



GARDENCOMM

Garden Communicators International



National Federation of Press Women
2020 2nd Place National Award for
On the QT

TABLE OF CONTENTS

Executive Director's Message	2
Axiom Survey	3
President's Message	3
Green Industry News	4
Hot off the Press	4
New and Noteworthy	5
The Trillion Tree Campaign	7
Member Profile	8
Upcoming GardenComm Events	9
In Memoriam – Seabrook	10
In Memoriam Foster	11
Garden 365	12

Can't log into the website?

Visit MyGardenComm under Member Resources, or [click here](#). A login screen will appear. Click "Forgot your password?" Enter your email address. A message will be sent with a secure link to set or reset your password. Click the link and choose a new password. Once complete, you may login using your email as username and your new password. For issues, please call 212-297-2198.

Sabbarese's Firm to Manage GardenComm



Chris Sabbarese



Virginia Sabbarese

Garden Communicators International has selected Infusion Management Services LLC to manage the member-driven, not-for-profit organization.

Chris Sabbarese is the new Executive Director of GardenComm. **Virginia Sabbarese** is the new Director of Operations. Chris has already served GardenComm as a longtime Allied Member, sponsor and former Regional Director.

"I look forward to helping develop strategies and organizational direction to broaden GardenComm's reach and brand relevance," he said. Chris has an extensive professional background in business and marketing. He has more than 12 years' experience in the green industry and has been a GardenComm member since 2010.

APPRECIATES MEMBERS' SKILLS AND TALENTS

"GardenComm is like no other organization in the green industry," Chris said. "Members are knowledgeable and experienced horticultural professionals who effectively communicate the importance of what we do. They rally millions of engaged gardeners to get outside and enjoy their outdoor space. With their direct connection to the consumer and the brands who make the products they use, GardenComm members can effectively drive demand for their brands. I'm looking forward to helping the organization to strengthen the brand and broadening their reach in the green industry."

"The GardenComm Board voted unanimously to accept IMS' proposal," said Maria Zampini, President of GardenComm. "Chris brings a firm understanding of the organization, both as an engaged member and as an Allied member, which will bring new perspectives on how to grow the organization to become the communications hub for the green industry."

EVALUATING PROCEDURES

Virginia Sabbarese will focus on supporting GardenComm operations, events and member services. An experienced professional, she has worked in various administrative and financial management roles for Fortune 100 and 400 companies.

"She excels at analyzing procedures and developing methods to manage them efficiently and cost effectively," Zampini said. "Virginia's attention to detail will ensure that GardenComm's member support and daily functions of the organization will be effectively managed."

Infusion Management Services replaces Kellen Company. "After six years, GardenComm's Board decided it was time for a change," Zampini said. "I look forward to working with Chris and Virginia as we develop exciting new programs to introduce this year that will build GardenComm's momentum and carry us into our 75th year and beyond." 🌱



On the QT is the membership newsletter of the GardenComm: Garden Communicators International. It is published six times a year and distributed electronically.

© 2021 GardenComm: Garden Communicators International All rights reserved

PUBLISHER

GardenComm

9825 Magnolia Avenue, Suite B-415
Riverside, CA 92503
951-899-5015 info@gardencomm.org

EDITORIAL

Jo Ellen Meyers Sharp, Editor
jemsharp@sbcglobal.net

Cathy Wilkinson Barash, Copy Editor
thebloominggourmet@gmail.com

Paul Wilson, Graphic Designer
paul@paulwilsondesign.com

ADVERTISING/CIRCULATION

info@gardencomm.org

The information contained in articles and advertisements herein represents the opinions of the authors and advertisers, and although believed to be accurate and complete, is not represented or warranted by GardenComm to be accurate or complete. GardenComm disclaims any and all responsibility for damages suffered as a result of reliance on information contained herein.

2021-22 GARDENCOMM OFFICERS

President **Maria Zampini** • UpShoot LLC
Vice President **C.L. Fornari** • The Garden Lady
Treasurer **Denise Schreiber** • Schreiber Horticultural Consulting
Secretary **Kathy Jentz** • Washington Gardener Magazine
Past President **Jo Ellen Meyers Sharp** • Write for You! LLC
Executive Director **Chris Sabbarese** • Infusion Management Services

DIRECTORS

N = National Director • R = Regional Director • Date = Term Expires

REGION 1

Cris Blackstone (2022 N)
Make Scents NH,
New Hampshire Landscape
Association
Sally Cunningham (2022 R)
Garden Tourism
Charlie Nardozi (2023 R)
Gardening with Charlie Nardozi

REGION 2

Jenny Rose Carey (2024 N)
North View Garden
Kim Roman (2022 R)
Square Foot Gardening 4 You
Phyllis Gricus (2023 R)
Landscape Design Studio LLC

REGION 3

Diane Blazek (2022 N)
All-America Selections/
National Garden Bureau
Pam Bennet (2022 R)
Ohio State University Extension
Alicia Rittenhouse (2023 R)
HyR BRX Fertilizer

REGION 4

Barbara Wise (2024 N)
Freelancer
Peggy Riccio (2022 R)
pegplant.com
Teresa Watkins (2023 R)
she-consulting.com

REGION 5

Bill Johnson (2022 N)
Bill Johnson Nature Stock
Photography Inc.
James Baggett (2022 R-North)
Garden Gate/Active Interest Media
Randy Schultz (2022 R-South)
Schultz Communications
Carolyn Hestand Kennedy
(2023 R-South)

REGION 6

Erica Browne Grivas (2023 N)
Grace Hensley (2022 R-North)
Fashion Plants
Noelle Johnson (2022 R-South)
AZ Plant Lady, LLC
Toni Gattone (2023 R-South)

REGION 7

Helen Battersby (2024 N)
Toronto Gardens
Andrea Whitely (2022 R)
Andrea Whitely Garden Consultant
Perla Sofia Curbelo (2023 R)
Agrochic

Walking Towards Challenges and Opportunities for GardenComm



For the past several years, I've greeted nearly every morning with a long walk through the neighborhood. There are some days when it rains or I'm just not motivated, but I push myself to go. It's an hour out of my day that kicks things off right, and it is during those 3 to 4 miles that I do some of my best thinking. So, what does my daily walk have to do with opportunity? Well, in this case, pretty much everything.

