



## GARDENCOMM

Garden Communicators International



National Federation of Press Women  
2019 National Award Newsletter,  
*On the QT*

### TABLE OF CONTENTS

Executive Director's Message . . . . .	2
New Members/Helping Us Grow . . . . .	4
President's Message . . . . .	4
Business/Cancellation Clauses . . . . .	5
Green Industry News . . . . .	6
Academic Scholarships . . . . .	7
Sustainability . . . . .	8
Keynote Speaker . . . . .	9
New & Noteworthy . . . . .	10
Business/COVID-19 Opportunities . . . . .	12
Member News . . . . .	14
Regional Events . . . . .	15
In Memoriam . . . . .	15
Business/Emergency Funds . . . . .	16
Member Profile/Preston Montague . . . . .	18
Hot Off the Press . . . . .	19
Member Profile/Irvin Etienne . . . . .	20

#### Can't log into the website?

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



PHOTO COURTESY WILLIAM & MARY

## Welcome to William & Mary

BY DAWN M. ALLEMAN



William & Mary is a university founded in a tradition built on diversity. We are so pleased that GardenComm members will visit us in August to learn about the dichotomy of our campus: An historical place that was grounded during the development of our country, which is ever-evolving and flourishing because of the innovations of our community.

"Having GardenComm professionals in town is wonderful for us," said John McFarlane, Associate Director of Grounds & Gardens. "All grounds & gardens staff will be working hard to make campus shine for student move-in on August 26. You should see our best, even in the August heat. Our newest garden, honoring past President Taylor Reveley will be near completion, thanks to a partnership with the Garden Club of Virginia."

The first thing that stands are our trees, especially on the historic campus — and we mean historic. This university began with the Charter from English King William & Queen Mary on February 8, 1693. The historic campus is hallowed space and it's just across the street from Colonial Williamsburg. Each fall, new students walk through this space to begin their lives as members of the Tribe. They pass through the shade of mighty oaks and beeches and along boxwood hedges. We work hard to keep all of campus healthy and gorgeous.

— Continues on page 3



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

© 2020 GardenComm: Garden Communicators International All rights reserved

## PUBLISHER

GardenComm

355 Lexington Ave., 15th Floor • New York, NY 10017  
212-297-2198 [info@gardencomm.org](mailto:info@gardencomm.org)

## EDITORIAL

Jo Ellen Meyers Sharp, Editor  
[jemsharp@sbcglobal.net](mailto:jemsharp@sbcglobal.net)

Cathy Wilkinson Barash, Copy Editor  
[thebloominggourmet@gmail.com](mailto:thebloominggourmet@gmail.com)

Paul Wilson, Graphic Designer  
[paul@paulwilsondesign.com](mailto:paul@paulwilsondesign.com)

## ADVERTISING/CIRCULATION

Jennifer Perrone

212-297-2198 [info@gardencomm.org](mailto:info@gardencomm.org)

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

## 2019-20 GARDENCOMM OFFICERS

President **Jo Ellen Meyers Sharp** • Write for You! LLC  
Vice President **Maria Zampini** • UpShoot LLC  
Treasurer **C.L. Fornari** • The Garden Lady  
Secretary **Denise Schreiber** • Schreiber Horticultural Consulting  
Past President **Becky Heath** • Brent & Becky's  
Executive Director **Marla Schrager** • Kellen

## DIRECTORS

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

### REGION 1

**Sally Cunningham** (2022 N)  
AAA Garden Discovery Tours  
**Charlie Nardozi** (2021 R)  
Gardening with Charlie Nardozi  
**Ellen Ecker Ogden** (2020 R)  
Kitchen Garden Designs

### REGION 2

**Kathy Jentz** (2021 N)  
Washington Gardener  
**Louise Clarke** (2020 R)  
The Morris Arboretum  
**Teresa Speight** (2019 R)  
Cottage in the Court

### REGION 3

**Diane Blazek** (2022 N)  
All-America Selections/  
National Garden Bureau  
**Beth Botts** (2020 R)  
Morton Arboretum  
**Alicia Rittenhouse** (2021 R)  
HyR BRIX Fertilizer

### REGION 4

**Kate Copsey** (2021 N)  
Freelancer  
**Helen Newling Lawson** (2021 R)  
Spot On Communications  
**Marie Mims Butler** (2020 R)  
Garden Speaker

### REGION 5

**Bill Johnson** (2022 N)  
Bill Johnson Nature Stock  
Photography Inc.  
**Rita Perea** (2020 R-North)  
International Contemplative  
Garden Association  
**Dee Nash** (2020 R-South)  
Red Dirt Ramblings  
**Shelley Cramm** (2021 R-South)  
Garden in Delight

### REGION 6

**Mary-Kate Mackey** (2020 N)  
Freelance  
**Anne Reeves** (2020 R-North)  
Moment of Delight  
**Jacqueline Soule** (2020 R-South)  
Gardening with Soule  
**Chris Sabbarese** (2021 R-South)  
Corona

### REGION 7

**Ken Brown** (2021 N)  
gardening-enjoyed.com  
**Andrea Whitely** (2020 R)  
Andrea Whitely Garden Consultant  
**Rob Howard** (2021 R)  
The Hamilton Spectator



Dear GardenComm Members,

I hope each and every one of you, as well as your loved ones, are doing well. My heart goes out to all of our valued clients, partners, vendors and their families who are struggling in this unprecedented moment in history.

These are difficult times for us all. There is no denying that we are in one of the most uncertain times of our lives. But one thing is certain: Spring is the time of promise and hope evidenced by tulip and daffodil leaves peaking through the dirt, rosebuds bursting from the clipped bushes and bare tree branches being replaced with a vibrant green and flowing sap. We have ALL of you to thank for making the simple idea of growth into a community and booming industry, one that provides mental and physical well-being and joy.

## READY FOR YOU

In this moment of crisis, I want to reaffirm that GardenComm will continue to be there for you during this economic restart. Here are a few reminders of your member benefits.

- A [central hub of resources](#), including new COVID-19 information (being updated as necessary).
- A [job center](#) with opportunities for your next move AND the ability to post offers to this talented community.
- GardenComm's premier publication, *On the QT*, featuring recurring industry columns and GardenComm news and updates. This is a good time to peruse previous editions, if you missed them.
- [Legal Resources](#), aid members with book publishing agreements, copyright issues or appearance contracts.
- The GardenComm [Press Pass](#) for download. Be ready to go when the world opens again.
- Opportunities to join in [advocacy efforts](#) to ensure associations and the partners they work with have a voice at the state and federal levels.
- The [GardenComm Grows blog](#) with articles and professional practice statements from our publications and volunteers
- TBA: The board and committees are exploring several ways to connect through [webinars](#) and hangouts to help address the unique challenges of COVID-19. More information to follow soon.

## STAY CONNECTED

Now more than ever, connection is so important. A kind word or supportive message has transformative power. We want you to know that we are here and listening. [Send us a message](#) OR reach out to fellow GardenComm members using the [online member directory](#).

At Kellen, we are doing our best to navigate this unfamiliar landscape by working remotely, reaching out to our friends and colleagues for advice and commiseration, continuing to support businesses near and far, and doing our best to enjoy the pause from the every-day hustle and bustle to reflect, remembering what is most important and in some ways reset our lives for the better.

Although things seem overwhelming right now, the resilience of our community has been profoundly inspiring. Now is the time for being nimble and building on this opportunity. GardenComm is here to help you do that.

We are in this together! 🌱

All the best,

Marla Schrager, CAE

[mschrager@kellencompany.com](mailto:mschrager@kellencompany.com)



## CAMPUS TREE TOUR

Our Certified Arborists, Matt Trowbridge and Bob Chretien, will lead us on a tour of our mighty trees that make even the Lorax envious. Matt's favorite tree is a white mulberry (*Morus alba*), a species that was brought with English settlers to start a silk industry.

"This tree, which is growing just outside Washington Dorm, is spectacular for branch structure and overall form," said Matt. "It feels like I've been trying to protect this tree from campus construction projects since the English brought seeds over." The silk industry never materialized in Tidewater's heat and humidity, but students make use of this tree's shade and comfortable branches.

Bob's favorite is, well, all of them. His focus is safety — for people, structures, vehicles and the trees themselves. His to-do list of crown cleaning, hanger removal, limbing up or lightning protection is ongoing, and he is tireless in the effort. You'll come away with more tree and tree care knowledge after listening to these guys. If you're not taking the half-day Thursday William & Mary tour, you can still enjoy the trees majesty. Use our [online Campus Tour of Woody Species](#) — photographs without a crowd.

## STORMWATER MANAGEMENT LANDSCAPE

This is a visit to the domain of Chief Powhatan and his kin between the shores of the James and York rivers. How are these waterways faring after European colonization? Roughly 755 acres, or 65% of the campus, is undeveloped. Most of the developed campus drains into a water body that we try to keep pristine. It's our vintage 1720 millpond, Lake Matoaka. Matoaka was the nickname of Powhatan's daughter Pocahontas.

John Mattie, landscape supervisor for more than 15 years, strives to treat stormwater where it falls — or contain and filter with plantings — before it reaches Lake Matoaka. "Every campus has construction," John said. "All of those projects alter the landscape and increase impervious surface. We've tried to capture rainfall in engineered filtration beds to increase absorption, reduce velocity and eliminate washout. If it were my choice, we would plant natives — real local ones — exclusively. Our bird and wildlife population would love it."

Walk the tour with him and you'll learn how



passionate about natives he is, collecting from the wild spaces of campus and transplanting into landscapes.

We think Pocahontas would be honored. Canoes still paddle here, birds sing and students hike her trails. Her serenity is showcased by two art venues, which make a fitting place for John Mattie's passion — he has an MFA in ceramics, plus a horticulture degree from the University of Delaware.

## BIOLOGY DEPARTMENT GREENHOUSES

Teaching and research are integral aspects of the William & Mary mission. You'll be able to see this first-hand when we tour the Biology Department collections and research greenhouses on top of the Integrated Science Center. Patty White Jackson, greenhouse manager, is preparing for your visit. "We have about 3,200 square feet of space up here, and believe me, it gets well used," she said.

"On your August tour, we can show the teaching collections, but the really interesting stories are from the ongoing research by the students and faculty." Butterfly lovers will swoon at research deciphering why these gorgeous insects are in decline globally and how it relates to their food source.

Josh Puzey, Associate Professor of Biology, loves milkweed, but do you know what he loves even more? Seep monkeyflower (*Erythranthe guttata*, formerly *Mimulus guttatus*). He is interested in monkeyflower because of its history, which coincidentally, mirrors this university. It began with English colonization in Virginia.

