

On the



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The Association for
Garden Communicators

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#GWA2017 Post Tours: Worth Extending Your Buffalo Stay

BY SALLY CUNNINGHAM



To my fellow GWA members—and new members we hope to entice—while the board and I are certain

you have blocked your calendars for the **GWA Conference & Expo in Buffalo** August 4 to 7, many of you will want to extend your stay through August 8 for at least one post-tour adventure. Or you can come early for Garden Buffalo. Here are some options:

GARDEN WALK BUFFALO July 29 and 30

Many garden writers, bloggers, photographers among you have experienced Garden Walk Buffalo in prior years. With 400 gardens, spanning every possible style and plant community, you haven't seen it all. During our conference we will tour about 16 intimate, private Buffalo gardens including many of the most famous.

But if you'd like to experience the whole gardening and social experience with 60,000 other friendly, garden-minded folks, just let our visitor's bureau know you're coming. The dates are July 29 and 30, one week before our conference. We promise you won't have difficulty filling in the



Above: During the summer months, spectacular gardens surround the Floral Showhouse, including one of Niagara Parks' extensive rose gardens, ponds and a fragrance garden, where plants are identified in Braille for persons who are visually impaired. **Right:** Wind Sculptures rise up at Wilkeson Pointe Park, just minutes from downtown Buffalo, and a short drive over the Skyway on Buffalo's Outer Harbor.



— Continued on page 3

PHOTO COURTESY ANNE MARIE VAN NEST

PHOTO COURTESY JIM CHARLIER



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EXECUTIVE DIRECTOR'S MESSAGE MARIA UNGARO

Get the most out of your membership



Dear Members:

March was GWA Membership Month. We encouraged you to get out and sign up some friends and colleagues. And you did! We had a bumper crop of new members in March. Now the hard part begins...getting engaged! How can you maximize your membership? Here are a few suggestions of how all members can benefit from GWA.

JOIN A COMMITTEE

What is the benefit of joining a **committee**? There are myriad benefits to serving on a GWA committee. Committees provide the opportunity to connect and network with an amazing group of individuals while having an impact on the association. They also allow you to learn new skills, sharpen the ones you already possess and gain new experiences. You will be a part of the development of GWA and its objectives for the future.

GWA has numerous committees, so there is a place for everyone to get involved. Our committees include:

- Association Outreach
- Communications
- Education
- Honors & Media Awards
- Membership
- Sponsorship
- Sustainability

Not sure what committee to join? Reach out to one of your regional directors or to me. We'll help you find a good fit.

NETWORK

GWA members are well connected. As you develop relationships with other members, you will become linked to those who can help publicize your books, organizations, events and talents. Often GWA members can turn "six degrees of separation" into "two or three steps to connection."

Join **Regional and Connect Meetings** as frequently as possible. These meetings—held across GWA's seven geographical regions—feature exclusive tours of renowned gardens and horticulture facilities, insightful education to help you build your career and one-on-one networking with professionals from across the communications and horticultural spectrum.

Mark your calendars and come to Buffalo! The **GWA Annual Meeting and Expo**, August 4 to 7, is a great place to connect, learn and grow! Registration is open, so sign up today and take advantage of the Early Bird Rate.

Need more ways to maximize your membership? **C.L. Fornari** put a terrific fact sheet together, **Maximizing Your Membership**, which provides some great ideas on how to get the most out of your membership.

Happy Spring!

Maria



PHOTO COURTESY ANNE MARIE VAN NEST

Dramatic containers and hanging baskets greet visitors at the Niagara Parks Botanical Gardens and School of Horticulture.

days with a broad range of cultural, horticultural, shopping, dining, sporting activities and touring choices. For some help planning, contact **Brian Hayden**.

GREENING THE WATERFRONTS, GROWING FOR THE CITY **Half-day optional tour • 8:30 a.m. to 1:30 p.m., Tuesday, August 8**

Buffalo has been leaping forward into a greener, more eco-sensitive stage as its waterfront and tourism sites evolve. Old grain elevators/silos have become skating rinks, restaurants and kayak launches. Urban farms feed underserved communities. Polluted rivers and waterfronts are now native plant parks with art installations. Tour includes the Wilson Street Farm, a medical campus with rain garden and bio retention cell managing polluted run-off, Mutual Riverfront Park and elevator alley and more. **Check out the GWA Conference and Expo website for the full itinerary.**

NIAGARA FALLS AND CANADIAN GARDENS **Full-day optional tour • Tuesday, August 8**

Anne Marie Van Nest and Theresa Forte, assisted by Ken Brown along with several enthusiastic Region VII (Southern Ontario) members, are offering a full-day tour to Niagara Falls, surrounding garden and cultural destinations.

Although you can see the Falls from the U.S. side with several cool tourism options, even many Buffalo folks admit that people really need to see the Falls from the Canadian side to appreciate the full grandeur of both the Horseshoe and American Falls.

A key part of the Falls experience on the Canadian side is a corridor along the Niagara River maintained by Niagara Parks that is filled with natural areas, heritage sites and gardens stretching 35 miles (56 km) from Lake Erie to Lake Ontario. The Canadian side of the Niagara River has so much to see and do.

If you have not done this in your lifetime, this is your bucket-list trip. The tour will include the Niagara Parks Botanical Gardens and School of Horticulture, Floral Showhouse, Butterfly Conservatory, and a visit to the Victorian-style Floral Clock. Dinner and a view of the night-lighted Niagara Falls are in planning. **Check out the GWA Conference and Expo website for the full itinerary.**

OTHER OPTIONS

If a day in Canada is not for you, Visit Buffalo Niagara will be happy to assist with your extended stay for many destination sites, whether your interest is horticulture, architecture, history, art or simply scenic beauty. In short, we Buffalo and Ontario garden writers and friends want to keep you with us! Please mark Tuesday, August 8, on your calendars now.

Sally Cunningham is local arrangements chair for GWA 2017 Conference and Expo.

REGIONAL EVENTS

REGION I

Join fellow plant geeks for The Long Island Horticultural Society Plant Sale (<http://bit.ly/2oPqzfl>) May 21, in the Greenhouse Classroom at Planting Fields Arboretum, Oyster Bay, New York.

REGION III

April 15 through July 15

GWA Treasurer and Region III member **Jo Ellen Meyers Sharp** will be among the experts speaking at **Indiana Garden School V** at the Madison County 4-H Fairground Building in Alexandria April 29. This full day of education and entertainment will include landscaping ideas, garden pests, managing wildlife and native plants, and edible landscaping.

Members of GWA can arrange for **free admission** to the horticulture industry's largest trade show, **Cultivate '17**, Sunday, July 16, through Tuesday, July 18, in Columbus, Ohio. See Page 10 for more.



The Niagara Falls and Canadian Gardens Tour

This tour requires a current passport; so check the expiration date on yours. Because the schedule is flexible and depends on an international crossing, the return time cannot be guaranteed. Attendees must make their return-home travel arrangements for the next day; hotel conference rates will be extended.

© PHOTO JO ELLEN MEYERS SHARP

Commercial photographer Bryan Peterson will hold an all-day **seminar on nature photography** at **The Morton Arboretum** in Lisle, Illinois, on Saturday, **May 13**, followed by a small-group outing the following morning.

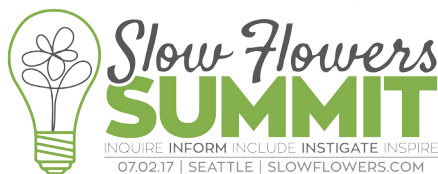
The West Virginia Botanic Garden in Morgantown will host a medicinal plants workshop on Saturday, **May 13**.

On Saturday, **June 3**, the **Lurie Garden** in Chicago, Illinois, will hold a **plant sale** for perennials and grasses that provide interest throughout the seasons, as well as food and shelter for local fauna.

The Michigan Master Gardener Association presents British author and gardener Adrian Bloom, speaking on **"Designing Drama in the Year-Round Garden"** in Dearborn, Michigan, on Thursday, **July 13**.

—Continued on page 5

NEW & Noteworthy



Slow Flowers announces summit

Slowflowers.com, the comprehensive online resource that connects consumers with local, seasonal and sustainable flowers, announces the inaugural **Slow Flowers Summit**, a one-day conference in Seattle, Sunday, July 2, that coincides with the third annual **American Flowers Week**, June 28-July 4.

Called a "TED Talk for Flower Lovers," the lecture series targets creative professionals, thought leaders and pioneering voices in the progressive American-grown floral community, said **Debra Prinzing**, founder of **slowflowers.com**.

"The Slow Flowers Summit will stimulate curiosity as our presenters inquire, inform, include, instigate and inspire. They will examine conventional assumptions and explore conscious and ethical practices in the floral industry," she said.

The summit marks the 10-year anniversary of *Flower Confidential* with a keynote presentation by New York Times bestselling author Amy Stewart. Published in 2007, Stewart's *Flower Confidential* is an around-the-world, behind-the-scenes look at the flower industry and how it has sought—for better and worse—to achieve perfection. Stewart's presentation: "Where We've Come From, Where We're Heading" will address the many issues that have defined and redefined the American floral landscape in the past decade. Among the other speakers is **Riz Reyes**, who will participate in a panel that discusses diversity in floral design and horticulture.

Prinzing developed the summit as a new "live" component to the virtual American Flowers Week campaign. AFW devotes a week of activity via regional events and social media platforms to promote domestic flowers, raise consumer awareness and unite America's flower farmers with the U.S. floral industry.

Registration is required and tickets are available at **Event Bright**.

Three GWA members among Great American Gardeners

The American Horticultural Society had announced the distinguished recipients of the Society's 2017 Great American Gardeners Awards. Individuals, organizations and companies that receive these awards represent the best in American gardening and horticulture. Each has contributed significantly to fields, such as plant research, garden communication, landscape design, youth gardening, floral design and teaching.

Among this year's winners is William A. McNamara, executive director and president of Quarryhill Botanical Garden in Glen Ellen, California, who is receiving the AHS's highest honor, the Liberty Hyde Bailey Award, for his many important contributions to horticulture. The AHS applauds all of this year's recipients for their passionate commitment to American gardening and their outstanding achievements within their area of expertise.

