The 68th Annual GWA Conference and Expo in Atlanta will have some great gardens, including some that offer traditional southern hospitality. They range from large public gardens to small urban gardens; all have something of interest.

**PUBLIC GARDEN**

The Atlanta Botanical Garden, located on the west side of Midtown Atlanta, is constrained by roads, urban growth and Piedmont Park. Inside the 30-acre garden, you will find sculpture, edibles, southern native specimens, conservatory plants, and much more.

Going through the unique Kendela Canopy Walk is just one of the many ways to enjoy the garden. Now six years old, this aerial walkway sits 40 feet in the air and extends 600 feet through the canopy of the mature wooded landscape. Building the walkway combined the latest techniques to minimize damage to the roots of the mature trees in this natural landscape.

Some of the sculptures, such as a little girl carefully stepping around a pond and an elegant equine piece, are gifts from generous donors. These are permanently housed in the garden, while other exhibitions are seasonal. This year’s spring and summer exhibit is “Chihuly in the Garden,” featuring 21 installation sites by the famous glass sculptor Dale Chihuly. The Atlanta Botanical Garden first showcased Chihuly’s amazing garden art in 2004. It is estimated that the exhibit drew twice the normal number of visitors to the garden and contributed more than $50 million to the Atlanta economy. This year promises to be even bigger and better, with nighttime lighting.

**PRIVATE GARDEN**

Jim Gibbs, retired founder of Gibbs Landscape Company, acquired nearly 300 acres on Atlanta’s north side and began transforming the landscape into one of the country’s largest estate gardens. With 30 years of cultivation, the property has mature trees, expansive gardens, ponds and stunning views of North George Mountains.

Sculptures in this garden include some that are more personal than those at the Atlanta Botanical Garden—representing the character of all three of the Gibbs children and 11 grandchildren. In total, the world-class landscape includes 24 ponds, 32 bridges and 19 waterfalls, as well millions of naturalized ferns. In all, the garden is regarded as one of the largest residential estate gardens in the country. Jim Gibbs is hosting GWA conference attendees to wine and light refreshments and a special after-hours visit.

Kate Copsey is head of the local organizing committee for the Atlanta Conference and Expo.
On the QT is the membership newsletter of the GWA: The Association for Garden Communicators. It is published bimonthly and distributed electronically. © 2016 GWA All rights reserved

Letter to the Editor

I hate to quibble with respected and talented garden writer Derek Fell, but I feel I must address two points that I believe were incorrect in his “Write it Right: Don’t Repeat the Errors of Other Garden Writers” article on page 22 in the December 2015 Quill and Trowel.

First is the correct spelling of waterlily (waterlilies). The International Waterlily and Water Gardening Society (IWGS.org), which, among many other functions, serves as the clearinghouse for new waterlily cultivars, err, varieties, has designated that waterlily be written as one word. It was not without controversy when the IWGS board made the decision a decade or so ago, but it is accepted in the industry now, and we garden writers should follow form.

Second, although I personally preferred “crepe myrtle” and it is so difficult to break that old habit — crapemyrtle is the correct name according to the USDA and plant’s breeders at the U.S. National Arboretum (see http://www.usna.usda.gov/PhotoGallery/CrapemyrtleGallery/).

Kathy Jentz
Publisher, Washington Gardener Magazine
Spend the next 15 minutes committing to join in, register for, participate with or communicate about something you read in this newsletter. Your assignment is to think about doing the most you can to show support and promote this association of garden communicators. Here is your challenge: to get involved in this wonderful world of professional opportunity!

Visit the new and greatly expanded digital universe of GWA at our enhanced web site: www.gardenwriters.org. This is communicator-connection central. Update all of your information. Surf the many pages. Discover all of the things that you never knew GWA had, or did or dreamed. Use the power of the database manager to discover other members that share your region, specialty, interest or history. Check back regularly to see how much more the site can do to help your career, make your connections and expand your resources.

Meet in a world-class venue at a GWA regional event near you:

- Monticello and Ashlawn during Seed Savers weekend in Charlottesville, Virginia
- Ladew Topiary Gardens with Cavano’s Perennials and Manor View Farms in Monkton, Maryland
- Schmidt’s and Iseli’s nurseries in Boring, Oregon, the same week as Festival of Flowers in Portland
- Naumkeag and Edith Wharton’s The Mount in Stockbridge, Massachusetts
- Yew Dell Botanical Gardens, Bernheim Arboretum, Cave Hill Cemetery and other gardens in Louisville, Kentucky
- Tulsa Botanic Garden and Garden Center of Tulsa in one of America’s Garden Capitals: Tulsa OK! Details to come.

Host a Connect meeting for two people at a venue you can choose. Pick up the phone. Drop an email or a text message to info@gardenwriters.org. No strings. No hassles. Just fun and networking with a cash bar and separate checks.

Register for Next Generation Summit: New Routes to Horticulture on Aug. 6 in Philadelphia, America’s garden capital, hosted by Longwood Gardens. It’s a one-day educational program featuring national and international speakers on horticultural frontiers and career paths. Enjoy a behind-the-scenes tour of this world-class estate. If you think young and want to be in charge of your fate, you will not want to miss the networking at this empowering program. Additionally, thanks to the cooperation of Greater Philadelphia Gardens, you will be able to tour the many public gardens for free with your ticket of registration for the days before and after this event. And on Saturday night, experience the delights of a private dinner party at Chanticleer: A Pleasure Garden!

Make an active verb of: Atlanta Conference and Expo. This is the BIG EVENT to renew old friendships, build new partnerships, work at mentoring others or on your own career goals, develop strategic links with industry vendors, sponsors and speakers. This year with karaoke! Do you have your confirmed flight and hotel reservations yet?

Join a committee. Volunteer to help with one of the Regional or Connect Meetings. Tell a friend, professional associate, mentor, student, cousin or in-law to join. Let them know that there is real value in association membership.

Recoup four times the cost of GWA membership by attending Cultivate ’16. American Hort is offering free registration to its extensive schedule of educational programming and open access to the trade show floor. Additionally, GWA members are invited to attend a number of private events at and around one of this country’s largest horticultural trade events. The value of this FREE registration is well over $400. Membership has four times more value than its actual cost just with this one event! GWA members can register at cultivate16.org/reg and use code PRESS10016. This is the only way to register and receive your special complimentary GWA member pass for the trade show and educational sessions.

Wrap up: Connect. Learn. Grow. We’re making it easier for you. Call me. Write me. Text me. I’m in the database and on the job! I want to hear how you did with your assignment.
As we began 2016, GWA leadership felt it was essential to hear from you, the members, about the organization—where it has been and where it should go. What was working and what wasn’t. With an amazing response rate of 27 percent and more than 50 pages in feedback, we thank you for the trove of incredible insight and ideas for us to use to move GWA forward. In just our first 100 days, we have already been able to address many of the key areas you cited as problematic:

• You wanted a more-user friendly website. Meet the new gardenwriters.org, a fully redesigned, mobile-responsive website, chock full of new benefits and enhancement. Congrats to the website committee for spearheading this charge. Thanks to C.L. Fornari, Katie Elzer-Peters, and Daniel Gasteiger for their work.
• You wanted more of a social presence. We have seen an excellent spike in engagement on many of our new and existing networks, but we need your help, too. Engage! Be sure to tag us or send us pictures so that we can share them across all our social platforms. Maybe your shot will end up on our new Instagram profile, @gardenwriters.
• You wanted a place where our members can talk to one another in a safe environment off of Facebook. We are excited to launch GWA communities, a members-only portal where you can share advice, news and insight on all things garden communications. Join a discussion today!
• Better QT? I think you would agree that Jo Ellen Meyers Sharp has made a remarkable transformation with this publication.

These are just a handful of the changes the Board is working on to better serve you. There is so much more to come and we want you to help us share it with the entire green communications industry.

Our Membership Committee, headed by Randy Schultz, needs your help expanding the GWA membership base. As you know, we have extended our reach beyond writers to include all communicators and in particular, we want to connect with the next generation. How can you help? Tell those who share your love of horticulture and communications about what GWA means to you and how it has shaped your professional development. We are starting a campaign. #WhyGWA. Tell us your story.

Here’s what some of members have to say:

“As a wholesale grower of plant material that maintains a strong focus on innovation and new plant introductions, being a part of GWA is an absolute must. I have built necessary professional relationships, which often turn into wonderful personal relationships, which are key to achieving our marketing goals. As a member of GWA, we have access to the writers who act as a conduit between us, as a grower, and the end consumer. GWA does an excellent job of providing opportunities to showcase our company and our products, as well as building fun and engaging networking events that support both our objectives and the writers’ needs.” — Ryan McEnaney, public relations and communications specialist, Bailey Nurseries

“Anyone who loves plants and wants to share their passion with others belongs in GWA. My skills as a garden communicator have improved because of my involvement with this organization, and I’ve gotten several good-paying jobs from GWA connections.” — C.L. Fornari, author and speaker, host of radio shows on WXTK-AM and WRKO-AM, Cape Cod

“I joined GWA in 2000. Since then, the organization has been integral in helping me make several key connections with important industry professionals. The educational opportunities presented at both the regional and national meetings are unparalleled in the field of garden communications.” — Jessica Walliser, columnist and author, Pittsburgh Tribune-Review

These stories are what GWA is all about. From book authors to bloggers, educators to nationally recognized speakers, from photographers to artists, radio hosts to YouTube stars, our members are as diverse as the industry they represent. Share your #WhyGWA and become part of the GWA story. Send it to us at info@gardenwriters.org.
The annual GWA conference has always offered many helpful educational sessions with diverse topics for everyone, and this year is no exception. The 2016 Conference and Expo schedule is so full of exciting events and tours that there is less time and therefore, fewer classes than we have had in previous years.

Even with fewer classes, each will be chock-o-block full of entertaining information that can be used by each of us for our garden communication projects throughout the rest of the year.