## MCLEOD TYLER WELLNESS CENTER

Tours will begin and end at our newest



building on campus, the McLeod Tyler Wellness Center. This facility was sited around nature and built to embrace its serenity — all for the betterment of students, faculty and staff. Physical and mental health caregivers, art therapy sessions, massage practitioners, daily yoga, meditation alcoves and outdoor gardens were especially designed for wellness.

The facility overlooks two gardens designed especially for wellness — a Meditation Labyrinth and a Zen Garden (gravel rake included). Since planting (and replanting after the deer "found abundance"), these gardens have offered another way to center and decompress. The peace of nature is attainable — by design — both inside and out at the Wellness Center. It's especially wonderful when you can sit inside by the water wall in the comfort of AC to catch your breath — after weeding or replanting those gardens.

This Tribe Gardener hopes you will enjoy your travel to Williamsburg for the best GardenComm Annual Conference & Expo yet! 🌱

**Dawn M. Alleman** is the Tribe Gardener. She's been a member of GardenComm since 1999.

# Welcome NEW GARDENCOMM MEMBERS

**Wanda Dziwura** • (989) 392-9717  
wandad@baylandscaping.net  
Essexville, MI

**Ruth Ingraham** • (317) 517-9022  
rai38@sbcglobal.net  
Indianapolis, IN

**Chance Justbe** • (206) 271-9200  
happenstantials@gmail.com  
Burien, WA

**Lauren Kirchner** • (713) 252-3309  
auren@springcreekgrowers.com  
Magnolia, TX

**Les Parks** • (757) 287-6201  
morehiways@msn.com  
Norfolk, VA

**Shari Wilson** • (410) 336-1519  
shari@nutsforntatives.com  
Washington, DC



Thanks to these GardenComm members for helping to grow the organization in this year. For every new member you bring in, you'll save \$20 on your 2021 membership dues.

## ONE MEMBER

Kary Arimoto-Mercer  
Marie Butler  
Monica Hemingway  
Natalie Carmoli  
Carmen DeVito  
C.L. Fornari  
Grace Hensley  
Helen Newling Lawson  
Kim Roman  
Erin Schanen  
Jo Ellen Meyers Sharp  
Lawrence Sherk  
David Ward

## PRESIDENT'S MESSAGE JO ELLEN MEYERS SHARP

# Stay Connected While Social Distancing



What a time we live in. Some days it's hard for me to remember what day it is. I know, I know, it's good to keep to a schedule.

Not being able to see my siblings who live in town has been hard, but like a lot of us, we got together on Easter for conversation and a game. Thank goodness for Zoom.

Zoom or similar meeting programs may be the newest tools in our toolboxes. GardenComm's Board of Directors and committees have been meeting with this technology for a while. Now my book club has started using it and some of us have been doing garden consultations with this, Skype, FaceTime, photos in Dropbox or other virtual avenues. All this while we are uncertain about our work life, families, friends and the future.

## WHERE TO GET HELP

GardenComm has [Covid-19 resources](#) posted on our website. These specifically relate to freelancers and small businesses, but other type of organizations, also, and include information for Canadians and other international members. At [gardencomm.org](http://gardencomm.org), you'll find our blog, the Member Directory and Committees. The main thing is to try and stay in touch with your fellow members. Give someone a call once in a while to see how he or she is doing. Write someone an email or better yet, consider sending a note or card via the United States Post Office. It is such a delight to get something handwritten in the mail. There are so many Forever stamps that depict flowers, public gardens and national parks. And we know how valuable the Post Office is to our industry: There's a whole segment called mail order.

For this issue of *On the QT*, we interviewed several GardenComm members on what we can do during the pandemic to keep body and soul together and prepare for the future. **C.L. Fornari's** article on page 6 tackles speaking contracts and what we need to consider to protect ourselves when engagements are cancelled like they have been for many of us. **Cathy Wilkinson Barash** pulls together financial resources (page 16) to help us during this Covid-19 pandemic.

## COMMUNITY

Be mindful of others in the green community, such as garden centers, growers, nurseries and consumers, and how there are many avenues of communication open.

In the "Covid-19 Provides Opportunities to Grow, Develop and Change" article on page 12, **Katie Elzer-Peters** suggests we ask if there's anything we could do to help any segments. Many of retailers and wholesalers have jumped into virtual communications, an area where you might be able to offer some expertise.

"If you don't know about some of these virtual avenues of communication, learn about them and use them to tell stories," said **Sue Markgraf**.

**Katie Dubow** said, "If consumer communications are your forte, stay on top of them. So many people are interested in gardening, including Victory Gardens, and many of us can offer tremendous advice to keep the new gardeners gardening in the hopes they will take it up lifelong." (The **National Garden Bureau**, celebrating its 100th anniversary, has a treasure trove of information and resources about [Victory Gardens](#) to help in the communications.)

I've started some of these practices and skill building, and I have to admit it isn't easy. It takes concentration, patience and tenacity. And yes, that's a challenge when there are so many distractions from these extraordinary times.

Consider sharing some of your ideas, helping to solve problems or discussing issues in small groups of members via Skype, FaceTime, Zoom or other meeting programs. Some of [GardenComm's committees](#) have opportunities for volunteers.

It's important for our organization, its members and supporters that we stay connected. And safe. 🌱

Jo Ellen Meyers Sharp  
[jemsharp46@gmail.com](mailto:jemsharp46@gmail.com)



# Cancellation Clauses: Can speakers protect themselves from sudden losses of income?



Because of the COVID-19 pandemic, speakers all over the world have had their contracted events canceled. This is especially true for those who present programs about plants and gardens,

since spring is our busiest speaking season. Any garden communicator who speaks publicly has seen a sudden loss of anticipated income, and this has prompted many to look closely at the cancellation clauses in their contracts.

A cancellation clause serves to protect a speaker's bottom line as well as clarify the expectation that the venue has contracted for an appearance in good faith. After all, if a speaker has held a date for a particular group, all other inquiries for that same day or time will be turned down. It's only natural that presenters want some assurance that since they may have turned other business away, the venue won't lightly cancel an appearance.

Either the speaker or the venue can put clauses about cancellations in a written agreement. Contracts made in northern parts of the country often contain language about when an event might get scratched because of winter weather. It's common, for example, for garden clubs to say that if their local schools are closed due to snow or flooding, the meeting will not take place. Yet it's not just the client who spells out what might happen in the event of a cancellation. It's also typical for a speaker's standard contract to include wording about fees and deposits should an event not be held.

## DEPOSIT REQUIREMENT

A typical speaker's contract often includes a deposit requirement asking for a percentage of the fee to be sent upon the contract signing. This deposit might be kept should an event not go forward. An example of typical wording would be the following:

*In the event the client makes any change to the program date as shown above, the deposit sum of \$XXX will be retained by XYZ Speaker and applied to any future presentations for a period of one year from the date the speaker was notified of the change. In addition, if the change is made within 30 days of the program date, the client shall be*



© PHOTO COURTESY ANNE MARIE VAN NEST

*responsible for reimbursing all travel expenses or other costs incurred by the speaker related to the presentation.*

Other cancellation clauses include language that asks for payment of the full speaking fee should an event get canceled at the last minute. Typical language in a standard contract might be:

- *100% of the speaking fee if canceled less than 30 days from the event.*
- *50% of the fee if canceled 31 to 60 days before the event.*
- *25% of the fee if canceled 61 to 90 days before the event.*

*If cancellation/postponement is unavoidable and the speaker can book another appearance in that time slot, XYZ Speaker will refund your fee minus any out-of-pocket expenses that have been incurred on your behalf.*

Many contracts do specify that if a canceled appearance is rescheduled within a certain

amount of time, that a percentage of the deposit or fee will be applied to the newly scheduled event.

## NATURAL DISASTERS

In times of national emergencies, however, most of these clauses are rendered inapplicable. Frequently there will be a sentence indicating that this agreement doesn't apply to cancellations due to acts of God or major disasters. There is also a certain understanding, often not recorded in a contract, that for natural or unavoidable catastrophes all parties are exempt from fulfilling their obligations. In cases such as a pandemic where local, state or national governments issue shelter-in-place orders or instructions not to gather in large groups, holding a planned meeting actually becomes against the law.

But aside from such *force majeure* situations,

— Continues on page 11

## AHS Reveals Great American Gardeners

The American Horticultural Society has announced the distinguished recipients of the 2020 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, community greening and teaching.

Among this year's winners is James Folsom of The Huntington Library, Art Collections, and Botanical Gardens, who will receive the AHS's highest honor—the Liberty Hyde Bailey Award—for his achievements in botanical garden and public horticulture leadership. 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.

In honor of his plant breeding, GardenComm member **Dan Heims** was awarded the Luther Burbank Award.

This year's Great American Gardeners Award recipients are:

**JANE L. TAYLOR AWARD**, Grow Dat Youth Farm, New Orleans, Louisiana

**COMMUNITY GREENING AWARD**, Cornell Cooperative Extension of Monroe County's Blocks in Bloom program, Rochester, New York

**EMERGING HORTICULTURAL PROFESSIONAL AWARD**, Jessica Turner-Skoff,

Treeologist-Science Communication Leader, The Morton Arboretum, Lisle, Illinois

**LANDSCAPE DESIGN AWARD**, Leslie Bennett, Principal, Pine House Edible Gardens, Oakland, California

**B.Y. MORRISON COMMUNICATION AWARD**, Ciscoe Morris, Garden Communicator, *Gardening with Ciscoe*, Seattle, Washington

**PROFESSIONAL AWARD**, Charles "Chipper" Wichman, Jr., President, CEO and Director, National Tropical Botanical Garden, Kalaheo, Hawaii

**TEACHING AWARD**, Barry Fugatt, Director of Horticulture, Tulsa Garden Center, Tulsa, Oklahoma

**PAUL ECKE JR. COMMERCIAL AWARD**, Steve Castorani, President and CEO, North Creek Nurseries, Inc., Landenberg, Pennsylvania

**FRANCES JONES POETKER AWARD**, Nancy Ross Hugo, Floral Designer, Howardsville, Virginia

**H. MARC CATHEY AWARD**, Michael Balick, Vice President for Botanical Science, Director and Philecology Curator, Institute of Economic Botany, New York Botanical Garden, Bronx

**HORTICULTURAL THERAPY AWARD**, Catharine McCord, Horticultural Therapist, Denver Botanic Gardens, Denver, Colorado

**LUTHER BURBANK AWARD**, Recognizes extraordinary achievement in the world of plant breeding. **Dan Heims**, President, Terra Nova Nurseries, Canby, Oregon

