

Connect. Learn. Grow.



Welcome to Buffalo, New York for the 69th **Annual Conference & Expo for GWA: The** Association of Garden Communicators.

I am so excited that you are here and know Sally Cunningham and her Local Arrangements Committee has amazing fun- and information-filled days planned for us.

We will be seeing more private gardens than we have ever seen in one day mainly because they are small and close together. Each is unique, has great plants and a personality all its own. There will be many opportunities for great photography and fun, quirky stories to share with your followers. Other lovely and historic gardens will also provide us with many story ideas. I can't wait to see all of these gardens - it's my first trip to Buffalo and I am eager to see it all!

The Education Committee outdid itself this year. All the educational sessions are so compelling; you may want to grab a couple of friends and split up so each of you attends a separate session each hour and agrees to share your notes. The topics are interesting, varied and with information that will surely be useful for each of us to take back home.

The GWA Annual Conference and Expo opens more doors of opportunities for networking than any other place. It's the perfect event to meet with old friends, new friends, vendors with new products to learn about and editors or publishers who may be looking for new speakers, writers, photographers or bloggers they could use for a new project. Please try to meet at least one new person at each coffee break and sit next to someone new each time you get on the bus. You never know who will open that door of opportunity! Don't forget to have your business cards with you - it is the best way to be remembered once the week is over.

A big thank you goes to the sponsors and the exhibitors for their support for GWA. We also want to thank the Sally Cunningham and the Local Arrangement Committee for planning amazing tours and extra events. The staff is the glue that holds all the details together to make this conference everything we wanted it to be. They are just the best!

BECKY HEATH, Brent and Becky's Bulbs

GWA Incoming President & Education Committee Chair

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SCHEDULE OF EVENTS

All events will take place at the Buffalo Niagara Convention Center (BNCC) unless otherwise noted

THURSDAY, AUGUST 3

3:00PM-8:00PM Pre-Conference WorkshopBNCC 105
Write Better Right Now: Tips & Techniques to Power Up

EDIDAY ALIGHET A

Your Next Project (Mary-Kate Mackey)

	FRIDAY, AUGUST 4	
8:00AM-2:00PM	Exhibitor Move-in	BNCC Ballroom
9:00AM-11:00AM	Pre-Conference Workshop (Continued)	BNCC 105
11:30AM-12:30PM	REGIONAL MEETINGS	
	Region I	BNCC 103
	Region II	BNCC 104
	Region III	
	Region IV	BNCC 107
	Region V	BNCC 108
	Region VI	BNCC 109
	Region VII	BNCC Boardroom
12:00PM-7:00PM	Bee Hive	BNCC North Lobby Alcove
12:30PM-1:30PM	First-Time Attendee Meeting	BNCC 101 C/F
12.00PM 7.30PM	Pagistration	BNCCLabby

	FRIDAY, AUGUST 4 continued
2:00PM-4:00PM	Meet the Authors (NEW for 2017!)BNCC 101 AB/GH
4:00PM-8:00PM	#GWA2017 Expo BNCC Ballroom
5:30PM-7:30PM	Reception @ #GWA2017 Expo BNCC Ballroom
6:30PM - 7:30PM	Executive Director Office Hours
8:00PM-9:00PM	President's Sponsor & Exhibitor Reception INVITATION-ONLYHyatt Regency: Delaware Suites

SATURDAY, AUGUST 5

7:00AM-8:00AM **Early Morning Photo Shoot: Cottage District**

Buses will depart from the Franklin Street side of the Convention Center promptly at 7AM.

8:00AM-11:45AM STORY TOUR

Cottage District, Elmwood Village & Lancaster Avenue

Buses will depart from the Franklin Street side of the Convention Center promptly at 8AM. Continental breakfast provided on the tour.

Sponsored by Visit Buffalo Niagara Buffalo



















SATURDAY, AUGUST 5 continued

3:00PM-4:00PM ROUNDTABLE TOPICS......BNCC 106 A-D

Behind Plant Basics: Add Some Fun to Your Plant Posts (Allan Armitage)

Career Checkup: Time for Your Annual Exam! (Karen Chapman)

Go Live! Music in the Garden for Your Next Event (Elizabeth "Beth" Clark)

Are You Answering the Right Questions? (Mason Day & Seth Reed)

Pruning the Page: Getting Your Work Ready for Publication (Tony DeSormier)

More Than a Garden (Theresa Forte)

From Beyonce to Bee Balm: Connecting Garden Communications with a

Broader Audience (Christopher Freimuth)

Gardening at Frank Lloyd Wright Designed Graycliff Estate (Nellie Gardner)

Learning to Live Stream (Bren Haas)

Tying the Benefits of Horticulture Into Non-Hort Businesses as a Marketing Tool (Paul Haden)

Living the Language (Igor Kaftan)

What is NICH and How Can I Help? (Susan McCoy)

A Portable Garden, for a Mobile Life (Charlie Nardozzi)

Directions and Trends in the Orchid World (Bruce Rogers)

Landscape Renovation: Turning Your Tired Yard Into the Garden of Your Dreams (Bobbie Schwartz)

Open Raised Bed Vegetable Gardening (Noel Valdes)

From Hobby to Career: How Garden Communicators Can Help Bridge the Gap (Susan Yoder)

4:00PM-8:00PM	#GWA2017	Expo	BNCC Ballroom

5:30PM-7:30PM Reception @ #GWA2017 Expo BNCC Ballroom

Executive Director Office Hours BNCC Boardroom Stop by to chat with Maria Ungaro, GWA Executive Director.



6:30PM - 7:30PM





SUNDAY, AUGUS	ST	6
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7:00AM-8:00AM Morning Reboot (NEW for 2017!)Hyatt Regency: Sungarden Room With Christopher Freimuth, Trained Massage Therapist and Yoga Instructor.				
	Open to all levels. Enter and leave as you wish.			
8:00AM-1:00PM	Registration BNCC Lobby			
8:00AM-1:00PM	Bee Hive BNCC North Lobby Alcove			
8:30AM-9:30AM	LEARNING SESSIONS			
	1: The Power of Community (Nan Sterman)BNCC 101 AB/GH			
	hallenge of Building One of America's Largest scapes from the Ground Up (Paul Tukey)BNCC 101 C/F			
Telling the Story	to Sell What We Love (C.L. Fornari)BNCC 101 D/E			
8:30AM-10:30AM	Exhibitor Move-Out BNCC Ballroom			
9:30AM-9:45AM	Break BNCC Lobby			
9:45AM-10:45AM	LEARNING SESSIONS			
Make "Local" Luc Jacqueline Soule	crative (Larry Hodgson, Noelle Johnson, , Mary Ann Newcomer & Barbara Wise)BNCC 101 AB/GH			
	Cannabis: The Next Tomato! What The Garden Writer Needs To Know to Get Started (Dan Heims & Jeff Lowenfels)BNCC 101 C/F			
Social Media & S Website Traffic ar	EO for the Garden Industry: Improving Your nd Following (Jan Bills & Chris Link)BNCC 101 D/E			
10:45AM-11:00AM	Break Pick up box lunch			
11:00AM-12:15PM	LUNCH AND LEARN			
	Dom without Bloom and Boom Benarcik & Bobbie Schwartz)			
Creating Great Vi	deos is FunReally! (Doug Oster)BNCC 101 C/F			
Quantum Economics for Garden Communicators: Bridging the Gap Between Purpose and Profit (Rita Perea)BNCC 101 D/E				
12:30PM-4:30PM	STORY TOUR: Olmsted & Wright Horticultural Heritage Tour Buses will depart from the Franklin Street side of Convention Center promptly at 12:30PM.			
5:00PM-6:15PM	Reception @ Buffalo & Erie County Botanical Gardens Sponsored by Gardens Buffalo Niagara/Garden Walk Buffalo Niagara, Plantasia & Plant WNY			
6:45PM-8:00PM	GWA Committee & Leadership Reception INVITATION-ONLYWilliam K's, Erie Basin Trial Gardens			







