

On the



**GWA**  
The Association for  
Garden Communicators

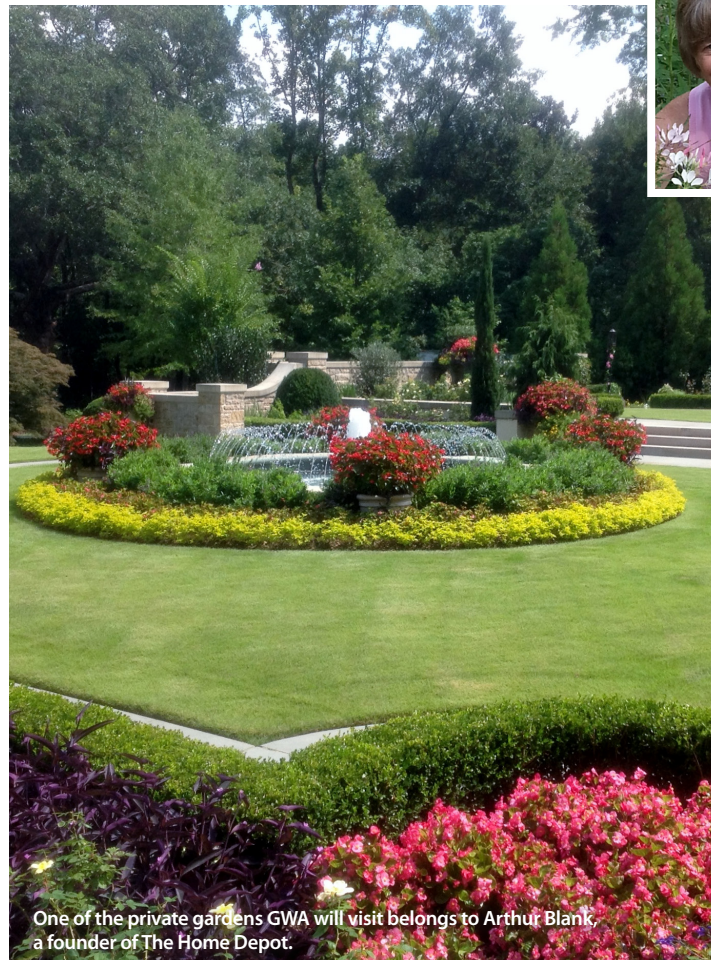
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# PRIVATE GARDENS TO PLEASE THE SENSES

BY KATE COPSEY



One of the private gardens GWA will visit belongs to Arthur Blank, a founder of The Home Depot.



In the last few issues of *On the QT*, we have been enticing you to come to the GWA Atlanta Conference & Expo with scenes from the diverse public gardens. Attendees will also enjoy seeing private gardens; we have an amazing variety scheduled. Some are designed professionally, but only one has full time staff to maintain the gardens. Gardeners who enjoy buying fun, new plants and then finding somewhere to put them maintain other places.

**BLANK GARDEN**

On the high end is the stunning estate of Arthur Blank, co-founder of The Home Depot, which has its corporate headquarters in Atlanta. This property has terraced lawns that spread out from the home. These are surrounded by shrubs, which give way to trees that provide privacy from the road. On one side of the property is a greenhouse where the children enjoy doing their homework among the plants and away from the busy household.

— Continued on page 3

PHOTO COURTESY ARTHUR BLANK



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# SAVINGS IN THE City



## TIPS FOR A GREAT VISIT IN ATLANTA

### TRANSPORTATION

- **MARTA** – Closest train station is two blocks away at Peachtree Center, 165 Courtland Street NE, about a six-minute walk to the hotel. It boasts the longest (deepest) escalator in the Southeast. Fare from the airport is \$2.50 (\$1 for seniors with Medicare card).
- **Uber** – Fare estimate from the airport to the Atlanta Sheraton with UberX is \$11 to \$15, and UberXL is \$27 to \$36.
- **Taxi** – Fare estimate from the airport to hotel is \$30. Rate may change based on traffic flow.

### RESTAURANTS

There are numerous restaurants in the downtown Atlanta area. Ask the Sheraton Atlanta Hotel's concierge staff for a list of frequently requested restaurants in the area. Reservations are typically recommended. Enjoy!

### SAVINGS IN THE CITY

Atlanta's Savings in the City has issued a special card for GWA conferees. Simply print out the card and show it at the establishments making offers. The link also shows which restaurants, retailers, entertainment and other venues that have offers. The card and its offers are valid Sept. 11-23, 2016.

## IT'S TIME TO VOTE — GWA ELECTIONS

GWA members should have received their ballots to vote for National and Region Directors as well as officers for the GWA Board via email. Have you voted? If not, you will receive a reminder to get your online ballot in. The deadline for voting is 8 p.m. (EDT) Friday, Sept. 2.

If you have not received a ballot or have questions, please contact GWA at 212-297-2198.



# FULL EXPOSURE RECOMMENDED



This is the Expo edition of GWA's *On the QT*. In the past 12 months, I have enjoyed traveling to a number of sites that have hosted international expositions: Barcelona, Spain; Seattle, Washington; Flushing, New York; Genoa, Milan and Rome, Italy; Los Angeles and San Francisco, California; Baltimore, Maryland; Knoxville, Tennessee; Omaha, Nebraska; Philadelphia, Pennsylvania and Jamestown, Virginia. The shared attributes among them are an historic

sense of place and strong cultural identity. GWA is developing a plan to strengthen our identity and create a space within the gardening industry.

Atlanta has hosted several international expos: 1881 International Cotton Exposition and 1895 Cotton States and International Exposition. Atlanta is a celebration of Southern gardening traditions and brash international commerce. It is placed at a crossroads, where modern high-rises intersect with romantic antebellum charm. In 2016 it will host the 68th GWA Annual Conference and Expo. Are you registered yet?

## ON THE TRACK OF PROGRESS

On the road to Atlanta, GWA prepares to update and revitalize its bylaws. In Atlanta, the Board will meet to evaluate our progress over the past nine months and update strategic initiatives. New committees have redesigned and invigorated programming: First-timers, Vendor Appreciation Reception, Membership/Mentor outreach, Defined Meeting Spaces, Educational Formatting! We've been busy on every front. Will you meet me in this "Bee Hive" of activity?

This year, Regional and Connect Meetings were held across the U.S. and Canada. More than 500 members, spouses and friends attended them. We've been a new presence at trade shows and industry events. GWA has opened doors and initiated outreach to other horticultural associations. We hosted a first-ever NextGen Summit, and dedicated a full day of educational networking with some of the world's leading innovators. Are you planning to attend an event in your area in 2017?

## WE NEED YOU

I encourage you to stop right now and take a moment to put a face on the future of GWA that would keep you active and energized. Then, talk to someone about it. I want to hear from you with ideas that will create more new programming, outreach opportunities and ways to expand our ability to communicate gardening. Call me or call any board member.

Call your best friends in the industry—whether or not they are GWA members—and ask them why they are or aren't members. Anyone who engages any of the five senses with anything garden-related needs to belong to this organization. We're writing, photographing, designing, growing, inventing, talking, planting, eating, living and being gardens. It's simply the future of GWA.