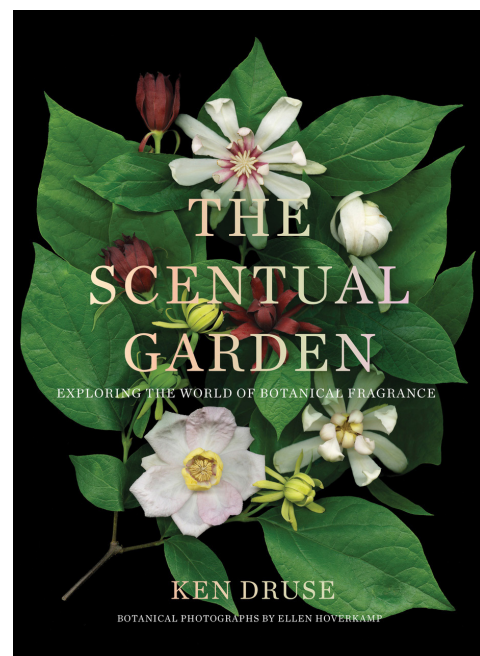
**MERITORIOUS SERVICE AWARD**, J. Landon Reeve, IV, Founder, Chapel Valley Landscape, Woodbine, Maryland

The AHS also has honored three books in its annual award for outstanding gardening literature. Fifty books published in 2019 were nominated. Three GardenComm members served as judges

- *The Scentual Garden* by **Ken Druse** (Abrams)
- *The Melon* by **Amy Goldman** (City Point Press)
- *Fruit Trees for Every Garden: An Organic Approach to Growing Apples, Peaches, Plums, Citrus and More* by Orin Martin (Ten Speed Press).



Dan Heims was awarded the Luther Burbank Award.



AHS's 2020 Book Award Committee was chaired by **Deb Wiley**, a garden communicator and botanical garden board director based in Des Moines, Iowa. Other members were: **William Aldrich**, a master gardener and garden communicator from Springfield, Missouri; **Kimberly Toscano Holmes**, a freelance communicator and professional horticulturist based in Stillwater, Oklahoma; Susan Eubank, an arboretum librarian at Los Angeles County Arboretum and Botanic Garden; Amy Campion, a Portland, Oregon-based freelance writer; Catriona Tudor Erler, a garden photographer, author, and speaker from Charlottesville, Virginia; and Nancy Rose, a Bridgewater, Massachusetts-based horticulturist, writer, and former educator and researcher.

Normally awards are given at the annual AHS banquet in June, but that has been cancelled this year.



# GardenComm Awards Academic Scholarships

Five college students received academic scholarships for their continued study in horticulture, nature and related topics. Twelve students applied for scholarships. Each student received \$500 and an annual membership in GardenComm. GardenComm has awarded \$16,950 for academic scholarships since 2016.



## PHOEBE WITTEN AUSTERMAN

Phoebe is a sophomore studying public horticulture at Oklahoma State University working toward her bachelor's degree in public

garden management. Growing up in Oklahoma City, she attended Harding Fine Arts Academy, where she studied classical guitar and visual art while maintaining a hearty crop of dozens of tropical houseplants and succulents at home.

She decided to pursue horticulture because of her lifelong love and appreciation of plants of all shapes and sizes as well as the lessons and wisdom that plants carry with them. Her horticultural interests include public garden management, greenhouse production, ornamental aquaculture and horticultural communications. Phoebe hopes to have a career where she can have her hands in the dirt and go to bed every night satisfied that she is working to make the world a more beautiful place.



## JESS BREY

Jess is a graduate student at Cornell University pursuing a Master of Professional Studies in horticulture, specializing in public garden leadership. She is passionate about

encouraging biodiversity and interpreting plants' biological, cultural and historical significance. Jess will graduate in May 2020 and hopes to get a job as a public garden interpreter to continue communicating about plants.

She has more than four years of experience as a marketing professional at Queens Botanical Garden in New York, where she used social media and the website design to highlight plant collections and educate staff and visitors on all things botanical. Jess continues to communicate about plants and ecology beyond class and work. Jess writes about botanical crushes and botanical dyes on [her personal blog](#). Before the public garden



OVATION

field, she worked in the Connecticut arts industry. She has a bachelor's degree in performing arts management from the Hartt School at the University of Hartford.



## LAURA GRANT

Laura is a Master of Science student in urban forestry at the University of British Columbia in Vancouver, Canada. Her research focuses on canopy loss as a result

of land development. Prior to attending the University of British Columbia, she worked as riparian buffer technician with the Upper Susquehanna Coalition in New York to improve water quality in the Chesapeake Bay Watershed.

In this position, Laura wrote numerous articles, often accompanied by her photos, to educate watershed residents about their surrounding flora. Laura holds a Bachelor of Science degree in forest health, and a double minor in urban forestry and environmental writing and rhetoric from the State University of New York College of Environmental Science and Forestry. Upon completing her master's, Laura hopes to continue educating the public through her literary and photographic pursuits.



## YUVRAJ KHAMARE

Yuvraj is a doctoral student in the Department of Environmental Horticulture at the University of Florida. His study is focused on weed management on ornamen-

tal and landscape plants. Yuvraj's research focuses on developing new methods of weed

control by strategically improving the cultural practices used by nursery growers. The goal of his research is to find effective, economical and environment-friendly weed management options.

Yuvraj has published papers on weed identification and management for the university extension website; he is currently working on several peer-reviewed journal publications. He is also an aspiring garden writer with a focus on chemical-free weed management for gardeners. As a garden writer, he has an article in *The Herb Quarterly* and has contributed to [GardenSMART](#). He also has [Plantsages](#) on Instagram, which focuses on teaching the public about the wild plants and ornamentals he encounters daily.



## CLAIRE POORE

Claire is a graduate student in plant pathology from North Dakota State University. While earning her Bachelor of Science in microbiology, Claire realized that she loved

plants as much as microbes and decided to pursue a career in plant health.

Besides being a graduate student, Claire is the social media manager for the [American Phytopathological Society Graduate Student](#) on Instagram. She's also a member of the APS social media working group for the promotion of the United Nations International Year of Plant Health in 2020. When she's not working on her thesis, Claire enjoys writing about plant pathology for her personal blog while trying to convince her cat not to lie across her keyboard. 🐾

# Monarch News Clips



There has been so much interest in the plight of the monarch butterflies in recent years with a great deal of information online that has been widely circulated. I wanted to share some fascinating new info about monarchs.

## BUTTERFLIES USE SIGHT TO FIND THEIR FOOD

Sustainability Committee member **Karen Bussolini** attended the 2019 University of Connecticut Native Plants and Pollinators Conference and was intrigued by research findings from Adam Baker of the University of Kentucky.

"Butterflies use visual cues. Gardens need to have open access on the north-south axis and simple visuals, such as single, isolated plants surrounded by mulch or delineating the perimeter, instead of plants mingled together," Karen said. Butterflies need to identify plant shapes and leaf forms.

## ASCLEPIAS CULTIVARS VS. SPECIES

Another nugget from Baker's research that caught Karen's attention was "Asclepias cultivars are just as attractive as straight species to egg-laying females."

But some milkweeds, like *Asclepias syriaca* (common milkweed) and *A. incarnata* (swamp milkweed) are used by monarchs more than *A. tuberosa* (butterfly weed).

## BUTTERFLY HOUSES BECOME A DANGEROUS ECOLOGICAL TRAP

Baker's research also showed that eight out of 10 butterfly houses he surveyed housed European paper wasps (*Polistes dominula*), which are a huge problem, especially in urban areas. A nest can have up to 12 wasp queens, which are caterpillar predators.

"Since the monarch caterpillars have toxic chemicals in their digestive system, the wasps gut them, leaving the guts on the plant and flying off with the tasty flesh. So, here's an example of good intentions (butterfly houses) gone wrong," Baker said.



PHOTOS COURTESY ANNE MARIE VAN NEST

Monarch caterpillar feeding on *Asclepias syriaca* (common milkweed). Recent research by Nate Haan of Michigan State University suggests cutting down one-third of milkweed stalks in June and another third in July to force new succulent shoots, which are preferred by the caterpillars, to grow in late summer.

## MONARCHS RAISED IN CAPTIVITY MAY NOT MIGRATE TO MEXICO

A researcher at the University of Chicago found that monarch butterflies raised indoors as caterpillars don't head south towards Mexico when they emerge from their chrysalises. Ayse Tenger-Trolander said that wild-caught monarchs raised indoors as caterpillars didn't fly south as adults in the fall even if they were exposed to cooler temperatures and shorter days.

"Clearly those (cues) were not enough to convince them it was time to go to Mexico," she said. Her research also found that monarch butterflies bred by commercial breeders, which are often bought by schools or for mass butterfly release events, might not have the instinct or ability to fly to Mexico at all.

## CUT DOWN SOME OF YOUR MILKWEED IN LATE SUMMER

New research by Nate Haan of Michigan State University recommends that monarch lovers should consider chopping down at least some of their milkweed plants later in the summer.

"From a monarch's perspective, they need milkweed, but not all milkweed stems are equal," he said. "When they are flying around looking for the best places to lay their eggs, they are seeking out younger, more tender stems that haven't flowered yet. As summer progresses, those stems get more and more hardened."

Haan's research found that mowing one-third of milkweed patches in June and another one-third in July resulted in more monarch butterfly eggs being laid on the regenerating milkweed than on the tougher, undisturbed third of milkweed plants.

"Milkweed is really robust," he said. "If you chop some down in the middle of summer, in a couple of weeks it will send up new shoots."

## MORE OVERWINTERING MONARCHS IN MEXICO BORN OUTSIDE THE MIDWEST

Tyler Flockhart of the University of Guelph has pinpointed the North American birthplaces of migratory monarch butterflies that overwinter in Mexico — vital information that will help conserve the dwindling species.

— Continues on page 9



A large percentage of monarchs migrated to Mexico from the American Midwest, but the biologist was surprised to find that the insects' origins were spread fairly evenly throughout Canada and the United States.

"We expected the vast majority of monarch butterflies to be found in the Midwestern states," said Flockhart. "However, just 38% come from that part of the U.S.A. If we just focus conservation activities on this area, this research shows we will be missing a large number of butterflies born elsewhere in North America."

### IS TROPICAL MILKWEED KILLING MONARCHS?

Karen Oberhauser of the University of Minnesota said, "When tropical milkweed (*Asclepias curassavica*) is planted in the coastal southern U.S. and California, these plants continue to flower and produce new leaves throughout the fall and winter, except during rare freeze events. The potential negative effects on monarchs include:

- Continuous breeding on the same plants, which can lead to a build-up of a parasitic protozoa (*Ophryocystis elektroscirrha*) infection.
- Availability of milkweed when it is not naturally available, potentially impacting monarch breeding during the fall migration.