MONDAY AUGUST 7

MONDAY, AUGUST 7			
8:00AM-12:00PM	Registration BNCC Lobby		
8:00AM-1:00PM	Bee Hive BNCC North Lobby Alcove		
8:30AM-9:30AM	LEARNING SESSIONS		
Touch of the Trop Jennifer Nelis & To	ics (Keri Byrum, Sylvia Gordon, eresa Watkins)BNCC 101 AB/GH		
(Brian Minter)	nts to People, Wildlife and Our PlanetBNCC 101C/F		
	: Sure-fire Tips to Writing Winning Headlines and ions (Kathy Jentz & Mary Kate Mackey)BNCC 101D/E		
9:30AM-9:45AM	Break BNCC Lobby		
9:45AM-10:45AM	LEARNING SESSIONS		
	stmasters: Get the Humor In! Phil Colaruso & Dave Wohlfeil)BNCC 101 AB/GH		
Good Pictures in	Bad Conditions (Mark Turner)BNCC 101 C/F		
The New Plant Ro	oundup (Kelly Norris & Maria Zampini)BNCC 101 D/E		
	Sponsored by National Garden Bureau		
10:45AM-12:00PM	Closing Keynote: Robin Wall Kimmerer		
	Sponsored by Brent & Becky's Bulbs		
12:00PM-12:45PM	LunchBNCC 106		
1:00PM-4:45PM	STORY TOURS: Draves Arboretum & Southtowns Private Gardens, Plant Collections & LEED Lot Buses leave from the Franklin Street side of the Convention Center promptly at 1:00PM.		
6:15PM-7:00PM	2017 GWA Media Awards & Honors Reception (cash bar) BNCC Lobby		
7:00PM-9:00PM	2017 GWA Media Awards & Honors Dinner with Allan ArmitageBNCC 106 A-D		
	Sponsored by Proven Winners® PHALEN WINNERS WINNERS		
9:00PM-11:00PM	#GWA2017 Afterparty		

TUESDAY, AUGUST 8

11:00AM-9:30PM POST CONFERENCE STORY TOUR (Full Day) **Horticulture Wonders of Canada's Niagara Falls**

> Buses will leave from the Franklin Street side of the Convention Center promptly at 11:00AM.

Sponsored by Niagara Parks Niagara



8:30AM-1:30PM

POST CONFERENCE STORY TOUR (Half Day Day)

Seeds of Change: The Greening of a City

Buses will leave from the Franklin Street side of the Convention Center promptly at 8:30AM.

Are you a new-bee at #GWA2017?

Swarm to the HIVE to meet other new-bees and to seek assistance in navigating GWA Annual Conference. The HIVE is located in the BNCC North Lobby









KEYNOTE SPEAKERS

KEVIN GAUGHAN



Olmsted and Buffalo in the American Imagination

Buffalo-native and "Olmsted Guy" Kevin Gaughan opens #GWA2017 with a keynote highlighting Frederick Law Olmsted's work in the City of Buffalo, the Buffalo Niagara region's role in shaping American urban centers, and his current project: an effort to reimagine urban parks as catalysts for improving the lives of inner-city residents. His project partners are legendary golf champion, Jack Nicklaus, and Brookings Institution Co-Chair, John Thornton.

Kevin Gaughan is a Buffalo civic leader and nationally-known expert on government reform and community renewal. He brought regional cooperation and consolidation to Western New York, as the Washington Post wrote, "by sheer will power." For his efforts to preserve Buffalo's heritage and set the economic stage for Buffalo's recovery, The Buffalo News has called Kevin "the conscience of our community."

Kevin is a graduate of Harvard University, Georgetown University Law School, and he studied international relations at The London School of Economics. He is the author of At First Light: Strengthening Buffalo Niagara in the New Century and he has written and spoken throughout the nation on local government and Buffalo history. His civic work has been profiled in USA Today, The Yale Law Review, and the international radio station, Voice of America.

ROBIN WALL KIMMERER



Braiding Sweetgrass: Indigenous Wisdom, Scientific Knowledge and the Teachings of Plants

Understanding of Plants and our relationships to them is shaped by world view and culture. Robin explores the potential complementarity between scientific and indigenous ways of knowing and highlights how indigenous philosophy and practice of plant stewardship may guide us toward sustainability solutions.

Dr. Kimmerer is a mother, botanist, writer and Distinguished Teaching Professor of Environmental Biology at the SUNY College of Environmental Science and Forestry in Syracuse, New York. She is also the founding Director of the Center for Native Peoples and the Environment, whose mission is to create programs which draw on the wisdom of both indigenous and scientific knowledge for our shared goals of sustainability. Robin is an enrolled member of the Citizen Potawatomi Nation.

Robin earned her B.S. in Botany from the SUNY College of Environmental Science and Forestry, and her M.S. & Ph. D in Botany from the University of Wisconsin, Madison. She has taught widely in the disciplines of plant ecology and botany and currently teaches courses in ethnobotany, moss ecology and indigenous issues & the environment.

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THANK YOU #GWA2017 PLANNING COMMITTEES

GWA thanks the 2017 Local Arrangements, Program and Sponsorship Committees for all their hard work in making this year's conference and expo possible.

LOCAL ARRANGEMENTS COMMITTEE & VOLUNTEERS

Sally Cunningham, Chair

Marketing/Press Kit/VBN Breakfast

Ed Healy, Tracey Martell & Brian Hayden Visit Buffalo Niagara

Story Tour Coordinators

Buffalo Tour: Jim Charlier

SouthTowns Tour: Mike Shadrack

Heritage/Olmsted Tour: Kathaleen Burke, Paula Hinz, Nellie Gardner & Sandy Starks

Draves Arboretum Tour: Tom Draves **"Green Buffalo" Tour**: Mary Van Vorst

Niagara Post-Conference Tour:

Anne Van Nest

Story Tour Scripts: Kathy Shadrack

Bus Captains/Assistants

Gordon Ballard, Cheryl Bell, Kathaleen Burke, Barb Cavanaugh, Jim Charlier, Lyn Chimera, David Clark, Craig Coyne, Sally Cunningham, Nellie Gardner, Linda Garwol, Mary Gurtler, Paula Hinz, Cheryl Jackson, Beth Kreutzer, Elizabeth Licata (Buffalo Spree Magazine), Cindy Loomis, Tracy Martell, Barbara Maze, Sylvia Nealon, Brian Olinski, Arlan Peters, Margaret Raupp, Marg Rust, Sandy Starks (education director, Forest Lawn Cemetary), Mike and Kathy Shadrack, Connie Stofko, Mary Van Vorst, Sharon Webber

Meet-the-Author

Connie Stofko Buffalo-Niagaragardening.com

Special Events

Botanical Garden Reception: Erin Grajek Leadership & Volunteer Reception: Molly Kessler

Beautification

Tropical Plants: Courtesy of Florida Nursery, Growers and Landscape Association Planters: Crescent Pots & SmartPots Soil: Batavia Turf & Lakeside Sod

Planting: Marge Vogel, Marg Rust, Sylvia Nealon, Barb Cavanaugh, Margaret Raupp, Cindy Loomis, Kathaleen Burke, Linda Garwol

Maintenance: Kristin Pochopin/Buffalo & Erie County Botanical Gardens

Placement: Cindy Kincaide and PlantWNY

Tour Hosts

Buffalo & Erie County Botanical Garden, Buffalo Olmsted Parks Conservancy, Buffalo Historical Society, Darwin Martin House, Demo gardens at Buffalo Marina/ Stan Swisher, Lasting Dreams Daylilies, Lockwood's Greenhouses, Friends of the Japanese Garden

PROGRAMMING COMMITTEE

Becky Heath, Chair

Kirk Brown Aimee Coker C.L. Fornari Kelly Norris R. William Thomas Barbara Wise

SPONSORSHIP COMMITTEE

Katie Elzer-Peters, Chair

Kate Copsey Sally Cunningham Cheval Force Opp Teresa Watkins

With special thanks to the private gardeners of the Buffalo/Niagara region!

