



The Association for  
Garden Communicators

## HOW BOTANICAL GARDENS BENEFIT FROM GWA

Find new speakers, ideas, and topics that will increase public attendance.

**WRITING SKILLS** GWA meetings, online learning, “power circles,” and networking can help sharpen blog and newsletter writing skills. Writing skills can be developed and improved, even by those who don’t consider themselves to be writers.

**SPEAKING SKILLS** Several GWA meetings and power circles cover speaking skills, and these can assist botanical garden staff to present more dynamic educational programs.

**IT’S A VISUAL WORLD** Good photography capabilities are key for every garden lover, along with building a library of photos. With blogs, websites, and social networking here to stay, photography know-how is essential. Improving skills, photo handling, software knowledge and more are topics that are discussed regularly in GWA meetings.

**MEASURING THE PULSE OF THE INDUSTRY** GWA keeps your staff up to speed on what’s happening in the industry. Learn about new plants, products, problems and consumer trends from member emails, forums, and at regional and national meetings.

**GROWING PUBLIC CONNECTIONS** GWA members constantly explore better ways to convey garden information to beginners, and find new approaches for bringing the excitement about plants and gardening to a younger audience.

**GET ON THE AIR** Several GWA members host radio programs or podcasts. This is another way to position your garden as local experts. Talk with radio hosts at GWA meetings about how *you* can host a gardening program on the air or create your own botanical garden podcast. Connecting with radio and podcast hosts can also provide interview opportunities that will help publicize your botanical garden throughout North America.

**RECHARGE YOUR BATTERIES** Let’s face it...spring is a busy time for gardeners. By August or September, you’re ready for a break! GWA symposiums provide access to colorful gardens in many parts of North America at the time when you can actually get away. Our meetings take place in different locations every year, allowing for interesting travel that fits into your growing season.

“I have been involved with GWA for over 10 years. Five years ago when I entered public horticulture, I realized just how valuable the GWA network was to spreading the news about our brand and sharing the story of our revitalization. GWA is the conduit for engaging green industry media to support the reach of our social missions.”

**Kelly Norris**  
*Director of Horticulture  
Greater Des Moines  
Botanical Garden*



**JOIN TODAY! VISIT  
GARDENWRITERS.ORG/JOIN**



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## MAXIMIZING YOUR MEMBERSHIP

### AFTER YOU'VE JOINED, HERE ARE THREE WAYS TO GET CONNECTED...

- Reach out in our members only forum (the “Communities” page under “Member’s Resources” on the website) and start a conversation. Introduce yourself and your garden. Ask questions and get feedback from other GWA members.
- Form or join a special interest group with other members. These are called GWA Power Circles and they meet remotely via conference calls, webinars or Skype. There are many special-interest topics and new ones added frequently. Are you interested in brainstorming about programs, newsletters, botanical garden blogs or other pertinent topics? Or perhaps you’d like to be part of a general Botanical Gardens Power Circle. Learn more at [www.gardenwriters.org/powercircles](http://www.gardenwriters.org/powercircles) or contact GWA at 212.297.2198 or [info@gardenwriters.org](mailto:info@gardenwriters.org).
- Attend regional and national meetings when possible. Regional meetings are smaller, and will provide a taste of what GWA is all about.

**GWA offers many other opportunities and benefits including legal advice, travel discounts and so much more. Whatever you want to grow, and wherever you want to go, GWA is ready to help.**

**For questions, please contact  
GWA at 212.297.2198 or  
[info@gardenwriters.org](mailto:info@gardenwriters.org)**

