

GARDENCOMM

Garden Communicators International

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MEMBERS ELECT OFFICERS, DIRECTORS

More than 25 percent of members voted in the 2019 election of GardenComm officers and directors.

A total of 211 ballots were cast, for a member participation rate of 26.4%, a 3.1% increase from 2018. Here are the results:

Officers (two-year term)



President,
**Jo Ellen
Meyers Sharp**



Vice President,
Maria Zampini



Treasurer,
C.L. Fornari



Secretary,
**Denise
Schreiber**



Immediate Past
President,
Becky Heath

National Directors (three-year term)

Region 1, Sally Cunningham
Region 3, Diane Blazek *
Region 5, Bill Johnson *

* Re-elected

Regional Directors (two-year term)

Region 1, Charlie Nardoizzi
Region 2, Teresa Speight *
Region 3, Alicia Rittenhouse
Region 4, Helen Newling Lawson
Region 5 South, Shelley Cramm*
Region 6 South, Chris Sabbarese
Region 7, Rob Howard *

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Visit MyGardenComm under Member Resources, [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.



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



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2018-19 GARDENCOMM OFFICERS

President Becky Heath • Brent & Becky's
Vice President Jo Ellen Meyers Sharp • Write for You! LLC
Treasurer Maria Zampini • UpShoot LLC
Secretary Ellen Zachos • Backyard Forager
Past President Kirk R. Brown • John Bartram Lives
Executive Director Maria Ungaro • 212-297-2124

DIRECTORS

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

REGION 1

C.L. Fornari (2019 N)
The Garden Lady
Carmen DeVito (2019 R)
Groundworks Inc.
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 (2019 N)
All-America Selections/
National Garden Bureau
Beth Botts (2020 R)
Morton Arboretum
Susan Martin (2019 R)
Gardener Sue's News

REGION 4

Kate Copsey (2021 N)
Freelancer
Cheval Opp (2019 R)
Cheval's Garden Tours
Marie Mims Butler (2020 R)
Garden Speaker

REGION 5

Bill Johnson (2019 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
(2019 R-South)

REGION 6

Mary-Kate Mackey (2020 N)
Freelance
Anne Reeves (2020 R-North)
Moment of Delight
Jacqueline Soule
(2020 R-South)
Gardening with Soule
Tova Roseman (2019 R-South)
Tova's Garden

REGION 7

Ken Brown (2021 N)
gardening-enjoyed.com
Andrea Whitely (2020 R)
Andrea Whitely Garden
Consultant
Bob Howard (2019 R)
The Hamilton Spectator



Change in Leadership at Kellen

You may have heard the bittersweet news. After 23 years with Kellen Company, GardenComm's Executive Director, Maria Ungaro, has left to pursue an exciting opportunity in the licensing industry. Maria will be heading up membership recruitment and engagement for Licensing International, a New York City-based trade association. And if that isn't thrilling enough, the organization is on the 64th floor of the Empire State Building.

Maria, a vice president at Kellen, reported to me as part of Kellen's Media Group association clients. As soon as they heard she was leaving, Kellen management assigned me to serve as Interim Executive Director of GardenComm.

ATTENDED STRATEGIC PLAN MEETING

I was so pleased to get the news. I've enjoyed the role of Senior Advisor of GardenComm since the end of 2018 and I had the pleasure of attending the Board's Strategic Planning Session in Chicago earlier this year. I had been serving as Executive Director of the American Society of Journalists and Authors (ASJA) for the past several years.

Maria and I met often, talking about the similarities of our two organizations, helping each other through best practices and discussing potential collaborations. I would report in on how something wonderful GardenComm was doing was coincidentally mentioned during an ASJA conference. Maria would also talk about how members of GardenComm would refer to ASJA initiatives in their discussions. I now will have the best of both worlds.

TURNAROUND EXPERT

I've been employed by Kellen for 32 years and currently serve as a Senior Vice President of the company with internal, as well as external responsibilities. I have served as executive director of many trade and professional societies and I am currently the CEO of the New York Society of Association Executives.

Sometimes Kellen would assign me in a limited role during the first year of transition, other times I'd come in when an organization was in financial trouble or needed a reset on a major program. It's been fun being nicknamed "the turnaround expert" because I thoroughly enjoy a good challenge and finding new, more efficient ways to execute while still obtaining great results—or better.

MOST OF TEAM REMAINS INTACT

Members should rest assured that GardenComm is in capable hands. GardenComm hired a company, not just an individual. Kellen has resources to provide seamless continuity. But it is truly because of the amazingly dedicated team behind the scenes, the individuals at Kellen that Maria Ungaro trained and make up the GardenComm team. Jennifer Perrone serves as Deputy Director and heads up the day-to-day management team, which includes James Caffero on membership, Monica Saunders on meeting planning and Chris Byington in accounting. Crystal Goodremote leads all the marketing and communications efforts.

The long-term plan is to replace Maria with another capable leader, someone who has been vetted not only by Kellen, but by the GardenComm Board. There are a number of excellent choices among Kellen employees but, for now, I'd like to learn more about GardenComm. That way I will become more knowledgeable and helpful in the long-term training process and in my continuous role of senior advisor.

If you have any concerns about the transition, or if you have questions on any program or practice of GardenComm, [please email me directly](#). Thank you all for the opportunity, and for your patience, as I get up to speed. I look forward to your guidance. I also look forward to learning all about this wonderful green industry. 🌱

Holly



Teamwork, Respect and Passion Drive Organization

This is my last letter as President of GardenComm, an organization to which I have

become committed and whose members I admire and care for tremendously. It has been a long and interesting journey, filled with lots of different emotions—some were sad, but most were joyous and filled with laughter.

I began working with people who wrote about garden products way back in the early '80s when they would call because they were writing an article about daffodils or some other type of bulb and needed some questions answered. I had no idea that there was an organization called Garden Writers Association of America (GWAA, now GardenComm) until our first book, *Daffodils for American Gardens*, won an award and we were invited to the GWAA Awards Banquet to accept it.

Right from the beginning, it was obvious to me that this organization was filled with knowledgeable and passionate people who cared about our natural resources, loved plants and knew how to create a buzz about them. Often this type of task is done alone unless additional information is needed from a person connected with the plant. But, I observed that GWAA members were also an intense and fun group of people working behind the scenes organizing Regional Meetings with great speakers, talking and planning seminar topics, scheduling garden tours and more.

ENERGIZING TEAMWORK

I love teamwork and I'm so energized by it that it didn't take me long to realize that I wanted to be a part of GWAA. I learned from other members by watching, listening and getting involved, and I have had a great time throughout the process. As a former classroom teacher, it has been so rewarding to work with others who also believe that education and accurate information about plants for the consumer is important.

One of my greatest pleasures during the last two years as President was sitting in on many of the various committee conference calls and hearing the voices of the GardenComm members discuss their plans and goals—whether it was about member benefits, finding additional vendors and sponsors (including making them aware of the return on their investment), to better ways to connect with other green industry groups. The Education Committee, which I co-chair with Anelle Ammons, has been busy

arranging webinars not only for our members, but also for anyone who would like to register. We are offering a seminar on "Success with Houseplants" in September, "Tips for Taking Photos with Your Cell Phone" in early October, "Social Media Tips" in late October and "Writing without a Fight" in November.