Please join me in Atlanta. It will be a new Expo experience.

—Continued from page 1

The greenhouse is fitted with a wood-burning fireplace, casual wicker furniture and a small fountain—a lovely area to relax.

## KNOT GARDEN

At the other end of the size spectrum is a delightful knot garden in a very urban setting. The postage-stamp-size property is surrounded at the back by a wooden privacy fence that also provides a perfect backdrop for growing espaliered fruit.

Evergreens in contrasting colors are trimmed into ribbons that weave around rectangles. Raised domes provide height to the design. Simple wooden seating areas allow visitors to rest and enjoy the garden whatever the season. The garden designer for this property will be on hand to chat with attendees.

## CONTEMPORARY GARDEN

A landscape has to be in tune with the property. The Pollack home is ultra contemporary with black windows and large white roof and the garden reflects that. It features formal angular ponds surrounded by long white edging and terracing with raised vegetable beds.

## SHADE GARDEN

While gardeners need to address keeping home and garden in tune, they should not have to fight nature to keep it neat. A perfect example is in the Johnson shade garden where moss was taking over one slope. Rather than rip the moss out and try to grow grass, the owner decided to embrace the moss. Now there is an almost maintenance-free, year-round, green, moss "lawn." The enjoyment of moss has gone beyond the "lawn" area to include birdbaths and a rock garden where moss creates interesting features.

## SLOPED GARDENS

Several of our gardens have steep slopes that require terracing. At the Davidson garden, where the property faces a slope, the lower terrace has containers and a patio while the upper terraces have a swimming pool and shrub areas to wander around. The McWilliams' garden has a gentler slope that moves away from the home so the terraces are short. Here, steps can be avoided if you take the longer, sloping footpath. Lots of whimsical natural artwork is in this garden. The Dunn garden also has whimsy. Rather than one continual landscape, it comprises a series of discrete rooms including a cutting garden and a white garden with a small patio for relaxing in the evening and enjoying the sweet garden scents.

## ATHENS GARDENS

The post-conference day is in Athens, Georgia, home of the University of Georgia, and where Michael Dirr, Allan Armitage and University of Georgia Bulldogs' football coach Vince Dooley all reside. The private gardens of Dirr and Dooley are on this tour, along with a third private garden in the same area. This is a unique opportunity to see the work of these great horticulturists. (Please see more about the post-conference tours on page 9).

Kate Copsey is head of the local organizing committee for the Atlanta Conference and Expo.



# SPECIAL ATTENTION FOR FIRST TIMERS



I am really looking forward to this year's GWA Conference and Expo. Why? Because I will get to meet so many of you for the first time. I hope all of you are as excited as I am to reconnect with old friends and make some new ones. This year we have a few new things to facilitate the "Connect" part of our tagline.

## SAY HELLO

GWA is a very friendly group, and we know how overwhelming it might be to come to something like this for the first time. So, if you are one of our "New-Bees"—a first-time attendee or new GWA member—we plan to have speed networking at our first-timers session. This will introduce you to four or five new connections at the start of the session. We will also have a space called "The Hive" for New-Bees to regroup.

Come and meet me. I am planning to have "office hours" at various times throughout the Conference and Expo. Stop by just to say hello or to let me know what you think we could be doing better. Are you more of an introvert? Find me and we can meet others together while we get to know each other.

## SAY THANK YOU

We hope everyone will make a special effort to thank our sponsors and exhibitors. Without their support, this event would not be what you see. We encourage you to try and stop by every booth and pick up their materials. You never know where inspiration will strike; you may walk away with a new story idea or some new business.

Remember to let us know when you write about the products you saw or heard about at the Expo. We want to help you amplify your work, so we will share the news throughout our networks.

During the learning sessions, ask questions. The future belongs to the curious. Make a point of sitting next to someone new each time you get on a tour bus.

## TAKE TIME

Don't limit your network. It doesn't matter if someone is inside or outside of your sphere, if they are interesting, be willing to commit time and/or resources to meet, connect or help that person. Sometimes individuals completely outside your immediate circle end up helping propel you forward at a crucial junction.

Many of our members credit the **GWA Conference connections** they've made for **new business opportunities** or **resources** when working on a story.

The Sheraton has lots of nooks and crannies for members to have impromptu "Connect" meetings with one another. Be sure to take advantage of every opportunity.

Can't wait to see you in Atlanta!

**Networking is not about collecting contacts. Networking is about planting relationships.**

## GWA ANNOUNCES 2016 HONOREES

The GWA Honors Committee has chosen the following people for their professional achievements as well as their contributions to GWA. They will receive their honors on September 20 at the Awards Dinner, which closes the GWA Conference & Expo in Atlanta. Join us in congratulating them.

- **Hall of Fame:**  
**Debra Prinzing**
- **Fellow:**  
**Renee Shepherd**
- **Wilfred J. Jung Distinguished Service Medal:**  
**Dramm Corporation**
- **Honorary Member:**  
**Will Raap**
- **Emergent Communicator:**  
**Katie Dubow**

Members of the Honors Committee are: Brienne Gluvna Arthur, Stephanie Cohen, Denise Cowie, Sally Ferguson, Steven Maurer and Chairwoman Irene Virag. Maria Ungaro and Ashley Sullivan assisted in the process.

For more information about GWA Honors, please visit [gardenwriters.org](http://gardenwriters.org).

## UPCOMING GWA EVENTS

### **Connect: All-America Selections & National Garden Bureau Summer Summit**

**August 24-26** • Madison, Wisconsin

**Connect Meeting:**

Thursday, Aug. 25, 10:15 am. to 3 p.m.

### **Connect (& More): Farwest 2016**

**August 25-27** • Portland, Oregon

**Connect Meeting:**

Friday, Aug. 26, 5 to 6 p.m.

### **2016 GWA Annual Conference & Expo**

**September 16-20** • Atlanta, Georgia

### **SAVE THE DATE:**

### **2017 GWA Annual Conference & Expo**

**August 4-7, 2017** • Buffalo, New York





# HOW TO TAKE ADVANTAGE OF EARLY MORNING PHOTO EXCURSIONS



You're in the middle of a great dream. The alarm goes off or the phone rings. You begin to open your bleary eyes. It's still dark out. It's the crack of dawn. Why am I getting up? Wait. I remember. I signed up for the annual

GWA Early Morning Photo Shoot.

For those who are regulars to our annual gatherings and have gone on one of these before, you know what I'm talking about. To those who are new to our conference, it's something that, whether you're a photographer or not, it can be a great way to experience the location without hundreds of people wandering around.

Most of the time, it's almost impossible to get a shot without someone being in it during the many tours we go on during the run of the conference. So, unless you want people in your pictures, I highly recommend signing up for the early morning photo session.

## OPEN EARLY

Generally, the location—this year it's the Atlanta Botanical Garden—has a scheduled time where everyone will have the opportunity to go there as part of the regular tour schedule. But by signing up for the crack-of-dawn photo trip, you will have complete access to the garden as part of a small group for up to two hours before the thundering herds of GWA members and the public arrive.