This year's Great American Gardeners Award recipients are:

- William A. McNamara (Glen Ellen, California)—Liberty Hyde Bailey Award
- Thomas G. Ranney (Mills River, North Carolina)—Luther Burbank Award
- **Allen Bush** (Louisville, Kentucky)—Paul Ecke Jr. Commercial Award
- **Brienne Gluvna Arthur** (Raleigh, North Carolina)—Emerging Horticultural Professional Award
- Melissa "Missy" Marshall (Pittsburgh, Pennsylvania)—Landscape Design Award
- Vivian Boley (Alexandria, Virginia)—Meritorious Service Award
- **Tom Fischer** (Portland, Oregon)—B.Y. Morrison Communication Award
- Julian Duval (Encinitas, California)—Professional Award
- Lee Coykendall (Washington, DC)—Jane L. Taylor Award
- Johanna Roman (College Station, Texas)—Teaching Award
- Philadelphia Orchard Project (Philadelphia, Pennsylvania)—Urban Beautification Award

The AHS will honor these recipients June 8 during the Great American Gardeners Awards Ceremony and Banquet, held at the Society's headquarters in Virginia. **The AHS website has descriptions of each award and brief biographies of this year's recipients.**



Allen Bush



Brienne Gluvna Arthur



Tom Fischer

Books sold at festival

Jacqueline Soule reports more than 100 copies of her latest books were sold and signed at the Tucson Festival of Books.

Tucson gardens get high marks

Linda Larson, writer and public speaker, recently attended Frida Friday at the Tucson Botanical Gardens and is now planning on revisiting other gardens. She reports that 18 months can make a major difference in the life of a garden. She offers insights at **travelinggardener.com**.

State recognizes Iowa Master Gardeners

Iowa Master Gardeners, led by statewide coordinator **Denny Schrock**, and the Iowa Supplemental Nutrition Assistance Program-Education team, led by Christine Hradek, were recipients of the 2017 Creativity in Service to All Iowans Award from Iowa State University Extension and Outreach. The award recognizes interdisciplinary programs that result in measurable impacts while serving Iowans in creative ways. These organizations teamed up to donate 73,465 pounds of produce to Iowa food pantries through 26 county-based, donation gardens and seven home demonstration gardens located at Iowa State University research farms.

GGV hires Charlie Nardozzi



Good Gardening Videos, the campaign to find and promote videos that are accurate and watchable, has hired **Charlie Nardozzi** to be the “Vetter of Veg Videos,” said **Susan Harris**, the project’s

volunteer editor.

Harris, who founded and launched Good Gardening Videos in 2016, has more than 500 good gardening videos to share, with the help of experts on special subjects. But the topic of growing vegetables was out of her league, her experience and her ability to round up experts to do the job for no pay. It’s a large and important topic for people learning to garden, yet job postings for an expert proved unsuccessful.

Fortunately, the GWA Symposium in Atlanta had brought Harris together under a soggy tent with Nardozzi, a well-known, veg-growing expert, experienced garden communicator and teacher from way back. That meeting, plus enthusiastic recommendations from mutual friends, led to the happy announcement that Nardozzi has been named GGV’s Edibles Editor.

Nardozzi’s assignment will be to review the many veg-growing videos now showing on YouTube and select accurate ones for each vegetable as well as for topics such as raised beds and composting. He’ll subscribe to the very best YouTube channels and review new videos as they’re uploaded. Chosen videos will then be shared at the pro-environment, ad-free Good Gardening Video website and on related social media channels for learners to find by browsing or searching.

“To help guide gardeners, especially beginners, to the videos they need to watch when they need to watch them, Nardozzi will select good how-to videos for the vegetable gardener in spring, summer and fall, three much-needed additions to the expanding collection of seasonal guides on the website,” Harris said.

Nardozzi brings more than a horticulture degree and experience growing vegetables. “As a long-time communicator, he’ll also be helping to spread the word about **Good Gardening Videos** and its mission to teach people to succeed at gardening and to promote science-based sources of gardening information,” she said.

PRESIDENT’S MESSAGE KIRK R. BROWN

Spring holds stories to be discovered

Me: I’ve got too many gigs in March.

What was I thinking?

Sara: Are you bragging or complaining?

Me: Not fair. I just wasn’t thinking about how much work they’d be.

Sara: Why make these programs all different? Standardize.

Me: It’s no fun if they’re all the same.

Sara: So you admit you do this for fun. And you won’t change the programs to make them easier or more standardized... Or take fewer than are offered... Or retire and give them up all together.

Me: Did you iron Olmsted’s pants or wash John’s necklace?

Sara: No. Did you?

Me: Let’s go out to dinner.

Sara: I thought you’d never ask.



If you are “from,” “of” and/or “in” the horticultural industry, Spring is the eye of a storm of imagination, crafts-personship, planting plans, new plant forays to nurseries and garden centers as well as getting out of the office to be alternately cold, wet, hot, dry, up, down or dirty. Sometimes, events carry you to these extremes in the space of breathing in to exhalation.

Right now, are you bragging or complaining? If not, why not? This is the industry’s great and glorious season of our discontent. It’s our season of honest-to-God-Flora garden content images and stories just waiting to be discovered, covered, crowed up and fawned over.

Recently, Sara and I were celebratory at the presentation of the Scott Medal to Bill Thomas, executive director of Chanticleer, during the annual ceremonies at Swarthmore College. There were so many people that I recognized and respect. It was a horticultural Facebook of luminaries and personalities—some to be found in the same individual. It was a moment in time during which I felt the pulse of spring and enthusiasm for gardening all quickening in concert. The crowd surged into the reception hall and dove into the sparkling punch like lemmings qualifying for spring trials.

MOTIVATING THE CLEAN-NAIL CROWD

When it’s so much fun, it’s easy to like these jobs we add to our calendars. As we think about the art and practice of garden communicating, it’s fun to plan new ways to get our clean-nailed audiences out into the dirt. If we could only have back-to-back days of 30 hours when we could get it all done, then we could say our grasp of the plants finally caught up with our reach. And then we’d take the photographs to illustrate our success.

Here’s hoping that you’re busy and that you don’t have time to read this letter. It’s a test. I think that GWA is finally doing almost everything that I had on my list to send us spinning into our future. There are a few surprises still coming toward an unsuspecting membership. But in my remaining four months of office, I want to watch what of the new growth turns toward the light.

Am I bragging or complaining? Neither. I’m exhilarated. I’m ecstatic. I’m incredibly hopeful. You have made me all of the above. Plan to meet me at a regional meeting, national Expo, CareerNext, a garden center or garden club/master gardener meeting close to you. Call me. Text me. FB me. Let me know how many new members you’ve attracted to this up-and-coming newly branded non-profit association—GWA: The Association of Garden Communicators!

And then, let’s all go out to dinner!

Dirt Made Your Lunch! Alaska Students Learn to Grow Their Food



Students participating in the 21st Century Community Learning Centers learn that from tiny seeds, all kinds of plants grow.



Getting kids to understand and appreciate the world of plants through gardening activities is a great way to get them hooked on healthy, lifelong actions. By guiding youth through gardening, teachers,

parents and childcare providers can spark a child's imagination by connecting them with the natural world.

The Alaska Botanical Garden in partnership with the Anchorage School District's 21st Century Community Learning Centers program has developed a system for growing plants in the schools. The Anchorage School District, a recipient of three community learning center grants from the U.S. Department of Education, provides after-school enrichment programs for K-8 students in core academics, homework help, tutoring, drug and abuse prevention, technology training, recreation and the arts at 11 public school facilities. ABG serves eight of these schools.



Students at Nunaka Valley Elementary School grow lettuces and other greens.

MORE LEARNING OPPORTUNITIES

The purpose of the 21st Century Community Learning Centers program is to expand learning opportunities for children and their families outside regular school hours. These programs offer strong, after-school activities that involve the schools and community together to help kids develop into healthy adults.

All this started at the request of Susan Williams, the coordinator of the program. She had heard about ABG's Junior Master Gardener Summer Camp, which I have been teaching since 2004, and she wanted something similar in the schools. We met and brainstormed about possible scenarios for teaching gardening to kids—with an emphasis on health and nutrition—and the goal of developing gardens at the eight schools we would be serving.

I modeled the lights and shelving units after expensive commercial systems, and have used them for many years in my greenhouse to start seeds. Rolling steel wire shelves are readily available at any big box store. Lights, also obtainable commercially, are run on a timer.

SPECIALIZED LIGHTING

With the help of a local lighting supplier, two shelving units were designed for a total of five lights: three in one unit and two on the other shelf. The fixture itself is a basic T5 strip shop light with an additional reflector to direct the light downward. The two lamps are the 3500 Kelvin in the red end of the spectrum and the 6500 Kelvin lamp is in the blue end.

In Anchorage, around winter solstice in December, we have about 5½ hours of daylight. By the spring equinox in March, we have, of course, 12 hours of daylight. Plants need extra light to start and maintain them through harvest.

The gardening program runs from September through December, and restarts in January through May.

The growing boxes are 17-liter plastic tubs from Really Useful Containers, found at office supply stores or online. We drill holes in the bottom and use the lid to catch the drips. We have 12 at each school and fill them with about 4 inches of good, organic potting soil. Students are involved in every step as we prepare for seed sowing.

For watering, we use one-gallon juice jugs with holes drilled in the lids. They aren't too heavy and they are well balanced. On-site coordinators are responsible for watering, with

kids, in between monthly visits. The adults are learning, too.

The containers are watered and then the seeds are sown. We teach basic gardening techniques at this time, including how to read a seed packet, sowing thinly, covering seeds lightly with soil—or not covering them—and more. We grow mostly herbs and greens; in spring, we start flowers and vegetables for the kids to take home.



Bella enjoys the harvest at Fairview Elementary.

STUDENTS WITH NEEDS

Students are enrolled in the program because they come from low-income families and are in Title I schools. The kids are in grades K-8. Pupils may be American Indian/Alaska Native, Native Hawaiian/Pacific Islander or Asian, African American, or Hispanic/Latino, and may have limited English, special needs, are on free or reduced school lunch or may be homeless. They are not going home to a white picket fence and a garden plot.

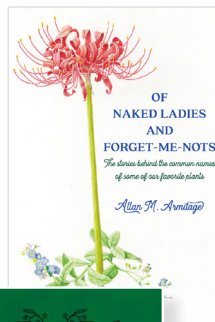
My personal goal is to have kids be successful with growing plants, and to convince them they can grow food at home. I believe that this gives them some control in their lives, by caring for living plants. As we created this growing program, it has been a learning process. There is as much to learn from mistakes as successes. Three years into a five-year grant, we have helped install raised bed gardens at two elementary schools and have inspired another school to put in a garden on school grounds. These have become community gardens, since our frost-free growing season is basically May 8 to September 23, totaling 138 days. Currently we are serving nearly 800 students in this program.

GWA member Patrick Ryan is the education specialist for the Alaska Botanical Garden, a Junior Master Gardener specialist, and he serves on the boards for the Alaska Community Forest Council and Alaska Agriculture in the Classroom.