With headphones on and my walking playlist turned up, I allow my thoughts to ramble through problems or challenges I've come across during the week, then I focus myself on how to creatively solve these problems. It was on one of these walks, back in the fall of 2021, that I started to think about GardenComm and some of the challenges facing our organization.

CREATIVE SOLUTIONS

I knew this organization of truly remarkable members had grown a little stagnant, and like many membership organizations, it had been suffering through a decline, maybe even before the added challenges of a pandemic. So, as I walked, my intent was to challenge myself to help lend some ideas and creative solutions for not only building GardenComm back up, but to build it into the "A" communications hub of the green industry.

There was one song on my play list that particularly energized me as I walked, and each time I heard it over the next week or so, it began to symbolize exactly where we are as an organization. At this point, GardenComm really is at a crossroads: If it continues down the same path, it may not continue to thrive professionally—or financially—much longer. The alternative is: As an organization, if it is willing to veer off in a different direction, then it can not only survive, but begin to grow and thrive. The lyrics in the song kept reinforcing to me, we've got one shot, . . . don't waste it, the opportunity comes once in a lifetime. Well folks, after a few months' time, and walking many more miles, with this challenge on my mind, here we are. We have that one shot, the opportunity to reimagine GardenComm as an organization: Who we are, what we believe and, most importantly, why we do the things we do as communicators.

MAKING HEADWAY

It has been a long process to get to where we are at today, and it wouldn't have happened without many conversations with President Maria Zampini as well as the Board of Directors' decision that you all, as members, are ready for something new. Virginia and I were thrilled that GardenComm could see the vision to restore GardenComm's relevancy in the green industry. This is an opportunity to make this organization's name the first one that consumers turn to for information, education and inspiration.

Many of you already know me. I've been a member of GardenComm since 2010. During these past 11+ years, I've pretty much seen this organization from every side and angle. As the new Executive Director, I can promise you that I am going to harness all my GardenComm experience and make sure that we don't waste this one shot that we've been given.

I've thought about how we can tap into new communication channels where the conversations of 16 million new gardeners are happening. What it would take to increase GardenComm's value to the members, suppliers as well as new audiences. I have reimaged what this organization could accomplish if we all worked together towards the same goal.

CHANGE IN THE WORKS

As we move into our 75th year, we have plenty of exciting changes in store. I'll be honest, there is a mountain to climb as we work through this transition and, as an organization, we can't afford to waste time, money or energy on anything that doesn't move us toward our shared vision. The progress may appear a little slow at first, but please trust that we are working hard and moving steadily forward.

— Continues on page 3

Hope Springs Eternal



Besides Christmas, the most wonderful time of the year is spring—at least in my opinion. Everything comes alive again. Gone is the winter white and gray and we welcome bursts of bright blooms. This spring GardenComm is experiencing its own rebirth.

I was very proud to announce on March 1st the name of our new management company: Infusion Management Services is led by the team of **Chris and**

Virginia Sabbarese. In case you missed the announcement you can read about it in the cover article in this issue of *On the QT*.

With their help, we've begun the path to revive GardenComm and its relevance as the source for garden communication.

SMOOTHING OUT THE WRINKLES

Keep in mind, things don't happen overnight. But just know that we're already dancing as fast as we can behind the scenes to make tangible changes as quickly as possible. We ask for your patience, please. We'll get there—together.

Now, we know there have been a multitude of website problems (which is putting it mildly), mainly relating to membership renewals or webinar registration. If you experience any issues, please let us know so we can assist. The more detail you can provide the better. It allows us to try and replicate so it can get fixed. Please know that you can always reach out to me at maria@upshootort.com or to Chris or Virginia at info@gardencomm.org.

EXCITING UPCOMING EVENTS

We have some exciting in-person events on the horizon including a two-day tour/educational event associated with [Cultivate'22](#) in Columbus, Ohio, in July and then with the Perennial Plant Association conference in Lancaster, Pennsylvania, in August. Thanks to **Kirk Brown** and his volunteer team members for working on bringing these dynamic agendas to fruition.

Check out the Events tab on the website for details and registration. Make sure the [Virtual Conference](#) is on your agenda for October 12 to 15. If you thought it was good in 2021, well, let's just say the committee is kicking it up a notch (or two or three) in 2022.

Last, but certainly not least, we are already starting to plan for our first in-person Annual Conference since Salt Lake City. We'll be celebrating our 75th anniversary in 2023. It will be great to be together again. In the meantime, we hope to see you in Columbus and Lancaster!

Wishing you all Happy Spring, and I hope to see you in Ohio!