Most of the time you'll arrive just as the sun is coming up, resulting in experiencing the garden in soft early-morning colors. If you are using a tripod, this is one of the few times you can actually safely shoot from one without having people accidentally bump into you or trip over your equipment. A tripod also gives you the rare opportunity to possibly do long exposures without getting physically interrupted.

## LOW-LIGHT TIPS

Upon arrival, it can actually still be dark out and using a flash might be helpful. As the sun comes up and it becomes brighter, a few low-light shooting suggestions can come in handy.



**Above:** The early morning photo shoot at Tucson Botanical Garden allowed photographers to capture the beauty without fighting the crowds. **Below right:** There are no people or unwanted objects cluttering the scene during the early morning photo shoot at Phipps Conservatory in Pittsburgh.

For folks who don't use or have a tripod, handheld photography is so much easier to do these days with the advent of newer versions of phone cameras that have very good low-light shooting capabilities. For users of traditional cameras, a lot of the newer SLR systems are coming out with much higher ranges of ASA settings than ever before. That can allow you to use higher ASA (ISO) settings without seeing the traditional 'noise' (the digital equivalent of 'grain' from the days of film photography). Using a high ASA on early digital cameras was always a dicey affair, which created a very degraded image. Using a higher ASA~1000 in today's cameras allows the photographer to use higher shutter speeds. These can help to reduce any personal movement, resulting in steadier and sharper images. The advent of image stabilization with which most new lenses are equipped adds to the quality of your shots.

## EXPERTS ON HAND

In all of the early morning photo shoots that I've been involved with, another nice bonus is access to various staff members at the venue. The gardens usually bring in almost all of their staff to be there to answer questions or point out interesting things to see.



When everyone else arrives, those connections become more difficult, and from that point on, taking a picture without anyone in it becomes nearly impossible.

So, if you can, sign up for the early photo excursion. By the end of the day, you'll probably be dragging your tail around, looking for a coffee IV, but, believe me, it will have been well worth the bleary eyes and all the yawning.

Bill is an award-winning photographer specializing in plant and insect photography. He writes the monthly "Insect ID" column for *Horticulture* and has written articles for *Birds & Blooms* and *Minnesota Gardener* magazines. Bill is the co-creator and photographer of the children's book *Minnesota Bug Hunt*, written by Bruce Giebink and published by Minnesota Historical Society Press.





Quick Conversations with Two Keynote Speakers

# IN PRAISE OF NOBLE TREES

BY ERICA GLASENER

**Author and noted plantsman Michael Dirr is one of the keynote speakers at the 2016 GWA Conference & Expo in Atlanta.**



In a recent conversation with Mike Dirr about his presentation, I was reminded of why I love horticulture and plants.

The full title of his talk is "In Praise of Noble Trees ... the true meaning of life is to plant trees

under whose shade you do not expect to sit." I couldn't agree more. He points out that people talk about global warming, "but one of the easiest things to do is to plant a tree."

He reminds us that Doug Tallamy, a professor at the University of Delaware and author of *Bringing Nature Home*, says that oak trees sustain 540 species of caterpillars. Dirr goes on to say that garden writers have an opportunity to get the message out and to educate people. "We need trees and we need more of them," he said. They provide shade, and let's not forget the livability factor. Trees speak to the people that live in their neighborhood.

## PROMISING SELECTIONS

Dirr's presentation addresses where we're at and where we are going with trees—including new selections that show promise. He says that although we are losing ash trees in the U.S., selections of tupelo (*Nyssa* spp.), Kentucky coffee tree (*Gymnocladus dioica*) and catalpa (*Catalpa* spp.) show great promise.

He also talked about the economic impact of having to prune street trees in New England, where they have more trees per lane mile than any other part of the country. Eversource, the power company in that region, is planting and evaluating trees. It is on the hunt for trees that will not grow higher than 20 feet tall at maturity, thus eliminating the need to constantly prune around power lines and ultimately, saving millions of dollars.

As we wrapped up our conversation, I asked Dirr what he was excited about in his garden today. His first response was, "Everything!" He then went on to talk about the virtues of the



Mike Dirr extols the virtues of plants.

cold hardy southern evergreen, *Distylium* Cinnamon Girl, with its plum-purple new growth that turns blue green as it matures and only reaches 2-3 foot high at maturity. He also likes the Magic Series of crape myrtles (*Lagerstroemia* spp.), including Coral Magic. "Handsome evergreen foliage, a medium-size growth habit and disease resistance make these selections appealing to Southern gardeners," he said.

## PLANT IDENTIFICATION QUIZ

If you think you're good at plant identification, test your knowledge at Dirr's talk when he will have five or 10 plants for everyone to identify.

This promises to be challenging. The winner will take home one of his books.

Like many in the horticulture profession, I first became aware of Michael Dirr when I was a student—long before I met him. I was studying horticulture at the University of Maryland and his *Manual of Woody Landscape Plants* was my textbook. I referred to it constantly until the cover fell off years later. My current go-to horticultural reference is *Dirr's Encyclopedia of Trees and Shrubs*, published in 2011. Since moving to Georgia from the northeast many years ago, I have had the good fortune to visit with Dirr in his garden, be quizzed by him, and to listen as he extolled the virtues of myriad plants.

# GARDENING BUG BITES COACH DOOLEY

*Vince Dooley, retired University of Georgia football coach and avid gardener, is one of the keynote speakers at the 2016 GWA Conference & Expo in Atlanta.*

I first met Vince Dooley when he was featured on *A Gardener's Diary*. To hear him tell the story, Coach Dooley didn't start out with a passion for gardening, but he always enjoyed "working in the yard." He has a love of learning and knowledge about history, politics and other subjects. When he was the head football coach at the University of Georgia someone suggested he take a course with Professor of Horticulture Michael Dirr.

Dooley thought he would satisfy his curiosity and then move on. It didn't quite work out that way. As he puts it, "That's what one inspiring teacher can do." He was bitten by the gardening bug. Twenty years and many classes later, he is still smitten. He says that being at a major university with two superstars in one discipline—Dirr for woody ornamentals and Allan Armitage for herbaceous plants—was a major influence.

## GARDENING—A CONTINUING EDUCATION

Dooley is always looking for the next plant, the one that he doesn't have. He says that a visitor commented to him that they had never visited a garden where all the weeds were Japanese maple seedlings. He has large collections of Japanese maples and hydrangeas, as well as other genera. For Dooley, gardening is good for the body, mind and soul. His association and friendship continues with Dirr and Armitage. The coach has travelled with Dirr to gardens and symposia in the U.S. and abroad.

Whenever he has free time, Dooley is out in the garden. It's hard for him to sit and relax though, because he always sees work that needs to be done. At 83, he is more passionate than ever. Dooley doesn't talk about scaling back. In fact, if his plans work out, he will be increasing the size of his garden.

He thinks the best way to inspire others about the value of gardening is by example. "Even people you think wouldn't be interested can surprise you," Dooley said. Just listening to



Retired University of Georgia football coach Vince Dooley says he hopes to inspire the love of gardening in others.

**As he puts it, "That's what one inspiring teacher can do." He was bitten by the gardening bug. Twenty years and many classes later, he is still smitten.**

him talk about plants and gardens inspires me and makes me look forward to getting out and working in my own garden.