OFFICERS & EXECUTIVE COMMITTEE



President KIRK BROWN John Bartram Lives Orefield, PA



Vice President BECKY HEATH Brent and Becky's Bulbs Gloucester, VA



Treasurer JO FLLEN **MEYERS SHARP** Write For You! Indianapolis, IN



Secretary MARIA ZAMPINI UpShoot LLC Madison, OH



Past President LARRY HODGSON HortiCom, Inc. Quebec City, Canada

NATIONAL & REGIONAL DIRECTORS

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The Garden Lady | Sandwich, MA

Regional Director CARMEN DEVITO

GroundWorks, Inc. | Brooklyn, NY

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Regional Director KATE J. COPSEY

Freelance | Jackson, NJ

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National Director DIANE BLAZEK

All-America Selections/National Garden Bureau | Downers Grove, IL

Regional Director BETH BOTTS

The Morton Arboretum/ thegardenbeat.com | Oak Park, IL

Regional Director SUSAN MARTIN

Gardener Sue's News | Holland, MI

REGION IV | SOUTHERN

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Brie Arthur Consulting Fuquay Varina, NC

Regional Director CHEVAL OPP

Cheval's Garden Tours | Dunn Loring, VA

Regional Director

BARBARA WISE

Crescent Garden, LLC | Brentwood, TN

REGION V | MID-AMERICAN

National Director BILL JOHNSON

Bill Johnson Nature Stock Photography, Inc., | Minneapolis, MN

Regional Director KELLY NORRIS

Greater Des Moines Botanical Garden Des Moines, IA

Regional Director RITA PEREA

International Contemplative Garden Association | West Des Moines, IA

REGION VI | WESTERN

National Director NAN STERMAN

Plant Soup, Inc. | Encinitas, CA

Regional Director LYDIA PLUNK

Freelance | Diamond Bar, CA

Regional Director

JACQUELINE SOULE

Gardening With Soule | Tucson, AZ

REGION VII | INTERNATIONAL

National Director KEN BROWN

Gardening Enjoyed Whitby, ON, Canada

Regional Director WENDY DOWNING

Freelance | Dundas, ON, Canada

Regional Director TONY SPENCER

Freelance | Toronto, ON, Canada

Kellen

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Conference Director **SANDY STEVENS**

Creative Director JUNE PRICE













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CareerNext Summit New Routes to Horticulture





2017 GVVA AWARDS & HONORS DINNER

Join us for an evening of celebration on Monday evening as we congratulate and honor our colleagues. During the Awards & Honors Dinner the 2017 Honors recipients will be recognized for their excellence and service in the green communications industry.

GWA HONORS

Hall of Fame Melinda Myers Wilfred J. Jung
Distinguished Service Medal
St. Lynn's Press

Fellows
Daniel Gasteiger
Deb Wiley

Cynthia Westcott
Scientific Writing Award
Linda Chalker-Scott

Emergent Communicator Katie Elzer-Peters Green Medal
Sustainability Award
Paul Tukey



Hosted by ALLAN M. ARMITAGE Professor Emeritus of Horticulture, UGA

GWA MEDIA AWARDS



2017 Media Awards Gold Medals will be announced at the 2017 Awards & Honors Dinner! Congratulations to this year's Silver Medal winners.

WRITING

Magazine Column (Circulation > 20K) The Friel World, John Friel

Magazine Article (Circulation < 20K)

"Outdoor Dining – Our Well-Tended Gardens: A Lunchroom for Wildlife", Bill Johnson

"The Soul of a Garden", Linda Vater

"An Affair of the Horticultural Heart: The Union Square Market", Abbie Zabar

Magazine Article (Circulation > 20K) "Design to Share", Mary-Kate Mackey

"Opposites Attract", Mary-Kate Mackey

"Small Trees Play a Big Role", Mary-Kate Mackey

"Dinner From the Ground Up", Tovah Martin

"Brave New Meadow", Tovah Martin

"Pecans in a Nutshell", Marty Ross

Newspaper Column (Circulation < 20K) Good Seasons, Lynette L. Walther

Newspaper Column (Circulation > 20K)

Gardening Column/Homes Section, Star Tribune, Rhonda Fleming Hayes

Garden Columns by Jeff Lowenfels, Jeff Lowenfels

Plants That Matter, Doug Oster

Small Town Gardener, Marianne Willburn

Book: General Readership

The Cocktail Hour Garden, C.L. Fornari

Gardens of Awe and Folly, Vivian Swift

E-Newsletter Article

"For Desperate Gardeners, New Idea to Keep Deer out of Your Garden", Connie Oswald Stofko

Blog (Single Post)

View from Federal Twist, "A review of The Art of Gardening", James Golden

"Grieving Garden: This, Too, Is a Garden", Leesa Lawson

WRITING cont'd.

Blog (Overall)

Toronto Gardens, Helen Battersby

Rooting for You Blog for Hartley-Botanic Greenhouses, Mary-Kate Mackey

View from Federal Twist, James Golden

Newsletter, Bulletin or Brochure

"Anna's Plant Pick: Taraxacum Officinale Dandelion - Is It a Weed?", Anna Leggatt

Everybody Gardens, Doug Oster

Student (Newspaper, Magazine, Book, Blog) "Taking the Prickly Path", Anelle Ammons

"Footsteps of the Goddess", Gail Hudson

PHOTOGRAPHY

Magazine (Circulation < 20K)

"Turkscap Lily with Swallowtail", Kim Eierman

"October Reds", Bill Johnson

"Outdoor Dining – Our Well-Tended Gardens: A Lunchroom for Wildlife", Bill Johnson

Magazine (Circulation > 20K)

"Pecans in a Nutshell", Bob Stefko

Book (General Readership)

Private Gardens of South Florida, Rob Cardillo

GROW Magazine, Fall 2016 Cover, Rob Cardillo

GROW Magazine, Summer 2016 Cover, Rob Cardillo

GROW Magazine, Winter 2016 Cover, Rob Cardillo

Michigan Gardener Magazine, September-October 2016 Cover, Bill Johnson

Portfolio

Into the Light: Captured on Camera, Minnesota's Moths are Quite Diverse, Bill Johnson











f Do D in St @GardenWriters #GWA2017

DIGITAL MEDIA

Blog (Overall Site)

Toronto Gardens, Helen Battersby & Sarah Battersby

GardenLady.com Blog, C.L. Fornari

Garden Therapy, Stephanie Rose

The New Perennialist, Tony Spencer

Landscape Notes: Exploring Parks + Gardens + The Public Realm, Patrice Todisco

Savvy Gardening, Jessica Walliser, Niki Jabbour, Amy Andrychowicz & Tara Nolan

Website: Individual (Overall Site)

The Paintbox Garden.com, Janet Davis

EcoBeneficial Website, Kim Eierman

Susan's in the Garden, Susan Mulvihill

Mr. Plant Geek, Michael Perry

OrchardPeople.com, Susan Poizner

Website: Commercial (Overall Site)

Garden Media Group Website Redesign, Garden Media Group

The New MtCubaCenter.org, Mt. Cuba Center

Richard Jackson's Garden, Richard Jackson's Garden

Video (Single Video)

"Pruning Endless Summer® Hydrangea", Bailey Nurseries Endless Summer® Hydrangeas

"Seattle Wholesale Growers Market – Lisa Waud Workshop", Andrew Buchanan & Seattle Wholesale Growers Market

BROADCAST MEDIA

Television Feature (Talent)

"Summer Shade Using Trees", Brian Cox & The Davey Tree Expert Company

"Secret hacks with Orchids on ITV This Morning", Michael Perry

Radio Program (Talent)

Vermont Garden Journal, Charlie Nardozzi

Cultivating Place: Conversations on Natural History and the Human Impulse to Garden, Jennifer Jewell

We Dig Plants Interview: All the Presidents' Gardens with Marta McDowell, Alice Marcus Krieg & Carmen Devito

BROADCAST MEDIA cont'd.

Radio Program (Overall)

Cultivating Place: Conversations on Natural History and the Human Impulse to Garden, Jennifer Jewell

Podcast Series (Talent)

Native Plant Podcast, John Magee

We Dig Plants: People and Places, Alice Marcus Krieg & Carmen DeVito

Podcast Series (Overall)

We Dig Plants: People and Places, Alice Marcus Krieg & Carmen DeVito

The Urban Forestry Radio Show, Susan Poizner

The Native Plant Podcast, John Magee, Mike Berkley & Jesse Turner

EcoBeneficial Podcast, Kim Eierman

Digital Broadcast/Special Project

Good Gardening Videos, Susan Harris

PUBLISHING

Magazine (Circulation > 20K)

Cut Flowers & Bouquets, Meredith Corp.

Country Gardens Spring 2016, Meredith Corp.

Mini Gardens & Terrariums, Meredith Corp.