SEEK NEW REVENUE STREAMS

The newly formed Grant Writing Committee, chaired by **Rob Welch**, is welcoming new members. The Charity Buzz Committee is in the beginning stages of discussion. You'll be hearing more about this exciting initiative soon. We hope these two new committees will be the beginning of new revenue streams to help GardenComm continue to be sustainable.

I have enjoyed my journey with GardenComm and will continue to be a part of it as long as I am physically and mentally able. Regardless of how much time I have voluntarily given to GardenComm, it can't begin to compare with how much I have gained from being a part of this organization. I have learned so much from the experience.

I have visited towns, cities, gardens and events that I never would have had the

privilege of visiting. I wouldn't have had the opportunity to meet what I considered garden celebrities. How wonderful it was to find out that most are down to earth and do what they do because they love it. But most of all, I have had the privilege of getting to know many of you who

I consider family. All of these blessings are a gift to me, but they would not have happened had I not become involved.

GIVE TO GET BACK

You've heard me say this before but it's worth saying again, "What you get from this or any other organization is a direct result of what you put into it." Let's help consumers get their hands dirty, plant a seed, bulb or plant and help them get reconnected to the earth. And let's do it together with the other members of GardenComm as we reach out to all the other green organizations of the plant and tree industry, public gardens, Master Gardeners, media and anyone else that will listen and help the cause! 🌱

Becky Heath



Join the American Horticultural Society

The American Horticultural Society (AHS) is a national membership organization that supports sustainable and earth-friendly gardening.

Member benefits include:

- Six issues of *The American Gardener* magazine
- Opportunity to participate in the annual AHS Seed Exchange program
- Access to members-only area of website
- Free admission and other discounts at 300 public gardens and arboreta

www.ahsgardening.org/join

The Sustainability Committee: Promoting Environmental Stewardship



What started as an exploration of how GWA (now GardenComm) could become more sustainable as an organization and how members could access information about

sustainability has matured into a committee that is honing its mission.

The creation of the Sustainability Task Force began with the vision of **Kirk Brown**, then Secretary of GWA, who wanted our organization to be a leader in promoting sustainable practices and awareness. This effort, briefly led by **Jeff Lowenfels** in 2011, was then headed, and subsequently taken into full committee status by **Lois de Vries** in 2014. Lois served as committee chair until December 2018, when Kirk Brown and **Debra Knapke** were appointed co-chairs.

EVOLUTION OF GARDENCOMM'S SUSTAINABILITY UNDERTAKING

The first order of business was to define *sustainability* and establish the Sustainability Task Force's direction and scope.

In 2011, the 20-member task force developed a statement that would guide the future work of the group and the sustainable practices of GWA.

"The mission of the GWA includes fostering, promoting, preserving and maintaining natural resources by encouraging environmentally healthy and sound landscape design and development, and promoting awareness of nature-friendly practices and products among garden writers, landscape professionals, wholesalers, manufacturers and consumers.

- The GWA shall encourage sustainability by promoting environmentally healthy and sound garden practices and awareness of nature-friendly garden practices and products to its membership.
- The GWA shall help its members reasonably minimize the use of and conserve environmental resources while conducting their businesses and shall lead by example."



The Sustainability Team at the Annual Conference in Buffalo, New York. From the left, Debra Knapke, Marcia Tate, Paul Tukey, Nancy Robson, Lois de Vries and Sabrena Schwyer.

The first of these objectives resulted in three recommendations from the Sustainability Task Force, which have been put into action:

- *To launch a regular column that focuses on some aspect of sustainability in every issue of On the QT. These articles, which cover a wide range of topics, are written by members of the Sustainability Committee.*
- *To conduct sessions that focus on sustainable topics at every annual conference. The next step: include sustainable practices and topics at every Connect and Regional Meeting.*
- *To recommend that sustainability is a part of every GWA/GardenComm Strategic Plan.*

The second objective involved looking at what GWA was currently doing to be more sustainable in its day-to-day practices, communications with members, conference planning and implementation as well as to recommend improvements. As sustainable practices have become more mainstream, it is easier to recycle, use sustainable products and follow sustainable practices—but we still have a ways to go.

CURRENT FOCUS: ARTICLE AND TOPICS FOR CONFERENCES AND REGIONAL MEETINGS

Lois de Vries took the pulse of the general membership in 2011 and again in 2018 with respect to members' level of involvement with sustainable ideas and practices in their professional lives. A comparison of the results showed that awareness has grown, and the word and actions of sustainability are becoming more accepted. But some responses showed the committee needs to work harder on being a better resource on sustainability for the general membership.

In December 2018, Debra Knapke distributed an informal survey to the Sustainability and Leadership Committees to try to pinpoint which topics would be more useful to the membership for communicating about sustainability to their audiences.

An interesting note: Climate change was considered to be an important topic, but it is difficult for an individual to affect global change. The committee's focus will be to encourage sustainable living on the local,

— Continues on page 5



First Green Medal award winner **Paul Tukey** with former Sustainability Committee Chairperson **Lois de Vries**.

personal scale. For example, a global need is carbon sequestration. The local action is to plant more trees, protect the trees we have, and select the right trees for the existing and predicted site conditions.

THE GREEN MEDAL SUSTAINABILITY AWARD

Early in 2017, the Green Medal Award was created to recognize individuals or organizations that exemplify the highest ideals of respect for nature and stewardship for the sustainable use of the lands and its communities. The first award was given to **Paul Tukey** in 2017 at the Annual Conference in Buffalo.

Next year, please consider nominating your sustainability hero for the Green Medal Award.

LASTLY...

If sustainability excites you and you are looking for a way to be more involved with GardenComm, call me or [send me an email](#). We are looking for passionate individuals who want to spread the word about sustainability to colleagues and beyond. 🌱

Debra Knapke is a teacher, lecturer, garden designer, photographer and gardener. She is the co-chair of the Sustainability Committee and promotes sustainability as a fundamental way to garden and to live. She is the co-author of six books and is a Heartland Gardener: www.heartland-gardening.com.



Region 2 members and guests take a pause in the shade at the Seneca Park Shwartz Peony Garden in Germantown, MD, during the recent Potomac, Maryland: Art and Soul meeting, May 24. The Regional Meeting included stops at a new modern sculpture museum with a fully sustainable landscape (Glenstone); a photo shoot at a little-known, but exquisite naturalistic public garden (McCrillis); touring the biggest rooftop farm in the Mid-Atlantic (Up Top Acres at Pike & Rose); visiting an historic peony collection (Seneca Park); shopping at a dwarf conifer and Japanese maple specialty nursery (Susanna Farms); and an old-fashioned champagne punch toast celebrating Lilypons Water Gardens 100th anniversary.

Leslie Hunter: Rooted in Gardening



Leslie Hunter has been on the staff at the Greater Des Moines Botanical Garden since 2015 and has been spreading her passion for horticulture through her writing, photography, teaching, plantings and just chatting with visitors to the garden—a true garden communicator. The road she took to get there has been an interesting one with some twists and turns.