Maria

— Executive Director's Message, continued from page 2

In the meantime, I'll keep taking my morning walks, doing my best thinking with GardenComm on my mind. I am confident that as a management company, we can meet the challenges ahead, and I know that with your help, we can take advantage of this one shot—this unique opportunity we've all been given to steer GardenComm in the right direction and make our shared vision a reality. I've never seen members who are more passionate about their love of gardening and inspiring others to join them.

This is GardenComm.

Chris

In 2021 we conducted a [survey about home improvement trends](#). We wanted to know what homeowners planned to spend their money on and where they get their information. We also looked at how millennials differ in their approach to home improvement. As the largest demographic and the largest home-buying group, you must differ in your approach to win them as customers.

DIFFERENT PURCHASE DRIVERS OTHER THAN BABY BOOMERS

Although baby boomers typically look for deals, millennials are value, image and quality driven. For millennials, each purchase is highly researched and carefully considered. Price isn't as important as recommendations from trusted sources. Price isn't as important as an innovative product or having the newest and best functioning product. Millennials will blow the budget if they perceive the quality is worth the overspend. Better to have a high-quality product that will last for many years, rather than a cheap product that won't stand the test of time.

DIFFERENT VALUES THAN BOOMERS

In our study, more than 60% of boomers were likely to complete a home improvement by themselves compared to just 44% of millennials. Millennials are also 52% more likely to hire a professional. While we didn't ask qualitative questions, my assumption based on my experience as an "old" millennial raised by boomers is this: Many boomers value money more than their time. They also value the pride of accomplishment in completing a project (we do too, just not as much as our time). When I was younger, I discovered that by the time I bought the supplies, the tools and spent the time to learn how to complete a project, I could have hired someone to get the project done, gone golfing or to the lake and have saved money. It's likely I would have had a better outcome as well.

DIFFERENT INTEREST THAN BOOMERS

Millennials are more likely to spend their time with friends and family. They are more likely (21.6%) to improve their outdoor entertaining spaces than boomers. This was across all outdoor categories: Decks, hardscape, outdoor fire pits and outdoor kitchens, for example. Millennials are solidly more interested in yard games compared to boomers, who are more interested in watching birds and wildlife.

— Continues on page 4



KEY INSIGHTS

- Market new products with value-added features to millennials. Focus sales and promotions to boomers.
- Have options for professional installation and be sure to offer this to millennials at the time of sale.
- Showcase outdoor product displays and advertisements with young people engaging in fun activities.

Do you have questions you'd like answered about home improvement? We are planning our 2022 Home Improvement Survey and would love your input. What questions did we miss in the 2021 survey? [Let us know!](#) 🌱



Avery Buys Master-Tag

[MasterTag](#), of Montague, Michigan, penned a deal in January to sell to [Avery Products](#), a world leader in specialty label, security, and packaging solutions. MasterTag is Avery's 18th acquisition in the last eight years. Avery will leave MasterTag's management team intact to continue to focus exclusively on serving customers in the horticulture industry with no change to the people, products, or services customers expect. 🌱



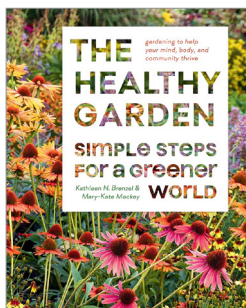
KATHLEEN NORRIS BRENZEL AND MARY-KATE MACKEY

The Healthy Garden: Simple Steps for a Greener World

Harry N. Abrams

208 pages, hardcover, \$29.99

Published November 23, 2021



The Healthy Garden: Simple Steps for a Greener World is co-authored by Kathleen Brenzel and Mary-Kate Mackey. *The Healthy Garden* connects what happens at home with what goes on in the

greater natural world. Featuring the additional advice from 20 top experts, this book combines aspiration with inspiration to help readers achieve their garden goals

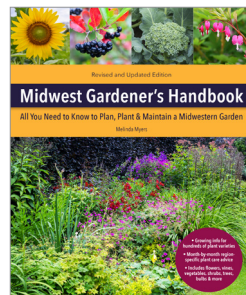
MELINDA MYERS

Midwest Gardener's Handbook, 2nd Edition

Cool Springs Press

256 pages, paperback, \$26.99

Published March 15, 2022



If you live in Ohio, Indiana, Michigan, Wisconsin, Illinois, Iowa, Minnesota, Missouri, Kansas, Nebraska, North Dakota, or South Dakota, here's environmentally sound growing info

for both edible and ornamental plants. **Melinda Meyers'** latest book is your green thumb map to success.

KIM ROMAN

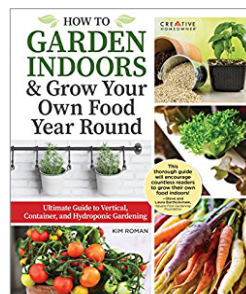
How to Garden Indoors & Grow Your Own Food Year Round

Creative Homeowner

502 pages, \$34.99 hardcover, \$23.99

paperback, \$19.99 Kindle

Published March 15, 2022



A complete handbook filled with a host of valuable information and DIY projects, *How to Garden Indoors & Grow Your Own Food Year Round* shares all the knowledge you

need to grow a variety of foods inside your home. From growing vegetables, microgreens and herbs to hydroponic gardening, troubleshooting and more, you'll learn how to grow fresh produce all year-round, no matter where you live! 🌱

A Reliable Resource for Garden Communicators

Founded in 1922, the **American Horticultural Society (AHS)** connects people with plants, and garden communicators with reliable information and valuable opportunities.