Book (General Readership)

100 Plants to Feed the Bees by Jennifer L. Hopwood, Storey Publishing

The Cancer Survivor's Garden Companion by Jenny Peterson, St. Lynn's Press

Book (Technical/Reference)

Penn State Extension Master Gardener Manual, Nancy Knauss, Sue Wyble, Jennifer Bair, Amanda Kirsten & Penn State University

Calendar

2016 National Big Tree Program Calendar, The Davey Tree Expert Company

E-Zine

Plant A Star® Magazine, October 2016, Kathleen White

TRADE

Catalog

Botanical Interests Gift Guide, Botanical Interests

Magazine

Bloom, Fall 2016, Greater Des Moines Botanical Garden

SATURDAY, AUGUST 5 | 3:00PM - 4:00PM

Held simultaneously in BNCC 106 A-D

Behind Plant Basics: Add Some Fun to Your Plant Posts

Allan Armitage







The printed page will never die, but digital information is the new standard. Learn from horticultural great, Allan Armitage, how to create fun, interesting posts to get your followers engaged. Plus, hear some with fun facts from his latest book Of Naked Ladies and Forget-Me-Nots.

Career Checkup: Time for Your Annual Exam! Karen Chapman



Our lives and careers change and evolve, often in ways we neither planned nor imagined. Without a regular re-assessment of our business goals and strategies what was once a thriving and rewarding profession can become both disheartening and laborious with an insufficient return on our investment of time and resources. Career Checkup will teach you what to assess, how to evaluate results and what to avoid.

Go Live! Music in the Garden for Your Next Event

Elizabeth "Beth" Clark



You've planned the setting; now for some sound design. Hear fresh ideas for going really wireless with beautiful live music that invites quests to drift through your garden. Take away practical tips for selecting period or themed music, and for hiring and placing musicians throughout your landscape.

Are You Answering the Right Questions?

Mason Day & Seth Reed





The Growlt! guys bring you top tier consumer data! Straight from their new Question and Answer feature, they fill you in on the exact questions that consumers are asking the most. Utilize this information to climb the search ladders and deliver the content people want the most.



























SATURDAY, AUGUST 5 | 3:00PM - 4:00PM

Held simultaneously in BNCC 106 A-D

Pruning the Page: Getting Your Work Ready for Publication





Tony DeSormier

Effective editing helps writers protect their authentic voice while maintaining credibility. Presentation will address basic expectations, common pitfalls, and various strategies to assist the writer in consistently producing work that is clean, clear, and concise while expressing themselves in their own unique style.

More Than a Garden

Theresa Forte



When is a garden more than a garden? When we let the colors, scents, sounds and energy of the garden arouse our senses, stir our imagination and lift our spirits. Illustrated with beautiful images, you be inspired to explore everyday garden elements with a fresh perspective. When I am facing writers' block, I grab my camera and head out into the garden in search of inspiration. Spring, summer, autumn or winter – the garden never lets me down.

From Beyonce to Bee Balm: Connecting Garden Communications with a Broader Audience

Christopher Freimuth





How can we as garden communicators reach out to a more diverse and urbanized audience? We all know how hip gardening is, but how do we translate this message for people who are afraid of dirt? In this roundtable, we'll gather and share resources on how to broaden our appeal as garden communicators. And, we'll brainstorm creative ways to integrate our message into the most captivating themes and storylines of today.

Gardening at Frank Lloyd Wright Designed Graycliff Estate

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Nellie Gardner

Graycliff was the Lake Erie summer home of the Martins (Darwin Martin House), and designed by Frank Lloyd Wright in 1927 for Client Isabelle Martin. The Graycliff landscape not only has a FLW designed layout of buildings and grounds, it had highly developed gardens designed by well known Landscape Architect, Ellen Biddle Shipman. With historic and current photos Horticulturist Nell Gardner will tell you the story of the restoration of the flower borders, harvest gardens and living spaces of this 8.5 acre estate.

Speaker biographies may be found on the conference website by clicking the session title on the #GWA2017 schedule. Visit https://www.gardenwriters.org/Annual-Conference-Schedule.

SATURDAY, AUGUST 5 | 3:00PM - 4:00PM

Held simultaneously in BNCC 106 A-D

Learning to Live Stream

Bren Haas



Bren Haas who is a pioneer in the live streaming movement will share from her years of experience along with the latest tips and how-to for garden writers. Garden writers will be introduced to live streaming techniques that can easily help them reach large audiences with their message.

Tying the Benefits of Horticulture Into Non-Hort Businesses as a Marketing Tool

Paul Haden







Interactoins with plants, and nature in general, have positive physical and mental health benefits. Encouraging non-agricultural industries to co-market the many benefits of installing/preserving natural environments as they participate in these enhancements, the 'green industry' will read a broader audience, creating more demand for our products/services.

Living the Language

Igor Kaftan





"Living the Language" is my invitation for you to join me on the adventure of writing in English. I will discuss with you the challenges I experience as a person whose English is a second language. You will know something about me when I say to myself "think English". The expressions in my presentation are not a complaint, but rather my ways of exploring the English language.

What is NICH and How Can I Help?

Susan McCoy



Let's grow gardening! Have you heard about the National Initiative for Consumer Horticulture called NICH (pronounced like pitch)? It's a new grass roots movement to encourage more people to garden and stimulate economic growth in consumer horticulture. NICH needs help from garden writers to create a unified voice to increase the demand for gardening – from horticultural grants at universities to attendance at public gardens to foot traffic in garden centers. As you well know, growing the number of people who garden and spend money in the industry will mean more jobs and opportunities for garden writers.



























SATURDAY, AUGUST 5 | 3:00PM - 4:00PM

Held simultaneously in BNCC 106 A-D

A Portable Garden, for a Mobile Life

Charlie Nardozzi





Learn about the plant varieties for small space gardening, tools and products that can easily be brought to your new home and techniques that will make the portable garden efficient, productive and easy to maintain and move.

Directions and Trends in the Orchid World

Bruce Rogers



We will analyze and discuss coming trends in the USA and international orchid market. Topics such as the emerging medicinal, food, and pheromonal orchids coming to the marketplace etc.

Landscape Renovation: Turning Your Tired Yard into the Garden of Your Dreams

Bobbie Schwartz





Many homeowners know that they want to make changes in their landscapes but don't know where to start, what questions to ask, or what they don't know that they need to know. Learn about the process of setting goals and budget, assessing landscapes, and guiding them through realizing their plans.

Open Raised Bed Vegetable Gardening

Noel Valdes





Open raised beds have been used for several thousand years. Modern application was codified by Alan Chadwick, a disciple of Rudolph Steiner in the 1960's while at UC Santa Clara. The presentation covers setting up beds, planting guidelines for various crops, and the sustainable advantages to this approach.

From Hobby to Career: How Garden Communicators **Can Help Bridge the Gap**

Susan Yoder



Seed Your Future is a movement created to promote horticulture and encourage people to pursue careers working with plants. We conducted research to learn why youth are not pursuing careers in horticulture - we will share what we've learned. Discuss strategies garden communicators can use to help bridge the gap from hobby to career.

Speaker biographies may be found on the conference website by clicking the session title on the #GWA2017 schedule. Visit https://www.gardenwriters.org/Annual-Conference-Schedule.

SUNDAY, AUGUST 6 | 8:30AM - 9:30AM

Tribe-Building 101: The Power of CommunityBNCC 101 AB/GH

Debra Prinzing & Nan Sterman





Building a community is a "one-to-many" endeavor, with a multiplier that acts as a megaphone to exponentially communicate your brand and message. Nan Sterman and Debra Prinzing have built profound and meaningful relationships while engaging in two-way interaction with their audiences, followers and fans. They have found that nurturing community requires a mutual conversation. When employed with an authentic voice it can be your "secret sauce" to success.

Glenstone: The Challenge of Building One of America's Largest Sustainable Landscapes from the Ground UpBNCC 101 C/F

Paul Tukey







Set amidst one of America's most affluent neighborhoods dotted by mcmansions, the Glenstone Museum has expanded from 35 to more than 250 acres since 2010 when Paul Tukey was hired to transform the grounds from synthetic chemical maintenance program to all-organic protocols. Since then, more than 7,000 large-caliper native trees, tens of thousands of shrubs and more than 100 acres of all-native understory have been planted where dozens of those mcmansions once stood. Lawns are still pristine and efforts are underway to eradicate more than 50 acres of invasive – without the use of Roundup. Is it easy? No. Is it revolutionary? Absolutely.