There are several presentations that focus on sustainability — a hot topic for current home gardeners. Brie Arthur will share her experiences with foodscaping which will help all of us strive to eat for better health. Kim Eierman’s talk is “The Pollinator Victory Garden,” which is a topic everyone thinks is important. Authors Claudia West and Thomas Rainer will team up on “Plant Communities and Sustainable Designs for the Future.”

There will be helpful sessions about ways to improve writing skills. Some have more to do with the approach of the subject matter or writing for the audience than with the technical rules of writing. Angela Treadwell-Palmer’s presentation, “Enticing Future Gardeners,” covers who wants to know more than the plant’s color, height and bloom time. Beth Botts will share her techniques about “25 Ways to Describe a Tree” and Karen Chapman and Christina Salwitz will team up to talk about “Beyond the Plant Tag: Design Ideas for Writers.”

Some sessions lean toward the business aspects of writing. For instance, Katie Elzer-Peters and Clair Splan’s presentation is about “DIY Writing Projects,” and how to be sure all the appropriated steps are covered for a successful and profitable outcome. Thomas Christopher and Ruth Rogers Clausen share the “Challenges and Rewards of Collaboration” and the steps necessary to guarantee success and continued friendship. Kathy Jentz and her team of excellent and experienced editors will “Eavesdrop on Editors” and discuss what they look for and what their biggest writing and submission pet pees are.

The topics of gardening and horticulture will be well covered, too. Dan Benarcik from Chanticleer Garden in Pennsylvania will show us the behind-the-scenes work of “Creating World-Class Displays for Your Garden.” Tom Johnson from Magnolia Plantation in South Carolina will talk about the “Contemporary Southern Gardens,” which will include many of the major gardens of the South. Back by popular demand, we will hear from Kelly Norris and Maria Zampini with “The New Plant Roundup.” David Culp will talk about old classic plants that are being reinvented for new spots in the garden.

Technology changes so quickly that some of us find ourselves behind before we even learn what was “new” yesterday. Seth Reed and Mason Day’s presentation will be about “Creating a Presence on Social Media and Tracking the Effectiveness of that Creation” and Chris Sabbarese will tell us about “The Use and Power of Livecasts.” Both of these sessions will update us on some of the new advances in the technological world of communication.

Last, but certainly not least, the Saturday afternoon Round Tables offer many fun, interesting and knowledgeable members — Allan Armitage, Dan Benarcik, Louise Clarke, Shelley Cramm, Kathy Jentz, Debra Knapke, Geri Laufer, Charlie Nardozzi, Sharon Richardson, William Smith and Lisa Eldred Steinkopf — who will provide fabulous opportunities to be up close and personal in very small groups. Topics include: growing herbs; elements of garden design; gardening indoors; foodscaping; green roofs; story of seven gardens; guiding garden tours for fun and profit; understanding terms, such as permaculture and biodynamics; the evolution and usefulness of a garden app; the art of gardening and social media for garden communicators.

The Round Tables are favorite parts of the conference. “It’s like talking with a fun group of my friends about a subject that I love,” said Ellen Zachos, a previous Round Tables participant. What could be more fun than that?

The 2016 GWA Conference and Expo will provide many opportunities for members to collect new information, while making new contacts and gathering inspiration, which will help carry them through the rest of the year in their work as garden communicators.

Becky Heath is GWA Vice President and head of the 2016 GWA Conference and Expo’s Education Committee.
Food garden news from around the nation

For garden writers looking for stories to write about food gardens, there are exciting opportunities all around. Here are a few samples of what’s going on in schools across the country.

STUDENTS LEADING THE WAY IN CHICAGO
While the United States Senate was bickering in 2015 over nutrition guidelines and the appropriateness of school lunch programs forcing students to eat more healthful meals, students at Albany Park’s Theodore Roosevelt High School in Chicago boycotted the school lunch program at their school.

The students took an unusual approach to improving school lunches. They learned that the service contractor that provided the meals was paid based on the number of lunches served each day. To boycott the school lunches, the students brought their own lunches and pressured the administration to make changes.

An estimated 80 percent of the students took part in the boycott. They created a website for the boycott: The School Lunch Project: Culinary Denial (https://rhsschoollunch.wordpress.com), which outlined the concerns of the students. The bottom line was that a rotating diet of hamburgers, pizza, and chicken patties isn’t a healthy diet. They wanted more fresh foods, salads, and healthy choices.

FARM TO SCHOOL IN ARKANSAS
In Arkansas, 27 school districts, which impact 169 schools and 86,729 students, are using Farm to School practices this year. The program helps support local farmers and provides healthy, fresh, local food for school lunch programs across the state.

Top products for Farm to School sales in Arkansas are apples, watermelon, berries, sweet potatoes, and lettuce. Schools are allowed to set their own definitions of local food, which can range from 50 miles to anything within the state. Schools make purchases directly from farmers and farmers markets, as well as through local distributors and processors. Making local food purchases does not require any extra paperwork on the part of the farmer or the school.

Additionally, the Arkansas Farm to School project encourages school gardens in elementary and junior high schools. Teachers combine hands-on experience in the gardens with other courses, including math, science and history, all involving the gardens in some way. Many schools have a kitchen or work areas where students learn how to clean, process and cook the produce they grow.

Fayetteville, Arkansas’ School District No. 1 began working on a Farm to School program in 2008 and has expanded it to include local produce from area farmers and producers in all of its schools. The program includes culinary training for the school food staff and school gardens across the district. The project has been met with enthusiasm from students — so much so that one farmer said that he was startled recently when he made his weekly delivery of produce and one of the students came up to him with a napkin and asked for his autograph.
USDA NATIONALLY
The Healthy Hunger-Free Kids Act of 2010 was authorized and funded by the U.S. Department of Agriculture to establish a Farm to School Program by awarding grants and assistance to schools that apply.

It has resulted in some very creative projects across the country. The Arizona Community Food Bank in Tucson partnered with 11 schools in the Tucson Unified School District to bring local, healthy food into their cafeterias. The district established seven school garden projects initially and has expanded to school gardens in every school in the district.

LEMON GROVE SCHOOL DISTRICT, LEMON GROVE, CALIFORNIA
San Diego County’s Lemon Grove is home to nearly 7,000 farms, the most in any county in the U.S. The farms have partnered with the USDA grant project, using local farm growers to provide local produce for school lunch programs. Like many of the school projects across the country, staff is educated in using minimally processed foods in lunches.

MADISON, WISCONSIN
The biennial Farm to Cafeteria Conference is set for June 2-4 in Madison, Wisconsin. This is the 8th National Farm to Cafeteria Conference hosted by the National Farm to School Network. It convenes more than 1,500 diverse groups working to source local food for institutional cafeterias, helping to foster a culture of healthy food and agricultural literacy.

Included in this diverse group are representatives of cafeterias in public schools, colleges, universities and hospitals — all with a goal to end obesity and strengthen local food systems. The 2016 conference will offer opportunities to develop innovative partnerships in long-term sustainability in agriculture and food service. For more information: farmtocafeteriaconference.org

The Food Gardening & Organics Advisory Panel welcomes stories and suggestions. Please email them to Jim Long at Longcreekherbs@yahoo.com

Plant a Row grows in North Carolina and Pennsylvania

Plant a Row Johnson County, North Carolina was recently profiled by Johnson County Today on its efforts to grow the program. With 16 volunteers headed by PAR coordinator Tiffany Whichard, the main garden is at the Johnson County Community College Arboretum, and includes 30 varieties of produce. Volunteers also contribute items from their own gardens.

In 2015, the project yielded almost 2,000 pounds of fresh produce, which was donated to local food banks and soup kitchens. The goal for 2016 is to beat that number at 2,500 pounds. To learn more, visit www.facebook.com/PlantARowJoCo.

The Morning Call and Sourcon Source recently did stories on Joseph Marlin and his work with Plant a Row Lehigh Valley, Pennsylvania. Working with Penn State University Master Gardener Robert Yoder, Marlin has already recruited more than 40 gardens to participate in the 2016 campaign. To learn more, visit www.plantarowlv.com.

GWA member Jim Long is a garden columnist, book author and organic herb gardener. He markets his herb health formulas and books through his website, www.longcreekherbs.com and travels the world searching for new and unusual edible plants.
Gary Oppenheimer is founder and president of AmpleHarvest.org. He and I have had several conversations since I became President of GWA. As part of our continuing philosophy and strategic practice of reaching out to non-profit organizations that offer growth synergy in membership or program, I asked Gary to provide the following article. AmpleHarvest.com can be part of a bigger team for PAR players. Let me know what you think (vista6211@verizon.net) – Kirk R. Brown

It’s no secret anymore that the United States is wasting almost half of all the food we produce. The USDA, the National Resource Defense Council, and the World Economic Forum produce report after report on the impact of this massive waste. Passionate bloggers like Jonathan Bloom and advocates, including Tristram Stuart, are keeping the message in our ears: If we can stop wasting this food, we can feed the millions of hungry families across the country.

AmpleHarvest.org was founded in 2009 to help redirect the flow of perfectly good food from the waste bin to those that need it most. We educate, encourage and enable America’s 42 million gardeners to donate their excess food to a nearby food pantry.

Our focus is not on farm food waste, but the secret, oft neglected food from home and community gardens that is left to rot on the vine, wilt in the refrigerator or is fed to the compost pile. We’ve found that this food is a major source of food waste in America and has the potential to have a huge impact on hunger in America.

THE SORRY STATS OF WASTE
In May 2015, AmpleHarvest.org set out to uncover just how much food home and community gardeners were wasting. The results were astonishing. In an online survey, we asked gardeners what they were growing, if they grew more than they can use and if they would be willing to donate their excess to the hungry via a local food pantry. Some even said they would grow more food in order to donate.

We gave the raw data to Cisco Systems (yes, the internet company). Its Harvard-trained economist applied the results to the entire population of gardeners in the United States. According to his analysis, more than 5.7 billion pounds of excess food is produced in gardens across the nation. Twenty-one million of the 42 million home and community gardeners are willing and able to share their bounty with those in need. This amount of food could nourish 13.8 million hungry Americans annually.