AHS member benefits include:

- Our well-respected bimonthly magazine, **THE AMERICAN GARDENER**, which is read and contributed to by leading garden writers
- Special admission privileges/discounts at over 320 participating gardens nationwide via our AHS Reciprocal Admissions Program
- Discounted admission to AHS programming, including our annual Great American Gardeners Award and Book Award ceremony & banquet
- The reward of knowing you're supporting AHS's mission to promote the people-plant connection and environmental stewardship



Join now: www.ahsgardening.org/join



Biggs Family Honored

Emma Biggs and **Steve Biggs** received the [Landscape Ontario](#) Garden Communicator's Award. The proud father thanked his author and broadcast daughter, the youngest GardenComm member, for her great ideas. And the family thanks everyone in the garden community and horticultural industry who tune into their show.

"Thanks to everyone in the garden community and horticulture industry who tunes in to what we do and inspire us with new ideas. We love sharing stories about people growing food, creating gardens and building community," Steve said.

"*The Food Garden Life Show* brings together gardening, food and the human story. We talk to creative food gardeners and farm and garden experts who break the rules and make new ones. Once a month, the show airs live on radio, with hour-long episodes that include live guests. Weekly podcasts dig into growing, cooking and using the garden to build community."



Emmy for Nardoizzi

Charlie Nardoizzi was nominated for and awarded a 2021 Regional Emmy award for his work with Connecticut Public TV's *Gardening in New England with Charlie Nardoizzi*.



Houzz honors Watkins' company SHE

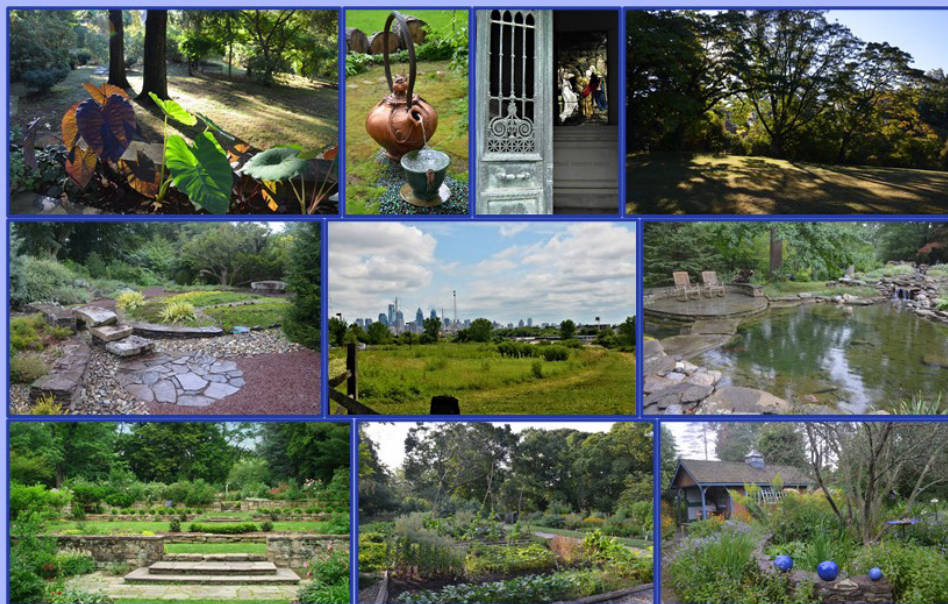
Teresa Watkins' company, Sustainable Horticultural Environments, of Orlando, Florida, has won a 2022 "Best of Houzz" award for Customer Service, on Houzz, the leading platform for home remodeling and design. Sustainable Horticultural Environments, with the nickname SHE, is a female-owned, 15-year-



old landscape design and installation company. It was chosen by the millions of homeowners that comprise the [Houzz](#) community from more than 2.7 million active home-building, remodeling and design

industry professionals. Teresa is a landscape designer, garden author and host of *Better Lawns and Gardens* radio show. She designed the landscape for the first certified Green Home in Florida in 2001. Watkins works with clients on design projects of all sizes and installations small or large—from quaint cottage gardens to custom home estates. Her specialty is visualizing and designing landscapes for clients that actualize their dreams while providing for sustainability. In the last 22 years, more than 38,000 homeowners have attended Teresa's landscaping talks and programs. 🌿

GardenComm Regional Reboot



Greater Philadelphia Pennsylvania

Saturday/Sunday August 6/7, 2022

300 Years of American Ornamental Horticulture

Reserve your space today!
info@gardencomm.org



Trees Top List for Quality Environment

SUBMITTED PHOTO

Centuries ago, there were 6 trillion trees on planet Earth. Fewer than half of that number remain today.

Research shows that daily interaction with green spaces improve physical and mental health. Trees, specifically, play an essential role in improving respiratory health, lowering urban temperatures, cleaning air, filtering water and creating homes for thousands of flora and fauna. At home, they provide shade, add curb appeal and can even help cut energy costs.

For those and many other benefits, tree-planting initiatives have been exploding in the last decade. Among the best are:

PLANT A BILLION TREES

[The Nature Conservancy's Plant a Billion Trees](#) campaign is a major forest restoration effort with a goal of planting a billion trees across the planet. Trees provide so many ben-

efits to our everyday lives. They filter clean air, provide fresh drinking water, help curb climate change and create homes for thousands of species of plants and animals. Planting a Billion Trees can help save the Earth from deforestation. It's a big number, but we know we can do it with your help.