Telling the Story to Sell What We Love BNCC 101 D/E

C.L. Fornari





In these times information is everywhere, simply passing on "the facts" isn't enough. If we're selling a plant, a business, an organization, or gardening itself, we have to do more. Knowing that people buy from the heart and then justify that purchase with their heads, how can we tell a story that appeals to their feelings and spirit? This talk explains the importance of crafting a tale that is emotional. Whether you're a writer, speaker, designer, photographer, garden center employee, grower, master gardener or in another horticultural business, you'll learn specific suggestions for connecting with your customer, heart-toheart.





















SUNDAY, AUGUST 6 | 9:45AM - 10:45AM

Make "Local" Lucrative......BNCC 101 AB/GH

Larry Hodgson, Noelle Johnson, Mary Ann Newcomer, Jacqueline Soule & Barbara Wise



Can you corner the market in your corner of the world - and is it a good idea to do so? A panel of 4 communicators from 4 corners of North America discuss how being a local expert can help or possibly hinder a successful career in garden communication. Panel members will share tips and learning experiences that have aided or impeded their career development, and offer insights on how they have managed to survive and thrive in this changing industry.

Cannabis: The Next Tomato! What The Garden
Writer Needs To Know to Get Started......BNCC 101 C/F

Dan Heims & Jeff Lowenfels



Cannabis has been legalized in one way or another in 26 states with several others predicted to join the group. Garden writers in these states need to be able to write about cannabis in an intelligent manner, both in terms of dealing with the changing attitudes about cannabis consumption in their audience and the specifics of cultivating cannabis plants.

Social Media & SEO for the Garden Industry: Improving Your Website Traffic and Following....... BNCC 101 D/E

Jan Bills & Chris Link





Join us to learn about SEO and social media strategies from 2 industry experts Chris Link and Jan Bills. This will not be your typical lecture, where we just cover generic best practices that you can find with a simple Google search. We will go over actual steps you can take to improve your SEO and your social media reach. Come prepared with questions and a way to take notes. This session will hopefully be the best thing you go home with.

Speaker biographies may be found on the conference website by clicking the session title on the #GWA2017 schedule. Visit https://www.gardenwriters.org/Annual-Conference-Schedule.

SUNDAY, AUGUST 6 | 11:00AM - 12:15PM

Double Down: Boom without Bloom and Boom with Bloom

.....BNCC 101 AB/GH

Dan Benarcik & Bobbie Schwartz



This is a look at an often overlooked but vitally important part of the garden and landscape. If something should compromise the floral aspect of your garden, you should have a strong foliar background to carry the garden. Woody plants, herbaceous and tropicals are discussed in this garden study.

Creating Great Videos is Fun...Really!......BNCC 101 C/F

Doug Oster



This is a basic tutorial on how to edit videos using just about any linear program available. It covers the technical angle of how video and audio work together. The session though covers a much more important topic. In the second half of the presentation we explore the fun and creative things each person can bring to their videos so that they get watched. Adding a piece of "you" to the video is the key to making something wonderful.

Quantum Economics for Garden Communicators: Bridging the Gap Between Purpose and Profit...... BNCC 101 D/E

Rita Perea



How do you stay true to your purpose yet also create a comfortable lifestyle? Quantum Economics has been developed for entrepreneurs, like you, who want to grow their businesses and profits. Business woman, Rita Perea, will share her secrets for creating, and thriving, in her own diverse business entities. During this breakout session you will learn to:

- Identify what is and isn't working in your business and create solutions
- Use personal branding to your advantage
- Add a fresh approach to your marketing strategies
- Understand the power and pitfalls of social media
- Manage your entrepreneurial time effectively



























MONDAY, AUGUST 7 8:30AM - 9:30AM

Touch of the Tropics.....BNCC 101 AB/GH

Keri Byrum, Sylvia Gordon, Jennifer Nelis & Teresa Watkins



Go beyond using cannas in pots and mandevillas in baskets and learn about a wide range of exotic-looking but low-maintenance tropical plants. These are the tropical plants you should be adding to your landscapes and containers this summer. Not just for Florida, these plants will add bold textures, vibrant colors and a new dimension to your garden. Information for growing and tips for overwintering will be provided.

Reconnecting Plants to People,

Wildlife and Our Planet......BNCC 101 C/F





Brian Minter

The once declining relevancy of plants has changed dramatically due in part to recent therapeutic discoveries such as aromatic phytoncides emitted by naturescapes that help fight depression and the development of anti-oxidant rich, vitamin and mineral dense veggies to combat disease. The new health food store is in your garden. Also important is the growing emphasis on protecting pollinators and wildlife habitats. Last year alone 200,000 certified habitat gardens were planted. Privacy and security are increasingly important and plants are being adapted to meet these needs. Plants have value in new ways.

Words & Pictures: Sure-fire Tips to Writing Winning Headlines and Captivating Captions...... BNCC 101 D/E

Kathy Jentz & Mary-Kate Mackey





Ever find yourself stumped for a catchy title? Do your photo caps lack zing and verve? We will cover the do's and don'ts of crafting tight headlines and enhancing pictures with words, including brief hands-on exercises. Whether you're naming a blog post or captioning a garden center newsletter, these techniques will allow you to pull in readers-every time you write.

Speaker biographies may be found on the conference website by clicking the session title on the #GWA2017 schedule. Visit https://www.gardenwriters.org/Annual-Conference-Schedule.

MONDAY, AUGUST 7 | 9:45AM - 10:45AM

Tips from the Toastmasters: Get the Humor In!BNCC 101 AB/GH

Karen Aubrecht, Phil Colaruso & Dave Wohlfeil



Your audiences and readers love to laugh, so add some humor to your toolbox. Three award-winning Toastmasters from New York State will help you figure out which brand of comedy fits your style-and one will! The panel consists of three of the highest ranking New York Toastmasters in the competitive category of comedy.

Good Pictures in Bad ConditionsBNCC 101 C/F

Mark Turner



Soft light, neatly manicured garden beds, a sense of mystery and discovery are all things we wish for when we photograph gardens. But all too often the sun's too bright, it's raining, the daffodils need deadheading, or there are weeds lurking about when we arrive – with a deadline breathing down our necks. Mark will entertain and enlighten you with stories of his experiences making some of those proverbial "silk purses" when conditions are less than perfect. He'll show the results and share some favorite tools for working in almost any conditions.

..... BNCC 101 D/E The New Plant Roundup

Kelly Norris & Maria Zampini



New plants are the lifeblood of the horticulture industry. GWA members love new plants because it sows the seeds of content for another year. Gardeners want to know what's new, what's unique and different and how to find these exciting new developments. Join Maria Zampini and Kelly Norris in a round-up of the latest, greatest and newest plants to hit the market in the coming year.

Sponsored by National Garden Bureau

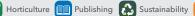
Speaker biographies may be found on the conference website by clicking the session title on the #GWA2017 schedule. Visit https://www.gardenwriters.org/Annual-Conference-Schedule

























NOTES

SATURDAY, AUGUST 5

7:00AM-8:00AM **Early Morning Photo Shoot: Cottage District** Buses will depart from the Franklin Street side of the Convention Center promptly at 7AM.

8:00AM-11:45AM STORY TOURS

Buses will depart from the Franklin Street side of the Convention Center promptly at 8AM. Continental breakfast provided on the tour.

Cottage District





Elmwood Village







Lancaster Avenue











SUNDAY, AUGUST 6

12:30PM-4:30PM STORY TOURS

Buses will depart from the Franklin Street side of Convention Center promptly at 12:30PM.

Buffalo Olmsted Park







Frank Lloyd Wright's Darwin Martin House





5:00PM-6:15PM Reception @ Buffalo & Erie County Botanical Gardens







MONDAY, AUGUST 7

1:00PM-4:45PM **STORY TOURS**

Buses leave from the Franklin Street side of the Convention Center promptly at 1:00PM.

Draves Arboretum





Southtowns Private Gardens, Plant Collections & LEED Lot















TUESDAY, AUGUST 8

8:30AM-1:30PM POST CONFERENCE STORY TOUR (Half Day Day)
Buses will leave from the Franklin Street side of the Convention Center promptly at 8:30AM.