HOT OFF the press

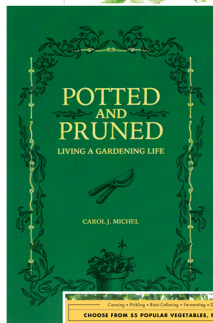
Allan Armitage
Of Naked Ladies and Forget-Me-Nots: The Stories Behind the Common Name of Our Favorite Plants
Self-published via Ingram
244 pages, \$20
Published March 2017

Award-winning author and plantsman Allan Armitage tells the stories behind the common names of some of our favorite and lesser-known plants. From Hooker's Lips to Hairy Balls, Voodoo Lilies and Gas Plant, this book of laugh-out-loud yarns is required reading for every plant enthusiast.



ning blog, *May Dreams Gardens*, has penned a delightful book of gardening stories recounting her years speed weeding, scolding plants for their poor manners, experiencing the magic of a clover lawn, searching for elusive "rare in cultivation" plants, narrowly avoiding tussles in the garden center, formally evicting drought from her garden and offering advice for those new to gardening.

...
Barbara Pleasant
Homegrown Pantry
Storey Publishing
336 pages, \$19.95 paperback
To be published May 2017



...
Carol Michel
Potted and Pruned: Living a Gardening Life
Gardenangelist Books
144 pages, \$14.99
(paperback); \$24.99
(hard cover)
Published March 1, 2017

"Y'all, Carol Michel is the Erma Bombeck of gardening," noted GWA member **Barbara Wise** in her advance praise for *Potted and Pruned*. Michel, author of the award-win-



Homegrown Pantry is a complete guide to planning a garden that produces the best varieties and the right amounts to stock the pantry and root cellar for year-round eating. By showing readers how to hone their crop lists and kitchen skills, *Homegrown Pantry* picks up where basic food gardening books leave off. The 55 plant profiles highlight the best

varieties of vegetables, fruits and herbs to grow for storage and includes tips and tricks for preserving each crop the best way possible—whether cold storage, freezing, drying, canning or fermenting.



More than 60 GWA members gathered for a Region VI Connect meeting in February in conjunction with the Northwest Flower & Garden Show in Seattle. A special thanks for the donation of the room and bar set-up goes to Barry Bartlett, the show's public relations representative, and Jeff Swenson, show manager.

PHOTO COURTESY MARY-KATE MACEY

Are We Speaking a Different Language?



Years ago, when wholesale nurseries made catalogs and websites, they thought they were talking to people like them, in other words, people who know a lot about plants.

Today, anyone can access an online catalog or website to get information about plants. Why is that a big deal? I'm here to tell you.

Only 20 percent of Americans know a lot about plants. Which means 80 percent know little or nothing. Anyone born after 1963 and before 2000 (a.k.a. Gen X and Millennials) was most likely not taught to garden by their parents, because both parents worked. This was the first generation with two working parents and prepared foods because people had no time for anything extra—especially cooking and gardening.

We need to be able to sell plants to these folks if we want them to garden. How can we entice them to buy something with copy that few consumers will understand?

Following is an example of website copy written for quite possibly the most famous horticultural introduction in the world. Is this enticing consumers?

FOR THE 20 PERCENT

Rose 'Radrzz' Knockout PP#11836 CBPR#0993
My comments in parenthesis

The original member of the Knock Out family. This shrub rose set a new standard in disease resistance with little to no maintenance required. (disease resistance?) The bloom cycle (what the?) produces rich cherry red/hot pink blooms that will continue until the first hard frost (and a first hard frost is?). Black spot resistant, drought tolerant and self-cleaning (wait, it cleans? cleans what?), this rose suits every garden and every lifestyle. (finally... something we can understand)

Here's my criticism – and trust me, we are ALL guilty of this. First, it has way too much lingo.

- We need to be talking directly to people who don't garden, but might want to, not to ourselves.
- Second, say what you mean. Brag about the plant, if it warrants bragging, and please describe everything to the lowest denominator. We need to be talking to everyone, not the 20 percent who understand.

Disclaimer: I worked for Star Roses and Plants when Knock Out® was introduced and the copy I wrote back then and the copy they use now is great, but still full of jargon. I pointed this out to Steve Hutton, president of Star Roses and Plants when I asked his permission to use Knock Out as the example. He told me to tell you he cringed and then promptly fainted.

FOR THE 80 PERCENT

Marketers and writers make this mistake every day. Why aren't we telling people how amazing the plants are, and what they can do for the person who buys them? Why not make this rose sound like the easiest plant in the world to grow, because seriously, it could be. Why not say this?

If you have never gardened before, this is the plant for you!

Plant it, water it really well every two days for the first month, then once a week for the rest of the first summer, after that, watch it grow! This is one of the easiest plants to grow and it will give you months and months of beautiful pinkish-red flowers. In fall, the leaves will turn deep purple and then fall off after a few frosts. Next spring, when the forsythia bloom (if you don't know what a forsythia is, Google it and you will find out), take some sharp pruners and cut the plant's branches back between 12- to 18-inches tall. Follow this diagram to make sure

SO EMPOWER US WITH KNOWLEDGE!

1

LEARN MORE ABOUT THE STORIES BEHIND THE PRODUCT!

Millennials love learning more about the products they buy. You as florists are in the unique position as your product usually has an interesting story or fact to it. Treat your customers with a fun fact about a flower, something for them to remember your shop by and to pass on to others!



you remove any stems that are crossing. (Insert rose pruning diagram here.)

That's all you have to do and this plant will come back year after year and flower from early summer until fall. **It's THAT easy!**

MASS COMMUNICATION

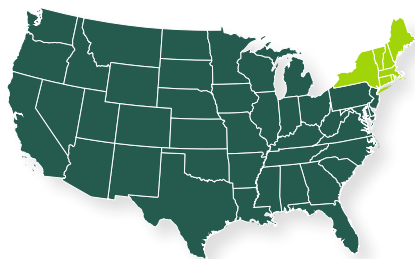
Okay, so maybe I went a little too far, but I'm trying to prove a point. Ask yourself, was it really too far or is this what people need to be successful? We send newly adopted pets home with a litany of instructions, but we send most plants home with a 1- by 3-inch plastic tag that says next to nothing.

If we write copy for the 100 percent instead of the 20 percent, we can sell more plants to people who know a lot. We can also start selling plants to people who know little to nothing. We can get people excited about gardening again, and teach them how to be successful, so they buy even more plants. And hopefully, we are teaching today's consumers so they can teach someone else.

If we write this way, people will want to buy the plant, and they will have success. Isn't that the point?

GWA member Angela Treadwell-Palmer is founder and co-owner of Plants Nouveau.

REGIONAL NEWS & NOTES



REGION I C.L. FORNARI

Sally Cunningham will be the keynote speaker for the New York State Federated Garden Clubs' annual meeting, April 4. Her topic: "The Power of Garden Tourism: Look what it's done for Buffalo!" included the story of GWA coming to Buffalo in August. Sally is also leading her fourth tour to the Chelsea Flower Show and great gardens around London, May 21 to 29. She has developed *Great Garden Travel*, garden-themed trips in the U.S. and Europe (greatgardentravel.com).

Diana K. Weiner will join the Master Gardener volunteers at the Sullivan County Cornell Cooperative Extension Campus to teach two classes on "Care for Flower and Vegetable Gardens."

From April through June, **Melissa Caughey** will appear at several fairs across the country. April 21-23, Country Living Fair in Nashville, Tennessee; May 6-7, Mother Earth News Fair, Asheville, North Carolina; June 2-4, Country Living Fair, Rhinebeck, New York and June 10-11, Mother Earth News Fair, Burlington, Vermont.

On April 22, the 13th annual Great Gardens and Landscaping Symposium will take place at the Woodstock Inn and Resort, Vermont. It includes five lectures, gardeners' marketplace, great food and accommodations. Speakers include **Brienne Gluvna Arthur**, Laura Palmer, Andy Brand and **Kerry Ann Mendez**.

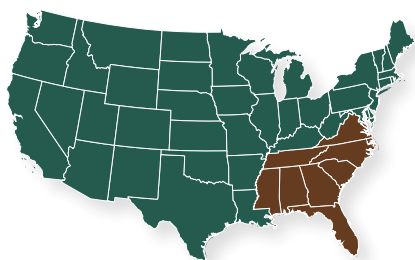
Charlie Nardozzi will speak April 27, at the Massachusetts Horticultural Society, in Wellesley on "Gardening Month by Month." He'll speak about "Foodscaping": May 2, at the Carillon Garden Club in Glens Falls, New York; May 6, at the Warner Theater in Torrington, Connecticut and May 8, at the Milford Garden Club in New Hampshire. He'll present "English Garden," May 13, at the Newport Garden Club in Vermont.

Sue Ann DuBois will host Dig Into Gardening Day, May 6, at Longfellow's Hotel and Conference Center, Saratoga Springs, New York. Workshops feature region-specific, dig-in-the-dirt, sustainable garden experiences and practices along with garden-fresh culinary demonstration and tastings.

"Creative Container Design" will be the topic of the day when **Karla Dalley** speaks to the Burlington (Vermont) Garden Club, May 11. Karla has also just been named judge for Connecticut for the America's Best Gardener Contest.

Kathy Purdy will speak to the Greene Garden Club about "Colchicums: Autumn's Best-Kept Secret," June 13, at the United Methodist Church, Greene, New York.

"Landscape Design Bloopers" will be the topic when **C.L. Fornari** speaks to the Connecticut Horticultural Society, June 15.



REGION IV BRIE ARTHUR

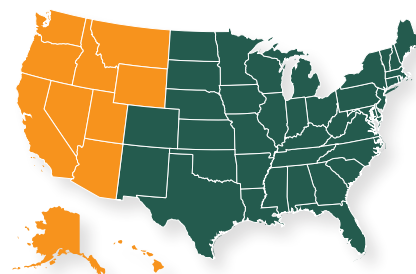
Barbara Pleasant spoke to the Valley of Virginia Herb Guild in Lexington, Virginia, April 3. She was part of the Sustainability Series, sponsored by Lynchburg College in Lynchburg, Virginia, April 15. May 6-7, Barbara will be a featured speaker at the Mother Earth News Fair in Asheville, North Carolina, where she will also celebrate the release of her new book, *Homegrown Pantry*.

Arlene Marturano is the keynote speaker at South Carolina Jamboree "Let's Go Native," April 21, sponsored by the Lexington County Master Gardener volunteers at Saluda Shoals Park in Lexington, South Carolina. Keynote address is "Monarchs, Milkweed and Migration." Registration information is at lcmgv.org/.

Brie Arthur is taking her book and program, *The Foodscape Revolution*, around the U.S., including the Gaston County Master Gardeners, Great Gardens and Landscaping Symposium, Colonial Williamsburg Garden Symposium, Peckewood Garden, SFA Garden Lecture Series, Crystal Bridges Art Museum Discover the Grounds Program and Epcot® International Flower & Garden Festival. For more information visit briegrows.com/.

REGION VI JACQUELINE SOULE

Edith Isidoro-Mills has an exhibit of her photography at the Churchill County Library in Fallon, Nevada, through April.