50 MILLION FOR FORESTS

[The National Forest Foundation](#) is planting 50 million trees across our National Forests. All Americans—businesses and individuals alike—are invited to join. And they make it easy—\$1 plants one tree on a National Forest in need of tree planting. And, for every \$1 invested, the U.S. Forest Service provides \$2 of value in project support and implementation.

ONE TREE PLANTED

[One Tree Planted](#) is an environmental,

501c3 charity that plants trees in countries around the world.

TREES FOR JANE

Jane Goodall, the renowned primatologist, launched [Trees for Jane](#), joining a global campaign to combat climate change by planting a trillion trees by 2030. "The key is protecting existing forest because those big trees already have stored CO₂," Goodall said in a *National Geographic* interview.

Garden Media Group specializes in the home, garden, horticulture, outdoor-living, lawn and landscape industries. They offer innovative PR campaigns designed to secure top media placements and partnerships with traditional and social media. For gardening tips, new product as well as PR and marketing tips, visit www.gardenmediagroup.com. 🌿

The Trillion Tree Campaign: How are we doing, anyway?



Planting trees to mitigate climate change – one trillion of them over the next decade – was one of the messages that emerged from the Davos World Economic Forum (WEF) in 2020 in support

of the United Nations Decade on Ecosystem Restoration (2020-2030).

Of course, no one suggests trees are the only solution. The climate crisis is a multi-faceted problem, and a crucial first step is to reduce actual emissions of carbon and other greenhouse gases. However, scientific studies pinpoint large-scale tree planting as one of the cheapest and effective ways to help decarbonize the atmosphere. According to the UN Environment Programme website, “Such a massive effort could absorb about 20 years’ worth of global greenhouse gas emissions.” Add the ecological benefits from a tree’s temperature-regulating, wildlife-sheltering canopy to its soil-anchoring roots, and you have an idea that’s easy to like.

PLEDGES FOR 51 MILLION TREES

Right after Davos, the [WEF’s Trillion Trees](#) campaign jumped in with a goal of gathering collective pledges from non-profits, corporations and governments worldwide to “conserve, restore, grow” (not necessarily plant) a trillion trees by 2030. The U.S. Chapter of 1T.org now has pledges for nearly 51 million trees.

But “conserve, restore, grow” is an elastic goal. While it’s true that our climate future also depends on conserving existing forests—in fact all ecosystem types—the trees don’t all need to be mechanically planted. Natural regeneration from wild seed works, too. If that’s the case, though, how can those tree pledges be quantified?

And can pledges, like campaign promises, be broken? For example, the Canadian federal government recently came under fire for missing targets from a 2019 election promise to plant 2 billion trees over 10 years. Its Ministry of Natural Resources projected 30 million trees would be planted by the end of 2021. In fact, the number was 8.5 million. To catch up, Canada would have to plant 350 million trees a year.



SUBMITTED PHOTO

WHO’S COUNTING?

It’s unclear whether these numbers would be in addition to the approximately 600 million trees already planted each year in Canada – or one billion per year in the U.S.

No matter where in the world the trees are planted, the logistical challenges alone are many. Where do the seeds come from? Who will raise the seedlings? Lack of sufficient seedlings, which can take two years to reach planting stage, was one reason Canada gave for its shortfall.

Are seedlings the right plant, in the right place? Not only is it important to understand the tree’s cultural needs for survival and its contribution to the local ecosystem, it’s also imperative that any land being afforested—creating a forest from scratch—is land where a forest should be. Wildfires in Western Canada, for example, were the unfortunate result of black spruce monocultures being planted in native peat bogs.

Furthermore, who is tending the trees to maturity, or counting which ones fail? Perhaps that’s the ultimate question: Who is keeping track? With so many variables and uncertainties, it might be impossible for us to know how well we’re doing with those trillion trees, no matter how many we do or don’t plant.

Helen Battersby, Region 7 National Director, publishes the award-winning *Toronto Gardens*.



GardenComm’s Blog

Want to learn more about GardenComm or do you have an interesting, timely topic to share with other members of GardenComm? Check out the [GardenComm blog](#) for weekly features by members. If you have an idea for a blog post, or would like more information, please email Cris at crisablackstone@gmail.com.

Sarah Chase Shaw: Writing and Righting the Land



There is a 20-mile stretch of interstate between Denver and Colorado Springs that has become a conservation corridor, protecting more than 100,000 acres on the Front Range of The Rockies.

Writer and landscape architect Sarah Chase Shaw was a part of the team from Design Workshop (the international design and planning firm) that developed the plan for its protection. The plan won an American Society of Landscape Architects award in 2018. It's exactly the kind of place that Sarah loves and has spent her professional life studying and protecting.

In speaking with Sarah, it was clear that the West had shaped her. "I grew up in Flagstaff, a high-altitude landscape that's very arid. Most people associate Arizona with cactuses and they think of the desert, but Flagstaff is actually a very Alpine environment with the 12,000-foot volcanic San Francisco peaks poking out in the middle. I think that was very influential to me as a budding landscape architect. One of the main things that I take away with me to this day is this need to be in places where I can see forever," she said.

THE GOLDEN TICKET

Sarah grew up on her grandfather's ranch, which she describes as "living in one big garden," a garden that relied on well water. "Water in the West is just such a golden ticket to survival that even now, living at the top of the watershed, I still take short showers and think about conserving water in a way that you only learn if you grow up in a place where water could go away at any second."