Seeds of Change: The Greening of a City











11:00AM-9:30PM POST CONFERENCE STORY TOUR (Full Day)
Buses will leave from the Franklin Street side of the Convention Center promptly at 11:00AM.

Horticulture Wonders of Canada's Niagara









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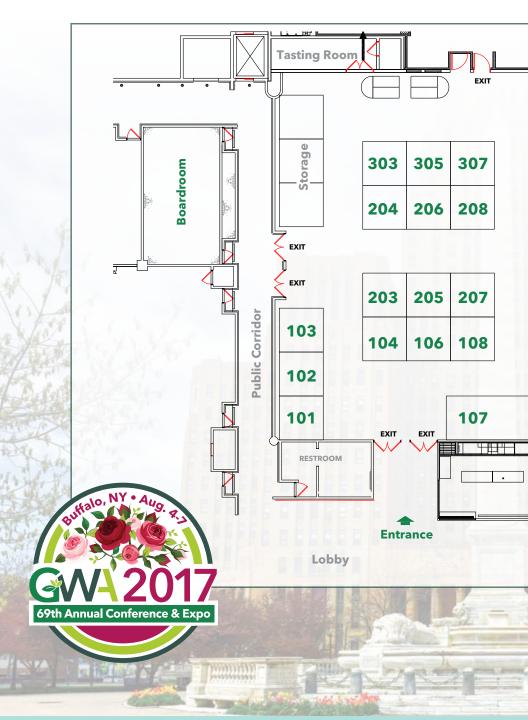
NEW PLANT VARIETY SHOWCASE

The #GWA2017 New Varieties Showcase will include a spectacular selection that is sure to be the must-haves on any gardener's list. These plants can help grow your business and your customers' experience in the garden. All plants included in the showcase must demonstrate unique or improved characteristics than those currently on the market, and must be available for sale, now or in the future, by at least one GWA exhibitor.

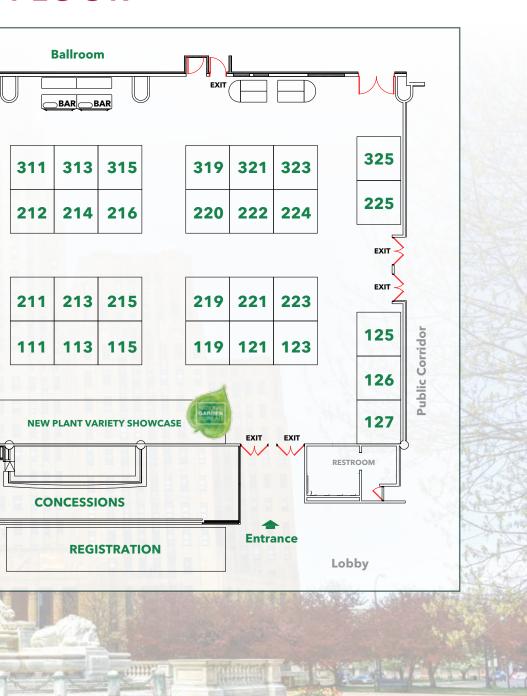
Sponsored by National Garden Bureau



EXHIBIT



FLOOR



EXHIBITOR & SPONSOR PROFILES

New Plant Variety Showcase & Session Sponsor

GWA 2017 National Garden Bureau, a non-for-profit organization, is your source for the newest flower and edible varieties introduced each year by the top breeders around the world. NGB is dedicated to helping you bring knowledge and inspiration to the gardening community with "Year of The" Programs, educational tips and All-America Selections Winners. All America Selection winners are "Tested Nationally & Proven Locally." Learn more at ngb.org.

Contact: Diane Blazek, blazek.diane@gmail.com, 630.963.0770

All-American Daylilies

Attendee Bag Sponsor

GWA 2017 The All-American Daylily Selection Council (AADSC) is an organization that administrates a network of test sites throughout North America, which perform rigorous evaluations of daylily cultivars, taking into account over 50 criteria. The dilemma for todays gardener is selecting from more than 40,000 different cultivars that have been registered. For more information, visit allamericandaylilies.com.

Contact: Jo Roberson, jo@allamericandaylilies.com, 816.224.2852

American Meadows & High Country Gardens 119

#GWA2017 Afterparty Sponsor



GWA 2017 American Meadows is the industry's leading online retailer of wildflower seeds, perennial plants and flower bulbs in North America. American Meadows is also the foremost authority in wildflowers with more than 30

years of horticulture experience. We inspire gardeners of all abilities to create memories that will last a lifetime! Learn more at american meadows.com.

High Country Gardens is a pioneer in sustainable gardening. Specializing in ecofriendly, drought resistant plants that provide habitat without requiring large amounts of water, High Country Gardens has successfully changed the nature of gardening in the west and beyond. Our mission is to improve the earth one garden at a time! Learn more at highcountrygardens.com.

Contact: Mike Lizotte, mlizotte@americanmeadows.com, 877.309.7333 & Wendy Hatoum, wendy@highcountrygardens.com, 800.925.9387

Bailey Nurseries.....

Bailey Nurseries is a fifth-generation, family-owned whole sale nursery, widely recognized as one of the largest in the United States. They grow over 1,500 varieties of plants and supply more than 4,500 customers worldwide. Baily is also known for their consumer brands: Endless Summer® Hydrangeas, First Editions® and Easy Elegance® Roses. Visit us at baileynurseries.com.

Contact: Ryan McEnaney, ryan.mcenaney@baileynurseries.com, 651.768.3412

Ball Horticultural Company is an internationally renowned breeder, producer and wholesale distributor of ornamental plants. A family-owned business since it was founded in 1905, Ball has introduced many innovative, award-winning varieties. The company has worldwide production, sales and marketing through its many subsidiaries on six continents. Learn more at ballhort.com.

Contact: Katie Rotella, krotella@ballhort.com, 630.231.3600

You may have been wondering what is in the BigYellowBag? It's a full cubic yard of the BEST soil you can buy anywhere, delivered right to your home. What's more, it's guaranteed to make everything grow better! Locally, learn more at lakesidesod.com or call us at 716.741.2880.

Nationwide Contact: Paul Vautour, BigYellowBag Representative, paul@greenhorizonssod.com, 905.961.8513

Bloomin' Easy by Van Belle Nursery212

Bloomin' Easy® allows anyone to create the outdoor space they desire. Unique, exclusive new varieties and after-purchase support make success as easy as Plant, Water, and Relax. Discover our collection at bloomineasyplants.com.

Contact: Kevin Cramer, kevin@vanbelle.com, 604.853.3415

Botanical Interests is a family owned garden seed and product company specializing in NON-GMO herb, flower, and vegetable varieties for the home gardener. Our goal is to inspire and educate the gardener in you so that you can create beautiful and prolific gardens. Not only is the seed inside our packets the highest quality available, our packets are designed to give you the information you need to be a more successful gardener! Visit us at botanicalinterests.com.

Contact: April Shelhon, aprils@botanicalinterests.com, 303.464.6464

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Contact: Jay Hutchins, jay@brentandbeckysbulbs.com, 877.661.2852



GWA 2017 Bushel and Berry™ is a collection of easy to grow, exceptionally beautiful and delicious berry plants for the home gardener. With 7 stunning and easy to care for varieties to choose from, Bushel and Berry™ is revolutionizing the way we bring food to the table. Learn more by visiting www.bushelandberry.com.

Contact: Leah Haugh, lhaugh@starrosesandplants.com, 800.458.6559

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Contact: Noel Valdes, info@cobrahead.com, 866.962.6272

Corona Tools



GWA 2017 Corona, Inc. is a leader in the marketing and manufacturing of professional and consumer tools for the lawn and garden, landscape, irrigation, construction and agriculture markets. With a retail and distribution network

that extends throughout the United States and Canada, Corona's proven designs, quality manufacturing processes and unparalleled customer service make it the best choice in tools for contractors, agricultural professionals and avid gardeners alike. Learn more at coronatoolsusa.com

Contact: Chris Sabbarese, chris.sabbarese@corona.bellota.com, 951.280.2016

The Davey Tree Expert Company.....