STARTING THE JOURNEY

She considers herself half Iowan and half Southern. Technically born in Des Moines (at Methodist Hospital), she lived in nearby Newton until she was 13, when her father was transferred to Tennessee, and stayed there until she graduated high school. Leslie went to college in Georgia, interned there and in Illinois, worked in Texas and Georgia, finally moving back to Des Moines in 2009.

When she set off to Berry College in Rome, Georgia, she was planning to be a doctor, majoring in biology. “When I hit organic chemistry, I realized this wasn’t for me,” she said. “I sort of stumbled into horticulture when I found a class in the catalogue.” She liked plants and had a garden at home, so she gave it a try. “I fell in love and I totally got it—even though it’s science!”

She did internships at Callaway Gardens in Pine Mountain, Georgia, and then at Chicago Botanic Garden. In 1997, after she finished school, she went to the Dallas Arboretum. She was responsible for creating a new garden there, A Woman’s Garden. “My first job and I got thrown into opening a new garden,” she reminisced.

STRAYING OFF THE GARDEN PATH

The path did not always lead down the horticulture highway. In Dallas she got married and had a daughter. “Abbie was born prematurely, so I had to stay home for a while. That’s when we moved back to Georgia,” she said. When Abbie was two, Leslie got a job at the Atlanta Botanical Garden. After her second daughter, Lillie, was born, Leslie stayed at home as well. When she got divorced in 2009, she moved back to Iowa, where her parents live. She decided to start over and go to nursing school. “So I have a bachelor’s degree in nursing, as well as horticulture,” she said.



Despite time spent as a nurse, Leslie Hunter returns to her first love, horticulture and gardening.

In 2011, Leslie started on the telemetry heart floor of a local hospital and worked there for three years. In the mean time she began volunteering at the Des Moines Botanic Center (as it was known then). “I kind of missed it,” she said.

Meanwhile she had remarried. And the Botanic Center went through major changes, becoming the Greater Des Moines Botanical Garden in 2013. “When they told me there was a job opening and suggested I apply, I did, with my husband encouraging my career change. They hired me, and I’ve been here ever since,” she said.

BECOMING DEEPLY ROOTED

At the garden, Leslie is responsible for the Rose Garden, Koehn Garden (the perennial border around the event lawn, including the espaliered wall, a 700-square foot annual border, and the Allée. She also designs for the indoor Show House. At one point, Leslie was caring for 10 gardens. Although she doesn’t have a staff working for her, “we have a great volunteer program here, so I have volunteers helping me.”

Recently she was at the American Public Gardens Association annual conference in Washington, D.C., where she did a poster pre-

sentation. “It’s like a science fair. You stand there with a poster and explain what it is. My poster, titled, ‘Roses Can Have Gardens, Too,’ was about our Rose Garden.” As she was talking about the evolution of the garden, she thought it could make a pretty good book.

“The garden started out with an architect drawing bubbles on a piece of paper that basically said, ‘Plant roses here.’ But I don’t garden that way. I don’t think anything should be in a monoculture. It’s just asking for problems, especially with roses, notorious for disease issues.

“The way I garden, I interplant the roses with perennials along with reseeding annuals and vines, as well as bulbs. I think it should be a garden for everything, not just for roses. I love roses, but they’re not always interesting. In the garden, I like the interaction of different plants. The Rose Garden is the first garden you see when you walk up the drive, so it has to have seasonality and look good all the time.”

Besides interplanting, her other philosophy: “If I feed my soil, I feed my plants. So I’m all about applying compost and making alfalfa tea that I administer throughout the season.” She says that she maintains the garden organically because she is a lazy gardener (as she calls herself), who doesn’t like chemicals, doesn’t want to suit up and hates to spray. When she talked with gardeners at the APGA meeting in Washington, she felt that others are headed in the same direction, gardening organically and getting away from monocultures. “At the Smithsonian Gardens, their little rose area was very much the same, if not as full as ours. The gardener had lots of perennials and annuals. I think it’s out there and people are ready for it.”

SHARING HER PASSION

Leslie said she formally became a garden communicator when **Kelly Norris**, director of horticulture at the garden, who was writing for *Iowa Gardener*, asked if she would take over the “Hot Plant” section. She started working with **Jo Ellen Meyers Sharp**, who was then editor. Jo Ellen asked her to do other articles, so her writing expanded. And she joined GardenComm. Leslie has also written articles for GardenComm Silver Medal Garden Media Award-winning *Bloom* magazine, published by the Greater Des Moines Botanical Garden. Her photos often accompany her writing and appear on the garden’s website.

“So I had dreamed, when I was in horticulture school, that I would write for *Southern Living*. But I don’t think I’m going to do that,” she said thoughtfully. But she does want to write

—Continues on page 7

articles, and maybe a book on the Rose Garden and the philosophy behind it that keeps it growing and thriving. Leslie also teaches classes at the garden, sharing her knowledge and passion for gardening.

When I asked her what she'd be doing in five years, she answered, "I never imagined myself being where I am. I love what I do, and I always come back to horticulture. But I'm glad I'm a nurse; I can always be a nurse. We'll see what happens. I'm just enjoying the ride right now. I'm hoping we're starting something here at the garden. We're hoping to get people excited about gardening again." 🌱

Cathy Wilkinson Barash is award-winning freelance writer, photographer and author of 16 books, including *Edible Flowers from Garden to Palate*. She has been a GardenComm member for more than 30 years, is a Past President and was honored as a Fellow in 2010. She is copy editor of *On the QT*.

LESLIE'S "LAZY GARDENER" ROSE RECIPES:

Alfalfa Tea

- Alfalfa pellets (rabbit food)
- Water
- Fish emulsion
- Epsom salts
- Ironite

Mix alfalfa pellets with water and let ferment for several days to a week. Add more water and the other ingredients. Use as a soil drench around rose plants.

Spring Boost Super Rose Dry Food

- Alfalfa pellets
- Blood meal
- Bone meal
- Greensand
- Verdanta (slow-release organic fertilizer)

Mix equal parts of all ingredients. Scratch in one or two cups of the mixture (depending on the size of the rose) around the crown of each rose. Water well. Do this when pruning roses back in early spring.



Sue Trusty (left), Susan Betz, Kirk Brown and Natalie Carmolli got their groove on at Groovy Plants Ranch, Marengo, Ohio, owned by Jared and Liz Hughes.



Peter Courtney (left), Carol Michel and Kirk Brown enjoy their visit to Stump, a houseplant store in Columbus, Ohio.

GardenComm explores Columbus horticulture

About 30 members and guests romped through Columbus, Ohio, and its horticulture offerings. From the Franklin Conservatory's spectacular Children's Garden to Groovy Ranch to a private garden and more, members enjoyed the day.

Special thanks to the meeting's sponsors and donors: Walters Gardens, *Kniphofia* 'Orange Blaze' samples, pens and literature; Spring Meadow Nursery, *Hibiscus* Magenta Chiffon samples and literature; Intrinsic Perennial Gardens, *Rudbeckia* 'American Gold Rush' samples and literature; Ball Horticulture, bags and literature; Brent & Becky's Bulbs, literature and planting stakes; Proven Winners, spiral notebooks and literature; Garden Solutions, Chick Charms 'Gold Nugget' *Sempervivum*.