She landed her first horticulture job in high school, at The Arboretum in Flagstaff, which had just become an institution in 1980. "I had this growing interest in horticulture and the thrust of it at that time was studying the native plants of the region, particularly the threatened and endangered species. It really taught me powers of observation. When you work with plants you really start to look more closely at what is around you and start to pay



Sarah Chase Shaw

SUBMITTED PHOTO

attention to how the landscape shelters and nurtures what grows on it."

FROM SMITH TO CORNELL

At Smith College she received a degree in art history, but it wasn't long before she was back to working with plants. "I went from Smith to Cornell University to study landscape architecture. At Smith, one of my mentors, Richard Munson, was professor and director of the arboretum. He was really the one who pushed me to go to Cornell right

away. At Cornell there were many, many people who shaped and molded me."

Sarah got her job at Design Workshop straight out of college. "I really wanted to be in Denver, but I got this job in Aspen and was there for 10 years as a landscape architect and planner where I rose to associate in the firm. While I was there, I ended up doing many large-scale planning projects which involved a lot of writing and that's kind of how I transitioned into the writing field.

— Continues on page 9

"I have benefited from the legal expertise that is offered to members. I tapped into that when I was writing my first book contract."

WRITING VENTURES

She remembers, "At the time, proposals and marketing documents were all about the imagery and yet nobody really knew how to write (about that). It just drove me nuts! I became director of the written word and the go-to person for quality control on the writing side." Sarah wrote her first two books about the work of Design Workshop and from there more writing projects and articles followed.

"The most exciting projects for me are ones that are directed by somebody who's very excited about the potential to make a difference in the world. I wrote a book called *Living Beneath the Colorado Peaks, The Story of Knapp Ranch* about a family who bought a big property in the Vail valley and built a compound of cabins based on what might have been there historically.

"They looked at their land and said, 'We've got 400 acres here; what are we going to do with this that's meaningful for the future, not just for our family but for everybody around us.' That's the kind of story that really encapsulated everything that I love to think, write, and learn about—history, sustainability, agriculture, landscape, geology, hydrology—everything, you name it, was in there."

Sarah's latest book, *On the Roof of the Rocky Mountains, The Botanical Legacy of The Betty Ford Alpine Garden* was a direct result of her work on *Living Beneath the Colorado Peaks* and her love of the Alpine environment was poured into it.

"When Gerald Ford was the vice president, he and Betty had a house in Beaver Creek which is right next to Vail, and he did so much of his public-facing work from Colorado they called it The Western White House. Betty Ford was a gardener, she loved gardening and she was a woman way ahead of her time. They were lucky to have her put her name on the gardens."

GARDENCOMM BENEFICIAL TO BIZ

After writing four books, Sarah describes her experiences of the book-making process this way: "I've learned a whole lot about writing, how to tighten it up to be more succinct. Regardless of how great you think you are; you can always get better. My heart and soul were poured into these books and what I didn't already know, I learned."

Her membership in GardenComm was enormously helpful for the business side of getting published. "I have benefited from the legal expertise that is offered to members. I tapped into that when I was writing my first book contract."

As a member for almost a decade, Sarah adds, "I think it's really an important organization and I feel I could certainly benefit from becoming more involved."

MISCONCEPTIONS OF THE WEST

Our conversation winds around talk of other writers, conservationists and trailblazers who we admire and who broke ground—people who understood the zeitgeist of the places they lived and worked. I end our interview with what I think is the hardest question: What are some of the common misconceptions that people have of the West?

"One of the big misconceptions has to do with the sort of mental and physical toughness of the landscape and its people, that it's sort of immune to things that affect other parts of the country, simply because it's so big and so wide and so rough. It's like looking at some big tough guy and thinking, 'Oh nothing can touch him,' when in fact, we're drying up here. There's no water. We're in danger of losing plants, animals, ecosystems because it's not sustainable," she said.

We would do well to heed Sarah's warning before it's too late to save the iconic landscapes that she calls home and that have come to define us. The next time I go to Colorado, I will look out and say a silent thank you to Sarah Chase Shaw. You can follow and learn more about Sarah and her work [here](#).

Carmen DeVito writes and gardens in Brooklyn, New York, and is the founder and lead garden designer of [Garden Cult](#). You can listen to more than 200 episodes of her award-winning podcast *We Dig Plants* free on iTunes or on [Heritage Radio Network](#).



Regional Reboot: GardenComm Revives 2-Day Meetings

With unique sites, plentiful networking, national speakers, and plant raffles, GardenComm debuts two new summer gatherings for this year.

- Greater Columbus—Friday/Saturday, July 15/16, 2022
- Greater Philadelphia—Saturday/Sunday, August 6/7, 2022

Registration fee:

- Member or Spouse, both days \$95.00, either day only \$60.00
- Non-Member, both days \$150.00, either day only \$100.00

Email info@gardencomm.org for early reservations. Include name, address, phone number.



Several GardenComm members kicked off the new year at MANTS, January 5-8, in Baltimore. Nicholas Staddon worked his company's booth Everde, a new Allied Member.

Peter Seabrook

November 2, 1935 – January 14, 2022

Peter Seabrook, who died at age 86, brought gardening to millions of people through his broadcasting and writing, standing up for traditional values while promoting new plant breeding and innovation.

It was during the 1960s that plants were first sold in containers, rather than bare root, and Seabrook was in on the innovation, which helped develop garden centers as we know them today, as retailers could sell plants in pots year-round rather than just in season.