A GRASSROOTS SOLUTION
Up until now, the experts have been looking at food waste on the farm, in stores and in restaurants, but have overlooked America’s backyard gardens. Our research demonstrates that the seemingly insurmountable problem of hunger in America can be solved without any fancy government programs or large-scale infrastructure upgrades. It shows us that individual gardeners can reach into their backyards instead of their back pockets to help their neighbors in need. We can chip away at food waste and hunger at the same time by connecting gardeners with food pantries.

AmpleHarvest.org’s solution is simple. Gardeners can visit AmpleHarvest.org/findpantry to access our free, online search engine of over 7,600 food pantries that are eager for fresh food donations. Gardeners can find a pantry in their community that will distribute their excess garden bounty to nearby families who are struggling to put food on the table. Our goal is to reach every gardener in America to help encourage and enable them to end hunger while increasing the health of their community exponentially. It is equally important to us that every food pantry, soup kitchen, shelter and food bank register on our site so that every gardener in America can find a pantry when they have food to donate. Learn more about AmpleHarvest.org at ampleharvest.org/presskit/
GWA Foundation hits the road with Gro1000 projects

BY ASHLEY HODAK SULLIVAN

GWA Foundation, in partnership with the ScottsMiracleGro’s Gro1000 Program, the U.S. Conference of Mayors, Franklin Park Conservatory & Botanic Gardens and KidsGardening.org, will be traveling to Atlanta, New York, Providence and St. Louis in support of the 2016 Gro1000 Showcase Grant Winners. These sites were chosen from applications received by the Conference of Mayors. Each recipient receives a $40,000 grant that is used over a three-year period to help needy children and adults in each of these areas.

The St. Louis Riverfront Butterfly Byway will span approximately 31 acres of monarch butterfly habitat along the northern portion of the 19-mile riverfront. It will consist of native plants, which will attract pollinators and serve as urban prairie patches for other species. GRO1000 grant funds will establish a prominent southern terminus for the byway. The proposed southern monarch garden areas will be close to two city parks. The anticipated result will be two large monarch-pollinator gardens. These will also provide additional acreage of monarch habitat and serve as an extension of the St. Louis Riverfront Butterfly Byway pollinator pathway. The dedication will take place on Wednesday, May 4.

Providence’s General Street Park is a neighborhood park surrounded by a low-income housing complex, where many families live. Despite the large numbers of youth in the neighborhood, the connection to city-managed facilities, a free, federal summer-meals program and other park amenities, the park has historically been underutilized. This project aims to transform General Street Park into a vibrant, creative and safe place for residents and youth, through the installation of a fruit tree grove. The trees will serve as a natural play-hiding-discovery space for youth, as well as a healthy food access and environmental education opportunity. Edible garden planters will support nutrition literacy and food access, while a pollinator garden will reinforce recent garden installations and the fruit tree grove. The dedication will take place on Wednesday, May 11.

The Pleasant Village Community Garden plays a vital role in providing healthful, affordable produce for residents in the New York City neighborhood of East Harlem. About two thirds of food stores are bodegas, which typically offer fewer healthful, fresh foods than larger grocery stores. Thirty-eight percent of residents live below the poverty line, and almost two-thirds of the adults are overweight or obese. The garden effectively functions as a non-profit cooperative, providing food for more than 200 community residents. In addition to the edible garden, the property has a chicken coop, which supplies the community with eggs. Surplus eggs are sold and the revenue is poured back into maintaining the garden. The dedication will take place Friday June 3.

The Atlanta Urban Agriculture Expansion Project will connect and expand three successful, but under-resourced, urban agriculture programs across Atlanta, including the city’s 10 successful fire stations’ vegetable gardens. These gardens provide firefighters with fresh, naturally grown vegetables and herbs as a healthful supplement for their fire station meals, and serve as teaching and demonstration gardens for the surrounding communities. The grant will also benefit urban agriculture projects in Atlanta’s historic Vine City neighborhood and within the Atlanta University Center’s four historically black colleges and universities. The dedication will take place on Saturday, June 11.

Ashley Hodak Sullivan is executive director of the Garden Writers Association Foundation.
ive, streaming video is super easy and interactive now, thanks to the newest and fastest-growing social media tool — Periscope. With this new app, you can also have your viewers join in and contribute to the conversation. Imagine being able to walk around your place of business and introduce your customers to your employees and show them your facilities. Most exciting of all, in my opinion, is that you can offer live tutorials and classes to anyone in the world.

Periscope is owned by Twitter; naturally, the optimal way to see, share and find broadcasts is via Twitter. Since it is a fairly new technology, Periscope is updating its app and functions daily, adding new options and constantly improving.

One key thing to be aware of is that Periscope broadcasts are only live or visible for 24 hours, but there are ways to extend the time. Sign up for the free Katch.me service, which will send out a tweet after you’ve ended a broadcast and keep that broadcast saved until you want to have it deleted.

TAKE A PECK
Before you do your first broadcast, join in and participate on other people’s scopes. Tapping on the screen when they say something you agree with or show an item they like sends hearts to their screen and they will know you appreciate what they are sharing.

To begin, download the Periscope app to your smartphone. It will log you in under the Twitter handle you are logged in to on your smartphone.

To alert people that you are going to do a Periscope broadcast, tell them to follow your Twitter handle. Promote it a few days before your broadcast time so people know to tune in by posting on Facebook and any other social media accounts.

JAZZY TITLES
Give your chat a good headline that will pull folks in. Something like “Testing My Newest Garden Tools,” will let folks know what to expect and will prime them to interact and ask questions.

When you start a Periscope broadcast, introduce yourself and your business. Welcome your viewers and invite their questions. Be sure to thank people as they join in and participate.

Remember to mention your website or other ways that customers can contact you, but don’t be spammy and too commercial. Periscope is a very casual and friendly atmosphere that quickly builds up personal relationships, and you don’t want to come across as too much of a salesperson. Let your products and services sell themselves.

At the end of your live chat, swipe down from the top to stop the broadcast. After you are done, you can download, embed, or view your videos from the Katch.me website.

Most of all, remember to have fun with this new technology. Keep it short and sweet to start; then, as you build up an audience, you can start to schedule regular broadcasts and connect with others on a deeper basis.

If you have a specific social media question or challenge, please share that with me and I will address it in a future column.

Kathy Jentz is the Editor/Publisher of Washington Gardener Magazine, the publication for Mid-Atlantic home gardeners. She is the former Brand Ambassador for Meadows Farms Nurseries and the social media guru for various nonprofit organizations, including DCGardens.com. She can be reached at Kathy.Jentz@gmail.com.
Benefits of having a bookkeeper

The biggest benefit to me is that I have more time to do what I’m good at and enjoy, so I know I make more money. I pay between $150 and $300 per month for the service. It would be less if I didn’t turn my monthly accounting into a scavenger hunt. Expect to pay between $30 and $60 per hour for a good bookkeeper.

Categorizing and dealing with expenses is another huge benefit because it is so time consuming to track expenses; they are big part of business financials. (That saves money at tax time!)

Tax laws change constantly, and, with that, the rules for what you can deduct and what percentage of a charge you can deduct. The accountant stays on top of tax law so she can apply that to the records in my QuickBooks file.

“I can also help a client monitor expense creep,” Jim said. “You can get in the habit of spending a lot ‘because it’s deductible.’ If I see that happening, I usually say something.”

“One thing that many people don’t take advantage of, but they should, is the financial data a bookkeeper can generate,” said Jim. “Reviewing this data can help you determine if one of your jobs is unprofitable, or if it’s a good time to buy new equipment. Most people think bookkeeping is just so they can file a tax return. Even if the federal government abolished the IRS and went to a flat tax, business owners would still need good financial information to make solid business decisions.”

Good records also come in handy if you need a loan or business line of credit. “The time to get your financials in order is before you go to the bank,” he said.

HIRING A BOOKKEEPER? GATHER THESE MATERIALS:

• Prior year’s tax returns
• Bank statements
• Credit card statements
• Account numbers
• Receipts that have not been tracked

Need a bookkeeper? I’m biased, but I love mine. You can learn more about him here: http://www.quicktrainer.net. If you want someone close to you, the website can give you a good idea of what to look for when searching locally.

GWA member Katie Elzer-Peters is a freelance writer, editor and marketer. She lives in Wilmington, North Carolina, where she reads literary fiction and trash, paddleboards, gardens and takes her dogs for walks. Her website suffers from “cobbler’s son has no shoes” syndrome, but if you want to talk business, you can reach her at Katie@thegardenofwords.com.
REGION I
KERRY ANN MENDEZ

On April 15, Rich Pomerantz conducts a garden photography workshop for the Carmel-by-the-Sea Garden Club in Carmel, California, following his lecture there on April 14.

Maria Dusman of Deer Defeat “It Can’t Be Beat” is participating at Garden Day at State University of New York Ulster College, New York, on April 16, presented by the Cornell Cooperative Extension of Ulster County Master Garden Program. The event features gardeners’ classes, demonstrations and vendor market. Maria will also be at the Garden Fair, at Blandy’s Experimental Farm, State Arboretum of Virginia in Boyce, Virginia, May 6-8.

Kim Eierman is pleased to be presenting at the 12th annual Great Gardens and Landscaping Symposium in Woodstock, Vermont, April 16. Some other spring highlights include: “Great Native Plants in Containers” at the Native Plant Center at Westchester Community College May 4; “Native Gardening for Butterflies,” May 5, at the Garden Education Center of Greenwich, Connecticut; “How to Create a Meadow Garden” at New York Botanical Garden, May 11 and “Native Gardening in the Shade” at the Brooklyn Botanic Garden, June 12.

Kerry Ann Mendez is busy, giving 21 lectures in 10 states. She presents “New Sensational Flowering Shrubs for Three Seasons of Interest” at the 12th Great Gardens and Landscape Symposium, April 16 — a symposium that she founded and continues to organize. For her lecture schedule visit pyours.com/events.