The Sensuousness Of Growing Your Own



One sniff of a tangy marigold and I'm instantly five years old again, helping my grandmother reduce waste by making compost in her Philadelphia garden. I'd also pick lots of greens for salads

and mint for iced tea from our own backyard. These everyday childhood experiences with sources of nourishment formed my deep connection to the earth.

This year I decided to dig in and grow more food. Why now? It was time for a change. I had started paying attention to the packaged food we bought that was as well as how much food ended up in our compost pile. There was too much plastic and waste.

CONTAINER WASTE

One-third to two-thirds of debris the EPA catalogs on beaches comes from single-use, disposable, plastic packaging from food and beverage-related goods and services. According to the Food and Agricultural Organization of the United Nations, about one-third of the food produced for human consumption every year (approximately 1.3 billion tons) gets lost or wasted. This amounts to a major squandering of resources—water, land, energy, labor and capital.

The highest waste rates in food are with fruits, vegetables, roots and tubers. Growing more produce at home, where it can be harvested and used daily, is a good place to start contributing to the solution. How can we reduce our food waste and plastic use?

DELICIOUS SOLUTIONS

California garden writer **Rosalind (Ros) Creasy** was ahead of her time when she started growing food instead of a lawn in the late 1970s. "I planted some artichokes among the cosmos and when people weren't fainting, I'd just add some more," she told me. Her first book, *The Complete Book of Edible Landscaping*, published in 1982, introduced the concept of front yard food gardening.

Ros draws people in with the sensuousness of food like the aroma of freshly picked strawberries and the flavor of homegrown paprika. "When I have friends over, I tell them to go pick some berries for their drinks; they



Lee Reich recommends blueberries as a fruit that can be grown just about anywhere.

love that connection. If people participate, they get a visceral response to the food that they wouldn't experience if we just tell them that it's good for you and the planet."

She advises new gardeners to start with a manageable project, "A container planted with culinary herbs they enjoy will make a big difference in their cooking." She suggests asking friends and neighbors to recommend easy, tasty plants that grow well in their area.

GO BLUE(BERRIES)

Gardener/farmer **Lee Reich** admits that he grows way too many fruit and nut trees on his

2½ acres. He shares 35 years of growing experience on his "farmden" in New Paltz, New York, with skill and humor backed by science. His "Luscious Landscape Index" rating in his homeowner's guide *Landscaping with Fruit* helps determine how a fruiting plant will perform in the front yard.

When I asked Lee where to start, he had one word—blueberries! "The plants are beautiful year-round, their fruits are luscious, healthful and, with a few modifications, some kind of blueberry can be grown almost everywhere."

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From her Hudson Valley home in upstate New York, Margaret Roach shares organic gardening how-to on her website *A Way to Garden*. Margaret encourages us to grow what we love and want to cook. For her that's garlic. She grows 75 heads of hardneck garlic every year. Her list of delights also includes a passion for parsley and green beans. "Start small. Maybe just one raised bed of herbs with a trellis of peas at the back. Wow! What a treasure trove is that," she said.

GROW UP

Vertical veg man Mark Ridsdill Smith started growing food in 2009 on the balcony and windowsills of his London flat. Instead of buying fruit and salad in plastic packaging, he picks blueberries and greens for his young family right on the doorstep.

Cultivating food in pots started as a fun hobby. Now, 10 years on, Mark leads container-growing workshops all over the UK. "A greener city in which we're all connected more closely to the seasons, nature and the food we eat motivates me," he said.

All of these veteran gardeners—Ros, Lee, Margaret and Mark—use organic methods and compost they've made at home. Though saving money and reducing waste and plastic use are an important consideration, additional reasons to grow your own food are taste, selection, availability and quality. Start small,



Rose Creasy's landscape is a bounty of edible goodness.

water thoroughly and site your garden close to the kitchen for ease of maintenance and accessibility. And grow what you love to eat and cook! 🌱

Marcia Tate is a garden designer, photographer, writer, speaker and teacher who focuses on growing beautiful gardens that enhance our way of living, protect wildlife as well as preserve clean water, land and air. You can email her and find her on Instagram @gardeninfluence.

RESOURCES:

Rosalind Creasy's book *The Italian Vegetable Garden*, the updated *Edible Landscaping* and numerous others are available in stores and online. Follow her on Facebook @RosalindCreasy

Margaret Roach's blog, podcast and books are on her website, [A Way to Garden](#).

For Lee Reich's many books and blog go to [his website](#).

Visit the [Vertical Veg website](#) for information on "Growing Food in Small Spaces" with Mark Ridsdill Smith.

[Food and Agricultural Organization of the United Nations, SAVE FOOD: Global Initiative on Food Loss and Waste Reduction](#)

[Environmental Protection Agency: Trash-Free Waters](#)

[Rodale Institute: Organic farming science, education and outreach](#)

Upcoming GardenComm EVENTS

ALL TIMES ET

Please share info with colleagues, friends and family interested in these topics.

GardenComm Webinar Series:

Tuesday, Sept. 24, 2 to 3 p.m.

[Move Over Hydrangeas, Houseplants are Taking Over](#) with Lisa Eldred Steinkopf

Member: \$15; Nonmember: \$30

Tuesday, Oct. 8, 2 to 3 p.m.

[Mastering Mobile Photography](#)

with Jennifer Packard

Member: \$15; Nonmember: \$30

Tuesday, Nov. 12, 2 to 3 p.m.

[Write Without the Fight—Why You Get Stuck and How to Get Unstuck Every Time](#) with Julia Roberts

Member: \$15; Nonmember: \$30 🌱

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UpShoot LLC

GardenComm transformed Ferguson Caras



Sally Ferguson and David Caras have been partners in marriage and business since 1985, and GardenComm members since 1989. Their firm, Ferguson Caras LLC, in Pawlet, Vermont, specializes in

marketing communications for the gardening and outdoor living sector.

Many GardenComm members know this duo for their current work with David Austin Roses and Colorblends Wholesale Flowerbulbs, as well as their past work with the Netherlands Flower Bulb Information Center and Anthony Tesselaar Plants. In 2013, the Garden Writers Association (now GardenComm), honored Ferguson Caras with the Wilfred J. Jung Distinguished Service Medal.

FROM COGNAC TO GARDENING

Ferguson Caras LLC was founded in Brooklyn in 1985, shortly after Sally and David were married. In the beginning, their small PR firm fielded quite a mix of accounts, from the Cognac Information Bureau and the French fashion brand Rodier Paris, to one of America's first nurse midwife practices and Gravely Lawn & Garden Equipment.

In late 1988, a call from "out of the blue" changed everything. The International Flowerbulb Center (IBC) in Hillegom, Netherlands, the promotional organization of the Dutch bulb sector, asked Ferguson Caras to compete for their sizable U.S. PR account. The IBC invited 20 candidate firms, ranging in size from an international agency with 4,000 employees, to Sally and David's home-based firm, with a staff of three, one of them part-time.

"We made it through three rounds of competition," said Sally. "Each time we thought, Wow! But that's got to be it. When we actually won, we hired our staffer full time."