The Davey Tree Expert Company's approximately 9,000 employees provide diversified tree services, grounds maintenance and environmental services for the residential, utility, commercial and government markets throughout the U.S. and Canada. Davey has provided Proven Solutions for a Growing World since 1880 and has been employeeowned for 38 years. Learn more at davey.com.

Contact: Emma Fitzpatrick, emma.fitzpatrick@davey.com, 330.673.9511

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David Austin Roses are the internationally recognized and award-winning breeders of English roses. Learn more at davidaustinroses.co.uk.

Contact: Rebecca Reed, rebecca.reed@davidaustinroses.com, 903.617.8558







At Devron Sales Ltd., we are committed in providing our valued customers with quality and innovative products such as our Green Living Fences, and Live Picture. We have an extensive range of Green Product that illustrate an exciting, creative and ease of use ways of turning your exterior and interior landscapes into a masterpiece. Please visit us at devronItd.com.

Contact: Tim Miotto, tmiotto@devronltd.com, 844.275.1119

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Contact: Karen Mehringer, kmehringer@tdibrands.com

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Contact: Jessica Reinhardt, jreinhardt@dramm.com, 920.684.0227

Earth Alive Clean Technologies develops and distributes environmentally sound microbial products for homes, gardens and agriculture. Our innovative, sustainable, and economical solutions improve soil fertility, restore depleted soils and boost crop productivity. Our key product Soil Activator® is a non-crop and non-soil specific inoculant that complies with international organic standards. Visit us at earthalivect.com.

Contact: Neha Tally, ntally@earthalivect.com, 438.333.1680

Ecologel Solutions, LLC is an Ocala, Florida-based manufacturing company specializing in the production of environmentally responsible chemistries for commercial and residential application in the areas of agriculture, lawn care and surface coatings. Ecologel's products include technologies aimed at drought mitigation, dust control, fertilizers and nutrients, algae blockers (both pond and solid surface) as well as advanced hormone growth regulators for the turf-care industries. Learn more at ecologel.com.

Contact: Mike Mallon, mmallon@ecologel.com, 888.545.6307

At Ernst Conservation Seeds, we grow, process and sell hundreds of species of native and naturalized seeds and live plant materials for ecological restoration, sustainable landscaping, reclamation, wetlands and natural resources conservation. Native plants are vitally important to ecological restoration, and are increasingly seen as the best choice for use in almost every scenario. Our steadfast commitment to understanding our customers' needs and advising them on the best solutions has been at the heart of our mission for over fifty years. Visit us at ernstseed.com.

Contact: Randy Ferguson, rferguson@ernstseed.com, 800.873.3321

Field & Forest Products.....

Grow your own mushrooms! Field & Forest Products can help you get started. We offer superior, certified organic spawn, tools, technical information, and good advice for almost every situation. Whether you are a market grower or hobbyist, our aim is that you enjoy growing mushrooms successfully. New to mushroom growing? Begin by exploring the links below. We also offer workshops in the spring and fall of each year for mushroom cultivation training, hands-on experience, and taste testing. Learn more at fieldforest.net.

Contact: Mary Ellen Kozak, mek.fieldandforest@centurytel.net, 800.792.6220

Garden Debut merges a blend of "great new plants and trusted selections" to create a selection of "superior plants for your home landscape." Learn more at gardendebut.com.

Contact: Hope Fitzgerald, hope_fitzgerald@greenleafnursery.com, 877.663.5053

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Contact: Karen Wright, support@gardenmaker.com, 844.806.6184

Gardens Buffalo Niagara/Garden Walk Buffalo106

Reception Sponsor

GWA 2017 Garden Walk Buffalo, Inc. is a 501(c)(3) non-profit group composed of Buffalo-area people that could not be more proud of their beautiful city, and love to help show it off. Many, but not all, are gardeners. Many, but not

all, have gardens on the Walk.

Contact: Jim Charlier, jim@jcharlier.com, 716.247.5004







GreenViev	v Fertilizers by Lebanon-Seaboard Corp
GWA 2017 67th Annual Conference & Expo SUPPORTING	GreenView® lawn and garden products are manufactured by Lebanor Seaboard Corporation – a privately-held, family-owned business located in Lebanon. PA. Lebanon Seaboard has been manufacturing products for the
SPONSOR	Lebanon, PA. Lebanon Seaboard has been manufacturing products for the
consumer	and professional markets since 1947. Consumer brands include the
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Contact: Lori Zimmerman, Izimmerman@lebsea.com, 800.233.1067

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Contact: Mason Day, mday@growitmobile.com, 810.656.0200

High Caliper Growing System 125

High Caliper Growing is the leading manufacturer of fabric containers for the horticulture industry. We produce the Smart Pot, Smart Pot-Pro, Root Control Bag, Pond Pot, Pot Pruner, Compost Sak, High Caliper Tree Collars and the Big Bag Bed family of raised beds. View products and learn more at treebag.com.

Contact: Ozzy Patton, events@smartpots.com, 405.842.7700

HortusTV is the first streaming channel dedicated to gardening. Available across North America and 100% ad-free, its library has hundreds of beautiful programs that will entertain, inform and inspire gardeners. Subscriptions are only 6.99/month, for unlimited usage, with no long term commitment. Visit us at hortustv.com.

Contact: Liza Drozdov, liza@hortustv.com, 905.617.1802

Iseli Nursery is a wholesale grower of premium quality dwarf conifers, Japanese maples, and companion plants. We share our plants with home gardeners via independent retail centers and landscapers. Visit us at iselinursery.com.

Contact: Sandy Dittmar, sdittmar@iselinursery.com, 800.777.6202

J. Berry Nursery......211-213

In March 2006, Jim and Jonathan Berry, founded J. Berry Nursery with the vision of bringing high-value plants to the market. Jim's lifetime of horticulture experience, combined with Jonathan's successful career as an entrepreneur, made their vision today's reality. J. Berry Nursery is committed to "Discovering and Delivering Great Plants." The company's extensive trialing process ensures all new plant genetics introduced outperform the competition in production, at retail, and for the customer. Learn more at jberrynursery.com.

Contact: Tamara Felux, tamara@jberrynursery.com, 800.993.3352

Jiffy Products of America.....

Jiffy Products of America provides growers with the highest quality growing media, media containers, and other supporting products or services which enhance the successful propagation or cultivation of plants. We achieve this through continuous innovation and consistent compliance to high standards of quality and environmental awareness. Visit us at jiffygroup.com.

Contact: Daniel Grincewiz, d.grincewicz@jiffygroup.com, 440.989.3073

Johnny's Select Seeds in an employee-owned seed producer and merchant headquartered in Winslow, Maine, that is committed to helping growers and gardeners succeed by providing superior seeds, tools, information and service.

Contact: Adam Lemieux, publicrelations@johnnyseeds.com, 207.861.8377

Kellogg Garden Products

GWA Foundation Raffle Sponsor



GWA 2017 Founded in 1925 by H. Clay Kellogg, Kellogg Supply, Inc. has been manufacturing gardening products for over 90 years. Mr. Kellogg was an orange farmer with a deep appreciation for the bountiful potential of soil,

water and sun. The richness of the earth was the source of his success and he helped change farming in Southern California into sustainable agriculture. His son, H. Clay Kellogg Jr. carried on the family tradition of finding ways to convert natural ingredients that were being wasted into useful, earth-friendly gardening products. Our company continues this same conscientious approach to environmental responsibility today.

The company's core business of organic soils and fertilizers sold under the G&B Organics and Kellogg Garden Organics brands is the only manufacturer in which all branded products are OMRI Listed - the leading non-profit, internationally recognized third party accredited by the USDA's National Organic Program (NOP).

The company remains owned and operated by third-generation members of the Kellogg family who maintain their grandfather's steadfast commitment to helping people grow beautiful, healthy gardens... organically. Learn more at kellogggarden.com.

Contact: Bob Lawson, boblawson@kellogggarden.com,951.298.8706

Founded in 1676 by the Drayton family, Magnolia Plantation has survived the centuries and witnessed the history of our nation unfold before it from the American Revolution through the Civil War and beyond. It is the oldest public tourist site in the Lowcountry, and the oldest public gardens in America, opening its doors to visitors in 1870 to view the thousands of beautiful flowers and plants in its famous gardens. So join us here at Magnolia Plantation to experience the beauty of its gardens and its rich history today. Learn more at magnoliaplantation.com.