Mark Turner will teach an "iPhone Photography" class at Whatcom Community College in Bellingham, Washington, April 25 and the following two Tuesday evenings. On May 16, he'll speak about "Pacific Northwest Wildflowers" to the South Delta Garden Club in Ladner, British Columbia.

Denise Pugh will speak on April 29 about "Gardening in the Delta" at Wister Gardens in Belzoni, Mississippi and May 3-5 at the Mississippi Master Gardeners annual state conference in Raymond, Mississippi, at the Eagle Ridge Conference Center. On June 22, she'll speak at Wildflower Day in Coffeeville, Mississippi.

Sharon Lovejoy was chosen as the 2017 Guest Artist for California Polytechnic University, San Luis Obispo. On May 7, she will teach "The Well-Seasoned Gardener" workshop at the Flower Hill Promenade, Del Mar, California.

Rick Laughlin will participate in the Utah Water Conservation Forum, May 11-12, at the Jordan Valley Water Conservancy District Education Center in West Jordan, Utah.

Patrick Ryan (AKA "Fish") has been busy giving "Gardening 101" classes for Alaska Botanical Garden and the University of Alaska. Patrick will be giving two presentations at the American Horticultural Society National Children and Youth Garden Symposium in the greater Portland, Oregon/Vancouver, Washington area, July 12-15. For more about this even: bit.ly/2oPPrEc.

REGION VII KAREN CHAPMAN

Karen Chapman will speak and give a demonstration on "Sassy Or Classy: Container gardens to suit your style" at Molbak's Garden & Home, Woodinville, Washington, April 29; "Foliage First: 3 easy steps to fabulous container design" is her topic and demonstration at the Master Gardener Foundation of King County in Seattle, May 6. For the San Diego (California) Horticultural Society, she'll present "Foliage First—the California Edition," May 8. On May 12, she'll present the program again for the Laguna Beach (California) Garden Club.

REGIONAL EVENTS

—Continued from page 3

The American Flower Show Series at the **Chicago Botanic Garden** in Glencoe, Illinois, runs through October. Societies for different plants from daylilies to mushrooms have exhibits and sales each week. Plant societies are great story sources. Find dates for each show at chicagobotanic.org/plantshows.

REGION IV

The 10th annual Penny McHenry Hydrangea will be June 3 and 4 in Douglasville, Georgia. This event gets bigger and better each year and *Garden and Gun* magazine has named Douglasville the "Hydrangea Capital of the South." More details at <http://hydrangeafest.org/>. Follow on Facebook: <https://www.facebook.com/hydrangeafestival/>

Helping Us Grow!

Thanks to these GWA members for helping to grow the organization.

ONE MEMBER

Cassandra Barr
Steve Bender
Louise Clark
Kate Copsey
Dawn Hummel
Jan Johnsen
Bill Johnson
Jeff Lowenfels
Marty Ross
Yvonne Savio
Lynn Steiner
Chris VanCleve
Teresa Watkins

TWO MEMBERS

Helen Battersby
Ruth Clausen
Eva Monheim

SIX MEMBERS

Brie Arthur
Kirk Ryan Brown

TWO ALLIED MEMBERS

Teresa Watkins

Members invited to Cultivate 17

BY DIANE BLAZEK

GWA's Association Outreach Task Force has again arranged for GWA members to gain special access to Cultivate'17 in Columbus, Ohio, the horticulture industry's largest trade show (#Cultivate17), and its education sessions and other valuable networking events. Let's see if we can set some records for GWA presence this year.

AmericanHort, the association that organizes Cultivate, has generously granted GWA members a special complimentary pass valued at \$350. The educational sessions and tours begin Saturday, July 15. The tradeshow runs Sunday through Tuesday, July 16-18.

Again this year, GWA will have a booth at Cultivate '17 and **Diane Blazek** is looking for volunteers to work the booth during the show.

Here are just a few of the many events open to GWA members:

- 4 to 5 p.m., Saturday, July 15, **GWA Power Hour**
- 5 to 7 p.m., Saturday, July 15, and Monday July 17, **Ohio State University Trials**
- 5 to 6 p.m., Sunday, July 16, **Block Party**
- 5:15 to 7:30 p.m., Sunday, July 16, **Franklin Park Conservatory Tour**
- 5 p.m., Monday, July 17, **Evening of Excellence Awards**
- 9:30 to 10:30 a.m., Tuesday, July 18, **GWA Connect**

Registration • OPEN NOW

Registration deadline: Wednesday, June 21, 2017

Use promo code: GWAwrites

Editor's note: GWA members attend Cultivate to find out the latest and greatest plants and other merchandise coming on the market. They will learn what the industry is doing for some of the gardener's problems or concerns, such as neonics and other pesticides. It is an opportunity to meet breeders and marketers face-to-face. Having garden writers attend also tells the industry that we are interested in what they are doing and that can only help develop and strengthen our relationship with breeders, marketers and others. – Jo Ellen Meyers Sharp



Andrew Bunting, assistant director of the Chicago Botanic Garden and director of plant collections, spoke to about 25 GWA members who attended the Region III meeting at the Chicago Flower & Garden Show at Navy Pier.

PHOTO COURTESY MARIA ZAMPINI

March Membership Madness Results

GWA signs up 23 new and returning members in March and eight members each brought in one new one. So, I assigned numbers to the eight and asked Carol Michel to pick a number between 1 and 8. She picked 7, which was assigned to Chris VanCleave. So, Chris will receive the three books donated by St. Lynn's Press for GWA's March Membership Madness Month.

Thanks to all of the members who encouraged others to join our group and to St. Lynn's Press for its donation.

Welcome New Members

Nanette Alton

C. Alton Design
Okemos, MI
(517) 281-7774
nanette.alton@gmail.com

Anne Brennan

Jenkintown, PA
anne@slowgardening.com

Kathleen Childers

Saint Paul, MN
(651) 247-5895
Kathychilders@comcast.net

Andrea K. Cummins

Seattle, WA
andreacummins@gmail.com

Rachel Dabill

Minneapolis, MN
rdabill@usinternet.com

Bonnie Desmond

Clearwater, FL
Bonniej1990@yahoo.com

Tony DeSormier

Orlando, FL
atdesormier@bellsouth.net

Courtney Goodrich

Dorchester, MA
courtney.goodrich@globe.com

Frank Kershaw

Etobicoke, ON
(416) 233-7472
frank_kershaw@hotmail.com

Brianne Morgan Scholl

Budd Lake, NJ
(908) 327-1049
thebotanyscholar@yahoo.com

Christine March

North York, ON
(416) 482-3483
marchski@icloud.com

Margaret Mishra

Morrison, ON
mmishra9876@gmail.com

Paul Parent

Paul Parent Garden Club
Kennebunk, ME
(207) 985-6972
pparent@roadrunner.com

Brian Puckett

Helena, AL
(205) 567-3132
brian.puckett@att.net

Jan Riegenbach

Midwest Gardening
Omaha, NE
(402) 502-4367
jan@riegenbach.info

Gregg Tepper

Selbyville DE
greggtepper@delawaregardens.org

Linda Vater

Oklahoma City, OK
vater6389@gmail.com

Beth Watson Drinnen

Knoxville, TN
bwdrinnen@bellsouth.net

New Allied Members

Aris Horticulture/Rozanne & Friends

Barberton, OH
(330) 780-2302
christine.kelleher@arishort.com

Gardener's Supply Co.

Burlington, VT
(888) 833-1412
claudiam@gardeners.com

IDEal Garden Markers

Roseville, MN
(651) 564-3325
cs@idealgardenmarkers.com

Timber Press

Portland, OR
(503) 227-2878
bridder@timberpress.com

Upcoming EVENTS

REGION II

Regional Meeting | Wilmington, Hockessin and Winterthur, Delaware

DuPont Triple Play Garden Tour

8 a.m. to 5 p.m., Friday, April 28

REGION IV

Regional Meeting | Durham and Chapel Hill, North Carolina

Native Flora of the Carolinas Tour

8:30 a.m. to 5 p.m., Friday, May 5

REGION V

Regional Meeting | Dallas Center and Des Moines, Iowa

Iowa Arbors & Botanicals Tour

Friday, June 2 to Saturday, June 3

REGION I

Regional Meeting | Boston

Harvard Yards Garden Tour

8:30 a.m. to 5 p.m., Friday, June 9

REGION II

Connect Meeting | Millersville, Pennsylvania

Connect: NPILC "Hometown Habitat" Screening

6:30 to 9 p.m., Friday, June 9

Regional Meeting | Landisville and Lancaster, Pennsylvania

The Gardens of Lancaster Tour

9 a.m. to 5 p.m., Saturday, June 17

REGION III

Columbus, Ohio

Connect (& More): GWA @ Cultivate'17

Saturday, July 15 through Tuesday, July 18

2017 GWA Annual Conference & Expo

Aug. 3 through 7, Buffalo, New York

SAVE THE DATE:

CareerNext Summit 2017: Rising Tides in Horticulture

8 a.m. to 5 p.m., Saturday, September 16, Charleston, South Carolina

REGION I

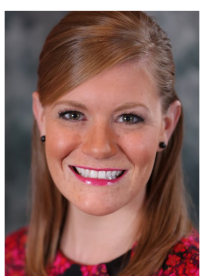
Regional Meeting | Boston

"The Telling of Selling" at Blithewold Gardens

9 a.m. to 3:30 p.m., Friday, October 13

2017 Scholarships Recipients

BY ASHLEY HODAK SULLIVAN
EXECUTIVE DIRECTOR, GWA FOUNDATION



GWA Foundation has a long-standing tradition of providing scholarships to students studying in the field of communications and horticulture. For the past 10 years, the organization has awarded outstanding students more than \$90,000 in

financial assistance. This year's selection process was difficult because there were so many good candidates; we thank every individual who submitted an application. GWA Foundation is excited to introduce to you our 2017 scholarship recipients.



TONI HUDSPATH

Toni is working toward a bachelor's degree in horticulture with a focus on landscape design at Kansas State University. She participates in Horticulture Club and the Willow Lake Student Farm Club.

These clubs offer the opportunity to use her newfound knowledge and associate with peers who have similar interests. As a member of the National Collegiate Landscape Contracting Team, Toni recently competed in the Woody Plant Identification Event at Brigham Young University in Provo, Utah. Toni is grateful to learn about a field she loves and excited to advance her knowledge.