DEEP SKILLS AND CREATIVE FLAIR

On the heels of a post-college stint teaching English in the Congo, Sally honed her early journalism skills in Washington, D.C., in the newsroom of the *Washington Post*. A short career as a freelance magazine feature writer was followed by a move to New York and the world of big agency PR. In account management and group supervisory roles, she worked



Thirty-year GardenComm members Sally Ferguson and David Caras work successfully as a team in their marriage and their public relations business.

at top Madison Avenue PR firms including the legendary Carl Byoir & Associates, Creamer Dickson Basford, and Ketchum, Inc. She was also PR director for the SoHo-based fashion group Vogue-Butterick. (Fun note: always an active volunteer, Sally is a citizen graduate of the New York Police Academy, having been nominated by Brooklyn's 71st Precinct to participate in an NYPD program for community leaders.)

David began his career as an actor, director and writer. He appeared in regional stock and dinner theaters, often supplementing his income as a bartender at legendary Manhattan watering holes. He was a freelance business writer and a contributor to Readers Digest Books for many years. David is fluent in French, and also served as a contract employee and speechwriter for the Agricultural Counselor of the U.S. Embassy in Paris, France.

GARDEN COMMUNICATORS CHEER THEM ON

Winning the International Flowerbulb Center account changed their small firm overnight. Sally's professional career had centered on

journalism and public relations, but on the personal front she'd been an avid gardener since childhood and was a Master Gardener through Cornell's Urban Horticulture program in Brooklyn. When she attended her first Garden Writers symposium in Milwaukee the summer of 1989, Sally found herself immersed in a sea of kindred spirits.

"GWA was transformative for us," Sally said. "These were journalists from a different planet. They share. They care. They're such fun. And, people thank one another (everyone does, not just the Canadians!). We've learned so much. It's hard to imagine life now without these incredible friendships."

A PARTNERSHIP AT WORK

Sally Ferguson is well known in the gardening world, but not everyone is aware that she has a full-time business partner, husband David Caras.

"In general, I'm the front man in charge of account management and editorial development," she said. "David is the systems guy. He builds in efficiencies. He has great tech skills

— Continues on page 11

and handles computers, networking, video and web production, as well as photography. In these areas we have very different skill sets. Yet, we co-write everything. Strategy is something else we always do together.”

From the start, Sally and David have run their business out of their home, with dedicated office spaces for themselves and staff. For many couples this would be difficult, but they have separate offices, communicate by intercom and only occasionally visit each other's office.

Working from home with special spaces set up for offices provided a good balance in the lives of the young parents, she said. “Work-family balance has always been important to us,” Sally said. She and David are proud parents of two grown sons, and now have a daughter-in-law and grandson, too.

KEEPING IT FRESH

“As a team, we're like tangential circles,” Sally said. “I came from news, feature writing and PR. David came from musical theater, directing, production and creative writing. Different POVs keep you sharp, make you stretch.”

At the center, anchoring everything, is a core of shared values. The same criteria for identifying ‘what’s important’ can underpin a marriage or a business, or both. “Sometimes over the years, our kids would hear us vigorously hashing things out. They'd think we were arguing. We'd clarify: This is what work looks like. We're digging to find the best idea, the best way.”

Over the years, Sally and David have focused on a small roster of long-term clients. They believe in doing what they feel they do best and not try to be something they're not. Both are storytellers at heart. “For us, the fun is not just in telling the story, it's about discovering what the story actually is. We want to know our clients' stories from the inside-out.”

Anyone who has had the pleasure of working with Sally and David knows exactly why they have been so successful. Their business philosophy is simple, yet powerful. Sally put it this way: “Surprise, don't disappoint. To us, this means never promise what you can't deliver, always deliver what you promise and, whenever possible, exceed what's expected.” 🌱

Kath LaLiberte was one of the founders of Gardener's Supply Company. She has been working with Longfield Gardens since 2012. Sally and Kath grew up in Minnesota about an hour apart and now live in Vermont about two hours apart.

WELCOME NEW MEMBERS

Yoko Arakawa • (610) 388-0995
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Christa Carignan • (202) 679-8751
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Rockville, MD

Pamela Crawford • (561) 371-2719
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Lake Worth, FL

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Sarah Sullivan
sarahsullivan88@outlook.com
Orange Beach, AL

*** Student Member**



Thanks to these GardenComm members for helping to grow the organization in 2019. For every new member you bring in in 2019, you'll save \$20 on your 2020 membership dues.

ONE MEMBER

Liz Ball

Randi Baker

Katie Elzer-Peters

Charleston Horticulture Society

Sylvia Gordon

Kate Jerome

Jennifer Jewell

Susan Martin

Kelly Norris

Sharon Richardson

Denise Schreiber

Sharon Solow

Nan Sterman

Betsy Williams

TWO MEMBERS

Abra Lee

Jeff Lowenfels

Sue Markgraf

Shannon McCabe

Andrea Whitely

Lisa Mason Ziegler

On the QT has changed the format for member news. Rather than list items by regions, we're listing them chronologically.

Events, Talks and Presentations

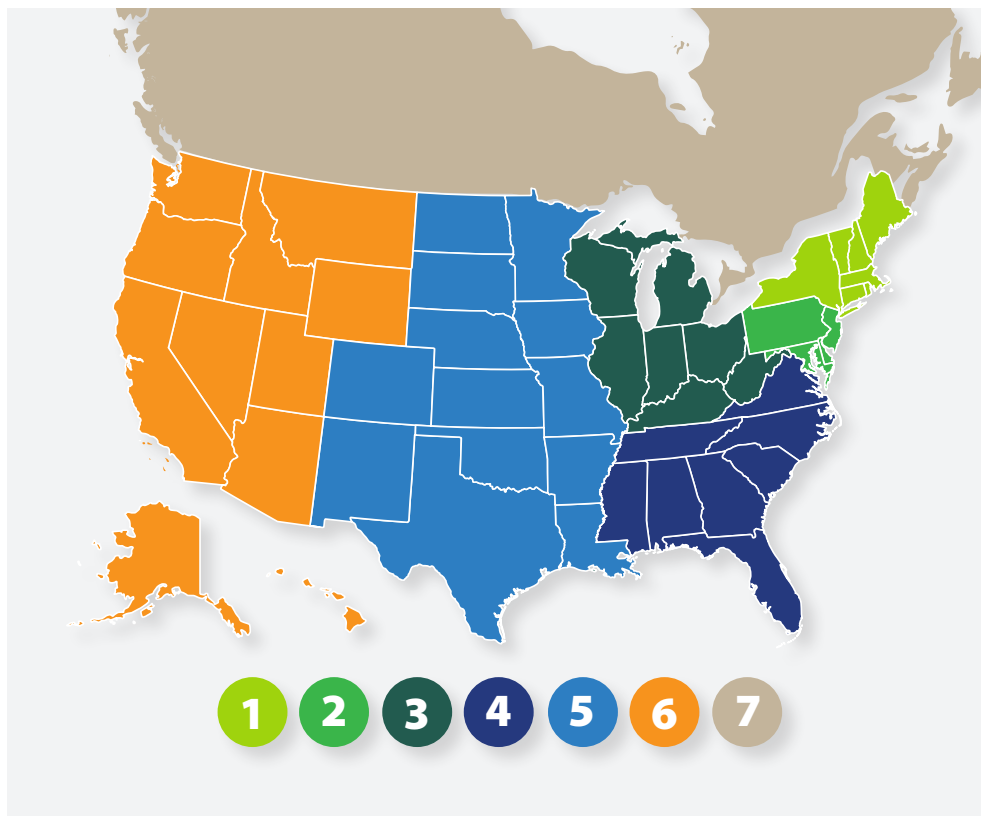
Grace Hensley (Region 6) will present "Cultivating Loyal Customers with your Camera - Instagram for the Green Industry," at [GardenComm's Annual Meeting](#) in Salt Lake City, September 5. With a photographer's eye, the mind of a scientist and the soul of a gardener, she approaches building horticulture businesses analytically by using quality imagery to tell better stories.