Charlie Nardozzi is speaking about his new book, Foodscaping, at the following venues: Brome Lake Garden Club in Knowlton, Quebec, April 16; Longfellow Garden Club in Cumberland, Maine, April 20; the Hague Garden Club in Hague, New York, May 19 and the Home Garden Club in Morristown, New Jersey, June 8. He’s also speaking on “Vegetables Gardening” at the Bryant Art Gallery in Jeffersonville, Vermont, May 22.

Karen Bussolini has scheduled numerous lectures in Massachusetts this spring. On April 25 she is presenting “Naturescape Your Yard” at Tower Hill Botanical Garden for the Massachusetts Federated Garden Club’s Hort morning. Then, she travels to the Massachusetts Horticultural Society at Elm Bank, May 24 to give a lecture, “Jazzing Up the Garden with Color, Contrast and Movement.” On June 14 she speaks for the Williamstown Garden Club on “Survival in the Darwinian Garden.” Karen is also speaking in Connecticut at the Florence Griswold Museum in Old Lyme, Connecticut, on “Opening Eyes and Doors: Gardening with Kids.”

Karla Dalley has a busy start to May in Connecticut. She lectures on “Easy Care Roses” to the Suffield Garden Club, May 2, and then heads to the Goshen Garden Club to present “New and Unusual Shade Garden Plants,” May 7. The meetings are open to the public.

On May 4 and June 1, Diana K. Weiner presents “Gardening 102 & 103” training sessions for Cornell Cooperative Extension (Sullivan County), Liberty, New York. These sessions are free to the public. She demonstrates best practices for vegetable and sustainable gardening in the demo gardens with the assistance of Master Gardener volunteers. Diana manages the Sullivan Renaissance Horticulture program, which is dedicated to promoting Healthy Community Initiatives.

C.L. Fornari is speaking in several places in the Northeast this spring, including the Millbrook (New York) Public Library, May 16th. For details about all of C.L.’s presentations, please go to GardenLady.com.

Wayne Mezzit, a third generation nurseryman, Massachusetts Certified Horticulturist, chairman of Weston Nurseries (in Hopkinton and Chelmsford, MA) and owner of Hort-Sense, will present “Extending the Rhododendron Season” at the Heritage Museum & Gardens in Sandwich, Massachusetts, May 21. Wayne serves as trustee chairman for the Massachusetts Horticultural Society at Elm Bank in Wellesley.

REGION II
KATE COPSEY

Spring fever hit Region II and continues on through early summer with members doing talks and our public gardens hosting plant sales and open days.

Bartram’s Garden in Philadelphia announced that new tours of the restored main house begin in April. A recently recreated post-and-fence walk leads to the new garden of Ann Bartram, John Bartram’s granddaughter, is due to open in late summer.

The History and Landmarks Foundation celebrates spring when it hosts GWA member Martha Swiss for talks on “Urban Trees,” April 21, and “Growing Herbs,” May 3. Visit phlf.org for more information.

On April 21, Bill Thomas, executive director of Chanticleer, speaks about the Tyler Formal Garden in Bucks County, Pennsylvania.

Erin McKeon, another Chanticleer staffer, will talk at Quadrangle in Haverford, Pennsylvania, about the history of Chanticleer, April 21.

Dan Benarick, also from Chanticleer, presents a workshop on woven hanging baskets at Longwood Gardens, April 23. Dan is also talking at The Gardens at Cantigny Park in Wheaton, Illinois, May 6, before heading to speak at the Greater Des Moines (Iowa) Botanical Garden on May 7.

On April 23, Penn State Extension will be the host for the 21st Annual Garden and Landscape Symposium of Western Pennsylvania. Claudia West and Thomas Rainer are scheduled for presentations at Hillman Center for the Performing Arts in Pittsburgh. Visit bit.ly/1RDbIw4 for more information.
In Delaware, the Mt. Cuba Center is celebrating spring wildflowers April 24, National Public Garden Day, May 6 and special programs for the Hockessin Business (Delaware) Association’s Second Saturday series. For more on events at Mt. Cuba, go to mtcubacenters.org.

Kirk R. Brown continues his three-hat-trick-and-stick travels across the country. John Bartram delivers keynotes to the Northeast Rhododendron Society annual meeting at the White Marsh Country Club in Lafayette Hill, Pennsylvania, April 16, as well as at the National Meeting of the Rhododendron and Azaleas Societies in Williamsburg, Virginia, April 22. Frederick Law Olmsted turns heads and hats for The Bridge of Hope annual dinner in Lancaster, Pennsylvania, April 30, and for the Twin Valley Garden Club at the Henrietta Hankin Library, Chester Springs, Pennsylvania, May 11. Kirk shares the stage with Frederick at the Maryland Landscape Design School, Annapolis, Maryland, April 26, as they give three hours of lectures for a certification course sponsored by the National Garden Clubs. Frederick gives the keynote presentation for the Garden Clubs of New Jersey, Bridgewater, New Jersey, June 9, and for the Wellfleet Garden Club, Wellfleet, Massachusetts, June 15. Kirk begins a cycle of six, new, two-hour courses on “Lifestyle Landscaping” for an adult education series at Northampton Community College, Bethlehem, Pennsylvania. He was the featured instructor in the college’s March 14 newsletter.

Ruth Rogers Clausen is a speaker at the Federated Garden Clubs of Maryland Design School at the Crowne Plaza Hotel in Annapolis, Maryland, April 26.

In New Jersey, Rutgers Gardens have centennial celebrations throughout 2016, kicking off with the Spring Flower Plant Sales, May 6-8. For more information about the centennial celebrations and the plant sale, visit rutgersgardens.rutgers.edu.

Down the road from Philadelphia in Wayne, Chanticleer invites you to visit this spring — GWA members receive free admission. On-site talks include Allen Rokach, who presents “Photographing Gardens of the Brandywine Valley,” May 16 and 17.

The Pittsburgh Botanic Garden and the Pittsburgh History and Landmarks Foundation are hosting events throughout April and May. The Botanic Garden has a talk on growing pawpaws, May 19, and its 26th annual Plant Sale and Celebration, May 21. The garden is also being used for yoga and Tai Chi classes. Check pittsburghbotanicgarden.org for more information.

Judy Glattstein will give a talk on “Sizzling Summer Bulbs” at the Keyport (New Jersey) Garden Walk Event, June 4. The talk will be at the Keyport Borough Council Chambers. Registration is required for the talk as well as for this fun day of touring private and public gardens. See keyportgardenwalk.org for more information.

Barry Glick is speaking at the following venues: West Virginia Master Gardeners Spring Statewide Conference in Lewisburg, April 15; Oakland County Master Gardeners All That Jazz Conference in Waterford Township, Michigan, April 23; Hershey (Pennsylvania) Public Library Adult Continuing Education Spring Lecture Series, May 14 and Millersville University’s Native Plants in the Landscape Symposium in Millersville, Pennsylvania, June 15.

Garden-pedia co-authors Pam Bennett and Maria Zampini are appearing at the Ohioana Book Festival at the Sheraton Columbus Hotel at Capitol Square, Columbus, Ohio, April 23. They are also participating in one of the panel or roundtable discussions during the festival. Details at ohioana.org.

Region I member Karen Bussolini is looking forward to seeing her Region III GWA friends at The Master Gardener Society of Oakland County Michigan’s Spring Convention - Gardening and All That Jazz (mgsoc.org). She is speaking on “Jazzy Up the Garden with Color, Contrast and Movement” and “Garden Photography, Garden Making and the Art of Seeing,” in Waterford, Michigan, April 23.

Debbie Notaro is coordinating Gardenology...All Things All About Gardening (gardenologygemail.com), an event sponsored by the Geneva (Illinois) Garden Club, May 14, featuring speakers, vendors and advisers. The garden club is also hosting Fancy Plants and Antique Sale, offering hard-to-find perennials, June 3-5, 402 S. Sixth St., Geneva. Email Debbie at Debbie@mysecretgardenonslw.com for more information.


Susan Martin invites all members to Gardens, Mysteries, Lore & More, a Region III event June 3 and 4 in Louisville, Kentucky. The tour includes Yew Dell Botanical Gardens; a meeting with bestselling author Sue Grafton, who will share the secrets of her craft; retail therapy at Brian’s Botanicals; a hike in Bernheim Forest and a photo op at Cave Hill Cemetery and Arboretum. Register online today or call 212-297-2198.

Kathie VanDevere reports that the Midwest Garden History Symposium, “Fields & Forests, Farms & Gardens,” is being held June 9 at Hale Farm and Village in Bath, Ohio. The event will focus on the substance of our forests and fields, their evolution with success and failures into our farms and gardens through the past 200-plus years. Registration is limited. Inquire at kvandeve-er@icloud.com.

Beth Botts (thegardenbeat.com) is grateful to all the GWA members who have helped her learn the ropes of being a book author.
In February, Cool Springs Press published her Illinois, Indiana & Ohio Month-by-Month Gardening: What to Do Each Month to Have a Beautiful Garden All Year. She’s been selling and signing books at speaking engagements all spring. On June 17, she will speak on “Small-space Vegetable Gardening” at the Purdue Master Gardeners State Conference in West Lafayette, Indiana. She also is scheduled to speak at the GWA Annual Conference & Expo in Atlanta, September 16-19.

Jo Ellen Meyers Sharp joins Beth as a speaker at the Indiana Master Gardeners State Conference, June 17. Jo Ellen presents “Low-maintenance Landscaping Practices.”

Brent Heath leads the workshop, “Living Flower Arrangements,” at Polly Hill Arboretum in West Tisbury, Massachusetts, April 15 and 16. On April 23, he presents “100 Years of Daffodils and More” for Fellows Riverside Park in Youngstown, Ohio. The Daffodil & Hosta Society of Western Pennsylvania and the Allegheny Chapter Rock Garden Society have the opportunity to hear Brent talk about “Daffodils and Special Bulbs” on May 14 and 15. “The Tropical Paradise Garden” is Brent’s topic for the Mathews (Virginia) Garden Club, May 18.