Erica Glasener is a horticulturist/writer and the marketing manager at Gibbs Gardens in Ball Ground, Georgia.

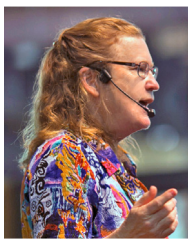


# HOW TO GET THE MOST OUT OF YOUR CONFERENCE

BY C.L. FORNARI



(Left to right) Debra Prinzing, Carol Michel, Kevin Gragg, Dee Nash and Ellen Zachos met up at the GWA Annual Symposium in Pittsburgh in 2014.



Going to a conference is an investment of time and money, so you might wonder if attending the GWA Conference & Expo will give you a good return on that outlay. If you're a garden geek, you will,

of course, have a great time. Plant People-R-Us! But if you're a garden communicator who wants to advance your business professionally and financially, some strategic planning is in order. Here are some ideas for making any conference work for furthering your career.

## IN ADVANCE

- Start a conference file on your computer or tablet and note some things you'd like to take away from this event. Refer back to these notes just before and during the meeting.
- If you have specific professional goals, look at the schedule of talks with those in mind. Mark talks that sound useful and note the person

who is presenting that session. Write that person's name in your file so that even if you don't hear the talk or connect with the presenter at the meeting, you will have it in your files.

- There are many ways these conferences can advance your work, but the three prime areas are networking, horticultural information and skills building. Plan to attend talks that will cover all three areas. Networking will serve you in the future as GWA members assist and refer work to each other. Increasing our plant and garden knowledge keeps us fresh and up to date. And when you become a better speaker, writer or photographer you're more likely to be hired for the jobs you'd like to do.
- Before the conference, contact your regional representatives to briefly explain your career goals and ask which GWA members you might try to connect with. Email those suggested in advance and ask to set up a coffee or break meeting to pick their brains.

## AT THE CONFERENCE

- Add notes to your GWA2016 file throughout

the event. Record names of people you spoke with, plants you brought home and ideas that were triggered. A conference is such a jam-packed event that you shouldn't leave it to chance that you'll remember everything.

- Build your own tribe: use the dinner sign-up board to get to know other newbies. Many GWA members find the people they connect with in the earliest symposiums become part of their steadfast network later.
- Let serendipity work for you: Sit with a different person on the bus each time. Sit next to someone new at most meals. Write down their names.
- Don't be afraid to approach the people you think have achieved what you would like to attain. GWA members are very generous with ideas and support. Be memorable. Business cards get lost, but having a personal conversation or buying someone a drink makes a more lasting impression.
- Be open to change and opportunity: Like a garden, a career as a garden communicator evolves over time. You may start the conference saying, "I want to grow this," but end up thinking, "Perhaps I could grow that too!"

## AFTER THE CONFERENCE & EXPO

- Shoot off emails to the companies who provided product samples and plants at the trade show. These Allied Trade members will serve you well in years to come, so develop relationships with them. Be sure to let them know if you write, speak or blog about their products and plants later.
- Send an email or tweet to those you spoke with just to cement connections. Connect with them on social media. If they've offered to assist you in the future, don't hesitate to contact them with a gentle reminder if they don't follow through.

It's certainly possible to attend a conference without any advance planning or a specific agenda, and you'll undoubtedly have a wonderful time. With some preparation, however, and a bit of record keeping, you'll build a scaffold of support, information and inspiration that will be both a ladder and support for years to come.

GWA member C.L. Fornari is an author, speaker, radio host, and professional plant pusher who gardens on Poison Ivy Acres on Cape Cod. Her website is [www.GardenLady.com](http://www.GardenLady.com)



# POST-CONFERENCE TOUR HEADS TO ATHENS

BY SANDY STEVENS



Conference attendees have the option to stay an additional day for a special visit to Athens, Georgia. Located just an hour northeast of Atlanta, Athens is unique with its southern historic attractions, and it will

provide visitors with a one-of-a-kind experience that reflects the town's creative energy.

Participants will start off at the private gardens of Ann and Joe Frierson and Coach Vince and Barbara Dooley. Highlights of the Frierson garden are inspired by the couple's many visits to Cortona, Italy, while participating in the University of Georgia's study abroad program. The gardens are park-like—a people space. They teach children that vegetables, herbs, flowers and fruit don't come from the grocery store. Participants are in for a real treat!

Highlights of the Dooley garden include his collections of Japanese maples, redbuds, camellias, hydrangeas (*Hydrangea macrophylla* 'Dooley'), azaleas and more. The miniature Japanese garden and teahouse, a stream and water features, statues and the Weepers' Corner—a collection of weeping trees—are other outstanding features.

## LUNCH AT GEORGIA BOTANICAL GARDEN

Director Wilf Nicholls will speak to the group during lunch at the State Botanical Garden of Georgia at the University of Georgia (thank you Friends of the Garden!). Afterwards, participants can visit the many display gardens—Shade Garden, Southern Heritage Garden, Herb and Physic Garden, International Garden, Native Flora Garden and Flower Garden. There also are water features, woodland trails, a horticulture complex, center for plant conservation, a unique chapel and the headquarters for the Garden Club of Georgia.

The State Botanical Garden of Georgia is also the headquarters of the Connect to Protect program, Certificate in Native Plants program, Georgia Plant Conservation Alliance, Georgia Native Plant Initiative, Endangered Plant Stew-



Lunch during the post-conference tour Tuesday, Sept. 20, will be served at the State Botanical Garden of Georgia, in Athens.

ardship Network, and the Georgia Gold Medal Committee.

After the botanical garden, the group will head to woody plant guru Michael Dirr's 3.5-acre garden, which includes more than 1,000 plants. The garden functions as a test area for many of Dirr's University of Georgia and Plant Introductions, Inc. releases. From *Abelia* to *Zelkova*, there is a plant of interest for every taste. If names like *Dendropanax trifida*, *Parrotia subaequalis*, *Viburnum* 'Spring Lace', *Sinojackia rehderiana*, *Corylus fargesii*, and *Leitneria floridana* excite, then plan to be thrilled!

On Tuesday, buses will depart the Sheraton Atlanta at 8:15 a.m. and will return at 5:15 p.m. There's an additional fee of \$75 for the post-conference tour. [For more details and to register for the 2016 GWA Conference & Expo and after-conference tour, please visit \[garden-writers.org\]\(http://garden-writers.org\).](#)

Atlanta-based Sandy Stevens is manager of meetings and expositions at Kellen Company.



# 10 STEPS TO START MILLENNIALS ON THE PATH TO GARDEN HAPPINESS



People are often stumped by the millennial generation, and who can blame them? Millennials' goals seem very different from those of the baby boomers and even their own parents. Although

millennials care deeply about the earth, other generations accuse them of not wanting to get their hands dirty. As a group, they're less interested in owning things, but they love experiences. Younger millennials are digital natives. They learn differently and aren't as easily impressed by technology as their parents. They also have screen fatigue, and the biggest challenge is to get everyone outside.

First, let's try to define who millennials are. The U.S. Census Bureau classifies them as being born between 1982 and 2000, but these dates can fluctuate a few years in either direction, according to other sources. For my book, *The 20-30 Something Garden Guide*, we focused on people in their 20s and 30s. I'll keep that definition for this article.

