

2016 GWA Annual Conference & Expo
Beyond the Plant Tag - Design Ideas for Writers
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While writing for a broad readership ranging from the typical garden center customer to the horticulture industry professional, we need to be able to provide more than just a plants vital statistics.

What TOP ideas can **GWA members** provide to our readers and editors within this competitive digital atmosphere that draws attention to new plants in inspiring and informative ways?

- 1) Empower them with unique design ideas.
- 2) Invite them to explore our favorite foliage treasures and experience plant combinations in a new way.
- 3) Demonstrate how they can combine artistry and passion with solid plant knowledge.
- 4) Give them ideas they can share going far beyond any basic plant tag info.
- 5) Inspire and educate, citing personal experiences and tips as well as those of professional colleagues
- 6) Explain how/why each design works.
- 7) Tailor the information to your climate and audience.
- 8) Don't forget to SELL the plants!

NOTES:

PLANT COMBINATION IDEAS

Moonlight Magic crapemyrtle (*Lagerstroemia* 'Moonlight Magic')– **Bailey's Nurseries, First Editions**

KC:

- Painted Lady spirea (*Spiraea japonica* Double Play Painted Lady) (PW)
- Love and Wishes sage (*Salvia* 'Love and Wishes') (SWG, SLPC)
- Quicksilver wormwood (*Artemisia stelleriana* 'Quicksilver') (PW)

CS:

- Silver Swan euphorbia (*Euphorbia characias* 'Silver Swan')
- Foerster's feather reed grass (*Calamagrostis x acutiflora* 'Karl Foerster')

Summer Ruffle hibiscus (*Hibiscus syriacus* 'Summer Ruffle')– **Bailey's Nurseries, First Editions**

KC:

- Jazz Hands Mini fringe-flower (*Loropetalum chinense* 'Jazz Hands Mini') (PW)
- Blue Star juniper (*Juniperus squamata* 'Blue Star')
- Silver Posie thyme (*Thymus vulgaris* 'Silver Posie')
- Bondi Blue fan flower (*Scaevola aemula* 'Bondi Blue') (Ball)

CS:

- Whirling Butterflies gaura (*Gaura lindheimeri* 'Whirling Butterflies')
- Dwarf globe spruce (*Picea pungens* 'Globosa')

Pearl Glam beautyberry (*Callicarpa* x 'Pearl Glam') - **Proven Winners ColorChoice**

KC:

- Jewel of Desert Opal ice plant (*Delosperma* x 'Jewel of Desert Opal')(Concept Plants)
- Lil' Miss Sunshine bluebeard (*Caryopteris x clandonensis* 'Lil' Miss Sunshine')(PW)

CS:

- Sundance Mexican orange blossom (*Choisya ternata* 'Sundance')
- Little Henry Virginia sweetspire (*Itea virginica* 'Little Henry') (PW)

Blue Kazoo spirea (*Spiraea media* 'Blue Kazoo')– **Proven Winners ColorChoice**

KC:

- Meerlo lavender (*Lavandula allardii* 'Meerlo') (SWG, SLPC)
- October Daphne stonecrop (*Sedum sieboldii*)

CS:

- Twiggy box honeysuckle (*Lonicera nitida* 'Twiggy')
- Little bluestem (*Schizachyrium scoparium*)

Golden Rule hypericum (*Hypericum calycinum* 'Golden Rule') - **Proven Winners ColorChoice**

KC:

- Tangelo barberry (*Berberis thunbergii* 'Tangelo')(PW)
- Kaleidoscope abelia (*Abelia x grandiflora* 'Kaleidoscope') (SWG)
- Black Lace elderberry (*Sambucus nigra* 'Black Lace') (PW)

CS:

- Coleus 'Campfire' (*Solenostemon scutellarioides* 'Campfire') (Ball)
- Northwind switch grass (*Panicum virgatum* 'Northwind')

Strobelight weigela (*Weigela* x 'Date Night Strobelight')– **Van Belle, Bloomin' Easy**

KC:

- Blade of Sun snowberry (*Symphoricarpos chenaultii* 'Blade of Sun')
- Beyond Blue fescue (*Festuca glauca* 'Beyond Blue') (SWG)

CS:

- Evercolor Everillo sedge (*Carex oshimensis* EverColor Everillo) (SLPC, SWG)
- Dark Towers beardtongue (*Penstemon* 'Dark Towers')

Nightglow diervilla (*Diervilla splendens* 'Firefly Nightglow')– **Van Belle, Bloomin' Easy**

KC:

- Yellow Sunrosa rose (Suntory Flowers)
- Color Guard yucca (*Yucca filamentosa* 'Color Guard')
- Homestead Purple verbena (*Verbena* 'Homestead Purple')

CS:

- Gold variegated red-twig dogwood (*Cornus sericea* 'Hedgerows Gold')
- Little Spire Russian sage (*Perovskia atriplicifolia* 'Little Spire')