Eva Monheim (Region 2) will teach a 13-week course at the Barnes Arboretum of St. Joseph's University, Merion Station, Pennsylvania, beginning September 10. The course on Landscape Management will entail designing, building, renovating and maintaining gardens as well as propagating rare specimens from the arboretum's collections.

Toni Gattone (Region 6) will present her flagship seminar "You Can Garden for Life!" along with signings of her new book, *The Lifelong Gardener, Garden with Ease and Joy at Any Age*, at the following California events. All are open to the public except for September 25: 6 p.m., September 11, [Marin Art and Garden Center](#), Ross; 11 a.m., September 14, [Annie's Annals Nursery](#), Richmond; 9 a.m., September 19, Dirt Daubers Garden Club, Orinda; noon, September 25, Mendocino-Lake District Garden Club, Ukiah; 10:30 a.m., October 10, El Cerrito Garden Club, Oakland; 5:30 p.m., October 10, 5:30 pm, Readers Bookstore, Sonoma (book signing only); 11 a.m. October 12, Alden Lane Nursery, Livermore; 10:30 a.m., October 17, Moraga Garden Club, Moraga.

Louise Clarke (Region 2) will lead a "Hypertufa Trough Making Workshop" for the Hardy Plant Society mid-Atlantic, 1 p.m., September 14, at [Floral and Hardy of Skippack](#), Skippack, Pennsylvania. She will lead two sold-out "Leaf Casting" classes at Longwood Gardens, September 28. She will teach "Tillandsia Framing" for the [Chester County Night School](#), September 24. On October 19, Louise will teach "Outdoor Safety in Your Garden" at the [Morris Arboretum](#), Philadelphia, Pennsylvania.

Ellen Zachos (Region 5) will teach three courses on "Cooking with Wild Edible Plants" at the



annual Midwest Wild Harvest Festival in Prairie du Chien, Wisconsin, September 27 through 29.

Jacqueline Soule (Region 6) will be one of more than 50 authors at the [Southwest Festival of the Written Word](#), October 4 through 6. Started in 2013, this book festival is growing in popularity and recognition with some world-famous authors offering workshops. Silver City, New Mexico, is a beautiful site any time of year, but this weekend promises to be a delightful time for all.

Kathy Jentz (Region 2) and *Washington Gardener* magazine are proud to again be media sponsors of the 8th annual [Trees Matter Symposium](#), December 4, at Gallaudet University, Washington, D.C. The conference focuses on the health and welfare of trees in our increasingly developed landscapes. Learn from some of the country's leading experts about innovative efforts to plant, protect and preserve trees in urban and suburban settings.

Member News Items Submissions from:

Carmen DeVito
Bill Johnson
Mary-Kate Mackey
Susan Martin
Teri Speight

REGIONAL EVENTS

Larry Weaner, co-author of *Garden Revolution: How Our Landscapes Can Be a Source of Environmental Change*, is the keynote speaker for the 2019 [Cleveland Pollinator & Native Plant Symposium](#), September 20, at the Cleveland Botanical Garden. Larry will give practical design strategies for combining plants and capitalizing on their reproductive abilities, as well as ecological processes to create compelling, richly diverse landscapes.

Bob Humm (Region 3) invites GardenComm members to Barberton, Ohio, on September 28 and 29 for the 28th annual [Barberton Mum Festival](#). This year's theme is "Mums Under the Big Top." At least 16,000 mums and asters will be used to paint the two-acre Bill Aulenbach Centennial Garden along the shores of Lake Anna in downtown Barberton.

Visitors can stroll through the colorful garden, have their picture taken under the mum arch, and check the time on the large mum clock. A circus clown and colors of the Big Top are also part of the intricate display. Crafters will sell their unique items and no circus would be complete without popcorn, hot dogs and lemonade. Barberton Mum Festival is sponsored by several local businesses, including Aris Horticulture Inc., which is donating rooted cuttings for the event. 🌱



DEREK FELL

September 28, 1939 – July 18, 2019

Derek Fell, much-published author, photographer, designer and longtime GardenComm member, died at his home, historic Cedaridge Farm in Pipersville, Bucks County, Pennsylvania, on July 18, at age 79, surrounded by family.

Born in the seaside village of Morecambe, Lancashire, England, Derek had an early affinity for nature. He went to Wilhelmshaven Academy in Germany, where his interest in drawing and the arts began. In 1957, he began what would become a career in publishing as a reporter for *Newport Advertiser* in Newport, England, the *Shrewsbury Chronicle* and then working with O.D. Gallagher in London. But it was his interest in plants that led to a job as a catalogue manager for the largest seed company in Europe, Hurst Seed.

NEW OPPORTUNITIES IN AMERICA

1964 was a watershed year for Derek. His work at Hurst Seed caught the attention of David Burpee, president of W. Atlee Burpee and mail order seedman from Doylestown, Pennsylvania. Burpee sponsored Derek's move to the United States in 1964. Derek considered meeting and working with Burpee one of the most important influences in his life. Derek was quoted as saying, "Before Burpee's death in 1980, I worked six years with him, learning how to communicate gardening." Derek also joined GWAA (Garden Writers Association of America—now GardenComm) that year.

In his work for Burpee from 1964 to 1972, creating catalogues and seed packets, Derek found that the available photography was lacking the quality he wanted. Being an enterprising young man, he bought a camera, learned the basics of photography and was soon able to supply all the photography he needed himself. Before long his writing and photographic skills bloomed far beyond catalogues and seed packets.

Derek was appointed executive director of All-America Selections and the National Garden Bureau and served from 1972 to 1974. He then launched his freelance career, which he continued throughout his life.

A MULTI-FACETED CAREER

Derek is credited with writing and photographing more than 100 non-fiction books and calendars. Over the years his bread and butter came from his numerous "how to" and "best of" garden and plant books (which included his photographs); many were in series by HP, Ortho and Friedman/Fairfax Books, as well as numerous other publishers. His first book, *How to Plant a Vegetable Garden*, was published in 1975.

— Continues on page 15



Bailey's Plants on *Queer Eye*

Ryan McEnaney, public relations and communications specialist at **Bailey Nurseries**, says he's excited that [Endless Summer Hydrangeas](#) and [First Editions Plants](#) have partnered with Netflix's *Queer Eye* again for this season's landscape plantings.

FNGLA Show Moves to Tampa

The Florida Nursery Growers and Landscape Association's Tropical Plant International Expo will move to Tampa, Florida, in 2021. TPIE will continue in Fort Lauderdale, Florida, January 22 through 24, 2020.