The solution is to grow tropical milkweed responsibly and cut it back late in the fall to avoid monarch migration tampering," she said.



**Anne Marie Van Nest** is a GardenComm Past President, Fellow and member of the Sustainability Committee. She is a freelance garden writer and copy editor. When away from the computer she can be found working and talking about sustainability in greenhouses and gardens in the Niagara Falls, Ontario Canada, area.

### RESOURCES

[Monarch Joint Venture](#)  
[Monarch Watch](#)  
[Monarch Research Project](#)  
[Journey North](#)  
[Japanese beetles' feeding on milkweed flowers may compromise efforts to restore monarch butterfly habitat](#)  
[Building a Better Monarch Butterfly Waystation](#)  
[Monarch Butterflies Born In Captivity Have Trouble Migrating South](#)  
[Monarch Butterfly Birthplaces](#)  
[Mowing for Monarchs](#)  
[Adam M. Baker's Monarch Research](#)



Butterfly weed (*Asclepias tuberosa*) in bloom, an alternate monarch caterpillar food, is also a good pollinator host, and a tough, native plant. Adam Baker of the University of Kentucky has found that cultivars of native plants are just as attractive to monarchs as the straight species.



Monarch caterpillar feeding on butterfly weed seedpods. Note the orange milkweed aphids (*Aphis nerii*), an ever-present, yet rarely destructive occurrence, also feeding on the seedpod.

## Shaun Spencer-Hester Chosen as Keynote Speaker



Interior designer and historian Shaun Spencer-Hester, executive director at the [Anne Spencer Memorial Foundation Inc.](#) and the Anne Spencer House and Garden Museum Inc., will be the keynote speaker for [#GardenComm2020](#), August 10-13, in Williamsburg, Virginia.

Spencer-Hester is involved in the museum's day-to-day operations. She also serves as tour guide, grant writer, chief window washer, and sometimes landscaper, trimming hedges and mowing grass at her ancestor's property.

A long-time interior designer, she assisted other designers and architects on residential and commercial projects, including Blair House, the President's Guest House, and several other historic properties the area.

She puts her design skills to good use inside the museum walls, where she currently leads the ongoing work in interior restoration and preservation. Spencer-Hester staged the interior of the museum and cottage to create the feeling that her grandparents have stepped out for the day and are expected to return at any moment. The Anne Spencer House & Garden Museum is included with the City of Lynchburg, Virginia's public gardens. 🌿



## AHS Hires Heather Prince

The American Horticultural Society has hired Heather Prince as associate editor for *The American Gardener*, AHS's bimonthly member magazine. Prince is a professional horticulturist and garden writer from the Chicago area who teaches at The Morton Arboretum and Chicago Botanic Garden. She also pens the [Fearless Gardening](#) blog.



## Balzer Launches Podcast

**Donna Balzer** has launched her podcast [Helping Gardeners Grow](#). Her goal is to find food-growing ideas and topics that appeal to foodies wherever they grow. Every podcast includes an interview, a garden question and gardening gold. The interview is the highlight.



## Blackstone Co-hosts Radio Program

**Cris Blackstone** is the co-host of *The Environmental Hour* on WSCA-FM 106.1 in Portsmouth, New Hampshire. Cris' role

includes booking and interviewing guests for the show. She works with the Rockingham County (New York) Conservation District and serves on GardenComm's Sustainability Committee. She selects guests who can offer information that is applicable to homeowners, gardeners, land stewards and property managers on topics like how to help increase pollinator protection, best management practices and sustainable gardening systems.

Cris serves as an instructor and curriculum advisor for the University of New Hampshire's Occupational Therapy Department "Fit to Garden" program. As a New Hampshire Certified Landscape Professional, Master Gardener, Natural Resources Steward and Education Director of the NH Landscape Association, Cris brings these interests to the pilot program which includes gardening as the crux of the Occupational Therapy prevention and adaptation program. Check out [fittogardenprogram.com](http://fittogardenprogram.com) for more details about the semester-long course.

## Sharp and On the QT Garner First Place

The Woman's Press Club of Indiana awarded **Jo Ellen Meyers Sharp** first place for editing for June-July 2019 *On the QT*. She also won first place for her personal *Hoosier Gardener* newsletter. She won second place honors for writing one of her *Indianapolis Star* gardening columns and for a history of the German growers (including her family) on Indianapolis' south side, published in *Traces*, the Indiana Historical Society's magazine. Other newspaper columns she wrote picked up a third place and honorable mention.

## Jentz Debuts GardenDC Podcast

*Washington Gardener* magazine's editor/publisher **Kathy Jentz** has launched the *GardenDC* podcast. The first episode posted on March 7. The program covers gardening topics in the greater Washington, D.C. and Mid-Atlantic regions. She is seeking proposals for on-air guests and sponsors. The podcast is on the Anchor platform and can be heard on Spotify, RadioPublic, Breaker, Google Podcasts and wherever you listen to your podcasts.



## Michel Wins First Place for Book

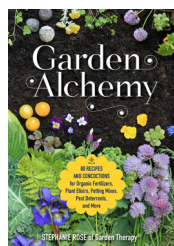
*Seeded and Sodded: Thoughts from a Gardening Life* (Gardenangelist Books, 2019) by **Carol J. Michel** won first place from the Woman's Press Club of Indiana for Writing in the category of Nonfiction Books, Humor. It will now go on to be judged at the national level by the National Federation of Press Women.

In addition, the podcast, *The Gardenangelists*, hosted by Carol Michel and **Dee Nash**, received an honorable mention for podcasts from the Woman's Press Club of Indiana. Podcast episodes judged included their special episode, "Weeding with the Gardenangelists."



## Oster Launches Interactive Garden Series

**Doug Oster** began in April to present "How to Grow Your Own Vegetable Garden," a new interactive weekly webinar series in conjunction with [Buy Fresh Buy Local/Farm to Table](#) Western PA. The series will run for seven weeks.



## Rose's New Book Receives Positive Reviews

**Stephanie Rose** has launched her new book *Garden Alchemy*, released February 18, and has had some positive early reviews from readers on [GoodReads](#) and [Amazon](#), as well as editorial reviews in [Publishers Weekly](#) and on. She's done a local book tour and made TV appearances on CBC, CTV and Global and more.

## Educators in Landscape Architecture Honor Smith

**Carl A. Smith** has been honored with the Excellence in Studio Teaching Award for 2020 by The Council of Educators in Landscape Architecture, the premier international organization for educators in landscape architecture.

The prize was presented at an awards dinner March 21 as part of the organization's annual conference in Louisville, Kentucky. Additionally, he was awarded a prestigious landscape-drawing related Artist in Residence Position at Meadowcreek Environmental Retreat in March. He will attend the FaveLAB Art and Design Center in Athens, Greece, in December. Carl (FRSA, FRGS, CMLI, APLD, Int. ASLA Assoc. and AIA), is an associate professor in the Department of Landscape Architecture in the Fay Jones School of Architecture and Design at the University of Arkansas.



## Watkins Gets Radio Gig

**Teresa Watkins**, landscape designer, garden author and host of *In Your Backyard* garden podcast, has been named as the new host of the popular *Better Lawns & Gardens* radio show on iHeart radio, beginning June 1. The Florida garden show, is heard on more than 20 radio affiliates including WFLA-AM/FM, Orlando; WFLA-FM, Tallahassee; WSKY-FM, Gainesville; WNDB-AM/FM, Daytona Beach and WHNZ-AM, Tampa, among others. She succeeds Tom MacCubbin and his wife, Joan, who have been the radio companions for gardeners throughout the Sunshine State every Saturday morning since May 1988.

— Continues on page 11



## Katie Dubow Takes Reins at Garden Media Group

The mother-daughter duo of Suzi McCoy and Katie Dubow are well known in the horticultural industry. From representing first-class clients to speaking on the latest gardening trends, the two have built the Kennett Square, Pennsylvania-based [Garden Media Group](#) into one of the top marketing firm in the garden industry.

"Today we celebrate a huge milestone for us both. I am so proud and excited to announce that Katie is taking over as the owner and president of the company that I started years ago," says founder Suzi McCoy. "She is more than capable as she has had a major role in shaping the company's vision, development and strategy over the past nine years. I know she will exceed my expectations as she leads Garden Media into the next decade."

Katie is taking over a business Suzi started as IMPACT Marketing in 1987. "For 33 years my mom has served the industry. She is a true leader and game-changer with a well-deserved reputation as a creative, strategic thinker able to fast-track any brand to success, from the Knock Out Rose to Costa Farm's O2 for You," Katie said.

"She has been instrumental in strengthening our industry across the globe, launching new plants and products, and spotting and creating garden trends. Her reputation and business relationships formed over these years are what have kept us going. And her media tours and parties are legendary," said Katie. "I have big, 'pink' shoes to fill."

### STARTED IN KINDERGARTEN

According to Suzi, Katie has been walking in those shoes for years. She was the firm's first employee when she was only in kindergarten. Katie grew up helping in the office, mailing press releases and answering phones. She worked as an intern out of college before moving to New York City to work for CBS television.

Since joining the company full time in 2011, Katie's responsibilities expanded at Garden Media, where she has served as creative director, marketing strategist and enthusiastic speaker. Katie has been responsible for developing new business relationships, building brands for the most respected companies in the home and garden industry and managing PR campaigns for a variety of national and international clients.

She has also honed her skills as a global garden-trend authority by taking the lead on Garden Media's Annual Garden Trends Report and presenting to audiences around the world.

### INDUSTRY HONORS

And the industry has taken notice. Katie was named GardenComm's first Emergent Communicator in 2016 and GPN's 40 Under 40 Class in 2017. She continues in her mother's footsteps serving the industry as a member of the board of the Pennsylvania Nursery and Landscape Association and on the marketing committee of the Million Pollinator Garden Challenge.

Before joining Garden Media in 2011, Katie held positions as a marketing manager for Liz Claiborne Inc., and a technical production manager at CBS in New York. A 2004 Northeastern University graduate, she has spent most of her career learning the ins-and-outs of brand management.

Suzi will stay on as an advisor, continuing to mentor Katie. Her new "job" will be spending time with her husband and grandchildren, traveling, painting, playing golf, volunteering and reading to dogs at the Humane Society.



does a cancellation clause that stipulates the payment of a fee or retention of the deposit really protect a speaker? Realistically, if the venue decides not to hold the event and not to honor the terms in the contract, are you, as a speaker, likely to retain a lawyer and sue? Probably not.