We know that some millennials are gardening because they're growing food. According to the National Gardening Association, "Young people, particularly millennials (ages 18-34), are the fastest growing population segment of food gardeners."

In a world beset by information and technology, how can we attract millennials even more to gardening and perhaps, to horticultural careers?

## HERE ARE 10 STEPS TO GET THEM GROWING.

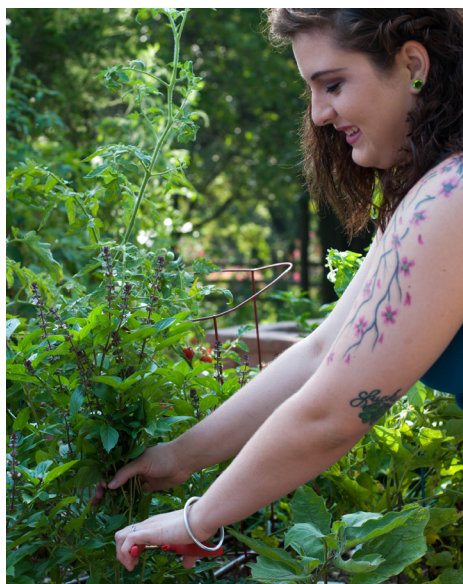
- **Attract them like bees to nectar.** They are interested in yoga and mindfulness. Remind them gardening is a meditative practice that gets them outdoors and rewards them with excellent vegetables, herbs, flowers and fruit.
- **Backyard to table movement.** Millennials are often urban foodies, spending money on craft beer and good local restaurants. We



GWA members need to show millennials that the freshest food is grown in their own backyards.

- need to show them that the freshest food is grown in their own backyards. Because they love convenience, millennials enjoy container gardening on balconies, patios and decks.
- **K.I.S.S. Keep it simple (and small) sweetie.** Don't assume that every millennial knows gardening basics, but don't talk down to them either. Often called the best-educated generation in history, they just have less hands-on experience. Encourage them to start small.
- **Get to know them.** Make friends and invite them to garden happenings. They are open and eager to learn. Most journalists who interview me are millennials. I ask them about themselves. Many later come to my talks. I also invite them to message me with questions. I've made great friendships, and I'm also planting seeds.
- **Communicate like the natives.** Learn to text and Facebook message. I can't stress this enough. Millennials text. They don't like to talk on the phone. Learn to use voice dictation. It isn't perfect, but it gets better as you use it. Also, if you have Apple products, you can use iMessage over multiple devices. Get on social media, too. Millennials especially enjoy Instagram, and it's an easy one to learn.
- **Celebrate the beauty and joy of gardening.** This one is easy. We are all passionate about gardening, or we wouldn't be in this business. Pass on your love, but also listen. This generation needs mentors.
- **Encourage them to ask for help.** At the very least, invite them to text, message, or email questions. Also, invite them to send you photos of problems and their successes. Photos are essential to getting to the bottom of a problem.





# GET YOUR VIDEOS SEEN AND MORE GOOD ONES MADE

BY SUSAN HARRIS



Calling all garden communicators! The new ad-free, non-profit website [GoodGardeningVideos.org](http://GoodGardeningVideos.org) collects and promotes videos by universities and garden communicators that are curated for accuracy and

watchability—and we're looking for more.

GWA members are invited to submit for consideration videos that promote garden books, blogs and TV shows; videos in which you share your subject-matter expertise; or even tours of your garden.

Examples of GWA members' videos on the site already include several in the category "Books, TV, Etc." In the "Non-Edible Plants" category you'll find **Debra Lee Baldwin's** videos about succulents. They naturally complement her books, which are promoted in the video descriptions.

## WHAT'S IN IT FOR YOU?

Garden communicators whose submissions appear on the site can boast that their videos have been vetted for accuracy. In addition, you'll be contributing to and supporting the cause of bringing accurate, environmentally responsible gardening information to internet audiences.

Your videos will be embedded on the GGVideos website and added to our YouTube channel playlists for browsing and searching, and then promoted in e-newsletters and via social media.

Also, we've already heard from garden writers who are using the website to find relevant videos to include in their online articles.

## NEW TO VIDEO?

To encourage more people to create videos and to help them do it, the site includes "Tips for Making Videos" for do-it-yourselfers—especially beginners. Professional production values are not required! Videos just need to be good enough, i.e. not shaky and no traffic noise. The videos may not contain advice that is contrary to evidence or that is harmful to the environment.

## ABOUT GOOD GARDENING VIDEOS

After reading complaints on The Garden



Professors Facebook group page about the sad state of search results about gardening on the internet, I had a "Hey gang, let's curate the Internet!" moment that inspired me to create the site.

Videos are the primary focus because gardening is so visual and because videos are increasingly where people go for information. GGVideos launched to the gardening world in April with more than 300 videos.

The website also recommends books and other websites that the advisory team members consider reliable—lists we admit aren't all-inclusive because how could they be? The team includes other garden communicators and two actual Garden Professors.

## GGVideos' mission

- To inspire more people to start gardens and to succeed as gardeners
- To improve the environment
- To elevate the role of universities, public gardens, local garden centers, and evidence-based garden communicators as sources of gardening information

If those goals resonate with you, join us. Visit [GoodGardeningVideos.org](http://GoodGardeningVideos.org) for more information about the kinds of videos we're looking for, the kinds we're avoiding and how to submit yours.

Susan Harris is the founder of GoodGardeningVideos.org. She blogs at [gardenrant.com](http://gardenrant.com).

- **Teach them to embrace imperfection and failure.** I sprinkle my failure stories through my blog posts and presentations. It's important to let new gardeners know they're going to fail. Most of us have forgotten how upsetting it is when that first plant dies. For a generation reared on test taking and scholastic success, millennials can find gardening extremely frustrating.

- **Slow and steady grows the gardener.** Gardening is a process. We need to quit telling millennials and other beginners that gardening is easy. Gardening is work, but it's a blessed kind of work. Millennials are used to fast food and knowledge at the click of a mouse. It's difficult for them see gardening as lifelong learning. It's humbling, but a good lesson for us all.

- **Teach them not to compare.** Millennials spent their youth being graded and compared to other students. They can be overachievers. Let them know that gardening is a science and an art, and no one's garden is the same. They shouldn't compare their garden to anyone else's. It is theirs alone.

Hopefully, these steps are helpful for attracting millennials to gardening and horticulture. I know you want to pass on your knowledge to this generation, and they're eager to learn. Let's get growing.

Dee Nash is a writer and blogger who lives in Oklahoma with her husband. She is the mother of three millennials and one Gen Z. She is the author of *The 20-30 Something Garden Guide: A No-Fuss, Down and Dirty, Gardening 101 for Anyone Who Wants to Grow Stuff* and blogs at [Red Dirt Ramblings](http://Red Dirt Ramblings).

# LARGE-SCALE PROBLEMS REQUIRE LARGE-SCALE SOLUTIONS

## Gardens as wildlife corridors – part 2, rural

Part 1 of this article appeared in the June-July 2016 issue of *On the QT* and explored creating wildlife corridors in urban areas.