JENNIFER KLIMOWICZ

Jennifer is studying for her B.S. in horticulture at Temple University. She loves all aspects of horticulture and plans to go into a career in horticulture public relations upon graduation



in 2018. With a journalism degree from Temple University in 2011, Jennifer is very excited to combine horticulture with writing. Having worked in the digital marketing field for the past several years, returning to school full time

in Spring 2016 was a huge change, but very rewarding. Jennifer is very active in the Temple Ambler campus community. She served as Temple Ambler's Native Plants Summer Intern in summer and fall, 2016. She currently heads Temple's Pi Alpha Xi horticulture honor society as president, is an active member of Temple's Landscape Architecture and Horticulture Association (LAHA), writes for the Temple News, volunteers with Temple's Contemplative Meditation Club and works at Temple Ambler's greenhouse.



ISAAC LUHRS

Isaac, a fraternal twin born in Northern California, was reared in Tennessee with five siblings. He attended four high schools, graduating in 2012. Isaac received his A.S. in 2015 from Cleveland State Community

College and is continuing his education at the University of Tennessee-Knoxville in the Department of Plant Sciences. Isaac is studying public horticulture and plans to graduate in fall of 2018 with a B.S. He looks forward to a career in gardens and natural resource conservation. Although he does not have a specific job in mind, he is optimistic. He has completed internships with the U.S. Forest Service and the Federal Wildlife Service. Isaac was a 2016 recipi-

ent of the Perennial Plant Association Scholarship Award. Also, as young garden designer, he looks forward to watching his most recent works evolve.



JENNA MALTBIIE

Jenna is a junior at Oklahoma State University, pursuing a major in agribusiness with a double major option in agricultural communications. Jenna currently works at Oklahoma Gardening Television, where she

serves as the social media coordinator. As the coordinator, Jenna manages Oklahoma Gardening's social media outlets and answers follower's questions. Jenna's passion for gardening was sown in the seeds she, her mother and grandmother planted together in their garden when she was young. Those precious moments were where she learned some of life's greatest lessons and made priceless memories with her family. After completion of her degree, Jenna plans to pursue a career in marketing and sales in the food industry, as well as help educate the public on where their food comes from.

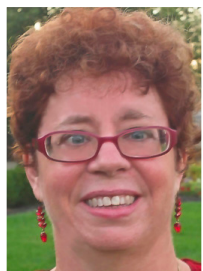


AVERY MARCOTT

Avery is a graduating senior at the University of Wisconsin-River Falls, with a major in horticulture with a business emphasis. She grew up in the small town of Fountain City, Wisconsin, where she first was ex-

posed to horticulture through her high school greenhouse and FFA. After finding her passion in horticulture, Avery fueled it further by exposing herself to horticulture through course

work and a study abroad experience in Belize. Avery's fondness for this industry has led her to public horticulture, where she can express her eye for design and love of plants. Through using creative writing and photography skills, Avery hopes to educate and draw people's interests to the world of horticulture.



TRACI M. PARKS

Previous to her interest in horticulture, Traci was a photographer and professional speaker. Her degree was in commercial photography but her hobby has always been nature photography. Traci is

fortunate to have had her work exhibited and published nationally. She also loves speaking and is eager to combine that with her photography in garden communications. Last summer, Traci worked with annuals in a greenhouse and this year she is working at another nursery in the perennial department. Traci wants to use this experience to specialize in sensory/healing gardens because of her personal experience with severe vision loss and recurring clinical

depression. She wants to teach kids what these gardens are, why they're important and what kinds of plants might be included in them. Traci thinks it's really important—and a fun way—to teach them that gardens are more than just pretty.



KAREN SCHNECK

Karen is a junior at Kansas State University studying horticulture with a specialization in greenhouse and nursery management and a minor in agribusiness. She loves working with plants and hopes to

be a professional greenhouse grower after graduation. Karen also loves to talk and write about plants and her experiences with different aspects of horticulture. At Kansas State, she currently serves as the treasurer for Horticulture Club and Collegiate 4-H. Karen is also the Bedding Plant Sale Chairperson for Hort Club, where she is gaining experience growing plants and managing operations. Karen also just finished her term as president for Alpha of Clovia 4-H Cooperative Leadership House.

Her days are full of learning about horticulture, being active in her clubs and doing as much as she can with plants.



HEIDI R. SHOL

Heidi is from Crookston, Minnesota. She has attended the University of Minnesota-Crookston since fall 2014 and has been active in the Horticulture Department and Horticulture Club. She

is a junior, majoring in horticulture and minoring in environmental sciences. These disciplines nurture a passion for both growing as well as environmental sustainability. Both these fields of study have taken Heidi in very fruitful and interesting directions. Her most exciting work has been with research in spindle pruning and aquaponics. Study of greenhouse gas emissions will be her next research endeavor this summer. Horticulture has also led Heidi to study abroad this coming summer to China and Japan, where her focus will be on their styles of botanical and imperial gardens. Heidi plans to attend graduate school in fall 2018, and achieve a bachelor's degree in horticulture or plant science.



PHOTO COURTESY MARIA ZAMPINI

Above: GWA Region III National Director introduces Tony Abruscato, owner of the Chicago Flower & Garden Show and a sponsor of the Region III meeting at Navy Pier. Below: About six GWA members toured the Frida Kahlo exhibit at the Tucson Botanical Garden, which sponsored the Region VI meeting in March.



PHOTO COURTESY JACQUELINE SOULLE



PHOTO COURTESY TIMBER PRESS

Christina Salwitz participated in the Container War challenge at the Northwest Flower & Garden Show in Seattle earlier this year at the Washington State Convention Center.

Melinda Myers: A Teacher at Heart



Melinda Myers has an objective. Really, it's the objective. It's the first thing on her resume, right after her name and contact information: *"Helping people grow their gardens, landscapes and careers."*

It's no stretch to say that's also her calling. It's what she was born to do. "I look at everything I do as teaching," she said. "Being on TV and radio is a job, but what I do is educate and inspire people through gardening."

After graduating with a degree in horticulture from Ohio State University, Myers' first job was as director of the Young Adult Conservation Corp. in Milwaukee, Wisconsin. Her nine-member crew, ages 16 to 23, were neither in school nor working a job. Here, she was their student. "They taught me what their lives were like," Myers said.

That two-year stint, which included maintaining the University of Wisconsin Extension Service's urban test gardens, led to a job as a home horticulture agent at UW Cooperative Extension and associate professor with tenure, followed by a year as director.

"It gave me a taste of how to maximize your reach with limited resources," Myers said. "I look back and see how that path led me here."

JOINED GWA IN 1981

Her hiring at Cooperative Extension meshed with Myers' decision to attend her first GWA meeting in 1981. "I joined for information about new products and exposure to the industry," she said. GWA, then known as GWAA (Garden Writers Association of America) was more affordable than other meetings, and valuable for the connections, access to products and camaraderie. "I always feel better when I come back from Garden Writers," she said.

As a way of giving back, Myers served two terms as a regional director from 1996 to 1998 and two terms as a national director from 2008 to 2013, giving her valuable information about "seeing the inside of an organization and running a business."



Melinda Myers has parlayed her horticulture background into a brand with international reach.

Seeking a way to have an impact on a larger scale, Myers took a job as a landscape operation supervisor, then as assistant city forester for the city of Milwaukee, negotiating contracts, doing arbitration, and creating jobs. Her four years with the city "was a great experience, and I loved the environment, but I missed the teaching part."

ALWAYS TEACHING OTHERS

Milwaukee Area Technical College hired her as a horticulture instructor, where she taught courses such as woody ornamental identification, job site communication, specifics of landscape maintenance and residential landscaping. In 2006, she left to become president and CEO of Melinda Myers, LLC.

"It was a hard choice. My (freelance) business was growing, and I had to either shut down my business or leave teaching," she said.

Her first inkling that she might not stay in a traditional teaching job came when the president of the technical college urged faculty to

think outside the box. "I realized I don't have a box," Myers said.

Budget cuts made leaving both necessary and exciting. Myers wrote her first book. A radio station wanted her to stay on the air. She broke into TV and newspapers. "It was scary. My jaw was clenched for six months."

Myers' flexibility gave her an opportunity to "find partnerships and creative solutions," she said. "I've done a lot of things that didn't make me money, but gave me connections. Nothing hurt me but lost time."

GUIDING PRINCIPLES

Today, Myers has two employees and an advisory committee. She clearly maps out her personal brand and works hard to co-brand "Melinda Myers" with other organizations and products. She uses three guiding principles as yardsticks for growth: "Does it educate and inspire through gardening? Does it expand our reach? And, are we having fun?"

Success means Myers now can be selective

“I’ve done
a lot of things
that didn’t
make me money,
but gave me
connections.
Nothing hurt me
but lost time.”

about her clients. “It’s so much easier to give the extra energy to people with shared energy and vision,” she said. “I have turned down work that I don’t want to be associated with.”

Thirty-six years after attending her first GWA meeting, Myers’ career is in full bloom. Her good cheer, expertise, and experience lead her to more opportunities. Between galloping around the country to make presentations, recording TV and radio spots, as well as gardening programs for The Great Courses, she leads garden tours and writes books. “I don’t mind writing, but it can be grueling,” she said. “I do like having the book to sign.”

Melinda also finds time to garden at home with her partner Pete, grown daughter, and two lively grandchildren, Maya, 9, and Sammy, 6, as she teaches the next generation why getting their hands in the soil is so important. “If everyone gardened, think how much better the world would be!” she said.

That really is the objective.

Deb Wiley is a freelance writer, editor and photographer from Des Moines, Iowa.

Becoming a Brand

Melinda Myers is both a person and a brand. “It can be difficult to brag about what we do, but looking at the brand and the team and what we accomplish makes it a bit easier,” she said. Building that brand took time and savvy. “As a result of listening to others talk about their followers and contacts, I realized I needed to share this info with current and potential sponsors and others.”

Here are a few of Melinda Myers’ brand reach statistics for 2016:

- **Print:** Garden columnist and contributing editor for *Birds & Blooms* magazine, circulation 4.8 million. Producer of nationally syndicated newspaper and magazine gardening articles to American media outlets. Garden columnist for *Sunday Milwaukee Journal Sentinel*, circulation 300,000. Contributor to two Midwest regional State-by-State Gardening magazines, total circulation 46,586.
- **TV & video:** “Melinda’s Garden Moment” airs on 46 TV television stations in 23 states. Selected by The Great Courses, one of the largest DVD and online course distributors in the world, to host the “How to Grow Anything” DVD series.
- **Radio:** “Melinda’s Garden Moment for Radio” is aired on 72 radio stations in 30 states, and one in Canada.
- **Media interviews:** Expert for national print and online media outlets. TV and radio interviews in markets where Melinda speaks. Regular appearances as a guest expert on local, regional and national garden radio programs.
- **Gardening books:** Author of more than 20 gardening books.
- **Website:** melindamyers.com marked 245,120 unique visitors between April 28, 2015 and April 27, 2016.
- **YouTube:** 430,959 total views on three channels of videos written or produced by Melinda.
- **Spokesperson:** Regular exposure via TV/radio commercials, print ads, online videos and websites as spokesperson for national, regional and local corporate partners.
- **Event Appearances:** Approximately 75 to 100 keynote presentations each year, reaching some 10,000 gardeners.