Lois Creamer, speaking consultant and author of *Book More Business ~ Make Money Speaking*, says that her contract doesn't even contain the word "cancel." She asks for a 50% deposit upon the agreement signing, and the contract then uses the following wording:

*"In the unlikely event that you would need to reschedule our work, this fee will be applied toward a mutually agreed upon date to take place within one year of the date of this agreement. Any fees for a reschedule will be "fee in effect" at the time."*

### STRENGTHEN RELATIONSHIPS

Creamer uses this policy because it's her belief that the most important thing isn't any one engagement, but the speaker/client relationship. In most cases, should a speaker insist on keeping a deposit or demand the full fee because of a cancellation, it's unlikely that the client will book a presentation from them in the future. That client would also not be likely to recommend the speaker to another organization. She encourages presenters to be realistic, but also to consider what the cancellation wording in their contracts says about them and their businesses.

As many GardenComm members saw the handwriting on the wall for COVID-19 in early March, they began contacting clients and offering to reschedule. This generated good will and promoted the "we're all in this together" understanding that will keep those relationships solid and promote bookings in the future. So although many have lost a significant chunk of their planned income this spring, they are at least planting seeds for events to come.

For those negotiating contracts for the coming year the bottom line is that the document should contain cancellation language that is clear and fair to both parties. Yet ultimately, a flexible approach is going to cultivate stronger relationships moving forward.



**C.L. Fornari**, GardenComm Treasurer, is a writer, speaker and podcast/radio host. She has PDFs of four common speaker's contracts that include various forms of cancellation clauses that she is happy to share with others. Email her if you'd like to receive them: [clfornari@yahoo.com](mailto:clfornari@yahoo.com)

# COVID-19 Provides Opportunities to Grow, Develop and Change



With all this downtime and remote everything, *On the QT* talked to several GardenComm members about ways they are using this opportunity to fine-tune their businesses. They also offer suggestions on how

we can continue growing even when stuck at home.



## DEVELOP MUTUALLY BENEFICIAL PARTNERSHIPS

If there's anything I've learned from what's going on now, it's how interconnected we all are. We will sink or swim based

on how we're able to work with each other. One thing that I've been doing is reaching out to see how I can help others in my industry. Some of it is volunteer and other bits of it are paid.

All of the work has been beneficial to me in numerous ways. I've gotten the satisfaction of providing helpful resources to businesses and individuals in many sections of the green industry market at a time when it's easy to feel powerless. I've also gained new clients, because new businesses have been able to see how I can help them, and they've gladly paid.

Offering to jump in and help has allowed me to be part of shaping the future of my industry, one that I care deeply about. I have met lots of neat people and heard about their challenges, which has allowed me to see how I can be more helpful and come up with new ways to help businesses survive.

**Katie Elzer-Peters**  
[The Garden of Words](#)



## STAY RELEVANT, CONNECTED

Stay relevant in your local community. We need to maintain that gardening is still the #1 activity for physical and mental health. Here

are some ideas:

- So many local outlets are looking for experts to talk about victory gardening. Pitch yourself as that resource.
- Offer virtual tours of your garden.



Randy Schultz has helped expand the reach of *Greenprints*, Pat Stone's literary gardening magazine.

- Post a "plant a day" that is blooming in your garden.
- Encourage shares and likes of each other's comments and work. Unfortunately with social media if we're not sharing, people aren't seeing.

Most of all, stay connected. Host regular check-ins with your GardenComm friends. Have a Zoom call within the regions and plan how to support each other. If there are seven people who agree to share one plant a day, then you can share their content and not be responsible for one photo a day.

**Katie DuBrow**  
[Garden Media Group](#)

## INCREASE YOUR BRAND

Double the amount of posts you have been doing on social media. These additional posts



should focus on networking or asking your friends or community for their input on business-related questions.

I've already seen some GardenComm folks doing this. Things like, "Can anyone

recommend a great graphics app that makes it easy to create social media posts with photos?" or "What's the best lav mic out there to use while making videos?" And don't be afraid to be proactive and just post your recommendations on topics of interest.

Increase your branding and new business prospecting. You probably won't get any big contracts in the next few weeks. But when people do start spending money again (and they will), make sure you, your company and

– Continues on page 13



your skillset is at the top of their minds.

Along these lines, I worked with GardenComm member **Pat Stone** to create a visibility campaign for *GreenPrints* magazine. We called it the Stay at Home and Garden Initiative. We sent the graphic on the previous page (Facebook and Instagram ready) to gardeners and the garden media. The response has been fantastic.

**Randy Schultz**

[Schultz Communications](#)



### ENHANCE COMMUNICATIONS CHANNELS

With more time on my hands, I am trying new things. I decided to restart my old YouTube channel and teach

myself how to make short videos. I'm teaching myself how to edit movies with iMovie, how to make graphics with Canva, basically using stuff that is free. The videos also give me more content to share on social media and in some cases, help me promote my books.

I'm also continuing to record weekly podcast episodes with **Dee Nash** for our podcast, *The Gardenangelists*. I've read how podcast "listens" are trending down as more people work at home and no longer use their commute time to listen to podcasts or aren't going to a gym and listening while working out. Dee and I haven't seen as much of a downward trend — perhaps because people seem to be more interested in gardening — so we are keeping up with it.

I also think it is important to keep up with regular postings on blogs and regular editions of newsletters. People like consistency. The world isn't consistent right now. I'm not ignoring the pandemic, but I'm not dwelling on it either. I'm still trying to provide gardening humor.

**Carol J. Michel**



### TIME FOR RENEWAL

The need for renewal has been coming for quite some time. We need to work harder at DIYs and video to show what we do best and what we know.

Reach out to others in our industry...the independent garden centers and landscapers. They, too, are struggling.

Look at how the industry has adapted, how they are selling and servicing. They are doing

FaceTime shopping, curbside pickups and deliveries. They are making a concerted effort to continue providing import products and supplies for their customers.

Most of all, be storytellers. Tell your stories. Tell the stories of gardeners and growers. Whether you blog, make podcasts or videos, be the master storyteller. Look at video, and don't be afraid to do it. Get a tripod and a lapel mic.

Write less and show more.

**Sue Markgraf**

[GreenMark Public Relations](#)



### BETTERING OURSELVES

First, you have to take care of yourself. Follow the physical distancing and cleansing protocols set in place to keep you healthy. But remember that staying mentally fit is at

least as important as staying physically healthy.

Work in your garden, meditate, pray, do yoga or take a nature hike. If you aren't in a good place mentally, you won't be able to communicate a positive message to your followers.

Spend some of your spare time doing things that don't cost money but will help your business in the long run. Some ideas:

- Scour the Internet to see what other garden communicators, influencers, retailers, brands and associations are doing that might inspire some new ideas for your own business.
- Start flushing out plans for that "one big thing" you've been considering doing but haven't had time to work on — a book proposal, a new website or YouTube channel, an event, a career change or moving to a new city.
- FaceTime or Skype with a fellow garden communicator to brainstorm ideas on how to come out of this epidemic even stronger than before. That face-to-face contact is something we all need as we sit isolated in our homes for so long.
- Clean out your office. It's something we rarely make time for but will help increase our productivity. We may not be able to control much right now, but we can control how we organize our personal space. It's a guaranteed mood-lifter.

**Susan Martin**

[Gardener Sue's News](#) 🌱

**Jo Ellen Meyers Sharp** is President of GardenComm and editor of *On the QT*.

## A Reliable Resource for Garden Communicators

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

### AHS member benefits include:

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



Join now: [www.ahsgardening.org/join](http://www.ahsgardening.org/join)

On the QT realizes that since putting together this issue, many of these activities will have been cancelled because of Covid-19. Please check the website of the event, venue or speaker to ensure a program will be held. Items are listed chronologically, based on the first date given.

Showcasing her brand-new collection of 3D printed jewelry, artist **Jan Kirsh** (Region 2) will be at The Trippe Gallery on May 1 for the opening reception of "Art of the Garden" in Easton, Maryland. A variety of prominent local artists will have paintings on display and multiple florists will have arrangements specially prepared for this acclaimed annual exhibition.

**Dan Cooper** (Region 7) will speak throughout Ontario, Canada, on low-maintenance gardening, based on his book *Gardening from a Hammock*: to the Tilsonburg Hort Society, May 5; the St. Catharines Public Library, May 7; the Claremont Garden Club, May 18; and the Probus Women's Club of Brampton, May 19. Dan's presentation features easy-care plants and tips chosen by 17 well-known garden experts.

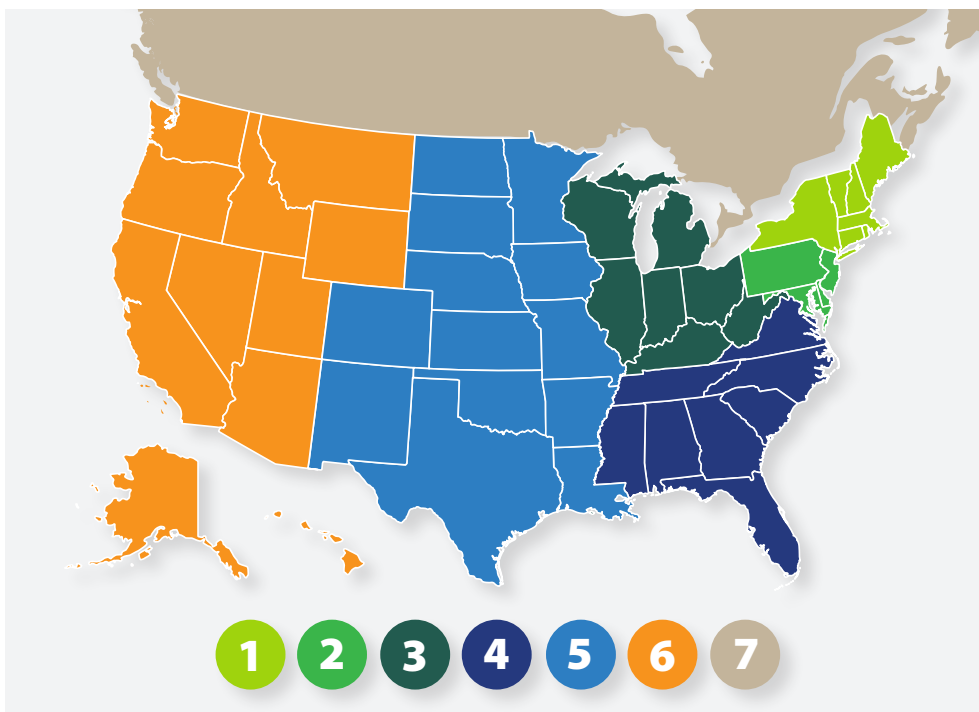
**Ellen Ecker Ogden** (Region 1) will teach daylong workshops at [Tower Hill Botanic Gardens](#), Boylston, Massachusetts, and [Blithewold Mansion](#), Bristol, Rhode Island, this spring, featuring her Six Steps to Designing and Artful Potager Garden. Her kitchen garden in Vermont will be on tour for the [Garden Conservancy Open Days](#) tour on June 13.