Agriculture and National Resources Conservation Service regulations have encouraged farmers to install wildlife corridors.

### BIGGER CORRIDORS MEAN BIGGER BUDGETS

"But the family farms are not mom-and-pop operations any more. That often means they don't have the personal connection to the landscape," said Clark. As a result, corridors can be a harder sell to those who focus primarily on balance sheets. "Depending on how it's designed, a corridor can make their farming practices more difficult, and it affects their bottom line."

Also, most corridors need to be maintained. "Virtually any herbaceous corridor you establish in the Midwest will be invaded by trees fairly quickly and can lose its functionality," Clark said. "And the subtle benefits, such as nutrient filtration change dramatically, too, not just what kind of birds fly along and nest there."

Maintenance requires time, effort and inputs, all of which add costs. In addition, there is sometimes a negative dollar impact from the wildlife itself. "I'd estimate we lose \$30,000 to \$40,000 a year to deer," said Brennan Starkey, who farms 1,400 acres on Maryland's Eastern Shore.

### COSTS AND BENEFITS NOT JUST MEASURED IN DOLLARS

Wolves and coyotes can prey on livestock. Opossums eat eggs and sometimes chickens, as do foxes, weasels and raptors. "I've had lots of negative encounters," said Barbara Starkey, Brennan's mother, who has raised cattle and sheep on the family farm. "And, there are things I don't like about some of our encounters, but I still think having corridors is a good idea."

In a kind of carrot-and-stick approach, regulations coupled with conservation programs can help mitigate some of the financial costs of relinquishing a portion of farm or grazing land to corridors. Conservation easements provide payment to the landowner. In exchange, they permanently limit the kinds of uses the land may be put to, yet do not inhibit the sale of the property or the ability to pass it on to heirs.

Pam Chrisman, owner of Fish Creek Flying W Ranches in Pinedale, Wyoming, put a portion



The process of creating and maintaining effective wildlife corridors, especially rural corridors, obviously varies widely by region. A luxury habitat for the indigenous wildlife of Arizona would

be starvation rations and skid row digs for the native wildlife of New Hampshire or Oregon. Wildlife corridors in Florida bear little resemblance to those in California.

"Corridors vary according to landscape," said William Clark, professor emeritus of the Department of Ecology, Evolution and Organismal Biology at Iowa State University in Ames, and an expert in population ecology. "What amounts to perennial habitat in an annually row-cropped landscape is different from the scale of corridors

of grizzlies in the West or even bears in the suburban East."

Regardless of where they are, wildlife corridors planted with a diversity of native flora must be designed to provide food, clean water, cover and a place to raise young. Each is an effort to help maintain or restore wildlife diversity, and in some cases, even pull individual species back from the brink of extinction.

Human endeavors have decimated what was once a richly endowed natural home for wildlife on this continent. For example, the prairie smorgasbord has been industrially plowed and planted with acres of three main crops: corn, soybeans and wheat. This monoculture has endangered pollinator populations, mammals and—thanks to runoff laced with pesticides, herbicides and fertilizers—fresh water fish. To slow this destruction, the U.S. Department of



of the ranch in conservation easement in 2012, including natural corridors that she protects. The 1,530-acre cattle ranch, which has been in the Chrisman family for more than 100 years, provides valuable habitat for mule deer, bald eagles, sage grouse, and other wildlife.

Chrisman said, "There's always been wildlife here. Conservation easement means it can't be subdivided and the wildlife would have a home."

### MANAGING CHANGE

In other areas, particularly those with highways and development, different strategies help protect corridors, wildlife, and humans. "Here in Arizona, we've done some very innovative work with elk-crossing structures," said conservation biologist Paul Beier of Northern Arizona University in Flagstaff. "With these new structures in place, and associated fencing along the highway, we've actually greatly increased successful elk movement across these highways, and decreased mortality of elk, damaged vehicles and human life."

Borderlands Restoration in Patagonia, Arizona is creating a corridor in a failed, 1,400-acre housing development 2 miles outside the small town near the Mexican border. "It's one of the

most important wildlife corridors in the Southwest," said Executive Director David Seibert, who notes that ocelots and six other indigenous wild cats move through the area. "There were a few houses built and the site has a few basic roads and a little underground water and power, but no one scraped the ground so it's relatively intact."

A nearby nursery is readying 1,000 native plants that will be added to the corridor, including several species of milkweed (*Asclepias* spp.), musk flower (*Mimulus moschatus*), Canyon grape (*Vitis arizonica*) and Palmer's century plant (*Agave palmeri*).

The benefits of these corridors are more than simply to offer sanctuary to the beleaguered wildlife. While they can complicate matters for humans, they also provide critical services for us all. They help with air quality; carbon sequestration; sediment trapping; wind mitigation, which helps preserve critical topsoil; and runoff filtration, which prevents fertilizers and pesticides that wreak havoc on aquatic life (part of the human food chain) from reaching streams and rivers. There is also an ineffable emotional benefit.

"It's one of my greatest pleasures, having all this variety here," said Barbara Starkey. "Life here

would be a lot less rich without all the other things that live here with us."

### SOURCES FOR MORE INFO:

[Open Space Conservation](#)  
[Ranching advocates lack a rural vision](#)  
[Natural Resources Conservation Service:](#)  
[Florida Wildlife Corridor](#)  
[Florida Conservation Voters](#)

*Conserving Migratory Pollinators and Nectar Corridors in Western North America* (Arizona-Sonora Desert Museum Studies in Natural History) by Gary Paul Nabhan. University of Arizona Press.

*Corridor Ecology: The Science and Practice of Linking Landscapes for Biodiversity Conservation*, 2nd Edition by Jodi A. Hilty, William Z. Lidicker Jr. and Adina Merenlender. Island Press

*Linkages in the Landscape: The Role Of Corridors And Connectivity In Wildlife Conservation* by Andrew F. Bennett. World Conservation Union

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GWA member Nancy Taylor Robson lives on the rural Eastern Shore of Maryland, where wildlife both enhances and challenges gardening, as well as other aspects of life.



# Connect. Learn. Grow.

## SAVE THE DATE

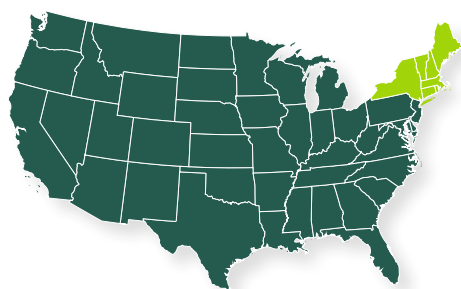
## #GWA2017

## Buffalo, NY

## 8.4.17 - 8.7.17



## REGIONAL NEWS & NOTES



### REGION I ELLEN ZACHOS

On Sept. 10, **Kim Eierman** will speak about "Great Native Plants for Pollinators" at The Native Plant Festival in Hawthorne, New York. On Sept. 18 at the GWA Annual Conference, Kim will lecture on "The Pollinator Victory Garden." Sept. 24, she will speak on "Exploring Native Herbs" at the New York Botanical Garden, Bronx, New York. On Sept. 25, she'll be at Brooklyn Botanic Garden in Brooklyn, New York, talking about "Fall is for Planting: Best Native Plant Choices & Techniques for Success." On Oct. 5, she will share tips on "EcoBeneficial Gardening 101: Boosting the Ecosystem in Your Own Yard" for The Garden Conservancy. Details on these and other talks at [ecobeneficial.com](http://ecobeneficial.com).