As the show moves to the Tampa Convention Center for 2021 and 2022, TPIE's backdrop will be the vibrant redeveloped waterfront and urban cool offerings of Tampa Bay. TPIE has been in Fort Lauderdale for nearly 30 years, but major construction phases during the next two to three years make it impossible to host the show there. 🌿

Belknap Ran Panel Discussion for The Science Café New Hampshire

Sandy Belknap organized a garden program in May at The Science Café New Hampshire. Speakers included Gene Harrington of the Nashua Farmer's Exchange, Cameron Bonsey of Coast of Maine Organics and Jonathan Ebb of UNH Co-op Extension. This is the second year for a panel discussion on gardening for our local Science Café, and it sold out. [You can see the discussion on YouTube.](#)

Dane on Nature Photographers Website

Kudos to GardenComm member **Arabella Dane**, who has been featured on the [North American Nature Photographer's Association website.](#)

Gattone Launches New Book

As a brand new Timber Press author, **Toni Gattone** is off to the races with her new book: *The Lifelong Gardener, Garden with Ease & Joy at Any Age*, which launched August 10. She will attend GardenComm in Salt Lake and start doing a series of 20 to 30 radio interviews.

Hensley at Farwest

Grace Hensley spoke at [Farwest](#) in Portland, Oregon on August 22.

Jentz Shared Garlic Expertise

Kathy Jentz was the featured garlic-growing expert along with "The Garlic Guy" at the 2nd annual Garlic Fest, July 14, at the Takoma Park Farmers Market in Takoma Park, Maryland. They answered questions about growing garlic, different varieties and shared recipe samples.



PFCI

PROFESSIONAL
FLORAL
COMMUNICATORS
INTERNATIONAL

Steps to Earn Professional Communicator Certification

BY **DEBRA PRINZING**

Because most of my subject matter as a writer and speaker focuses on flower farming and floral design, I joined the Society of American Florists several years ago. SAF is the national trade association representing all segments of the U.S. floral industry.

I soon learned of Professional Floral Communicators—International (PFCI), a network of professional floral business educators certified by SAF. PFCI members include experts on such topics as principles and elements of floral design, care and handling of flowers and plants, trends, new products, effective business management and technology. I knew I wanted to achieve this designation, especially to lend authority and credibility to my industry involvement as the founder/creative director of Slow Flowers LLC.

MONTHS OF PREPARATION

The PFCI membership application package was due in January, but I had to plan ahead by months in order to complete it. While completing the 12-page application form is time-consuming, the submission of an audition video was daunting. The application asks candidates to provide credentials, professional experience, statement of goals, best program highlights, references, industry recognition, leadership in industry organizations and evidence of past presentations and publications.

My long association with GardenComm, as a member and past president, definitely lent credibility to this task. Hundreds of articles I've authored about floral design and flower farming (not to mention two books) checked the box on publication experience.

THE VIDEO

PFCI requires its applicants to provide a 30-minute video compilation of one or more presentations. I was fortunate that the Denver Botanic Garden's A/V staff agreed to film my "Slow Flowers" lecture when I spoke there last September.

I had to remember to check all the boxes required by PFCI (including items like "Your opening should include you introducing yourself, you thanking your host and sponsor, and you giving an overview of the program. Even if someone introduces you, you still need to introduce yourself.") I also had to demonstrate how I interacted and engaged with my audience and do a similar round of thank yous at the close of my talk.

Next, I wanted to show my skill as a floral design instructor, which required that I capture footage from a different workshop. In December, I led a design workshop for 50 members of the Whatcom Horticultural Society in Bellingham, Washington. I brought along (at my own expense) a videographer. Since it was an indoor session during winter, we also invested in renting lighting and a wireless mic.

HIRED ASSISTANCE

With my two sets of raw video footage, I then hired an editor friend to stitch it all together into a 30-minute highlight reel, complete with opening, transition and closing frames. What a project! In all, I spent around \$750 out of pocket to create the application video.

I learned this past spring that PFCI judges selected me as one of seven new members. In late September, I'll be inducted at a ceremony during the annual SAF Conference. For me, this was a worthwhile endeavor to further establish myself in an industry quite familiar with adding letters after one's name. For more information, [check out the website.](#) 🌿

Debra Prinzing is a Past President of GardenComm and a member of its Hall of Fame.

His subject matter was not limited to gardening and horticulture. It also included travel and art. Travelling widely throughout North America, he also documented gardens in Europe, Africa, South America, New Zealand and Japan. His love of art translated into books about the gardens and garden inspirations of Impressionist painters, including Renoir, Monet, Cezanne and Van Gogh, such as *Van Gogh's Gardens*, *Essential Perennials*, and *Impressionist Bouquets*. He even ventured into the architect Frank Lloyd Wright.

Derek's books have been translated into many languages, and over the course of his lifetime, he has had 2.5 million in print. At the time of his passing, he was putting finishing touches on a second book about Vincent van Gogh and a mystery romance novel set in the 1820s, based on a true story he uncovered while visiting Scotland and New Zealand.

Derek amassed a stock photo library containing over 150,000 images. Seen on greeting cards, calendars and posters, his photographs have also appeared in his books and works by other garden writers.

Derek had written for numerous magazines and newspapers over the years, including *The Garden*, *Gardens Illustrated*, *Garden Design*, *Hemispheres*, *Birds & Blooms*, *American Nurseryman* and other publications. He wrote a monthly garden/travel article for *Nouveau*, the magazine of Delaware Valley living.

He became involved in emerging technologies early on. He hosted *Step-by-Step Gardening* on QVC from 1994 to 2000. He created two CD-ROMs for Microsoft in 1996: *Complete Gardening* and *The Garden Companion*. He also did *Nature's Best Photography* (television series) for Outdoor Life Network in 1999.

In 2012, Derek bought the monthly (subscription) print newsletter, *The Avant Gardener*, which was started by Thomas and Betty Powell in 1964. The signature green-and-white newsletter was a favorite for up-to-date, unbiased information about goings on within the horticultural community. Derek converted the newsletter to electronic format, augmenting it with images from his extensive photo library.

In addition to his other talents, Derek was a garden designer. He served as garden consultant to The White House during the Ford Administration, designing several gardens, including the "Win Garden," following Ford's "Win" speech, advising the nation about ten ways to fight inflation. Derek designed many different types of gardens for both individuals and businesses, including water gardens, perennial gardens, tropical gardens, herb/vegetable gardens, Japanese gardens and others. More recently, he was specializing in Impressionist-inspired gardens.

Derek served on the GWAA Board of Directors and was made a Fellow in 1987. He garnered 12 Quill & Trowel Awards (now Garden Media Awards) beginning 1982, including three for best book, six for best photography and three for best magazine article.

HOME AND FAMILY

There were no gardens when Derek bought historic Cedaridge Farm in 1990, just lawns and trees. He and his wife, Carolyn, an expert on flower arranging and a professional stylist who has co-authored books with him, have spent more than two decades as stewards of the property. Today, a meandering footpath connects more than 20 theme areas, including a streamside planted with bog plants, a rock garden, tiers of sunny perennial beds, a walled vegetable garden and a Colonial-style quadrant herb garden. He created his own test garden for design concepts as well as photographic shoots. Over the years, he wrote about and extensively photographed Cedaridge Farm.