The Royal Horticultural Society (RHS) said, "Peter had the most incredible career in horticulture and exhibited at RHS Chelsea Flower Show for decades beginning in 1952 and was regularly at RHS events, gardens and flower shows. As well as raising the profile and importance of horticulture, he was passionate about getting young people gardening. We will miss him enormously."



SUBMITTED PHOTO

SHARING HIS PASSION FOR GARDENING

Victoria Newton, editor in chief of *The Sun*, said: "For 45 years, Peter Seabrook MBE was a huge part of *The Sun* family, helping millions of readers with their gardening queries. His projects with schools helped more than three million children discover and share his passion for plants and vegetables." She revealed that on the day before his death, Mr. Seabrook was helping children at a school in Essex plant acorns to grow oak saplings to plant for the Queen's Jubilee Canopy. She said, "Peter was adored by all, from the royal family and celebrities to ordinary people who wanted his help to grow plants, even if they had the smallest plot or no garden at all. To them, Peter was their gardener. He not only wrote more than 2,300 gardening columns for *The Sun*, never missing a single week, but he also found time to chat to anyone he met who had a question about their own plants."

Seabrook often said he was the most-read garden journalist in Britain, claiming 10 million readers for his 40 years of weekly pages of gardening advice, promotions, opinion and campaigns in *The Sun*. During his stint on the BBC's *Gardeners' World*, the show regularly attracted 8 million viewers a week. In 1973, he published *Shrubs for Your*

Garden, part of which was set to music and performed as a cantata at the Sydney Opera House. Another book, *Complete Vegetable Gardener*, was translated into 10 languages.

From 1975, he presented BBC television programs, including *Gardeners' World*, *Pebble Mill at One*, *Dig This!* and coverage of the Chelsea Flower Show. He was also known in the United States for co-hosting *The Victory Garden* on PBS for more than two decades (1975-1997). He was seen as the archetypal English old-school gardener, and was much loved for it.

Seabrook was made an MBE for his services in 2005 and was the only person to hold the RHS's top three awards: the Victoria Medal of Honour (awarded in 2003), Associate of Honour and Harlow Carr medal.

He is survived by his two children, Alison and Roger and two grandchildren. His wife, Margaret, died in 2020 of Covid-19 after living with Alzheimer's for almost a decade. Her death led him to write a heartfelt plea to the government asking for the reopening of garden centers during lockdown for the good of the nation's mental health.

—*The Scotsman*, *The Sun*, *Express*, Cathy Wilkinson Barash

Steven Foster

Feb 27, 1957 - Jan 17, 2022

Steven Foster passed away suddenly at home in Springdale, Arkansas, on January 17, 2022. He was 64 years old and a self-proclaimed "life-long student of medicinal and aromatic plants."

Mark Blumenthal, Executive Director of the American Botanical Council, said, "Steven was one of the most brilliant people in the American and international herb community. He was a true master of herbal literature, especially the Eclectic medical literature of the late 19th and early 20th centuries. With almost 50 years of experience in herbs, Steven was one of the most recognized photographers of herbs and medicinal plants. His keen eye for plants and his ability to photograph them produced a treasure of thousands of beautiful high-quality photos that graced the pages of numerous books and magazine articles, including hundreds of his photos in American Botanical Council's (ABC) journal, *HerbalGram*."

A SELF-TAUGHT MASTER INFLUENCED BY THE SHAKERS

A self-taught botanist without any higher education, Steven knew as much or usually more about botany and the history of the literature on herbal medicine than many academics with numerous advanced degrees. His knowledge and memory of the botanical literature was almost photographic, and he had an eloquent way to explain and communicate his herbal wisdom.

His epiphany took place when he was 17, in his native Maine, on a walk in the woods with a friend. He noticed a trillium (*Trillium erectum*), and his friend told him that it was used as an aid in childbirth (hence the plant's common names, bethroot and birthroot). This struck his interest and it was then that he knew he wanted to learn the names and uses of all plants.

He began his herbal education in 1974 at the Sabbathday Lake Shaker Community, in New Gloucester, Maine (America's oldest continuous religious community, which also is one of the oldest herb businesses in the country, dating back to 1799) as part of a work-study program. On his first day, a Shaker sister asked him to dig burdock root (*Arctium lappa*), which she intended to decoct to treat a skin condition. "That was the start of my herbal career," said Steven. "Soon after, I was working full time in the Community's Herb Department, where I spent the next four years. In the herb field, the more you learn, the more you discover how little you know. There's something new to learn each and every day."

HERBAL AND HORTICULTURAL INVOLVEMENT

Steven originally learned photography by shadowing professional photographers who came to the Shaker Community. He said, "My first photos were published in Thomas Moser's *How to Build Shaker Furniture* (1977). I didn't have a clue what to charge, so I licensed 14 images for the book for \$40.00. The author almost had to keep from laughing at the low price. But what he didn't know is that those images were from my first two rolls of film from my first camera."

He was more than just a man who liked plants and cameras. Steven's contributions to modern herbal culture are many. He was one of the first people to popularize the herb echinacea, writing the first modern book on the subject—*Echinacea: Nature's Immune Enhancer* in 1991, earning him the moniker Mr. Echinacea.

Steven was an author with 19 herb-related books (the first when he was 25), including co-author and photographer of the third edition of the *Peterson Field Guide to Medicinal Plants and Herbs* with Dr. James A. Duke, *National Geographic's Guide to Medicinal Herbs* and senior author of three Peterson Field Guides, including *A Field Guide to Venomous Animals and Poisonous Plants of North America* with Roger Caras.

