In addition to the New Varieties Showcase, seminars of interest to garden writers include “Living Walls,” “Size Matters: Great Plants for Small Spaces” (Cole Burrell); “Natives for Vertical Spaces,” and “Elements of Sustainable Landscape Design.” (http://farwestshow.com) to register; Contact: Ann Murphy (503.682.5089 or amurphy@oan.org)

SEPTEMBER 8-11
2010 Home Garden Seed Association Summer Conference and Trials, Geneva, N.Y. Tours will include the USDA Plant Genetic Resources Unit, Michael Mazourek’s organic vegetable trials at Cornell University, tours of other university and industry trial grounds and round table discussions. (www.ezfromseed.org)

SEPTEMBER 10-13
Garden Writers Association Annual Symposium, Grand Hyatt Downtown, Dallas, Texas. (Register online at www.gardenwriters.org and look for information on Facebook and Twitter)

SEPTEMBER 20-22
Glee, National Exhibition Centre, Birmingham, England. Glee showcases the latest innovations, big brands and retail inspirations for six core sectors. Exhibits include a diverse mix of products from garden tools and plants to outdoor furniture and landscaping essentials. (http://www.glee矸tingham.com)

SEPTEMBER 22
Northeast Regional Perennial Plant Association Symposium, Mass Hort Elm Bank Horticultural Center, Wellesley, Mass. Adrian Bloom and regional speakers. (www.perennialplant.org; 614.771.8431; ppa@perennialplant.org)

SEPTEMBER 23-25
The Landscape Show, Orange County Convention Center, Orlando, Fl., Theme: “Shifting Gears: The Adventure Ahead.” Sponsored by the Florida Nursery, Growers and Landscape Association (www.fngla.org)

SEPTEMBER 29-30
CanWest Horticulture Show, Vancouver Convention Centre, West Building, 1055 Canada Place, British Columbia (http://www.canwesthortshow.com)

OCTOBER 12-15

OCTOBER 15
Perennial Plant Conference, Lang Performing Center, Swarthmore College. Co-sponsored by Chanticleer, Longwood Gardens, the Hardy Plant Society/Mid-Atlantic Group, the Pa. Horticultural Society and the Scott Arboretum of Swarthmore College. (http://www.perennialplantconference.org)

OCTOBER 28-30
Green Industry Expo, Kentucky Exposition Center, Louisville, Ky. (www.gie-expo.com)

NOVEMBER 3-5
International Floriculture Trade Fair (IFTF), Expo Haarlemmermeer, Vijfhuizen, Holland. This show will be the industry wide event serving all segments of the floriculture process, especially growers, propagators, breeders and international trade. (www.hppexhibitions.com/floriculture)