**Emma Biggs** (Region 7) presents "Gardening with Emma" at [Lake Simcoe Gardeners](#), Keswick, Canada, May 11, and "Gardening with Emma," June 8 at the [Oshawa \(Canada\) Garden Club](#).

**Charlie Nardozi** (Region 1) will speak at the Westmont Horticultural Society in Montreal, Canada, May 12. He'll be at the White Mountain Garden Club in North Conway, New Hampshire, May 18. June 22-23, Charlie will lead a [bus tour of the Gardens of Coastal Maine](#).

**Steven Biggs** presents "No Guff Vegetable Gardening" at the [Trenton \(Canada\) Horticultural Society](#), May 21; and "Grow Lemons Where You Think You Can't" at [Toronto Botanical Garden](#), June 10.

**Dan Benarcik** (Region 2) will conduct "Garden Chair Workshops" at [Stoneleigh Garden](#), Villanova, Pennsylvania, May 23.



**Noelle Johnson** (Region 6) will present "Landscape Design for Reduced Maintenance" at the [Desert Horticulture Conference](#) in Tucson, Arizona, May 29.

**Bill Thomas** (Region 2) will host the Leadership Forum at the [American Public Gardens Association Conference](#) in June in Portland, Oregon, and **Erin McKeon** (Region 2) will co-lead a session on Social Media Marketing at the conference.

**Louise Clarke** (Region 2) will lead a "Tillandsia-framing Workshop" at [The Morris Arboretum](#) in Philadelphia, June 6.

**Eva Monheim** (Region 2) will speak about and sign her new book, *Shrubs & Hedges* at [Brookside Gardens](#) in Wheaton, Maryland, June 15. **Kathy Jentz** (Region 2) is coordinating this event for the [Silver Spring Garden Club](#). The talk is free and open to the public.

Author **Janice Cox** (Region 6) will give a workshop at [The Desert Botanical Garden](#) in Phoenix, Arizona, June 15. Her topic is the subject of her new book *Beautiful Luffa*, "Growing and Using Luffa Sponge Gourds."

**Grace Hensley** (Region 6) will give a talk to a local garden club, the [Hardy Plant Society of Washington](#), June 15, at the Center of Urban Horticulture in Seattle, about Using Your Smartphone in the Garden.

**Denise Schreiber** (Region 2) will speak to the [Western Reserve Herb Society](#) in Cleveland, Ohio, June 17. The topic is Edible Flowers and

as a treat, attendees will sample lavender tea bread. Denise and her husband Don celebrate their 50th wedding anniversary May 30. As an anniversary gift, she is going to teach him how to garden.

On June 28-30, as part of American Flowers Week, **Debra Prinzing** (Region 6) will produce and host the fourth annual [Slow Flowers Summit](#), a conference for progressive and sustainably minded floral entrepreneurs (growers and florists), held in partnership with Filoli Historic House & Garden in the San Francisco Bay Area.

On June 28-July 4, **Debra Prinzing** (Region 6) will produce the sixth annual domestic floral promotion campaign, [American Flowers Week](#). For free resources, visit [americanflowersweek.com](#).

On September 30 (postponed from May 13-14), **Debra Prinzing** (Region 6) will travel to St. Louis to present the keynote at Tower Grove Park's annual fundraiser, "[Flower Power](#)," featuring the Slow Flowers story and local, Missouri-grown blooms.

#### Items submitted by:

**Ellen Ogden**  
**Kathy Jentz**  
**Helen Lawson**  
**Shelley Cramm**  
**Anne Reeves**  
**Andrea Whitely**



## CONSERVANCY'S OPEN DAYS CELEBRATES 25TH YEAR

This year marks 25 years of the [Garden Conservancy's Open Days](#). [Open Days](#) has welcomed more than 1.3 million visitors to experience 4,000 of America's most exciting, creative and inspiring private gardens.

"Gardens are special works of artistic, cultural, and ecological merit," said Patrick MacRae, the Conservancy's director of public programs and education. "Visiting gardens on Open Days is a unique opportunity to learn the secrets of our country's intrepid gardeners and to be inspired by their craft."

The Garden Conservancy Open Days Directory 2020 was published in April and is available for \$25. The softcover book details the schedule of the year's Garden Conservancy Open Days. The directory contains comprehensive listings with vivid garden and program descriptions written by garden owners, plus detailed driving directions and a complimentary ticket for admission to one private garden.

To order, [visit the website](#), call the Garden Conservancy, 888-842-2442 with your credit card information, or send a check or money order to the Garden Conservancy, P.O. Box 608, Garrison, NY 10524.

For the latest information on gardens that may be closed due to the Covid-19 pandemic, [check the website](#).



## GardenComm's Blog

Want to learn more about GardenComm or do you have an interesting, timely topic to share with other members of GardenComm? Check out the [GardenComm blog](#) for weekly features by members. If you'd like to contribute a post, please contact Carol Michel at [indygardener@gmail.com](mailto:indygardener@gmail.com)

## GILBERT S. DANIELS

June 19, 1927 – April 14, 2020

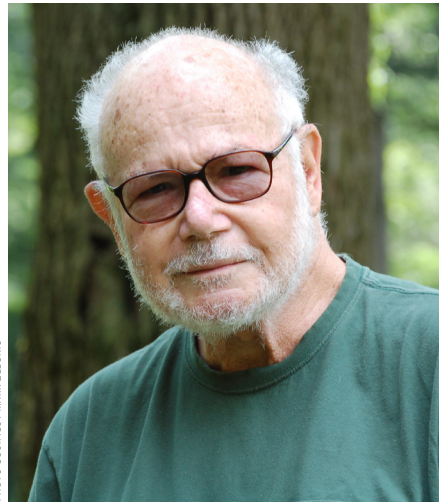


PHOTO COURTESY MARK ZELONIS

Former American Horticultural Society President Gil Daniels, 92, of Athens, Ohio, died April 14, 2020. Born June 19, 1927 in Brooklyn, New York, he was preceded in death by his first wife, Kathleen, who was the mother of his children, and his second wife, Emily, of Indianapolis. He is survived by three children, Deborah Daniels (Athens, Ohio), Geoffrey Daniels (Hollywood, Maryland), and Gregory Daniels (Apollo, Pennsylvania), five grandchildren and four great-grandchildren.

Gil's lifelong love of horticulture and botany began at an early age when he became the youngest participant (at age 7) in the Brooklyn Botanic Garden children's program. He continued to participate until

leaving for college at the age of 17. In 1944 he was one of 40 students from across the U.S. to be selected as a winner in the 3rd Annual Science Talent Search for the Westinghouse Scholarships with his paper titled "Research in the Drug Industry," which focused on the future use of plants in pharmacology.

### FROM ENGINEERING TO BOTANY

He attended Cornell University and Harvard and served in the Air Force, where he was project engineer (physical anthropologist) in the Aero-medical Laboratory at Wright Patterson Air Force base in Dayton, Ohio. This led to a series of positions in the computer industry over the next 12 years when, in 1965, he quit the computer rat race and began his pursuit of a Doctorate of Botany at UCLA.

In 1965 Gil became assistant director of the Hunt Botanical Library at Carnegie Mellon University, and then director from 1970 until his retirement in 1977. As director he transformed the Hunt Library into the Hunt Institute for Botanical Documentation, expanding the collection to include botanical art and artists, as well as other ephemera.

The remaining years of Gil's life were spent with his late wife Emily of Indianapolis, whom he met while leading a botanical tour on the Amazon for the American Horticultural Society. For 30 years they maintained a renowned garden in Indianapolis. Photographs of their garden, collected by the Garden Club of America, are archived at the Smithsonian Institution.

### ACTIVE LEADER

A former member of Garden Writers Association of America (now GardenComm) Gil was a well-known editor and author of many horticultural and botanical publications. His support for horticulture, botany, zoology and art included leadership roles in many organizations, including:

- American Horticultural Society 1969-1983, treasurer 1971-74, first vice-president 1974-78, and president 1978-82, acting executive director 1983
- Garden Conservancy Advisory Committee
- Heliconia Society International, president 1986-89
- Indianapolis Museum of Art Horticultural Society
- Indianapolis Zoo Horticultural Committee
- Organization for Tropical Studies

In lieu of flowers, the family asks that donations be made in Gil's memory to the [Brooklyn Botanic Garden, children's programming](#).

On a personal note, Gil and Emily Daniels' garden in Indianapolis was a site to behold. With a quick phone call, I could take Indianapolis visitors to their garden. The Daniels' property was one of the gardens on the tour during GardenComm's Annual Meeting in 2011.

— Daniels family and *The Indianapolis Star*

# Emergency Funds for Writers & Other Resources



Every day since the COVID-19 pandemic began, we hear nothing but more and more bad news. We read about the trillions of dollars the government is doling out to help with the emergency, including the

\$1,200 stimulus check to be paid to individuals earning less than \$75,000 a year, plus \$500 per dependent child. By the time you read this, most eligible people will have received that money. [Will that check affect your income tax?](#) In early April there was talk of unemployment benefits for freelancers. Hooray! But how would it work? [artnet provides a primer](#) on how to apply for unemployment.

GardenComm members are not limited to writing about gardening—nor are they limited to writing. It is impressive how broad the range of communication talents we have within our membership. That is why this article aims to cover as many bases of possible financial aid as possible.

In researching the opportunities, I spent hours and hours online trying to find potential financial sources and found the most comprehensive article — from *Authors Publish*, written by S. Kelekar, which is presented here (with permission) in an edited form (funds are alphabetized and some the info has been edited for length). The descriptions of the funds are so helpful and they will save you many clicks and searches online.

## [AUTHORS PUBLISH EMERGENCY FUNDS FOR WRITERS](#)

These are 16 emergency funds for writers of fiction, nonfiction, poetry, plays, and for translators, freelance writers and journalists. Most have geographic restrictions; many are for US writers or creators, and a few don't specify if there are any citizenship or residency requirements. Some have deadlines, some are on an ongoing basis and a few are on a first-come-first-served basis.