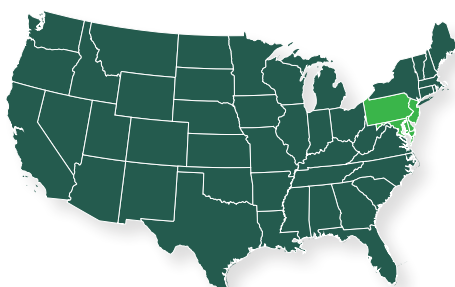
In Southbury, Connecticut, Sept. 10-11, the Garden Conservancy and Hollister House Garden are presenting Hollister House Garden Study Weekend VI. This two-day horticultural symposium features a keynote by British garden designer Arne Maynard; talks by **David Culp**, Page Dickey, Quill Teal-Sullivan, Andy Brand and Chris Koppel; a rare plant sale and a Litchfield County Open Day with four private gardens. This event is open to the public. For more info, see [gardenconservancy.org](http://gardenconservancy.org)

On Sept. 23, **Julie Moir Messervy** will present "Get Out!! Designing Landscapes That Get Everyone Outside Again" for the Perennial Plant Association's Northeastern Regional Symposium at Massachusetts Horticultural Society Center at Elm Bank in Wellesley. This event is open to the public.

**Ellen Zachos** will lead a foraging walk and tasting on Sept. 29 at the Indianapolis (Indiana) Museum of Art. That evening, she will speak about "Backyard Foraging." On Oct. 5, Ellen will lecture about "The Wildcrafted Cocktail" at the U.S. Botanic Garden in Washington, D.C.

**Kathy Connolly** will give a "Meadows 101" webinar for the New England Wildflower Society, 11 a.m., Oct. 5. She'll define meadows, look at the roles of grasses and flowering perennials, and discuss how meadows differ from other approaches to covering large expanses of ground. For more info, go to [newenglandwild.org](http://newenglandwild.org).

**Karen Bussolini, Jan Johnsen, and Kerry Ann Mendez** are teaming up for a Fall Flower Gardening program and luncheon at the Red Lion Inn in Stockbridge, Massachusetts on Oct. 20. They will share time-tested pointers for flower gardens that are eco-friendly and provide non-stop color. Register at [pyours.com/events](http://pyours.com/events). Karen will also speak on integrating spring bulbs into the landscape at the Connecticut Horticultural Society in Rocky Hill, Connecticut that evening.



### REGION II KATE COPSEY

Sculptress **Jan Kirsh** is exhibiting some of her astounding new vegetable pieces at Howard County Arts Council Exhibition in Ellicott City, Maryland. The Pear will be at the George Howard Building, and *Patricia's Carrots* will be displayed in front of the Howard County Tourism Welcome Center. Both these locations are in Ellicott City, and the exhibition runs through July 31, 2017.

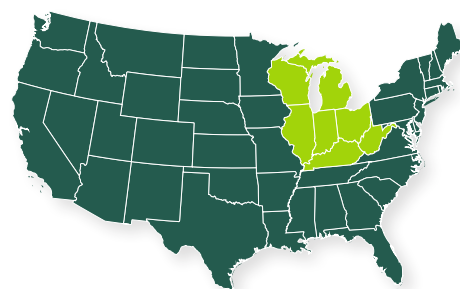
**Sharee Solow** will be at the University of Delaware Extension Sept. 6, presenting "From Front Yard to Rock Garden: Step by Step." October also sees Sharee talking about "Japanese Garden Design: A Stroll Garden (Edo Period 1600 – 1868)," Oct. 15 at the U.S. National Arboretum in Washington, D.C.

**Judy Glattstein** will talk about "Bulbs" to the Somerset, New Jersey, Master Gardeners Sept. 14. On Oct. 4 she will talk about "Factors that Affect Plant Growth" as part of the New Jersey Garden Study School in East Brunswick, New Jersey.

Sept. 16-17 sees **Jack Carman**, FASLA, talk at the 43rd National Conference of the American Horticultural Therapy Association. The meeting will be held at the Missouri Botanical Garden in St. Louis, Missouri.

**George Weigel** presents "Neighbor-Friendly Ways to Create a Pollinator-Friendly Yard," Sat., Sept. 17 at the West Hanover Twp. Pollinator Workshop in Harrisburg, Pennsylvania. Call 717-652-4841 to register for this free program. From Sept. 19 to 26, he is leading an eight-day tour of the gardens of Paris, including Monet's garden and the Palace Gardens of Versailles. For more information, go to [George's website](http://George's website).

On Oct. 10, GWA Sustainability Chairwoman **Lois J. de Vries** will be presenting a poster session at the Association for the Advancement of Sustainability in Higher Education (AASHE) Conference in Baltimore, Maryland. Oct. 11, still at the AASHE conference, Lois joins GWA President **Kirk Brown** to host a networking meeting for academic professionals interested in sustainable landscape on college campuses.



### REGION III SUE MARKGRAF

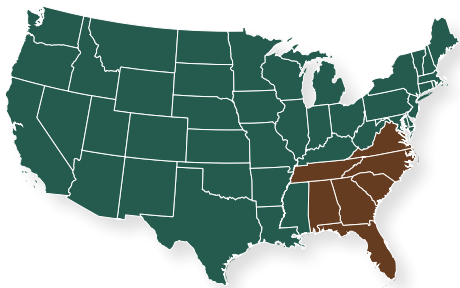
**Carolyn Roof** is co-chairing the "Butterflies and Other Pollinators Weekend" at Kentucky Dam Village State Resort Park in Gilbertsville, Kentucky, Aug. 19-21. Workshops include "Planting a Monarch Waystation."

During the Farwest Show in Portland, Oregon, Aug. 25-27, **Maria Zampini** will be involved in two educational sessions. On Aug. 25, she will moderate a free seminar presented by the GWA, titled "Social Media & Digital Communication Learning Exchange." On Aug. 26, she will present "5 Ways to Improve Your Social Media Marketing" in the Idea Center for Retailers.

After 22 appearances at the Wisconsin State Fair Energy Park Gardens, **Melinda Myers** will

## REGIONAL NEWS & NOTES

be taking a break from speaking until Sept. 10, when she presents to the Southeast Wisconsin Master Gardeners at Boerner Botanical Gardens in Hales Corners, Wisconsin. On Sept. 22, she heads south to speak to the Greater Montgomery County Master Gardeners at the Presidential Banquet Center in Dayton, Ohio. She'll be back north for a presentation at Pasquesi Garden Center in Lake Bluff, Illinois, Sept. 24, followed by a talk at the Cheery Cherry Festival in Menomonee Falls, Wisconsin, Sept. 25. On Oct. 1, Melinda will join a few of the Green Bay Packers and speak at the opening of the Aurora Health Center Southern Lakes in Burlington, Wisconsin.