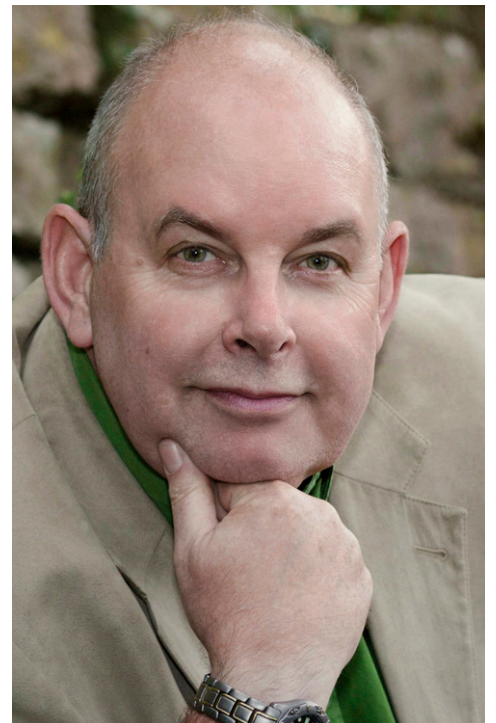
For **Cathy Wilkinson Barash**, Steven was the go-to expert on the safety of flowers touted as edible. "After Dr. James Duke, who vetted my book *Edible Flowers from Garden to Palate* for safety, died five years ago, Steven was the person I trusted for reliable information. We communicated every few months when I read about some flower ingredient, especially with the resurgent popularity of cocktails. His knowledge of the chemistry of flowers led to discussions of whether a particular flower was toxic, just did not taste good or was safe and delicious to eat," she said.

Steven was also active in herb-related organizations, including United Plant Savers, served on editorial boards and had editorial positions at publications including *Well Being*; *Herb News*; *Business of Herbs*; *The Herb Companion*; *Healthy Living*; *Food & Wine's Edible Garden Newsletter*; and *Pharmaceutical Biology*. He was a former GWAA (now GardenComm) member.

Sunrise was Steven's favorite time of day to photograph and he could be found pursuing his passions from then until sunset. "Who has time for hobbies?" he said. "I am fortunate in that my work is my life. I love plants, books on plants, photographing plants, learning about plants and the people associated with them. It is what I eat, sleep, and drink."

Steven is survived by his wife, Donna, his children, Abbey and Colin, and stepson Farrar.

ABC published a [profile of Steven](#) in issue #80 (July 25, 2008 of *HerbalGram*). They set up a [tribute page](#) on their website with examples of Steven's photography and tributes from friends and colleagues.



SUBMITTED PHOTO

—Mark Blumenthal and **Cathy Wilkinson Barash**



On the QT partners with the **National Garden Bureau** to promote all the "days of" that relate to gardening or nature. [Garden365](#) gives us a heads-up on celebrations, special events and community activities that we can share with our audiences. The National Garden Bureau presents ideas for articles, promotions, Instagram, and other social media outlets.



SUBMITTED PHOTOS



ENTIRE MONTH OF APRIL

Kid's Gardening Month – #KidsGardeningMonth
National Gardening Month – #nationalgardeningmonth

- 4 National Walking Day
- 5 National Dandelion Day
- 7 National No Housework Day (work in the garden instead!)
- 10 National Encourage a Young Writer Day
- 11 National Pet Day
- 12 National Big Wind Day
- 13 International Houseplant Appreciation Day
- 14 National Pecan Day
- 16 Orchid Day
- 17 National Bat Appreciation Day
- 19 Herbalist Day "Thank an Herbalist Day"
- 19 National Garlic Day
- 20 National Lima Bean Respect Day
- 22 Earth Day
- 23 Picnic Day
- 26 National Audubon Day
- 29 National Peace Rose Day
- Last Friday in April – Arbor Day

MAY

1st full week – [International Compost Awareness Week](#)
First Saturday in May is World Naked Gardening Day
Week before Mother's Day is [National Herb Week in Ireland](#)
Second Sunday in May is Mother's Day Week after Mother's Day (May 6 to 15) – [Go Public Gardens Days!](#)

- 1 May Day
- 3 National Garden Meditation Day
- 4 National Weather Observers Day
- 5 Seeing Monarchs Day
- 8 National Iris Day
- 16 National Love a Tree Day
- 19 World Plant a Vegetable Garden Day
- 20 National Pick Strawberries Day
- 29 Learn about Composting Day
- 30 Water a Flower Day

JUNE

Entire month of June – Perennial Garden Month
Third week in June – [National Pollinator Week](#)
Third week in June – [National Garden Week](#)
Third Sunday in June – Father's Day

- 1 National Go Barefoot Day
- 2 National Prairie Day
- 3 National Cancer Survivor's Day
- 6 National Gardening Exercise Day
- 9 National Strawberry Rhubarb Pie Day
- 10 [National Herbs and Spices Day](#)
- 11 National Corn on the Cob Day
- 12 National Red Rose Day
- 13 National Weed Your Garden Day
- 14 National Flag Day
- 14 Nature Photography Day
- 17 National Eat Your Vegetable Day
- 21 First Day of Summer
- 27 National Sunglasses Day
- 29 Lavender Day

GardenComm Regional Reboot



Greater Columbus Ohio
Friday/Saturday • July 15/16, 2022

• Private Gardens • Baker's Acres • German Village • Barcelona Restaurant • Schiller Park • Snyder Park • 2022 Field Trials • Meadow View Growers • Hartman Rock Garden • Westcott House • Plus Much More!