"Some are specific funds set up for the current health crisis. I've included a few sources for this list at the end, for writers and freelance workers in various fields, and most of these are being updated periodically.



## [AMERICAN SOCIETY OF JOURNALISTS AND AUTHORS: WRITERS EMERGENCY ASSISTANCE FUND](#)

The fund helps established freelance writers who, because of advanced age, illness, disability, a natural disaster, or an extraordinary professional crisis are unable to work. Writers need not be members of the American Society of Journalists and Authors (ASJA), but must have credentials that would qualify them for an ASJA membership. Writers need not live in the U.S.

## [AUTHORS LEAGUE FUND](#)

This emergency fund helps U.S.-based writers, regardless of citizenship. It is for authors, dramatists, journalists and poets. Recipients must be career writers with a substantial body of work in one of more of the following categories:

1. Book authors with at least one title published by an established traditional publisher. Authors with multiple titles are given priority.
2. Dramatists whose full-length plays have been produced in mid-size or large theaters and/or published by established dramatic presses.
3. Journalists, critics, essayists, short-story

writers and poets with a substantial body of work in periodicals with a national or broad circulation. Applicants include: writers in ill health, or supporting a dependent family member in ill health; writers facing overwhelming medical or dental expenses; writers suffering financial crises unrelated to health, such as unexpected loss of income, temporary unemployment or underemployment, eviction proceedings or similar; writers struggling after a natural disaster. Priority is given to sick and/or older authors in need.

## [CARNEGIE FUND FOR AUTHORS](#)

The website says, "The applicant must be an American author who has published at least one full-length work — fiction or nonfiction — that has been published by a mainstream publisher. Applicants cannot have eligibility determined by a work that they paid to have published. A work may have been published in eBook format only, or in hardcover or softcover format, or in more than one format.

An applicant must demonstrate need; the emergency may be because of illness or some other urgent need such as fire, flood, hurricane, etc. Documentation should be included with the application: a doctor's letter or other proof of the emergency situation."

## [CONVERTKIT: THE CREATOR FUND](#)

The website says, "We are providing financial assistance to active creators who are experiencing financial hardship due to COVID-19. If you have medical, childcare, housing, or grocery needs, please apply for assistance." They aim to give \$500 each to 100 creators.

## [DRAMATISTS GUILD FOUNDATION EMERGENCY GRANTS](#)

Dramatists Guild Foundation (DGF) provides one-time emergency financial assistance to individual playwrights, composers, lyricists, and book writers in dire need of funds due to severe hardship or unexpected illness. The website says, "DGF will be processing Emer-

— Continues on page 17



agency Grants based on severity of need, especially as it relates to COVID-19.” DGF Emergency Grants regularly support costs associated with healthcare, childcare, housing, disability, natural disaster relief, and other unforeseen circumstances. Requests typically range between \$500-\$3,000.

[See their form](#) for eligibility requirements.

#### **FREELANCERS UNION: FREELANCERS RELIEF FUND**

Freelancers Relief Fund assistance is open to any independent worker in the U.S. who has primarily earned income through freelance work for at least one year and has experienced a recent, sudden, and unforeseen hardship or loss of income as a direct result of the COVID-19 pandemic, including those experiencing contract cancellations or loss of work due to social distancing measures, or those experiencing illness or caring for immediate family members infected with COVID-19. The fund will offer financial assistance of up to \$1,000 per freelance household to cover lost income and essential expenses not covered by government relief programs, including: food/food supplies, utility payments, and cash assistance to cover income loss; 100% of all donations will be distributed directly to freelancers in need. Applications for funding opened on April 2.

#### **INTERNATIONAL WOMEN’S MEDIA FOUNDATION: COVID-19 RELIEF FUND**

For the COVID-19 fund their website says, “The IWWMF’s Journalism Relief Fund is open to women-identifying journalists in dire straits – journalists who have faced significant financial hardship, lost work, were recently laid off who urgently need assistance to avoid severe, irreversible outcomes. It will provide small grants of up to \$2,000 USD per request, though special consideration will be given on a case-by-case basis to those have greater financial need.” They also have an emergency fund for women journalists, where they provide small grants for psychological and medical care for incidents directly related to threats and crises caused by one’s work as a journalist; three months of temporary relocation assistance in the event of crisis or threat; legal aid to counter threats of imprisonment or censorship; and non-financial assistance in the form of information about additional access to resources.

#### **PEN AMERICA WRITERS EMERGENCY FUNDS**

This fund is for U.S.-based fiction and nonfiction authors, poets, playwrights,

screenwriters, translators and journalists. The website says, “PEN America is expanding its long-standing Writers’ Emergency Fund as part of our efforts to support the literary community at a time when the health and livelihoods of so many are at risk. In response, PEN America will distribute grants of \$500 to \$1,000 based on applications that demonstrate an inability to meet an acute financial need, especially one resulting from the impact of the COVID-19 outbreak. Eligibility: Based in the United States, be a professional writer and be able to demonstrate that a small, one-time grant will be meaningful in helping them to address an emergency situation.

#### **ROYAL LITERARY FUND**

The Royal Literary Fund (RLF) helps authors across the literary spectrum: novelists, poet and playwrights; writers of short stories and writers for children; crime writers, science writers, biographers. Writers can [apply for help](#) from the RLF if they are suffering financial hardship and have had several works published in the UK for a general readership, without publication being subsidized. Self-published authors are not eligible. The RLF Committee has to pass applicants for literary merit before they are eligible for help. The committee meets eleven times a year to consider applications. A decision on literary merit and on the award of a grant/pension is made at the same meeting; the applicant is informed straightaway.

#### **SFWA EMERGENCY MEDICAL FUND**

This fund, created by the Science Fiction and Fantasy Writers of America helps SF/fantasy writers pay for funds not covered by medical insurance. It is meant to cover short-term medical expenses, for emergencies that interfere with the ability to write.

#### **SHADE LITERARY ARTS: QUEER WRITERS OF COLOR RELIEF FUND**

They have started a GoFundMe page for queer writers of color. The website says, the impact of the Coronavirus outbreak in the US and globally “has major affects on the literature community as a whole and puts queer writers of color in stressful situations ... This fund is to help at least 100 queer writers of color who have been financially impacted by the current COVID-19. Priority will be given to queer trans women of color and queer disabled writers of color, but I hope this relief fund will help many queer writers of color it can.” An update on their page on 19 March says, “At this time, we are able to give the minimum of \$100 and a maximum

of \$500. We are hoping to increase this as we get more donations.”

#### **SINGAPORE UNBOUND RELIEF FUND**

This is for Singapore citizens living anywhere in the world or permanent residents of Singapore, who are writers – playwrights, screenwriters, songwriters, journalists, art reviewers and writers of poetry, fiction and non-fiction. The grant is for \$200 or 280 Singapore dollars, with no strings attached, for those affected by the COVID-19 pandemic.

#### **THE HAVEN FOUNDATION GRANTS**

This fund is for legal U.S. residents. This foundation, established by Stephen King, gives financial assistance to help established freelance artists, including authors and screenwriters, who have suffered disabilities or a career-threatening illness, accident, natural disaster or personal catastrophe. Application deadline is July 17, 2020, and [applications](#) have to be mailed.

Regarding COVID-19, their [website lists the foundations](#) they are giving funding to, since they do not give emergency grants, and encourage members of the fine arts community that have lost their work due to COVID-19 to apply.

#### **THE SOCIETY OF AUTHORS: CONTINGENCY FUNDS/AUTHORS EMERGENCY FUNDS**

This fund is to help support authors impacted financially by the growing COVID-19 crisis. The Authors Licensing and Collecting Society (ALCS), the Royal Literary Fund (RLF), the T S Eliot Foundation in partnership with English PEN and Amazon UK have contributed financial resources to create the Authors’ Emergency Fund, to help support authors impacted financially by the growing health crisis. Applications are open to all professional authors who are resident in the UK or British subjects – including all types of writers, illustrators, literary translators, scriptwriters, poets, journalists and others – for whom author-related activities make up a substantial amount of their annual income. Grants are likely to be up to £2,000 and designed to meet urgent need with the possibility of review as the situation continues.

#### **WRITERS’ TRUST OF CANADA: WOODCOCK FUND**

This is a last-resource emergency resource for Canadian writers who are engaged in a book-length work and face an unforeseen financial crisis. Writers should have published

– *Continues on page 19*

# The Supernatural World of Preston Montague



Landscape architect, artist and educator **Preston Montague** will sit in a creek and draw but he is not going to like it, at least not at first.

"It's so hard to draw in *plein air*: The light changes,

weather can change. Drawing in *plein air* gives me access to surprise. I start out empty and raw and as I chill out, nature closes in around me and I will notice that the spirit of the place returns. As nature gets back to business, I get a view into the machinations of the place I am in," he said.

Preston grew up just outside of Washington, D.C., not far from his grandfather's farm. "The farm was a landscape painting my grandparents lived in, not a working farm but a landscape akin to the picturesque style of Capability Brown." He described having the most profound natural experiences of his life there. "No one ever trained me to be afraid of snakes, mosquitoes or ticks and my parents appreciated my ability to disappear into the woods."

## MOM NURTURED HIS TALENT

His mother recognized his artistic talent very early on and provided opportunities for him to study with working artists in the area. "I had insight into the profession of art, and I learned how one lives as an artist. Regardless of your talent, you are an entrepreneur, selling an idea, information and experience. It's extremely important for people to learn business skills as well as artistic skills."

After receiving his fine arts degree from the University of North Carolina at Greensboro, he pivoted to gardening, confessing that it all began with an aquarium. Preston fell in love with the work of the Japanese aquarium designer Takashi Amano. "He was creating worlds in as little as a gallon of water, using compositional and color theory and looking at form and texture – still painting, but in three dimensions."

For Preston, the aquariums turned into ponds and then the ponds turned into landscapes. He followed his art degree with a bachelor's degree in horticulture and then a master's in landscape architecture, ultimately



knitting together all three professions. "I would not have been as successful a landscape architect if I hadn't learned to be still and draw, extracting ideas from my imagination. And I wouldn't have been as successful as an artist or communicator if I hadn't had the opportunity to use landscape architecture and gardening as a way to spin the ideas into being and to watch as natural processes took my ideas and expounded upon them."

## STORY ARCS AND SAGAS

It was surprising to learn that George Lucas and the pop singer Bjork are two of Preston's heroes. "They are both experts at the saga – the *long* form and story arc, building on the playful references of previous human ideas set in future environments." In the context of his own work, "This is all just me writing a science fiction saga, which is about creating supernatural places for people to have supernatural experiences. Ultimately I am a science fiction writer."