Kip McConnell of Plant Development Services, Inc. is speaking at the Sacred Heart Garden Festival in Augusta, Georgia, April 22. For more information go to sacredheartgardenfestival.com/

Patricia Lanza presents “Lasagna Gardeners” at the Cumberland County Master Gardener Flower Show at the Fair Grounds in Crossville, Tennessee, April 22-24. Her popular three-book series: Lasagna Gardening, Lasagna Gardening for Small Spaces & Lasagna Gardening with Herbs, aided by live demonstrations, is the basis for the presentations. Go to ccmga.org for times and directions.


Region IV Two Presidents Tour, Charlottesville, Virginia, April 29 Central Virginia is considered the birthplace of American gardening. Monticello, the home of Thomas Jefferson, and Ash Lawn-Highland (pictured), the home of James Madison, are opening their doors to GWA, offering tours, space for the official Regional Meeting and a staff person to answer questions and talk about special programs.

Keri Byrum is leading several programs at Harry P. Leu Gardens in Orlando, Florida, including “Calladiums and Summer Color,” May 5, “Micro Irrigation Basics,” May 19, and “Florida Butterfly Gardening,” June 15. She is presenting a recap of the Floriculture Field Day Trials from 2015 at the Florida Flower Trials Conference in Orlando, May 12.

Arlene Marturano presents a program on “The Monarch, Milkweed and Migration Project,” initiated in South Carolina schools and garden centers, at Mill Creek Garden Center in Columbia, South Carolina, May 14, and at Wingard’s Market in Lexington, South Carolina, May 21. Brie Arthur demonstrates how to make heirloom bloody Mary juice, while she presents “Tasty Tomatoes” and “Foodscaping 101” at the Native Plants in the Landscape Conference, Millersville University, Millersville, Pennsylvania, June 15-17, millersvillenativeplants.org

If you’re in the Metro Denver area this spring, Jodi Torpey invites you to stop by one of her “Blue Ribbon Vegetable Gardening” talks: Nick’s Garden Center in Aurora, April 16; Echter’s Greenhouse in Arvada, April 17; Tagawa Gardens’ TomatoPaloza in Centennial, April 23 and the Denver Botanic Gardens Bonfils-Stanton Heirloominaries series of garden lectures, workshops and tours, May 14.

Bill Johnson’s photo exhibit, “The Amazing World of Moths” is on view at the Como Park Zoo & Conservatory Exhibit Gallery in St. Paul, Minnesota, April 29 through June 30. He is there for a meet and greet, May 1. Bill presents “Insect Pollinators — Beyond the Honeybees” at the Greater Des Moines Botanical Garden as part of the Spring Garden Festival in Des Moines, Iowa, Friday, May 6. His “Insect Pollinators” photo exhibit is on display at the Missouri Botanical Garden Butterfly House in Chesterfield, Missouri, June 1-30.

Casey Hentges, new host of OETA’s Oklahoma Gardening, is kicking off National Public Gardens Day activities May 6, with the talk “The Beauty and Importance of Public Gardens” at the Philbrook Museum of Art in Tulsa, Oklahoma. Philbrook, Tulsa Botanic Garden, Gilcrease Museum, Linnaeus Teaching Gardens, Tulsa Garden Center, Tulsa Zoo and Tulsa County Master Gardeners will offer tours, talks and activities throughout the weekend.

The Tulsa Botanic Garden is also getting ready to open its second garden from its master plan. May 15, the garden cele-
brates the grand opening of the Children’s Discovery Garden with ribbon cutting and free admission. The 2-acre Children’s Discovery Garden, with many artistic features, including the Spring Giant (a 15-foot tall garden folly and water feature), oversized insect whirligigs and Oak Thrones. For more information, call 918-289-0330 or visit TulsaBotanic.org.

The Dallas Arboretum launched the Great Contributors Bronze Statues exhibit by renowned sculptor Gary Lee Price. These life-sized sculptures include Abraham Lincoln, Benjamin Franklin, George Washington, Claude Monet, Albert Einstein, William Shakespeare, Mark Twain and the Wright Brothers. The exhibit runs through November 30.

**REGION VI**

**LYDIA PLUNK**

Toni Gattone’s spring seminar schedule in California is: Marin Villages, Ross, April 18; Hillside Garden Club, Oakland, April 26; Santa Rosa Iris Society, Santa Rosa, May 9, and Marin Rose Society, Ross, May 10. After her last talk in May, she’s off to Italy for another magical adventure and hopes to find the time to finish her book.

Jane Gates is presenting “Gardening for El Niño through La Niña” at the Southern California Spring Garden Show, South Coast Plaza in Costa Mesa, California, April 30.


Nicholas Staddon announces a busy spring speaking schedule. On May 12, at the Modesto Garden Club (California), possibly the largest garden club in the United States, Nicholas presents “What Defines the New American Garden.” May 13, he’s at The Village Nurseries Landscape Center Open House, Miramar, San Diego, California. He is joined by Anthony Tesselaar of Tesselaar Plants, the visionary advocate of Flower Carpet™ roses, who is speaking on “How to Save Water and Stay Green.”

Longtime members, Tom Alexander, George Van Patten and Jeff Lowenfels, known collectively as the Three Amigos of Cannabis, are featured speakers at the NW Cannabis Classic in Anchorage, Alaska, the weekend of May 14. Alaska is one of several states that has legalized recreational cannabis and has turned to GWA members to help get the industry off on the right foot. The Amigos have been featured speakers in similar events in Tacoma, Washington and Portland, Oregon. There is a great opportunity for GWA members where the product is legal.

Maria Zampini is speaking at the June 8 Wednesday Night Lecture Series at the Northwest Horticultural Society in Seattle, Washington. She’s doing a talk and book signing on her book, Gardenpedia: An A-Z Guide to Gardening Terms. Details are at northwesthort.org/

**REGION VII**

**STEVEN BIGGGS**

Steven Biggs speaks on “Edibles in Urban Landscapes” at the Food Gardening Show in Toronto, Ontario, April 16; “Growing Figs in Cold Climates“ at Plant World Garden Centre, Toronto (plantworld.net), April 24; “Edibles in Urban Landscapes” for the Streetsville Horticultural Society, Mississauga, Ontario (streetsvillehort.ca), May 10; “Gardening with Children” for the Grimsby Garden Club, Grimsby, Ontario, May 15, and “No-fuss Backyard Fruit” at the Toronto Botanical Garden, North York, Ontario, in a two-part course, June 2 and 9 (torontobotanicalgarden.ca). Steven collaborates with chef Signe Langford in a workshop about growing and cooking with figs, “Explore Your Fig Fetishes,” at Dish Food Studio in Toronto, June 1 (dishcookingsudio.com).

Dan Cooper speaks about his book, Gardening from a Hammock, to the Waterloo Horticultural Society, Waterloo, Ontario (waterloohort.org), April 22, and the Guelph Horticultural Society, Guelph, Ontario (guelphhort.org), April 26. Gardening from a Hammock is now offered in the print catalog of Lee Valley Tools.

David Hobson speaks at the Ontario Horticultural Association District 5 AGM in East York, Ontario, April 23 and the District 17 AGM in Brooklin, Ontario, April 30.

Niki Jabbour kicks off the ninth season for her award-winning radio show, The Weekend Gardener, May 1. Listen live at news957.com. Niki speaks about “Garden BFFs — Edibles and Ornaments that Grow Well Together” at the Yarmouth Spring Living Show, Yarmouth, Nova Scotia (springlivingshow.com), April 16 and 17, at the Scotian Gold Co-op (in the Annapolis Valley of Nova Scotia) about unusual edibles, April 30, and at the Lee Valley store in Halifax, Nova Scotia about how easy it is to cut your grocery bill with a high-producing veggie garden, May 6.

Phil Reilly is helping organize a lecture and book signing in Ottawa by Linda Chalker-Scott, April 28 about her most recent book, How Plants Work: The Science Behind the Amazing Things Plants Do. Contact Phil for details, gphilreilly@gmail.com.

News from Down Under: Catherine Stewart announces that two national television networks have commissioned new series about landscape design and garden making in Australia, breaking the recent dominance of cooking shows on TV. Filming is set to begin in April. If you are in Australia between April 28 and May 1, Catherine invites you to The Perth Garden Festival Outdoor Garden Show, featuring landscape gardens, floral displays, talks, sustainable living ideas.
Carlo Balistrieri announced that he took the Leap Day challenge and debuted his new, redesigned website carlobalistrieri.com.

Goddess Gardener Cynthia Brian invites listeners to tune into her radio broadcast, StarStyle, Wednesdays from 4 to 5 p.m. (PT) on the Voice America Network, Empowerment Channel, for inspiring and life-enhancing conversations, including many gardening and nature discussions.

Sharon J. Collman chirps that Washington State University Extension is completing a series of workshops for homeowners and community garden organizers as a part of the Growing Groceries Workshop Series.

Longtime GWA member Darcy Daniels invites fellow members to preview eGardenGo, an inspirational, fun and easy-to-use web app for gardeners. It’s designed to help them be more successful in their gardens and to unlock the secrets of making successful planting combinations. This exciting new web app — developed by a gardener for gardeners — helps you get inspired and stay organized, while taking your garden to the next level. Get the preview link: egardengo.com/sign-up.

Bonnie Plants’ free gardening app, Homegrown, is now available for Android and iPhone smartphones. It offers a simple, intuitive way to use notes and photos to record and share garden successes and challenges. For more information and to download, visit bonnieplants.com/app.

CobraHead LLC, is happy to announce its new website www.cobrahead.com. It was designed in partnership with 1 Digital Agency, a Philadelphia based e-commerce specialist that is also working with CobraHead on SEO and other internet marketing. As part of the new website launch, CobraHead offers all visitors a 10 percent discount on any shopping, with the use of the code: NEWSITE. The code is good until April 30, 2016.