Silverdrop eucalyptus (*Eucalyptus gunnii* 'Silverdrop')– **Benary**

KC:

- Kudos Mandarin hyssop (*Agastache* 'Kudos Mandarin')
- Crème Fraiche deutzia (*Deutzia gracilis* 'Crème Fraiche') (PW)
- Amethyst Falls ornamental oregano (*Oreganum* x Amethyst Falls)

- Black mondo grass (*Ophiopogon planiscapus* 'Nigrescens')

CS:

- Joseph's Coat (*Alternanthera ficoidea* 'Red Threads')
- Chinese spinach (*Amaranthus tri-color*)
- Silver Shadow astelia (*Astelia chathamica x nervosa* 'Silver Shadow') (SWG)

Neverland lily of the Nile (*Agapanthus* 'Neverland') - **Garden Debut**

CS;

- Paddle plant, flapjack (*Kalanchoe luciae*)
- Lotus Vine (*Lotus berthelotii*, *Lotus maculata* or *Lotus* hybrid)

KC:

- Frosty Blue agave (*Agave ovatifolia* 'Frosty Blue')
- Purple Preference spurge (*Euphorbia* 'Purple Preference')

Ever Red Fringe Flower (*Loropetalum chinense* 'Ever Red') - **McCorkle Nurseries, Inc., Gardener's Confidence Collection**

CS:

- Sapphire Blue sea holly (*Eryngium* 'Sapphire Blue')
- Dwarf Eastern white pine (*Pinus strobus* 'Nana')

KC:

- Ogon spirea (*Spiraea thunbergii* 'Ogon')
- Maroon Swoon weigela (*Weigela x* 'Maroon Swoon') (Van Belle Nursery)

Twinkle Toes Japanese cedar (*Cryptomeria japonica* 'Twinkle Toes') - **Iseli Nursery**

CS:

- Dwarf golden sweet flag (*Acorus gramineus* 'Minimus Aureus')
- Black Scallop bugleweed (*Ajuga reptans* 'Black Scallop')

KC:

- Fire Alarm coral bells (*Heuchera* 'Fire Alarm') (Terra Nova Nurseries, Inc.)
- Wojo's gem periwinkle (*Vinca major* 'Wojo's Gem')

Cosmic Flare globe amaranth (*Gomphrena globosa* 'Cosmic Flare') - **Plants Nouveau**

CS:

- Fishnet Stockings coleus (*Solenostemon scutellarioides* 'Fishnet Stockings')
- Honey bush (*Melianthus major*)

KC:

- Red Abyssinian banana (*Ensete ventricosum* 'Maurelii')
- Luscious Berry Blend lantana (*Lantana camara* Luscious Berry Blend) (PW)
- Lemon Slice superbells (*Calibrachoa x* Superbells Lemon Slice)(PW)

Black Truffle lobelia (*Lobelia cardinalis* 'Black Truffle') -Plants Nouveau

CS:

- Evercolor Everillo sedge (*Carex oshimensis* EverColor Everillo) (SLPC, SWGC)
- Lacecap hydrangea (*Hydrangea macrophylla normalis*)

KC:

- Tropicanna Gold canna (*Canna Tropicanna Gold*)(Tessellar Plants)
- Papyrus (*Cyperus papyrus*)

Lemon Lime heavenly bamboo (*Nandina domestica* 'Lemon Lime') -SWGC, SLPC

CS:

- Japanese blood grass (*Imperata cylindrica* 'Rubra')
- Blue Star juniper (*Juniperus squamata* 'Blue Star')

KC:

- Blue Angel hosta (*Hosta* 'Blue Angel')
- Fine Line buckthorn (*Rhamnus frangula* 'Fine Line')(PW)

Sunshine privet (*Ligustrum chinense* 'Sunshine') -SWGC, SLPC

CS:

- Little Zin hibiscus (*Hibiscus acetosella* 'Little Zin')
- Dwarf Russian sage (*Perovskia atriplicifolia* 'Little Spire')

KC:

- Orange Rocket barberry (*Berberis thunbergii* 'Orange Rocket')(SWGC, SLPC)
- Mercury Rising tickseed (*Coreopsis* 'Mercury Rising')
- Old Fashioned smoke bush (*Cotinus coggygria* 'Old Fashioned') (Concept Plants)

Platinum Beauty lomandra (*Lomandra longifolia* 'Platinum Beauty') - SWGC, SLPC

CS:

- Autumn Charm stonecrop (*Sedum telephium* 'Autumn Charm')
- Large Leafed lamb's ears (*Stachys byzantina* 'Helen von Stein')

KC:

- Lo & Behold Pink Micro Chip butterfly bush (*Buddleia* x Lo & Behold 'Pink Micro Chip')(PW)
- Senorita Rosalita spider flower (*Cleome* x 'Senorita Rosalita') (PW)

PW – Proven Winners

SWGC- Sunset Western Garden Collection

SLPC - Southern Living Plant Collection

Our sincere apologies for any inadvertent credit omissions or faux-pas!