When asked what is missing in garden communications, he answers with a question. "We need to ask who's doing the communicating. Are we representing a diversity of stories from many cultures? Language is extremely important, and it is my job as a communicator not to tell my story over and over, but to meet people where they are and speak with generosity."



He also finds it critically important to invite people to the table who have different viewpoints, even negative ones. He likes to address the words we use like "nature" and "natural." He recognizes that he can't expect his 18-year-old students from New York City to visualize those terms in the same way he does.

## UNRAVELED CONNECTEDNESS

Whether he is talking about students or clients, he stresses, "Our separation from nature – especially in the past 10 years – is so big that we are starving for health and are divorced from movement and clarity. Our connectedness to one another is being unraveled."

He sees his field as preventive medicine, both ecological repair and healthcare. "I treat my art education and landscape architecture as access to those wild energies that heal. Healthcare is my brand. What people really need is an affirmative experience in the outdoors. I am trying to help people suspend reality, get them out of their daily lives and their daily framework."

Preston's latest work, *The Codex Carolinum*, is a 26-piece graphic essay on ethnobotany, featuring plants and animals. It reflects his obvious technical talent, as well as his ability to see the bigger ecological picture of the region. Raised to revere and fight for nature from a young age, his work passes on the lessons he learned from his family. When asked what's next, he doesn't hesitate to answer, "I have a feeling like I am just getting started."

You can connect with Preston at [Carolina Naturalist](#) or at [his website](#). 🌿

**Carmen DeVito** is a principal of Groundworks in Brooklyn, New York, and co-host of the GardenComm Media Award winning *We Dig Plants* on [HeritageRadioNetwork.org](#).



# HOT OFF the press

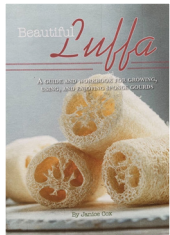
## JANICE COX

*Beautiful Luffa*

Ogden Publications, Mother Earth News

\$17.95, 96 pages, paperback

Published February, 2020



This book grew out of, and is intended to be used with, a workshop **Janice Cox** regularly presents around the country. Here, you will discover the many reasons this unusual plant is a must for your garden.

The luffa gourd can be eaten, its fibers used for personal and household use, as well as building material, clothing, tools and as a natural filter. Luffas are so much more than bath scrubbers. *Beautiful Luffa* is a culmination of Cox's love of this gourd. You will learn about the history of the plant and growing tips, including how to hand-pollinate luffa, how to create body care products, how to prepare the fiber for sewing and crafting (along with a few ideas for items to create) and even ways to add luffa to your dinner menu.

## CAROL J. MICHEL

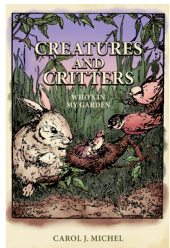
*Creatures and Critters: Who's in My Garden*

Gardenangelist Books

145 pages, \$14.99, paperback; \$24.99 hard cover

cover

Published, March 2020



*Creatures and Critters: Who's in My Garden* is **Carol Michel's** latest humorous approach to gardening, this time with animals. This new book of essays invites you to consider the roles of everything, from bacteria to mosquitoes to deer in

your garden. Michel, an award-winning author, also explains how to find both elephants and dinosaurs in a garden and — against her better judgment — invited garden fairies to make a few contributions. If you enjoyed her previously published trilogy of gardening humor, you'll be sure to enjoy this book, too.

## JANA MILBOCKER

*The Garden Tourist's New England*

Published by Enchanted Gardens

264 pages, \$24.95 paperback

Published, November 20, 2019



New England has a rich gardening heritage. In *The Garden Tourist's New England*, garden designer **Jana Milbocker** takes you on a fantastic tour of 140 gardens and nurseries, providing all the information you need to make the most of your visit. From the breathtaking flower gardens of Mount Desert Island in Maine to Colonial Revival gardens in Connecticut, topiary gardens in Rhode Island to botanical gardens in Vermont, there is something for every gardener to enjoy in a tour of the region. A companion to the Northeast edition of *The Garden Tourist*, this guide features notable private gardens, specialty nurseries, and off-the-beaten-path destinations for the passionate gardener.

## CARL SMITH

*Sustainable Residential Landscapes:*

*An International Perspective*

MDPI Publishing

264 pages, \$73.90, paperback

Published January, 2020



Edited by **Carl Smith**, this book is a compilation of 10 recently published academic articles addressing sustainable residential landscape design and planning across geographies, scales and perspectives. The diversity ranges from American rain garden design to South Korean urban forestry, Mexican community open space design to Australian neighborhood park planning and from Chinese urban design to Bolivian land-use change. This volume brings together authors from a growing community of landscape sustainability... scholars of landscape architecture and its planning and construction, ecology and horticulture, agricultural and environmental sciences as well as health, exercise and nutrition. In summary, these papers address facets of a fundamental challenge for the 21st century: The design and planning of sustainable and resilient human settlements. 🌱

— *Emergency Funds*, continued from page 17

at least two books, or an equivalent body of work. Eligible categories are fiction, creative non-fiction, poetry, playwriting or children's literature. The program is not intended to be a means of support for writers challenged to earn an income. A crisis (not COVID-19 related) of some nature is necessary to be considered. Screenwriting, formulaistic romance writing or journalism are not eligible. The fund amounts are typically \$2,000-\$10,000 (Canadian).

[Check out their guidelines.](#)

## SOURCE LISTS

Here are some of the sources used for researching this list, and most of these are being updated periodically. Some of these resources are not only for freelance writers, but for freelance artists and workers in a variety of fields, including for service workers. As you will see, each of these has a long list of funds that you can check out.

[Academy of American Poets](#)

[American Society of Journalists and Authors Artist Trust](#)

[Coronavirus 2020 Artist Relief Fund – Google Spreadsheet](#)

[COVID-19 Freelance Artists](#)

[Creative Capital](#)

## MISCELLANEOUS INFO

[The Authors Guild](#) is offering resources for authors and [webinars](#) to help writers during the pandemic.

If you have scheduled travel for presentations that have been cancelled or postponed at this time, check out [Tripadvisor's COVID-19 Airline Cancellation and Change Policies](#).

I was very heartened to find that there are so many opportunities for financial aid in this challenging time. I hope you find something that can help you or someone you know who needs it. 🌱

**Cathy Wilkinson Barash** is a Fellow and Past President. She is copy editor of *On the QT*. She has lived with MS (multiple sclerosis) for 36 years, and in recent years (with extremely high-cost disease-modifying treatments) has become expert at finding funding for copays, insurance reimbursement and related medical expenses.

# Irvin Etienne Pushes Horticulture Zones



From the hills of southern Indiana comes a simple farm boy who can often be found standing in the back of the room, taking in the crowd, waiting for his turn to present on a variety of horticultural

topics.

Meet GardenComm member **Irvin Etienne**. But don't let that simple farm boy persona fool you. Irvin is a skilled and knowledgeable horticulturist with almost 28 years of experience at Newfields in Indianapolis. As the newly named Curator of Herbaceous Ornamentals and Seasonal Displays, Irvin is responsible for many of the plantings — both in the ground and in containers — that visitors first see and marvel at when visiting this world-class art museum.

Irvin's horticultural displays are just one of many ways he communicates his love and knowledge of gardening and plants to others.

## AWARD-WINNING WRITER

He also communicates about gardening through writing, winning both Gold and Silver Garden Media Awards for blog posts he wrote for Newfields. He has also written for [his own blog](#), which he says is currently inactive but may become active again soon. In addition, he has written for several magazines, including *Fine Gardening*, *Horticulture* and *Indiana Gardening*.

A popular speaker, Irvin communicates with his audiences with ample doses of humor mixed in with his plant knowledge, presenting on such topics as “Thug-a-licious” (“When Good Plants Go Bad”), “When Pretty Ain’t Enough” and “Carmen Miranda in the Midwest.” His knowledge as a horticulturist is evident no matter which subject he speaks on, as is his sense of humor.

Recently, I had lunch with both Irvin and GardenComm President **Jo Ellen Meyers Sharp** at Newfields. We enjoyed reminiscing about Irvin's earliest days in GardenComm back around 2009 when he first started blogging. Jo Ellen was the one who convinced Irvin to enter his blog posts in the Media Awards Program.

## HELPFUL MEMBERS

Jo Ellen also got him to serve on the Local Arrangements Committee for the Annual Meeting held in Indianapolis in 2011. Irvin was responsible for choosing which private gardens were included on the story tours — a job that required him and his committee members to visit numerous gardens in and around the city.

When I asked Irvin what keeps him in GardenComm, he immediately mentioned the access members of the organization have to an attorney who can help review contracts. He then pointed at Jo Ellen and noted how members like Jo Ellen are always willing to help you in whatever you are trying to do as a garden communicator. He also said it is a plus for the Annual Meeting to move around the country so members get a chance to see how gardening is done in different climates. He said, “There is always something to learn in the private gardens GardenComm members get access to, even if they don't garden in a similar climate.”

## NO LIMITS TO ZONE PUSHING

When it comes to climates and hardiness zones, Irvin is well known for being a zone pusher. For years he gardened on a small lot near downtown Indianapolis, where those of us who visited marveled at the tropical and less hardy plants he was able to grow and overwinter in the ground — plants the rest of us were killing seasonally if we even tried to grow them. We all decided it was because of the additional heat his garden got from being in an urban area. Or maybe it was the chicken manure and rabbit bedding from his own chickens and rabbits that he used as mulch throughout his garden. We sure didn't want it to be because he had a greener thumb than the rest of us, which was probably closer to the truth.

We will soon find out if it was the urban



PHOTO COURTESY OF PATTY SCHNEIDER

heat or Irvin's green thumb that kept those tropics so healthy. He recently moved back to the country, where on a few acres with a barn, he can once again indulge in his other hobbies of raising and breeding both chickens and rabbits along with gardening. Irvin says he'll continue to plant tropics and less hardy plants, many of which he dug up from his urban garden to take with him. He is anxious to see if he can get them to grow in his new garden where he says, “The soil looks good, but the wind is fierce and there is definitely no urban heat.”

Our hope is that Irvin also uses his talents to write and speak about these new adventures and continues to teach the rest of us how to push the limits in our own gardens. Doing so, we'll be following Irvin advice's to listen to others, and he'll be taking his own advice to not let fear keep you from doing what you want to do. 🌿

**Carol Michel** is an award-winning author whose books include a trilogy of gardening humor, one children's book, and *Creatures and Critters: Who's There in My Garden*, due out in this spring.