Fiskars has announced its 2016 Project Orange Thumb community garden grant recipients. With the goal of strengthening community ties, growing healthy food and beautifying community gardens across North America, Fiskars has offered grants and tools to support local, hand-grown food sources since 2002. Eight of the 30 recipient projects this year are in Region III. Learn more about all the 2016 winners and see if one is located near your neighborhood at fiskars.com/ProjectOrangeThumb.

Fiskars has introduced a new line of versatile tools to clean up and remove unwanted plant growth. From clearing grasses, vines or brush to trimming shoots and stems and edging borders, these newly designed billhooks and machetes can help get yards ready for spring growth and maintain a beautiful space year-round. Email media@fiskars.com to learn more.

Plant Development Services, Inc., will introduce the Encore® Autumn Fire Azalea this spring. Look for it at a garden center near you. For more information go to www.encoreazalea.com.

Allied Trade members: please submit news items and high-resolution photos to jemsharp@sbcglobal.net. On the QT deadlines: May 10, July 10, September 10 and November 10, 2016.

Dale Deppe, president and owner of Spring Meadow Nursery in Grand Haven, Michigan, a longtime GWA supporter, received the 2016 Scott Medal and Award from the Scott Arboretum of Swarthmore College. The annual award is given to an individual, organization or corporate body who has made an outstanding national contribution to the science and the art of gardening. Since starting Spring Meadow Nursery as a small liner production
company in 1981 with his wife Liz, Dale has grown it into a world-renowned, 200-acre propagation nursery featuring state of the art facilities, a breeding and evaluation program, and an outstanding display garden that GWA members attending the Region III meeting last summer in visited Grand Haven.

Catriona Tudor Erler recently took a group from the Garden Club of Virginia to Rajasthan, India to explore the historic Mughal Gardens. She gave two talks: “Mughal Paradise Gardens” and one on the history of the Taj Mahal gardens to people who came on the trip.

Amy Goldman, noted gardener, author, artist, philanthropist and well-known advocate for seed saving, plant breeding and heirloom fruits and vegetables, is pleased to announce the launch of her new website, amygoldmanfowler.com. The site showcases Goldman’s celebrated books (including her newest, Heirloom Harvest), her lifelong work in conservation as well as upcoming events and media appearances.

Beverly Hurley announces that Triangle Gardener Magazine in North Carolina has entered the world of podcasting. The new podcasts explore the joys of gardening in the region and examine the intersection of horticulture and innovation and the people who are leading the way. Listen online at TriangleGardener.com.

May 1 marks the 30-year anniversary of Designing and Maintaining Your Edible Landscape – Naturally by Robert Kourik. This self-published book is still in print.

Bonnie Manion is quoted about Provence in a new book, For the Love of Provence, by photographer Rachel Hale McKenna with text by Peter Mayle (PQ Blackwell, 2015). “Provence is one of the great garden destinations of the world. It is a special place where the beauty of its natural landscape has magically mingled with civilizations for centuries, and the beauty keeps on radiating,” Manion said. This is the second international book about Provence in which she is quoted. The first was Lunch in Provence by Rachael Hale McKenna and Jean-Andre Charial (PQ Blackwell 2012).

Eva Monheim has taken on the new role of Aquaponics Faculty Advisor at Temple University in Philadelphia, Pennsylvania.

Stephen and Kristin Pategas of Hortus Oasis are designing gardens and are also judges for America in Bloom. Each is evaluating communities in the United States this summer. Check out americainbloom.org for story ideas and contact Stephen or Kristin at garden@hortusoasis.com for information on their adventures and AIB.

The Seattle Wholesale Grower’s Market awarded Debra Prinzing (left), former GWA president and author of Slow Flowers and The 50 Mile Bouquet, its 2016 Grower’s Choice Award for outstanding contributions to revitalize the local floral community. While presenting the award, the Board Chair Diane Szukovathy (right) cited Prinzing’s three years of service on the co-op’s volunteer board of directors and her continuous efforts to publicize the local floral industry through more than 120 Slow Flowers podcasts, as well as numerous blog posts, magazine articles and press appearances.

This is part of the “Warrior Hike” program started by veteran Sean Gobin, one of CNN’s “Top 10 Heroes of 2015.” For those interested in learning more and making a contribution, visit womanswork.com/warrior_hike.

This column replaces the former “On the QT.” It includes non-time-sensitive member news, awards, job changes and anything else that does not fit into “Regional News & Notes” or “Hot Off the Press.” Please submit news items and high-resolution photos to jemsharp@sbcglobal.net. On the QT deadlines: May 10, July 10, September 10 and November 10, 2016.
Cathy Wilkinson Barash
Month-by-Month Gardening: Prairie & Plains States
Cool Springs Press; 208 pages, $24.99
Published March 2016

This book streamlines planting and growing information by grouping timing tips and how-to advice month by month. This chronological organization, which includes listings for annuals, bulbs, edibles, lawns, perennials and ornamental grasses, roses, trees and shrubs as well as vines and groundcovers, makes the book easy for readers to navigate quickly and offers invaluable tips—from planning to planting, to caring to watering and for creating a gorgeous, healthy garden.

C.L. Fornari
The Cocktail Hour Garden: Creating Evening Landscapes for Relaxation and Entertaining
St. Lynn’s Press
192 pages, $19.95 hardcover
Published April 4, 2016

Fornari shares her tips on how to design an evening landscape for all the senses, where you can sit, decompress, and reconnect with the natural world. Discover plants that belong on your cocktail party A-list. Learn about varieties that catch the rays of the setting sun, attract hummingbirds, deliver fragrance and provide flavorful ingredients for cocktails. Relax and raise a toast to the beauty in your own backyard.

Kate Frey and Gretchen LeBuhn
The Bee-Friendly Garden: Design an Abundant, Flower-Filled Yard that Nurtures Bees and Supports Biodiversity
Ten Speed Press
224 pages, $19.99/$25.99 Canada
Published Feb. 9, 2016

A lavishly illustrated guide that gardeners can use to create stunningly colorful, vibrant, healthy, productive gardens that help not only the threatened honeybee, but the many lesser-known, amazing native bees, as well. There are numerous benefits to having a bee garden—both personal and global. Not only are bee gardens gorgeous, they are organic, pesticide-free, and ecologically sustainable.

Amy Goldman
Heirloom Harvest: Modern Dauguerreotypes of Historic Garden Treasures
Bloomsbury Publishing
192 pages, $85 hardcover
Published Oct. 27, 2015

With 175 images, this is the result of a 15-year collaboration between Goldman, a plant conservationist and heirloom gardener, and Jerry Spagnoli, one of the world’s foremost daguerreotypists. The lustrous images of plant life allow readers to appreciate natural beauty in a new way. Goldman grew all the featured fruits, vegetables, nuts, herbs and berries on her 200-acre, historic, Hudson Valley farmstead.

Rhonda Fleming Hayes
Pollinator Friendly Gardening: Gardening for Bees, Butterflies, and Other Pollinators
Voyageur Press
176 pages, $21.99
Published Jan. 15, 2016

Hayes took her garden from patches of pollinator-friendly spaces to a holistic approach in 2000. The garden serves as a laboratory for experimenting with food, shelter and water sources for major pollinators: bees, hummingbirds and butterflies. Her garden has life—it buzzes, it blooms, it beats. It often stops passersby in their tracks; they are anxious to know why her garden looks different, smells different and seems different.

Peter Loewer
Hydroponics for Houseplants: An Indoor Gardener’s Guide to Growing Without Soil
Skyhorse Publishing
144 pages, $12.99
Published March 1, 2016

The answer is in this book for anyone who has ever shied away from growing houseplants because of messy dirt or fear of brown, dying leaves if plants are left for a few days without water. Ditch the hassle and learn how to grow plants indoors using water instead of soil with this 300-year-old technique.

Tara Nolan
Raised Bed Revolution: Build It, Fill It, Plant It—Garden Anywhere
Cool Springs Press
272 pages, $30 hardcover
To be published May 1, 2016

This book is the ultimate raised bed problem solver, an inspiring guide filled with advice and how-to add raised beds to any space, whether it’s a tiny patio, balcony or a suburban backyard. DIY enthusiast Nolan features raised beds that defy the typical rectangular shape. From welded steel, which ages to a rust-colored patina, to a vertical wooden tiered design and an up-cycled lettuce table, gardeners are modernizing the construction of the traditional raised bed to fit a vast number of requirements.

Stella Otto
Otto Graphics
320 pages, $24.95
Published January 18, 2016

After more than 20 years as the home gardener’s go-to source for in-depth information and solutions to tree fruit growing challenges, this newly updated and expanded second edition has even more information for both the new and experienced gardener.

Claire Splan
Not-So-Hot Tomatoes: Growing Delicious Tomatoes in Cooler Climates
Amazon Digital Services
31 pages, $2.99 Kindle
Published April 1, 2016

The eBook advises gardeners in cool-summer climates about the types of tomatoes best suited for their conditions. Included are which heirlooms and hybrid varieties are recommended for flavor and high yield and tips for growing tomatoes successfully in a shorter season. A soft-cover version will be published through CreateSpace at a later date.
The 2016 Book Award Committee members were: GWA member Jeff Cox, a garden communicator and designer in Sonoma County, California; Rita Hassett, a botanical librarian at the Morton Arboretum in Lisle, Illinois; Susan Hines, a garden communicator in Hyattsville, Maryland; GWA member Jim Long, garden communicator and owner of Long Creek Nursery in Blue Eye, Missouri; GWA member Mary Ann Newcomer, a garden communicator in Boise, Idaho; GWA member Doug Oster, a garden columnist for the Pittsburgh Post-Gazette and television and radio personality based in Pittsburgh, and GWA member Anne Marie Van Nest, a garden communicator in St. Davids, Ontario, Canada.