Contact: Herb Frazier, frazierh@aol.com, 843.571.1266

23 years strong, Norwex is one of the fastest growing direct sales businesses globally. We offer over 100 eco-friendly products that can help you save time and money, in addition to protecting our health and that of our planet. Norwex Microfiber is one of the most innovative products in the cleaning industry today with the ability to remove up to 99% of bacteria from a surface following the proper care and use. Using just water, surfaces are left free from everything-cleaned, polished and streak-free. To learn more on how our products can fit your needs or how to start your own Norwex business and inspire others to decrease their footprint on our planet visit nancybornn.norwex.biz.

Contact: Nancy Bornn, nbornn@mts.net, 204.791.8732

Niagara Parks

Tour Sponsor



GWA 2017 Niagara Parks offers visitors to Niagara Falls, Ontario, Canada the opportunity to authentically experience and interpret the Niagara River corridor - an outdoor adventure museum - through our sprawling paklands, natural attractions, locally-sourced culinary offerings, celebrated golf courses and restored heritage sites.

Contact: Chelsey Tobin, Travel Media Relations Coordinator, ctobin@niagaraparks.com, 877.624.7275

Osmocote Smart Release Plant Food

Namebadge Sponsor



GWA 2017 Osmocote® is a control or slow-release plant food. Each granule contains nutrients such as N, P, and K that are essential to plant growth and vitality. The unique resin coating releases the nutrients via osmosis which means

plants get what they need, when they need it. Osmocote® Plant Food is the planter's

Contact: Robert Stohler, bob.stohler@bloomingtonbrands.com, 812.336.7572

PACE 49 Inc. is a full service company specializing in cleaners and an EPA (Environmental Protection Agency) registered disinfectant, fungicide, algaecide, and bactericide for the Horticulture, Agriculture, Livestock, and Turf Grass industries - KleenGrow™. With continual testing against and combining with industry standard fungicides, we are finding more and more ways for KleenGrow™ to reduce fungicide costs while increasing disease control. PACE 49 Inc. specializes in developing cleaning and sanitation programs, HACCP, GAP, and SQF by designing and implementing the PACE ACBD System® (Always Clean Before Disinfecting) at each of our customers. Learn more at pace49.com.

Contact: Keith Dill, keith@pace49.com, 800.799.6211

A 501 (C) 3 Non-Profit company offering a non gmo, all natural, grass seed that needs to be mowed only once a month, needs 75% less time, money and water, out compete weeds without chemicals and does not spread sideways to never invade flowers or vegetables. Stays green year round.

Contact: Jackson Madnick, jackson@pearlspremium.com, 508.653.0800

Working with the nation's top growers and breeders, Plant Development Services brings plants to market that solve landscape challenges and have a high impact on the marketplace. With its comprehensive grower networks, Plant Development Services reaches all regions and market channels. Plant Development Services boasts top ranking brands including: Encore Azalea®, Southern Living® Plant Collection, and now the Sunset Western Garden Collection. For more information, please visit plantdevelopment.com.

Contact: Aimee Coker, aimee.coker@plantdevelopment.com, 843.388.9666

Plantasia

Reception Sponsor

Plantasia includes 15 fully landscaped gardens, covering 15,000 square feet with blooming trees, shrubs, flowers, water gardens, patios and more in their breathtaking spring display. Shop with over 115 vendors offering plants, garden decor, grills, seeds, outdoor furniture, lighting, garden tools and everything you need to inspire your own perfect outdoor living experience. Enjoy free educational seminars presented by experts covering every aspect of gardening. Learn more at plantasiany.com.

Contact: Joyce Janson, membership@plantwny.com, 716.741.8047

PlantWNY

Reception Sponsor

GWA 2017 PlantWNY is a not-for-profit corporation of Green Industry professionals (including teachers, nurseries, garden centers, growers, landscape architects, landscapers, tree care firms, and lawn care firms) the Western New York State Nursery and Landscape Association, Inc. was founded in the early 1940's. The WNYSNLA funds the Western New York State Nurserymen's Foundation which makes scholarships available to college students who show promise and interest in our industry. The Foundation supports all educational activities held by the Association throughout the year. We also strive to promote, expand, improve and elevate landscaping, nursery, and related trades. Learn more at http://www.plantwny.com.

Contact: Joyce Janson, membership@plantwny.com, 716.741.8047

Proven Winners®

Proven Winners searches the world to bring you vibrant flowering annuals, perennials and shrubs that deliver the most beautiful garden performance. When you grow Proven Winners, you'll surely fall in love. Our plants have been proven in trials from coast to coast in the U.S. as well as in Germany and Japan to be easy to grow and care for, bright and colorful, long blooming, covered with blooms, healthy and vigorous, trialed and tested. Learn more at provenwinners.com.

Contact: Jeanine Standard, jeanine@provenwinners.com, 815.895.1872

Awards Dinner Sponsor

GWA 2017 Proven Winners® ColorChoice® Shrubs is a market leader in flowering shrubs with over 240 varieties, including Incrediball® Hydrangea, Invincibelle® Spirit II Hydrangea, 'Limelight' Hydrangea, Pinky Winky™ Hydrangea, Bobo® Hydrangea, My Monet™ Weigela, Little Henry® Itea, Wine & Roses® Weigela, and Quick Fire® Hydrangea.

For more information, visit provenwinners-shrubs.com.

Contact: Shannon Downey, shannon@springmeadownursery.com, 616.223.3366

Syngenta Flowers, LLC



GWA 2017 Syngenta Flowers North America is one of the largest wholesale breeders of hybrid flower seed and cuttings in the world - developing and producing flower seeds and cuttings and growers internationally. Syngenta Flowers is

dedicated to the breeding innovative flower varieties that offer outstanding performance in the professional greenhouse, at retail, in the landscape and in the home garden. Syngenta Flowers has garnered more than 35 international awards for introducing hybrid annuals to the world, including such garden mainstays as Calliope® Interspecific Geraniums, Titan™ Poinsettias, Diabunda™ Dianthus, Endurio™ Violas, Sparkler™ Cleome, and Magellan™ Zinnias.

Contact: Melanie Fernandes, melanie.fernandes@syngenta.com, 408.310.1297

The Tree Care Industry Association (TCIA) is a non-profit, trade association of more than 2,300 commercial tree care firms and affiliated companies. The mission of TCIA is to advance tree care businesses and improve safety within the industry, while also providing homeowners with relevant information to help maintain the health of their trees. Visit us at tcia.org and treecaretips.org.

Contact: Emily Duane, eduane@tcia.org, 603.792.1271

UpShoot, LLC

UpShoot, LLC is a boutique horticulture marketing firm offering expert sales, marketing and licensing of new plant introductions to licensed growers and plant breeder. We market gardening-related products to retailers, garden media and consumers. Visit us at upshoothort.com.

Contact: Maria Zampini, maria@upshoothort.com, 440.812.3249

Weeks Roses breeds and grows a wide variety of rose bushes including hybrid teas, grandifloras, floribundas, climbers, Rosa rugosas and R. foetidas, shrubs, groundcovers, miniatures, and trees. All of the new introductions – and several popular favorites grown by Weeks Roses in California – are available at home center stores, independent garden centers, and select mail-order and online vendors nationwide. For more information and full collection, visit us at weeksroses.com.

Contact: Dawn Miller, dawn@weeksroses.com, 661.910.2403

Visit Buffalo Niagara

Tour Sponsor



WA 2017 Visit Buffalo Niagara sells and markets our assets and attractions to visitors outside the Buffalo Niagara region as a convention, tourism and leisure destination for the economic benefit of the community. VBN is Erie County's

lead marketing organization for conventions, meetings, amateur sporting events, cultural and heritage tourism and consumer travel. Learn more at visitbuffaloniagara.com

Contact: Edward Healy, healy@visitbuffaloniagara.com, 716.852.0511



Sponsor and Exhibitor opportunities now available for #GWA2018 in Chicago, Illinois, August 13-16.

See registration for pricing & details.







NOTES



SEE YOU NEXT YEAR!

Save the date! Join us August 13-16 for GWA's 70th Annual Conference & Expo at IGC Show '18 (#GWA18) in Chicago, Illinois.