Above: GWA members photographed a butterfly exhibit during the Region VI meeting at Tucson Botanical Garden, which sponsored the gathering. The New York Botanical Garden’s exhibit “Frida Kahlo: Art, Garden, Life” was open during the March meeting and continues through May. Right: Co-authors Karen Chapman (left) and Christina Salwitz signed their book *Gardening with Foliage First* at the Northwest Flower & Garden Show in Seattle in February.



PHOTO COURTESY JACQUELINE SOULE

Fashion Weaves Its Way Through Prinzing's Work



Debra Prinzing started out in the fashion industry with a B.A. from Seattle Pacific University in textiles and clothing. She changed her focus to magazine journalism in her senior year and studied at the Fashion Institute of

Technology in New York City, where she landed an internship at *Seventeen* magazine. After graduation she took a job with the magazine's marketing department and eventually was named editor of one of *Seventeen's* niche publications.

"I was only 22 and I thought I had hit the lottery," Debra recalls. "That began my crash course in reporting, writing, editing, editorial planning and production. I'm so grateful for that experience."

It was back home on the West Coast that she took a job she feels was a stepping-stone to the career she has now. From 1988 to 1998, Debra worked for the *Puget Sound Business Journal*, a Seattle weekly where she held reporting and editing positions. "I worked for some amazing editors who trained me on the job and gave me a chance to hone my interviewing skills and the ability to write fast and on deadline. I have never suffered writer's block because of that," she said.

IMMERSED IN GARDENING

Debra discovered her second passion when she and her husband became new homeowners, and her interests drifted toward landscaping. By the time they moved to their second home, she was immersed in nursery shopping and plant books. By then she had moved from newspapers to non-profit public relations. It wasn't a good fit, and she remembers sitting in her office thinking, "I want to be a garden writer."

She approached the movement toward a new subject matter by becoming a King County, Washington, Master Gardener in 1998



Former GWA President Debra Prinzing has parlayed interest in textiles and fashion into writing about gardening, interior and exterior design and American-grown flowers. She founded *Slow Flowers* to promote and support American-grown cut flowers for the floral and consumer trade.

and enrolling in the landscape horticulture program at South Seattle Community College. "The design series, plant ID and propagation coursework really gave me the language and confidence to write more knowledgeably about the topics I loved, or at least to know what questions to ask," Debra recalled.

She met **Marianne Binetti**—author, columnist and Master Gardener teacher—while working at a nursery that had hired Binetti to teach. "She became my mentor-cheerleader and she introduced me to Garden Writers," said Debra.

NEWSPAPERS AND MAGAZINES

For a while, Debra's floral writing was a subset of her home and garden writing. She became a regular contributor to the *Los Angeles Times* and magazines like *Cottage Living*, *Better Homes and Gardens*, *Fine Gardening* and *Sunset*. Her first four books (published between 2002 and 2005) focused on gardening in the Pacific

Hall of Fame

In 2016, Debra Prinzing was named to GWA's Hall of Fame, the highest honor bestowed upon a member whose life and career have reflected and advanced the objectives of the organization. Hall of Fame candidates are nominated by the membership, recommended by the Honors Committee and elected by the Board of Directors. Members of the Hall of Fame are excused from dues.

Northwest. She branched out in 2008 with *Stylish Sheds and Elegant Hideaways*, which featured more than 30 sheds from both sides of the country. Debra's breakthrough work, *The 50 Mile Bouquet*, was published in 2012; *Slow Flowers* came out the following year.

The floral theme began to evolve in 2006 when she met some local cut flower farmers while on a garden scouting trip to Washington's Skagit Valley. Debra credits best-selling author Amy Stewart's 2007 book, *Flower Confidential*, as a major eye opener and the catalyst for changing attitudes about the flower industry.

TRANSFERRING KNOWLEDGE

Debra feels her professional success is based on possessing crossover subject expertise that allowed her to diversify. She took a solid foundation in textiles and design and built a career writing about interior design and architecture

topics to floral design and flower farming. It was a natural segue.

"Diversifying is the secret sauce that helps anyone succeed. We see it with food growing/preserving, with tourism/travel, with family/parenting topics and other themes with an affinity to gardening," Debra said. "If you can layer related topic expertise over garden writing and connect with like-minded peers, it greatly enhances the garden writing journey."

Debra served as GWA president from 2011 to 2013, and emphasized the importance of professional communications skills. "I wanted to support our members' growth and development skills in communications," she said. "If you follow the logic that good writing skills equip one to write about anything, as long as one knows how to research and report, then you may agree with my point of view."

MEMBERSHIP CONNECTIONS

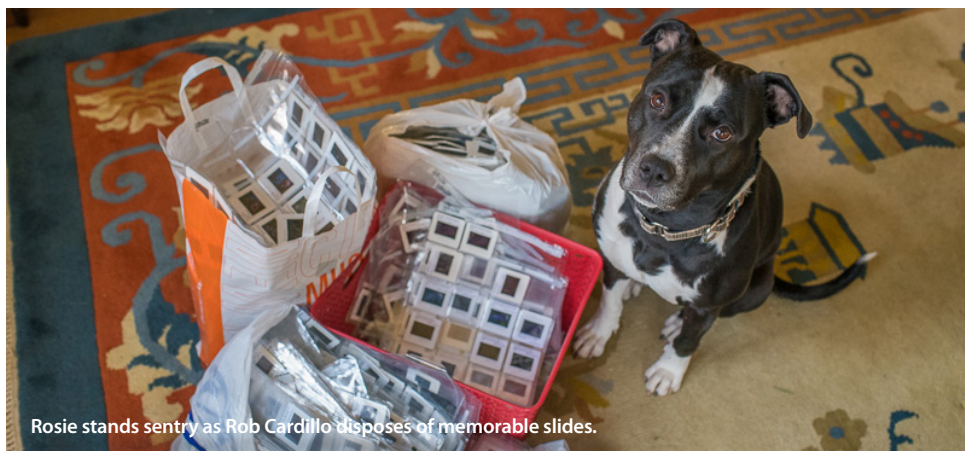
Her biggest takeaway from GWA is the idea that the writing profession is all about relationships. It was through GWA that she met **Paul Kelly** and Catherine Dees of St. Lynn's Press, who published *The 50 Mile Bouquet* and *Slow Flowers*. It was how she met **James Baggett**, editor of *Country Gardens*, and others who were open to her flower farm story pitches. She connected with people she wanted to interview, people who invited her to speak at their flower shows and botanic gardens, as well as those who interviewed... her as an expert. "It's all interrelated," she said. "Ideas are a dime a dozen. It's putting those ideas in motion that makes them truly valuable."

"Debra worked with selfless determination to bring GWA into a new age of mass media communications," said **Kirk R. Brown**, president of GWA. "Her leadership set the organization onto a course of accountability of our management and for our fiscal responsibility, leadership within the green industry and the highest return on investment to our membership. Without her foresight and strength, nothing of where we are today as a non-profit organization could have been possible. I count her as one of my oldest and truest friends in the world of ornamental horticulture."

Jean Starr has been growing plants for 30 years, writing about them for 26. Her work has appeared in magazines and newspapers, as online web content, and as gardening presenter and radio host. Jean's plant repertoire now includes hundreds of genera in both indoor and outdoor settings. She also blogs at petaltalk-jean.com.

PHOTOGRAPHY  ROB CARDILLO

Saying Goodbye to Memorable Images



Rosie stands sentry as Rob Cardillo disposes of memorable slides.

© PHOTO COURTESY ROB CARDILLO



It's New Year's Day and while half-watching the Mummers Parade down Philadelphia's Broad Street, I'm tossing out 20-year-old slides. The time has come to downsize my rarely opened filing cabinets of film to make room for something else.

My slide collection served me well. When work was spotty the first few years of freelancing, I would spend days shooting the plant

world at nearby gardens and arboreta, building an archive along with my own botanical knowledge. I bought 20-roll "bricks" of Velvia and Ektachrome vs. the favored emulsions of garden photographer for their richly saturated and fine-grained beauty. They lived in the refrigerator until the night before a photo shoot; afterwards they were processed at a nearby professional lab where the owner's mother would deliver boxes of plastic-mounted slides the next day. Editing was done on a big bright lightbox with a powerful loupe. Was the image sharp? Did I nail the exposure? Did I balance the ever-changing color temperatures correctly?

TEDIOUS ORGANIZATION

I would edit each angle down to the best four or five frames and then enter the botanical name and other data into a funky PC program to build a catalog. Tiny peel and stick labels were generated on a dot matrix printer and attached carefully to the slide frames before they were filed by genus and location. It was

tedious, eye-straining work.

But to earn their keep, the images needed to be seen by publishers. So, for book and magazine want lists, I hand pulled and shipped my precious babies off to the harsh world of careless editors and ham-handed printers, hoping for a sale and their safe return. And then the endless hours of refileing.

Once the digital world came up to speed, my slide collection became unprofitable. I moved cautiously at first, like my clients. Some still wanted film, some wanted electronic files and a few wanted both. But the digital world won out for its ease, cost and speed.

ADIEU OLD TIMES

So it's time to say goodbye to these tiny magic frames. But the recollections are rich as my eyes scan each slide page. Here was the image where I finally finessed a new lighting technique or was in the warm company of a generous gardener who opened up their paradise for me. I recalled hot afternoons, impending rainstorms and first conversations with folks who later became dear friends.

And while others are watching the bowl games, I toss memories into trash bags, aching with guilt for not finding a creative way to recycle these polystyrene frames and acetate chips that were once a vibrant world to me. Should auld acquaintance be forgot?

Rob Cardillo is an award-winning photographer and a member of GWA's Hall of Fame.

GWA Members Offer Tips for Gardening Sustainably

Read what's trending around our regions



What are our GWA peers doing to make their gardens more sustainable? We in the green industry are uniquely positioned to share the regenerative, sustainable techniques we're implementing in our own gardens,

contributing to the growth of healthier communities. Here's what our colleagues around the country have to say.

MULCH AND RECYCLE

Peggy Anne Montgomery and husband Dan Benarcik share a one-acre garden in Delaware with lots of mature trees and plenty of wildlife. They have one simple rule: *nothing green or brown ever leaves the property.*

Yard waste is recycled on site. Early spring cleanup includes mulch-mowing leaves and blowing them back into flowerbeds. Fall leaves are gathered to make leaf mold.

"When a big tree has to come down, if it's worth it, we'll have it milled to build furniture; we'll use some for firewood, chip the rest then put it back on the beds. A chipper is the best investment anyone can make," said Peggy Anne.

Jay White likes the way mulch moderates the soil temperature of his organic garden, in humid subtropical Brenham, Texas. "I spend more money on mulch in my garden than anything else because it gets so hot here," he said.