Within the past decade, he created and documented Cedaridge South, a frost-free garden on Sanibel Island, Florida, where he and Carolyn had planned to retire.

Besides Carolyn, Derek is survived by three children: Tina, a fashion designer, Derek Jr., a landscape designer and landscape contractor, Victoria, an aspiring photographer, and three grandchildren, Owen, Nate, and Heidi, who loved to play with Derek in the water garden, running about catching frogs and feeding koi.

A memorial service is planning for September; details to be announced.

—Cathy Wilkinson Barash

McCormick, Odle, Johnson and Soule Launch Fall Online Classes

Over a year ago, **Ann McCormick** (Texas) **Teresa Odle** (New Mexico), **Noelle Johnson** (Phoenix) and **Jacqueline Soule** (Tucson) joined together to create the [Southwest Gardening website](#). Fall is the time when folks go out and garden again in the Southwest, so the team members are launching their Fall 2019 series of online gardening classes. October 1 is "Landscaping for Curb Appeal."



Riccio Heads up Potomac Herb Group

Peggy Riccio is the new chair (president) of the Potomac Unit of the Herb Society of America. This

is the local Washington, D.C., metro area chapter with more than 50 members. The Unit promotes the knowledge, use and delight of herbs through various activities, and supports the National Herb Garden, the National Library of Medicine Herb Garden and the Meadowlark Botanic Gardens Herb Garden. Peggy also manages her own website, [pegplant.com](#), and publishes a gardening newsletter. If you are interested in attending a meeting or joining the Potomac Unit, [contact Peggy](#).

Speight Honored by National Capitol Area Garden Clubs

Teri Speight was recently awarded the Busy Bee Award from the National Capitol Area Garden Clubs. Teri pops into garden-related events as often as possible to share the love of gardening, GardenComm and the importance of unifying the garden community via speaking engagements, one-on-one coaching and small group garden experiences. Teri is always envisioning creative ways to get the community outside and gardening! 🌱

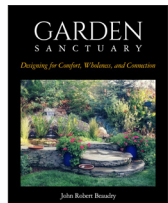
HOT OFF the press

JOHN BEAUDRY

Garden Sanctuary: Designing for Comfort, Wholeness and Connection

Garden Matters Publishing
150 pages, \$49.95, Hardcover; \$39.95, Paperback

To be published October 1, 2019



Garden Sanctuary distills the design process into a series of concrete steps to create exquisite gardens in harmony with their environment. You will immediately feel yourself

relaxing, your body being regulated and whole in the arms of nature. Ten percent of the proceeds for **John Beaudry's** book will be donated to the Pachamama Alliance, a global community that offers people the chance to learn, connect, engage, travel and cherish life for the purpose of creating a sustainable future that works for all.

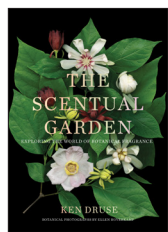
KEN DRUSE, author; ELLEN HOVERKAMP, photographer

The Scentual Garden: Exploring the World of Botanical Fragrance

Abrams

265 pages, \$50, Hardcover

To be published October 15, 2019



Ken Druse's latest book is a complete and wholly original survey of fragrant plants for the gardener. He presents a vastly expanded palette of scents to explore and provides examples of garden designs

that offer harmonious scentual delights. *The Scentual Garden* includes incredibly detailed descriptions of the scents of more than 100 of **Ellen Hoverkamp's** vividly illustrated perennial flowers, herbs, shrubs and trees. Working with perfumers' classifications, Druse developed 12 master scent categories that range from floral and fruity to spicy or medicinal.

TONI GATTONE

The Lifelong Gardener: Garden with Ease & Joy at Any Age

Timber Press

216 pages, \$19.95,

Hardcover

Published August, 2019



In *The Lifelong Gardener*, **Toni Gattone** shares adaptive gardening techniques that help readers garden smarter—not harder—especially as they age. She offers

solution-oriented thinking, helping gardeners look at how and when they approach gardening and what changes would make sense for them and their bodies. She provides tried-and-true methods that lessen the physical strain of gardening. Throughout, she maintains a positive and empowering tone that honors the garden and the gardener, with a focus on the joy of aging. This empowering guide is for avid gardeners who want to continue enjoying their favorite hobby at any age. A perfect gift, *The Lifelong Gardener* shows how a little advanced planning can make gardening a safe and fun activity for life.

DOUGLAS KENT

Firescaping: Protecting Your Home with a Fire-Resistant Landscape, 2nd Edition

Wilderness Press

208 pages, \$21.95, Paperback

To be published October 1, 2019



Tens of thousands of wildfires burn across the country every year, destroying millions of acres of land. If you live in fire country, take action. Use firescaping to defend your home against wildfires

while maintaining the beauty of your garden. This unique form of landscaping design keeps your property healthy, clean and clear. Horticultural expert **Douglas Kent** shares secrets, tricks, and simple instructions in the new edition of this practical hands-on guide that is recommended by AAA Homeowners Insurance. Discover how to make your home accessible to firefighters in the event of a wildfire. Homeowners, landscaping professionals and community fire prevention officials will find *Firescaping* invaluable.

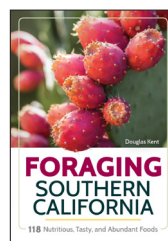
DOUGLAS KENT

Foraging Southern California: 100 Nutritious, Tasty, and Abundant Foods

Adventure Publications

240 pages, \$16.95, Paperback

To be published October 22, 2019



Foraging for food is an engaging and beneficial pastime that anyone can enjoy. *Foraging Southern California* introduces plentiful and delicious varieties of options—from berries and fruits to roots,

seeds and even tasty aquatic options like kelp and crayfish. Expert forager **Douglas Kent** shares his vast knowledge in this handy guide that's perfect for beginner and intermediate foragers. Learn what to look for as well as when and where to look. Key identification features, written instructions and full-page photographs help you to comfortably and confidently know that you're harvesting the right species. A compare section provides information on dangerous look-alikes, helping to ensure your foraging success and personal health. The "Top 10 Edibles" section provides a starting point for beginners. Species throughout the book are organized by harvestable quality, which quickly leads to the relevant information for your own foraging needs.

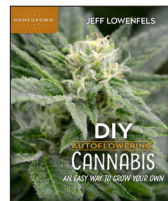
JEFF LOWENFELS

DIY Autoflowering Cannabis: An Easy Way to Grow Your Own

New Society Publishers

176 pages, \$24.99, Softcover

To be published October 22, 2019



Cannabis prohibition is ending around the world and so is the stigma associated with the plant. Just in time, there's a new bud in town, *DIY Autoflowering Cannabis*,

Jeff Lowenfels' book on how to grow this exciting plant right at home. As easy to grow as a tomato, autoflowering cannabis is the perfect plant for the home gardener who has limited skill, time and space. Never heard of Autoflowering Cannabis? Unlike commercially grown cannabis, these plants are tomato-size, container-grown, day-neutral and grow incredibly fast, from seed to harvest in as little as seven weeks. You have to see them to believe how exciting this is going to be for the home gardener.