The 2016 Book Awards will be presented on Thursday, June 2 during the Great American Gardeners Awards Ceremony and Banquet at River Farm, the AHS’s national headquarters in Alexandria, Virginia. For more information about the awards, visit www.ahs.org/awards.
Alicia Marcus Krieg (left) and Carmen Devito (right) are a horticultural super couple. For years they shared a wall at the Horticultural Society of New York. Carmen (with her background in marketing) worked on one side, running the shop while Alice (with her background in art and design) worked on the other. She ran the Green Branches program, which designed and installed gardens at the Carnegie Library branches in New York City. They’d collaborate on special exhibits, melding horticultural education and commerce; each brought her own expertise to the plant party.

After 9/11, when money for public horticulture had gone the way of the carrier pigeon, they decided to strike out on their own. They started out with one client, who commissioned them to design and install a boxwood hedge. Alice and Carmen took the fee from that client and incorporated: Groundworks, Inc. (groundworksgardens.com), was born.

In the beginning, Alice and Carmen (can’t we just call them Carmalice?) did everything themselves. But the quality of their work and the connections they’d made at the horticultural society meant they didn’t stay small for long. In less than two years, they were designing the garden for the Ohel David & Scholomo Synagogue in Manhattan Beach, Brooklyn. Today their clients include gardening content. This seemed horribly unjust, and these two entrepreneurs pitched their idea for We Dig Plants to HRN with a unique twist. At the time, they were selling cuttings of Carmen’s family’s Italian grape vines at the Brooklyn Flea, so they submitted their idea for a plant-based radio show along with grape vine cuttings and a trowel. Needless to say, they got the gig.

To date, Alice and Carmen have produced more than 180 episodes and show no signs of stopping. This year, they added two issues of The Thistle & Fig Tales, a plant-based comic series about the plants that affect our daily lives, to their portfolio of accomplishments.

**GWA OPENS HORT WORLD**

Carmen and Alice knew about GWA from their days at the horticultural society, but they didn’t become members until they began their radio show. For them, the benefits of membership are many, but they especially appreciate how GWA has opened them up to the larger world of horticulture. “There are so many experts in so many different aspects of horticulture,” said Alice. “It gets you thinking on a larger scale.”

When asked what they might say to someone contemplating joining GWA, Alice answered that it’s the best money you can spend as a garden communicator. She highly recommends the annual symposium, newly christened the GWA Annual Conference and Expo. “People are so generous with their time, they make you feel included in the wider circle of horticulture,” she said.

Carmen agrees. “Gardening can be very local, and being part of GWA has broadened our horizons. We’ve met so many interesting people and found so many great guests for our show through GWA,” said Carmen, who participated in GWA’s strategic planning meeting last November in New York City.

Both Alice and Carmen are excited by the recent changes in GWA. The new energy and expansive thinking are exhilarating. While they didn’t begin their careers as official garden communicators, Carmen explains that in essence, this is what they have always been. “Gardening is communicating. We have a chance not just to green a client’s space, but to change their lives.”

GWA member Ellen Zachos is a writer, lecturer, and photographer. Her website is backyardforaging.com. This summer she is leaving the East Coast and moving to Santa Fe, New Mexico, where she doesn’t know how to grow anything.
MEMBER PROFILE  CATHY WILKINSON BARASH

Rosalind Creasy — edible landscaping pioneer

As a six-year-old, I moved some marigolds from our special Burpee’s White Marigold Contest Garden and planted them among the tomatoes. I thought they’d look pretty — yellow flowers with red fruit. My father was furious and made me put the marigolds back “where they belonged.” As an adult, I continued to interplant edibles withamentals — from pumpkins and zucchini on a hillside to a mixed greens border along the front walkway — even though friends and neighbors called me crazy. In 1982, I saw Rosalind Creasy’s book The Complete Book of Edible Landscaping and devourered it. She validated what I had been doing on a very small scale all my life.

Edible Landscaping was one of the first American landscaping books to advocate organic methods, encourage recycling and provide alternatives to resource-wasting gardening techniques. It served to move edibles out of their former sheltered backyard existence into the prominence of the front yard. Since the book’s publication, the edible landscaping has become part of horticultural, architectural and common commonplace today.

A GARDENER AND MORE

A prolific garden and food writer, Ros is also a photographer and landscape designer with a passion for beautiful vegetables and fruits. Frustrated by America’s penchant for lawns, Ros has used her front garden to showcase an ever-changing display of edible ornamentals. It served to move edibles out of their former sheltered backyard existence into the prominence of the front yard. Since the book’s publication, the term edible landscaping has become part of horticultural, architectural and common commonplace today.

CHANGING SCENES

Living in the San Francisco Bay area, Ros has been able to change both the design and concept of her garden twice a year, even redoing the hardscape from time to time. Because her articles are photo-driven, even changing the color of the garden walls, trellises or fences makes a big visual impact. Over the years, themes have been as diverse as Alice in Wonderland, the Yellow Brick Road, children’s vegetable maze, vegetable and flower trial gardens, Magic Circle Herb garden, container gardens and 100-Square-Foot Garden (which produced $700 of vegetables) and nationality-oriented food gardens (Mexican, Italian, German, Asian and others). Additionally, a chicken coop resides in the front garden.

The engaging gardens welcome friends and neighbors. The UPS driver may pick a few greens and edible flowers. She helped popularize these and other outstanding, but then little-known, vegetables, in her 1988 book Cooking From the Garden. That book and her syndicated column for the Los Angeles Times helped introduce a vast new palette of edibles like candy-cane-striped Chioggia beets, Rosa Bianca eggplant, baby bok choi, Rainbow chard, purple cauliflower, golden zucchini, purple asparagus, carrots (in hues of purple, red, white and yellow) and other culinary delights that are commonplace today.

Since 1982, Ros has written 18 books on gardening and cooking. Her books have garnered some prestigious awards including Quill & Trowel Awards and Awards of Excellence. In 1999 she became a GWA Fellow and was inducted into the Hall of Fame in 2009.

Neighborhood children regularly stop by Ros Creasy’s front-yard edible landscape. Kate (bottom left) instructs other children on the rules of the garden: let your parents know where you are; don’t pick anything unless Ros says it is okay; don’t step in the beds; do not open the coop or go inside and only feed the chickens the greens growing in front of the coop. Cherry tomatoes as he makes his way to the front door. When her thornless blackberries are at their peak, Ros hosts a neighborhood ice-cream social, where everyone helps themselves to blackberries to make sundaes. When she grew wheat, neighbors helped cut, thresh (between sheets on the driveway), winnow it and bake several loaves of bread for the annual Fourth of July block party.

Children regularly stop by to look at the garden and feed the front-yard chickens. Mr. X, who lived to be 15 years old, was a favorite. It is heart-warming when children bring friends to the garden, you hear them reciting the rules and showing them around. Grown-up children come back to visit, bringing their own youngsters.

GWA member, past president and Fellow Cathy Wilkinson Barash was given the moniker of gourmet horticulturist back in the 1980s. Her specialty is edible flowers. She is the author of 15 books, and her photography appears in most of them. Cathy is also a freelance writer, photogapher, editor, copy editor and consultant. Currently working a new website, you can contact her at thebloominggourmet@gmail.com for her list of 70+ safe and delicious flowers.

PHOTO COURTESY ROS CREASY
ow that the evidence of human-induced climate change has been clearly documented, the only facet of our rapidly shifting climate that we can predict with any certainty may be change. “The rate of change is unprecedented. It’s happening so quickly, the question is whether plants and animals can keep up,” cautions Jake Weltzin, ecologist at the U.S. Geological Survey and executive director of the USA National Phenology Network in Tucson, Arizona.

The U.S. Climate Resilience Toolkit, which offers data and tools to manage climate-related risks and opportunities, reports that warming this century is likely to occur 10 times faster than during any climatic shift in the past 65 million years.

**HOW WILL OUR GARDENS BE AFFECTED?**

Warmer winters, hotter summers, extreme weather events and elevated atmospheric carbon dioxide levels are affecting everything from USDA Hardiness Zones to growing vegetables. The recent western drought brought Lake Mead to the lowest level since it was built, while heavy downpours, record rains and rising sea levels pose growing challenges to life in the Northeast. We’re seeing a disruption in relationships between migrating pollinators and their forage sources that may ultimately affect our own food supply.

Phenology, the study of cyclic and seasonal natural phenomena, is a leading indicator of climate change. The USA National Pheno-
nology Network confirms that many spring events across the world are occurring earlier, and fall events are happening later than in the past. However, not all species and regions are changing at the same rate, creating instability in ecosystems.

Unpredictability can thwart even the most fervent grower. “The most frustrating thing from the gardener’s point of view is the tremendous variability,” said Mark D. Schwartz, Distinguished Professor of Geography at the University of Wisconsin-Milwaukee. “Things are warmer in general, but that still doesn’t tell you what’s going to happen in a particular year, nor in a specific place.”

WHAT’S A GARDENER TO DO?
“We’re the first generation of gardeners who can’t rely on the historic weather record to tell us when to plant, what to plant or how to grow it,” said David W. Wolfe, Professor of Plant and Soil Ecology at Cornell University. He’s optimistic about the role that gardeners can play in successful climate adaptation. “Gardeners can be at the forefront of illustrating how we adapt and cope with climate change and reduce our carbon footprint in the process.” Wolfe emphasizes the importance of maintaining biodiversity and good ecosystem services. In the garden or natural landscape, it’s essential that what we grow holds soil in place while maintaining good soil and water quality. The way we grow those plants minimizes impact on the environment.

PROS AND CONS: THE NEWS ISN’T ALL BAD
Gardeners are naturally inventive and optimistic. Changes in their planting practices and buying choices are already influencing trends. GWA member Nan Sterman, a green industry professional based in Southern California, is seeing an upside to the water regulations and mandated restrictions there. “What people want in their gardens is usually an emulation of what they see in their surroundings,” she said.

As beautiful, water-wise landscapes become more prevalent in neighborhoods and public spaces, people are incorporating these concepts into their surroundings. “Nurseries are offering more drought-tolerant plants, including California natives, succulents and Australian natives, which are well adapted to the Mediterranean climate and blend harmoniously with the local terrain,” she said.