Heavy cardboard purchased from a local recycling center is topped with spoiled hay (abundant in his area) to cover paths between garden beds. Jay buys ground wood chips from the City of Brenham Mulching Facility. They do double duty, suppressing weeds and building healthy soil.

In addition to vegetable crops, Jay and his wife have spent years cultivating a native



What to do when trees must come down: Make firewood, furniture or fragments.

wildflower garden filled with bluebonnets. It is rarely mowed, never fertilized and highly beneficial to native bees.

Mulch practices and materials vary widely by region. Jan Johnsen lives and works in Westchester County, New York, where mulch can act as a blanket that keeps the soil temperature low long after the air has warmed up in spring. "Resist the urge to mulch too early. It's a little thing but it makes a big difference in the life of a garden," she said.

SAVE WATER

Johnsen also encourages her clients to minimize paving by installing steps with stone

risers and grass treads instead of hardscape. It's an attractive design that keeps rainwater on the property.

The aquifers in Southern California may take years to recover from excessive drought, despite current rains. In Los Angeles, Christy Whilhelmi encourages biointensive gardening methods when growing food during drought conditions.

"The key points of biointensive systems are growing a lot of plants in a small area to conserve space, energy and water," Christy said. Biointensive techniques form a living mulch as plants grow, promoting more water absorption on site. She also encourages use of bioswales,

which capture thousands of gallons of water and disperse it right where it's needed most.

ACT LOCALLY

Laura Ekasetya is director and head horticulturist at Lurie Garden, a rooftop meadow in Chicago's Millennium Park, where supporting local ecology is an important part of its sustainable practices. About 35 percent of the perennials are prairie plants, which are very adaptable to the extreme hot, cold and humidity of the Midwest.

In late winter, this large meadow garden is cut down and roughly chopped. Care is taken to protect overwintering native bees and insect eggs, leaving the garden as undisturbed as possible. "All cutback stays on site, providing mulch for the new season's growth and a feast

relationships between people and their environment.

"My new approach to gardening is tapping into a network of gardening friends, rather than trying to do it all myself. I have a friend who raises chickens, one's a master at kale and broccoli, and another grows delicious tomatoes. One friend is really good at providing me with larkspur and cosmos seed, which she suggested I use as a non-traditional summertime crop to keep down weeds and maintain soil moisture," he said.

Creating a gardening community is an engaging way to share fresh food, flowers, and ecologically responsible techniques. If you haven't already, try creating one in your town.



PHOTO COURTESY CHRISTY WILHELM

Well-designed bioswales provide curb appeal while retaining rainwater on site.

of seeds and insects for migrating birds," Laura said.

Anne Marie Van Nest moved to a new home in St. Davids, Ontario. She's really excited about developing the garden where she plans to use lots of pollinator plants throughout, include shallow water for birds, and a sunny mud puddle for butterflies. The lawn-free zone will contain masses of native plants. Local stone will form a terrace and pathway.

CREATE COMMUNITY

Preston Montague is an artist, educator and landscape designer in Durham, North Carolina, working on projects that encourage stronger

RESOURCES:

- Biointensive Gardening <http://www.growbiointensive.org>
- Square Foot Gardening <http://www.squarefootgardening.com>
- Pollinator Partnership www.pollinator.org
- Bioswales www.nrcs.usda.gov/Internet/FSE_DOCUMENTS/nrcs144p2_029251.pdf
- Native Plants, Mulching, Growing Texas Bluebonnets Lady Bird Johnson Wildflower Center www.wildflower.org drop down tab: Learn/Pro Tips

Marcia Tate is a garden coach, designer, photographer, writer and teacher with a deep respect for landscapes responsibly connected to the earth. In addition to her horticultural work with private and commercial clients, Marcia is a popular speaker and workshop leader at regional gardens, industry conferences and garden clubs. She's cultivating a better world in Zone 7A, Media, Pennsylvania. Find out more at: www.marciatate.com www.gardeninfluence.com

GWA Sustainability Award Deadline May 1

BY LOIS DE VRIES

Who do you know who deserves to be recognized for their work in sustainable gardening? GWA's new Green Medal Sustainability Award recognizes an honoree who embodies the highest ideals of leadership in promoting earth-wise gardening. It is open to both members and non-members in all professions and allied trades.

Nominate a colleague (or yourself) whose outstanding vision, contributions, exemplary accomplishments, or milestone achievements have helped people see how gardening in harmony with the Earth's natural systems is good for themselves as well as our planet.

Submit the completed nomination form by May 1.

GWA Educational Sessions in Buffalo

BY BECKY HEATH



The Educational Committee received 96 proposals for the 2017 GWA Conference and Expo in Buffalo. The goal was to offer as vast an array of topics as possible so each attendee would have opportunities to

receive information that will inspire creativity, acquire new information, open minds to new technology and enjoy each session. Here is a synopsis.

OPENING KEYNOTE

The opening keynote speaker will be Kevin Gaughan, a Buffalo attorney, who has been a force behind “Community Conversations” in various Buffalo neighborhoods. He also has been involved in present and future improvements in Olmsted Park. His presentation will give us the lay of the land and help us get our bearings of this beautiful area.

Our Round Table Topics will be held in a larger room than the one we had last year with plenty of space to move around comfortably and be able to hear better. The topics are varied—as always—and include information about business, gardening, live streaming, trends, writing, career checkup, hobby to career, adding music in the garden, NICH (the National Initiative for Consumer Horticulture) and much, much, more. There will be something for everyone.

STORY TELLING

- Three award-winning Toastmasters from Buffalo—Phil Colaruso, Karen Aubrecht and Dave Wohlfeil—will present “Get the Humor In.” Audiences love to laugh and we could all use more humor in our lives—right? Although both of these sessions are intended to improve lectures, the main points can be applied to almost any type of communication, whether written or spoken. **C.L. Fornari** will present “Telling the Story about What We Love.”

PHOTOGRAPHY

Sometimes we have only one opportunity to visit a garden no matter what the day is like. **Mark Turner** will share his tips for taking great



© LINDA BLUE/CERTIFIED AMERICAN GROWN FLOWERS



PHOTO COURTESY KEVIN GAUGHAN

Left: Debra Prinzing (left) and Nan Sterman will talk about building tribes. Right: Kevin Gaughan will give the opening keynote address to orient conference attendees to the history of the Buffalo area.

pictures when the conditions are bad. **Doug Oster** will offer ways to make taking videos a lot of fun. A picture is worth a thousand words, whether a still shot or one that moves. Both presentations should be incredibly informative and helpful to each of us.



Back by popular demand, **Mary-Kate Mackey** has agreed to offer a pre-conference class Thursday afternoon, August 3, and Friday morning, August 4, called “Write Better Right Now—Tips and Techniques to Power Up Your Next Project.” This hands-on, six-hour

workshop is dedicated to the practicalities that will get your garden writing out the door—fast. Included are shortcuts for sharpening ideas, structures to hang them on and the picky details every garden writer needs to check. Info about signing up for the workshop are on the registration form.

BUSINESS

Earning a living through garden communication can sometime seem impossible. Jacqueline Soule and her panel; **Noelle Johnson, Mary Ann Newcomer, Larry Hodgson and Barbara Wise** will discuss “Making Local Lucrative—Cornering the Market in Your Corner of the World.” **Rita Perea** will cover “Quantum Economics—Bridging the Gap Between Purpose and Profit,” designed for entrepreneurs like you, who want to grow their businesses and profits. Each of these topics will offer ideas you can use in your own area and beyond.

GARDEN DESIGN

Two amazing garden designers, **Bobbie Swartz** and **Dan Benarcik**, will team up to talk about “Great Garden Designs Utilizing All Types of Plants” with an emphasis on pest-proof types. **Keri Byrum** will team up with **Jennifer Nelis, Sylvia Gordon** and **Teresa Watkins** to help us understand why “Tropicals Are the New Succulents” and why they should be in everyone’s summer gardens. And many of those luscious tropicals are pest-proof!

Kelly Norris and **Maria Zampini** will introduce some of the very best and newest plants. This is always great information for your own

gardens and tips to share with your readers, viewers and listeners. There is an old plant that is becoming new again and creating quite a stir in our nation—depending on the state. **Jeff Lowenfels, Tom Alexander** and **Dan Heims** will team up to give us the “Dope on Cannabis—The New Tomato.”

SUSTAINABLE PRACTICES

Paul Tukey, a spokesperson about sustainability long before it was the popular topic, will share “Glenstone: The Challenge of Building One of America’s Largest Sustainable Landscapes from the Ground Up,” and how the word ‘sustainability’ is much larger today than it was at the beginning of his career. **Brian Minter** will talk about “Reconnecting Plants to People, Wildlife and Our Planet,” and how new developments in



Top: Doug Oster will give tips on making videos fun. **Above:** The closing keynote speaker will be Robin Wall Kimmerer, who will share indigenous wisdom and scientific knowledge about plants.

plants have been found to help fight depression, while nutrient-dense veggies can help combat disease. There are so many more reasons to value plants for the good of all living creatures that we can help the public understand.

NURTURING THE TRIBE

Debra Prinzing will team up with Nan Sterman to talk about "Tribe-Building—The Power of Community." This is a business/social media session filled with the successes in their business lives, all related to building a tribe through social media. Jan Bills and Chris Link will share their experiences on how to develop a following using the "Best SEO's and Many Facets of Social Media," formulating a plan with reports to show that numbers don't lie.

Kathy Jentz will be joined by Mary-Kate Mackey to talk about "7 Sure-Fire Ways to Write a Great Headline," which can sometimes be more difficult to write than the article itself.

CLOSING KEYNOTE

Our final keynote speaker will be Robin Wall Kimmerer, a botanist and a member of the Citizen Potawatomi Nation. She has been trained to ask questions of nature as a scientist, while learning to use her senses to hear the language of other beings in nature. She will share her indigenous wisdom, scientific knowledge and teachings of plants.

It's going to be a great, information-filled and fun conference. See you there!

Becky Heath is vice president of GWA.

Meet the Authors

The conference is reviving a revised Meet the Authors. GWA will provide authors with a table to meet the Buffalo-area garden loving public to sell and sign books, 2 to 4 p.m., Friday, August 5. **Registration for the 20 tables is first come, first serve.** You must be registered for the conference to participate in Meet the Authors.

Talking Leaves, Buffalo's oldest independent book store, will be onsite selling books. You can either bring your own books, or use Talking Leaves Bookstore Services (for an extra fee, which will handle shipping and sales).



Louise Harwig (right) oversees Carol Michel's book signing at an Ohio event.