Favorable aspects of expanded frost intervals, adding as many as six to 20 more days of growing time across the U.S., increase the potential for crop and vegetable yields. Nimble gardeners, prepared for an early spring, might experiment with new and exciting species, or perhaps grow four plantings of radishes instead of three. Imagine the benefits to air quality if trees were able to grow longer and produce more leaves each year.

Warmer growing seasons won’t provide adequate chilling hours for some fruit trees and native species, however, resulting in poor fruit production. The upside is that they will create opportunities for the introduction of new varieties. Unfortunately, coping with climate change over the next 20 to 30 years may also trigger the loss of some treasured garden favorites.

Some taxa may adjust to changing climate but not have defenses to handle a new pest moving into their region. Weeds are thriving in higher levels of carbon dioxide and are expected to become more difficult to manage. Natural weed suppression and environmentally sound insect control are topics garden communicators can feel good about promoting.

NATIVE PLANTS AND POLLINATORS
Chip Bubl, a horticulturist at the Oregon State University Extension Service, advises gardeners and small-farm owners in the Pacific Northwest to use plants native to the area, both for the beneficial effect on pollinators and their generally low water requirements. These plants are adapted to the dry summers that are normal for his region.

He encourages gardeners to introduce food crops and fruiting shrubs into traditional gardens, to reduce lawn area to create more interesting, productive landscapes. Woody plants, such as blueberries and serviceberries, provide many seasons of interest and sequester carbon on site. Nitrogen-fixing cover crops, such as legumes, keep the ground covered and add organic matter to the soil.

ZOOM IN WITH A REGIONAL FOCUS
Sterman sees a trend in regional gardening and stresses the importance of solid scientific data to back up message content. What’s considered fail-safe or water wise in one locale may not produce the same results in another. She recommends getting information firsthand. Speak directly with gardeners, scientists and academic staff at universities familiar with the regions in your article. There’s no universal solution to every garden problem.

Publicize citizen science projects that bring people together, engage the senses, and promote awareness of the natural world. For example, Nature’s Notebook is a nationwide, online program connecting people with nature to benefit the planet. Amateur and professional naturalists record observations of plants and animals in their area to generate long-term data sets used for groundbreaking research, scientific discovery and decision-making that affects the environment.

Although we may never know exactly how much the combined efforts of gardeners might impact the pace of climate change, we can influence how our audiences view their roles in slowing it down by suggesting a new gardening aesthetic that takes the new normal into account.

RESOURCES:
Cornell Climate Change Research, education and public engagement resources climatechange.cornell.edu
Nature’s Notebook https://www.usanpn.org/natures_notebook
Oregon State University Extension Service http://extension.oregonstate.edu/gardening/
Mark D. Schwartz, Distinguished Professor, Research projects, weather servers, imagery sources http://people.uwm.edu/mds
Nan Sterman www.PlantSoup.com
USA National Phenology Network https://www.usanpn.org
U.S. Climate Resilience Toolkit http://toolkit.climate.gov/
've been watching our garden begin its annual spring renewal for several weeks now — one of the blessings of living in the Pacific Northwest. Of course, my co-gardener Natalie and I have been helping the renewal process along by clearing out last year’s dead stems, dividing perennials and renovating beds. We’re watching new shoots emerge from the slowly warming soil and taking delight in the first daffodils as they brighten our borders.

Spring is a time of renewal, whether in the garden or in business. As garden photographers, it’s time to get back to work after the cold, dark, rainy (or snowy) dormant season. It’s a good time to run a quick business checkup, too. Here are a few ideas to help you gear up for the busy months ahead.

GEAR CHECK
Are your cameras clean? Do they need to make a quick trip to the shop for their annual clean, lube and adjust? I send my camera bodies to Canon at least once a year — a benefit of being a member of Canon Professional Services. I want to make sure everything is working as expected. Bigger cities may have a good local repair shop, too.

- Did you remember to change the time stamp in your camera when we hit daylight time last month?
- Are you carrying around lenses or other stuff you no longer use? Then take it out of your bag and consider selling it.
- Is there a piece of equipment you’ve been considering purchasing, but put off? Now that tax season is about over you should know whether you have the funds to buy that new lens or other tool.

BUSINESS INSPECTION
Have you checked in with past clients you haven’t heard from for a while? An e-mail or phone call might hit at just the time they’re looking for something fresh. At a minimum, you’ll remind them that you’re still in business. I admit to not doing this as well as I should.

Do you have lingering accounts receivable? Follow up with slow-paying clients to make sure you get paid. In the editorial world, I’ve found that most publishers are very good at paying (on their schedule), but occasionally an invoice falls through the cracks somewhere. Then my bookkeeper needs to follow up and pry a payment loose.
Did you review your financial statements, particularly your income statement, from last year to determine your most profitable work? Ideally you’ll want to spend more time on the most profitable parts of your business and less on the other things you do.

Are your systems up to date? Are there ways you can streamline the way you work to make it faster, easier, or more efficient?

**CREATIVE AWAKENING**

Do you have ideas for new projects, stories, concepts or perhaps a book that have been rolling around in your head for a while? Now is the time to start working on them. I’ve been thinking about bringing flowers into my studio for portraits — a new and continuing theme I’ll explore in 2016. I also want to create a year-long series of images showing the progression of the seasons in both our garden and our woodland.

Writing your ideas down and sharing them with a few friends can be a big motivator to actually work on them.

Have you been eyeing the work of another photographer and wondering, “how did they do that?” While you don’t want to become a copycat, we all find inspiration in the work of others. Examine the images of those you admire, pick them apart, analyze them and see if you can emulate the elements that attracted you to their work. Keep the best, drop the rest and over time you may find that you have a new direction to your photography.

**IF IT AIN’T BROKE, DON’T FIX IT**

There’s likely to be a lot in your photography and your business that is working well. Just because it’s spring doesn’t mean you should throw everything out and start over. I think evolution rather than revolution is the way to go. Add something new, throw out what isn’t working and keep doing everything else that has served you well in previous years. It’s a little like planting perennials: a little work now can last a long time.

GWA member Mark Turner photographs gardens and the natural world year-around from his home in Bellingham, Washington, near the balmy shore of the Salish Sea. He’s been licensing his photography for publications and other uses since 1994.

Klamath plum (*Prunus subcordata*) blossoms, photographed near Weed, California.

Emerging hosta foliage.
You may have noticed that our website has undergone a bit of a facelift. We are very excited to welcome you to the NEW gardenwriters.org! So what has changed?

NEW MOBILE-RESPONSIVE, BRANDED DESIGN
Our members are constantly on the go, and we have built a design to meet you where you are. View it on your smartphone, tablet, laptop or desktop at home, in the garden or on the tradeshow floor.

NEW COMMUNITIES
All GWA members now have exclusive access to our new MemberFuse community platform. Join a GWA community for your region, special interest or events. Members can ask questions, give advice, share news or just say hi. To get started today, find the portal under Member Resources. Member login is required. We recommend joining the GWA Members General Discussion Community, starting a conversation in your Regional Community and updating your profile.

NEW (AND IMPROVED) PUBLIC DIRECTORY, GWACONNECT
Gone are the days of three separate directories for writers, photographers and speakers. If an industry partner, garden club or members of the public is looking for a writer, blogger, photographer, speaker, graphic designer, marketer or artist, all they need to do is pick a location, communicator type and search.

Member results include name, location, website, blog, expertise and enhanced speaker information. Coming soon, users will also be able to search by expertise. The best part? Your contact information such as phone and email are protected. If a user wishes to contact you, they submit a request via a contact form that comes directly to you.

NEW NAVIGATION
Why should you have the wade through useless and outdated pages to find what you’re looking for? The new streamlined navigation gets you to where you need to go fast. There are new portals for member recruitment, events and resources. New tools, pages, resources and galleries are being added every day so check back often.

NEW MEMBERS PORTAL
Launched in February, the new GWA Members Portal is a central database for all your member information and activity. Update your information, register for events, search the membership directory, view and pay your invoices and much more, all in one place, all in real time.

HOW TO LOGIN
Can’t log into the website? Visit MyGWA under Member Resources. 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 212.297.2197.

Once you’re logged in, you can access all the exclusive member-only benefits, including the legal advice portal and the job center. Be sure to update all your member information, including your garden communicator types, expertise and speaker information.

We would like to recognize and thank GWA’s stellar Website Committee, whose hours of thought, insight and recommendations were the foundation of this new and exciting project. Thank you to chair C.L. Fornari and committee members Daniel Gasteiger and Katie Elzer-Peters. Because of all of their work, this project was completed in a matter of weeks — not months or even years.

We want to hear from you! Have comments or questions? Contact the GWA team at 212.297.2198 or info@gardenwriters.org.

Ashley Hodak Sullivan is Deputy Executive Director of GWA.
Obituaries

JUDITH KNOTT TYLER

The Earth lost a very special sister on March 18, 2016 — Judith Knott Tyler. Most of us knew her as Judy or Jude, and as the other half of a lifelong partnership with her husband, Dick, and hellebores. What presented as pneumonia just two weeks earlier quickly revealed an untreatable lung cancer.

In 1983, the Tylers opened a nursery on the farm that has been in Judith’s family for five generations offering choice perennials for shade gardens, including hellebores. At one time, Pine Knot Farms (now Pine Knot Hellebore Farms) sold 2,000 different kinds of perennials. But a trip to England changed that for the Tylers.

In the early 1990s, Judith and Dick visited English gardens where they saw what was happening with hellebore breeding, and decided to put their focus on just those plants. Jude said, “Once we saw all the advancements in hellebore breeding, we wanted to be a part of it, so we started over.”

Those who knew Judy will remember her as gentle, kind, and always with a sparkle in her eyes. You’re not likely to have ever seen Jude without Dick. They were partners through and through.

Judith Knott Tyler co-authored the authoritative, *Hellebores — A Comprehensive Guide* with C. Colston Burrell and photography by Dick Tyler. (Helen Yoest)