Education Committee Develops Programs for #GWA2017

BY BECKY HEATH

Many years ago, there were normally three "tracks" or areas of specialty for the educational sessions at GWA conferences: Writing, photography and speaking. With the changing times and advances in technology, the information requested by the membership also has changed and expanded. We began to receive requests for more information about sustainability, technology, social media and business practices.

As time went on, trying to fill the 15 spots for educational sessions while trying to include as many tracks as possible became increasingly more difficult. The Board felt it would be far better to have this task be accomplished by committee, and the GWA Education Committee was formed.

COMMITTEE MAKEUP

The 2017 Education Committee members who agreed to help were Aimee Coker, C. L. Fornari, Kelly Norris, Bill Thomas and Barbara Wise. Each committee member reviewed each of the 96 proposals individually. We met via a telephone conference with the help of Maria Ungaro and Ashley Sullivan and discussed the submitted proposals. We also talked about the comments from last year's sessions and the requests for more information about particular topics. We tried to focus on offering enough variation of topics to ensure that each attendee would feel informed and inspired.

There were several proposals submitted by different members whose topics appeared to be very similar. Since panel discussions or presentations offering more than one point of view often receive higher ratings from conference attendees, we worked hard to try to arrange for duets and trios when appropriate. Of course, our members are team players; those who were asked agreed to work together on their presentation.

MULTIPLE TOPICS

The session topics include speaking, photography, business, horticulture/gardening, sustainability, technology/social media, writing and new product information. We think we have arranged an exciting and varied list of presentations and hope that those of you who attend the conference will agree.

Several members who sent in proposals indicated that they would like to be part of the Round Table Topic session if their topic wasn't chosen for one of the main sessions. There were other proposals that seemed to be a good fit for that venue as well, and those members were offered the opportunity to share their information there. Almost all of them agreed with enthusiasm. So, our Round Table Topics session will also be an exciting and fun way to hear the key points of many topics for which many of our attendees have experience and knowledge and are willing to share.

The GWA Board and Committee Chairs are always eager to hear new thoughts and ideas for positive improvements for the conference. They also welcome help on committees for those who are willing to take the time to join and help with one. We look forward to seeing you all in Buffalo!

GWA Vice President Becky Heath is chairwoman of the Education Committee.

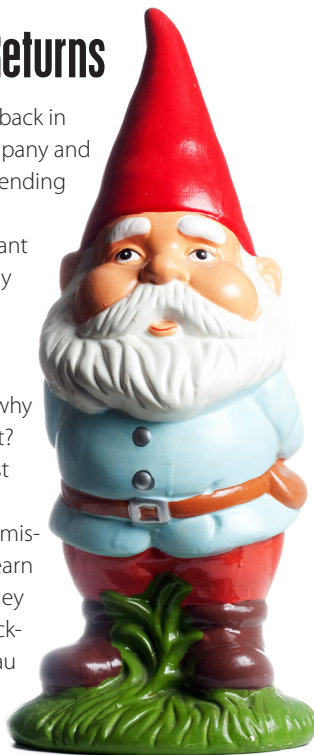
Green Industry News

Plants Nouveau's *The Weeding Gnome* Returns

Plants Nouveau's email newsletter and blog *The Weeding Gnome* is back in business. Angela Treadwell-Palmer, founder and co-owner of the company and writer of the e-letter/blog, took a yearlong hiatus because she was spending all of her time growing the business.

Since 2012, Plants Nouveau has gone from about 50 to 190 new plant introductions on the market, with many more still in trials. That's nearly quadrupling the number of plants, and each plant or group of plants is a whole new project, which means a whole lot of work. No excuse though, with all of these exciting new plants, she has a lot to say. The company is overflowing with cultural and consumer information, so why not spread the information to the people who crave and need it most?

Angela says she will try her best to write often, but promises at least once a month. Topics include new introductions, worldwide trends, breeder profiles and adventures in marketing and gardening. She promises to keep it interesting and even a little spicy at times. If you like to learn more about her plant hunting travels, the new plants and breeders they work with, her obsession with garden gnomes or her new 20-foot backyard greenhouse, you can sign up at the bottom of the Plants Nouveau [home page](#).



ISTOCKPHOTO.COM/STOCKBART



AAS Announces 24 New Winners

After a year of trialing to determine superior garden performance, All-America Selections, the North American non-profit trialing organization, has announced the impressive list of 24 new, award-winning varieties for the 2017 garden season. To see the newest AAS Winners, go to the newly launched [AAS Website](#) and search by year.

AAS, Crescent produce how-to videos

All-America Selections and Crescent Containers recently collaborated on a container garden project that has just been released to the media and home gardeners. AAS and Crescent decided to work with two GWA members to create a combination container using [AAS Winner](#) plants and a [Crescent Garden](#) Black Juno self-watering container.

Please share the [videos](#) from Allison Zeeb at [No Farm Needed](#) and Niki Jabbour of [Savvy Gardening](#) with your readers, listeners and viewers. For questions, please contact [Diane Blazek](#) or [Barbara Wise](#).

Gaiety Hollow Dressed for Spring

Lindsey Kerr, curator at the [Lord & Schryver Conservancy](#), shares that the newly opened Gaiety Hollow Gardens in Salem, Oregon, is looking lovely this spring. Come witness (and photograph) the beauty of the gardens and learn about the restoration process.

Philly-Area Gardens Contribute \$256 Million in Annual Tourism

The Greater Philadelphia Gardens is made up of more than 30 public gardens, arboreta, historical landscapes and support groups. Econsult Solutions, a consulting firm, added up the digits and found these gardens have an economic impact of \$256 million a year, a big boon for the tourism industry. It provides the evidence for the group's moniker for the region: "America's Garden Capital."

- Spanning an 11-county area in a 30-mile radius, the nature sites attract an estimated 2.5 million visitors annually. That's on par with other Philadelphia-area attractions, such as the Liberty Bell (2.2 million visitors) and Valley Forge National Historical Park (2.1 million visitors).
- Almost 30 percent of these flora and fauna lovers self-identify as "out-of-towners," having driven more than an hour to get to the destinations. And two-thirds of them then stay over, spending an average of \$145 a day on food, accommodations and other expenses, in addition to what they spend at the gardens.
- The study suggests that garden visitors tend to be of higher income and education compared with the general population, representing a highly valuable demographic that "impacts broadly across the tourism sector."
- Public gardens also grow jobs, employing more than 1,500 people with total earnings of \$79 million, and generate \$3.6 million annually in business, sales and income tax revenue for the state, the study found.
- Capital investments enhancing the facilities have also been significant of late. In the last three years, GPC members have spent about \$116 million on construction projects, with the well-endowed Longwood Gardens leading the way. Its "New Heights: The Fountain Revitalization Project," set for completion this spring, replaces 83-year-old fountains and adds splashy water choreography.



© PHOTO COURTESY BILL THOMAS/LONGWOOD GARDENS

Longwood Gardens released 'Longwood Sunset' clivia this spring.

Longwood Releases New Clivia

Longwood Gardens, Kennett Square, Pennsylvania, has introduced 'Longwood Sunset' (*Clivia miniata*), the newest clivia from its respected breeding program. This is the fifth named clivia to be released from Longwood's breeding program, which began in 1976.

A flower color breakthrough in Longwood's 40-year long breeding program, 'Longwood Sunset' was selected for its unusual pastel flowers of soft apricot tones with a contrasting butter yellow-and-white throat. The large individual flowers exhibit overlapping tepals with slightly reflexed tips, and feature a unique, darker orange, picotee edge. 'Longwood Sunset' blooms in February through March and has a pleasant, light fragrance. This previously unnamed seedling was an award winner at past Clivia Society shows and will be available for purchase through an exclusive partnership with White Flower Farm.

The National Garden Bureau Launches New Website

National Garden Bureau announces a new and much improved website to serve garden communicators, consumers and members. Featuring a new look as well as much better navigation and up-to-date content, the relaunched site also places an emphasis on inspiration and community. As always, the content found on the National Garden Bureau site is free for garden communicators to use, in whole or excerpted, but please give proper credit.

America's Best Gardener Contest Will Be Judged by 24 GWA members

This spring, America's Best Gardener Contest announced it would open the nationwide search for America's Best Gardener with more than \$50,000 in cash and prizes to be awarded. In an effort to extend participation in this contest to all levels of the gardening community, organizers are excited to announce that garden writers from across the country will judge finalists in all three categories and vote for the winners.

The contest, sponsored by Seedlingers, runs through October of 2017. "From the beginning, we were asked how we would judge this contest and keep it fair. With the help of some of the best garden writers in America, I am proud to say that those decisions will be in great hands," said James Messina, vice president of Messinas and marketing manager of Seedlingers. "We are thrilled to see so many writers on board, and we couldn't be any more excited to sponsor this contest."

The judges are:

Debbie Arrington - award-winning garden writer at the *Sacramento Bee*, representing California

Cynthia Brian - avid gardener, media personality and writer, representing California

Karla Dalley - lecturer, writer and horticulturist, representing Connecticut

Jennifer Ebeling - writer, blogger and podcaster, representing Minnesota

Christine Froehlich - professional garden designer and author, representing New York

Phyllis Gricus - horticulturalist and landscape architect, representing Pennsylvania

Peggy Hill - writer, blogger and garden enthusiast, representing Alabama

Gina Iliopoulos - gardening show host, writer and horticulturist, representing Illinois

Noelle Johnson - horticulturist, arborist and garden writer, representing Arizona

Helen Newling Lawson - magazine contributor, writer and gardener, representing Georgia

Arlene Marturano - educator, consultant and writer, representing South Carolina

Mary Ann Newcomer - garden writer and horticulturalist, representing Idaho

Charlie Nardoizzi - garden writer and horticulturalist, representing Vermont

Doug Oster - garden writer, radio show host and Emmy award winner, representing Pennsylvania

Tiger Palafox - horticulturalist, garden center manager and radio host, representing California

Denise Pugh - garden writer and horticulturalist, representing Mississippi

Glen Rieker - landscape architect and avid gardener, representing Wisconsin

Felder Rushing - columnist, radio host, lecturer and author, representing Mississippi

Denise Schreiber - writer, radio personality and professional horticulturalist, representing Pennsylvania

Lisa Steele - author, Master Gardener and fifth generation chicken keeper, representing Maine

Jodi Torpey - garden writer and horticulturist, representing Colorado

Carolyn Ulrich - editor of *Chicagoland Gardening* magazine, representing Illinois

Benjamin Vogt - writer and landscape garden consultant, representing Nebraska

Lynette L. Walther - writer, columnist and horticulturist, representing Florida

Christy Wilhelmi - writer, author and gardening personality, representing California

Marianne Willburn - author, columnist and blogger, representing Virginia

Doreen Wynja - photographer and garden enthusiast, representing Oregon

Helen Yoest - garden writer and apiculturist, representing North Carolina

Ellen Zachos - writer, lecturer and teacher, representing New Mexico