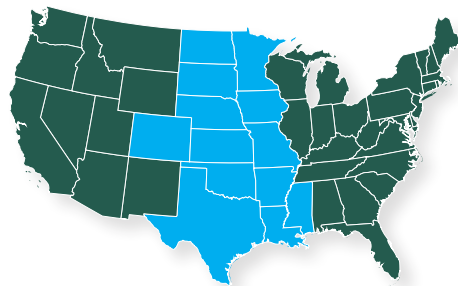
### REGION IV IRA WALLACE

**Brent Heath** will present "Bulbs as Companion Plants" to the Southeast Region American Conifer Society, Aug. 26, at the Waynesboro Best Western Plus in Watertown, Tennessee. On Sept. 10, Brent will talk to the Virginia Peninsula Rose Society about "Combining Roses with Other Plants and Bulbs." Oct. 8, he will travel to Tyler, Texas, where he will give three presentations for Regional Master Gardeners (open to the public) at the Tyler Rose Garden Center. Oct. 13, Brent will give a seminar and workshop "Living Flower Arrangements" to the Middle Atlantic Council PDCA in **Brent and Becky's Bulbs'** Chesapeake Lounge in Gloucester, Virginia.

Enjoy fall in Virginia, Sept 9-11, at the 10th annual Heritage Harvest Festival at Monticello near Charlottesville, Virginia. Several GWA members will be on the program: **Brie Arthur** will present "Foodscaping 101." **Kirk Brown** will bring to life "John Bartram: America's Master Gardener." **Barbara Pleasant** will present "Your Most-Asked Questions about Composting—Answered!" **Tanya Denckla Cobb** will present "Organic Homemade Pest Remedies" and "Organic Gardening for Newbies: Avoiding Beginners Mistakes." **Ira Wallace** will

present "Growing Great Garlic and Perennial Onions" and "Extending the Harvest: Creating a Four-Season Garden." For more info: **Heritage Harvest Festival**.

**Jenks Farmer** will present "Naturalist Garden Design for the Deep South," Sept. 15 in Gainesville, Florida, as part of **FNGLA**. Spend the morning of Oct. 8 with Jenks to learn about "**Bees, Bugs and Bulbs**" at his organically managed lily farm near Augusta, Georgia. Topics include beekeeping, all the good that bugs do and what to plant this fall for attracting pollinators next spring. No cost, pre-registration required; contact **Jenks Farmer**.



### REGION V BILL ADAMS

**Bill Johnson's** photo exhibit, *Insect Pollinators*, is being extended through Aug. 22, at the Sophie B. Sachs Butterfly House, part of the Missouri Botanical Garden in Chesterfield, Missouri. On Aug. 22, Bill will be presenting his "Insect Pollinators and Insect Photography" program there. The presentations will be out in the gardens with macro-photography equipment—looking for bugs to photograph. Another of Bill's photo exhibits, *Butterflies of North America*, will be up at the Como Zoo & Conservatory in St. Paul, Minnesota, through Sept. 7.

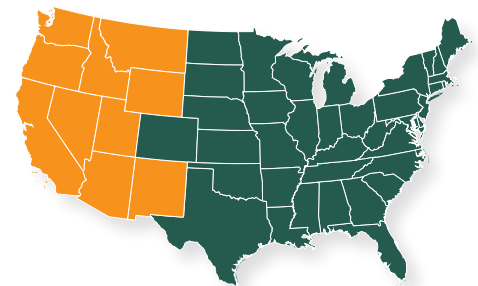
On Aug 16, **Jared Barnes** will discuss "Native and Adopted Plants for Zone 8," featuring hot perennials for the Southeast at the Georgia Perennial Plant Association in Atlanta, Georgia. Later that week, he will travel to Houston, Texas to discuss "Reliable and Relevant Perennials for 21st Century Horticulture" and "Incredible Edibles for the Garden" at the Texas Nursery and Landscape Association's 2016 Expo. Jared will present "Propagating Horticulturists: A Cultural Guide for Cultivating the Future of Horticulture" at Raleigh, North Carolina's JC Raulston Arboretum's 40th Anniversary Symposium on

Sept 23-24. Then on Oct. 14, he will present "BIG Perennials for a Shrinking World" at the Perennial Plant Symposium at Swarthmore College in Swarthmore, Pennsylvania.

**Annie Martin** will present "The Magical World of Moss Gardening" Aug. 19 at the Speaking of Gardening Symposium at the North Carolina Arboretum in Asheville. Also on the program: Dan Hinkley, Larry Weaner and **Dan Benarcik**.

**Kelly Norris** will speak at the Farwest Show, Aug. 25 about his book *Plants With Style* and follow his presentation with a book signing. Along with **Maria Zampini**, he will co-host "The New Plant Roundup" at the GWA Conference & Expo, Sept. 19. He rounds out his autumn schedule with a trio of appearances in October: Oct. 7 and 8 at the Perennial Plant Association Regional Symposium at the Dallas Arboretum & Botanical Garden in Dallas, Texas and Oct. 12, speaking to the Northwest Horticultural Society in Seattle, Washington.

Please join a world of vegetable lovers for the **National Heirloom Expo**, Sept. 6-8, in Santa Rosa, California. **Jodi Torpey** is presenting "Blue Ribbon Vegetable Gardening," signing books and moderating an international panel of giant-vegetable growing experts. Jodi also invites GWA members to her presentations at the **Mother Earth News Fairs** in Seven Springs, Pennsylvania, Sept. 23-25, and Topeka, Kansas, Oct. 22-23.



### REGION VI PAT MUNTS

During the Los Angeles County Fair, Sept. 2-25, **Nick Federoff** will be presenting a display and talk titled "Things Green: 10 Top Garden Hacks" at a stand-alone display on the fairgrounds. He will also be broadcasting his daily PBS television show live from the fair in Pomona, California. On Sept. 22, Federoff will be inducted into the Montebello (California) High School Hall of

Fame, his alma mater. A lifelong band geek, he will be fitted with his first letterman's jacket.

**Marty Wingate** will read from *The Bluebonnet Betrayal*, a mystery set at the Chelsea Flower Show, Sept. 10, at the Bellevue, Washington, library.

## REGION VII

STEVE BIGGS

**Sonia Day's** art show, Fry Day, featuring mixed-media paintings of chip trucks, runs from through Aug. 26 at the Cambridge Centre for the Arts, Cambridge, Ontario, Canada.

**Theresa Forte** will direct two daylong photography workshops in the coming months. The first, geared to landscape professionals, will be held at Landscape Ontario Headquarters, Milton, Ontario, on Aug. 24 (visit **Hort Trades Seminars** for details). The second, held at the beautiful Niagara Parks Botanical Garden, Niagara Falls, Ontario, Canada, is Sept. 10. Please call 905-356-8554, ext. 6201 for more information.

**Steven Biggs** will speak at the Alumni Association of the Niagara Parks Commission School of Horticulture, Sept. 10. On Sept. 25, Steven and his daughter, Emma, will make and serve Emma's Creamy Garden Vegetable Soup at the Soupalicious festival in Toronto, Ontario, Canada, in support of the Plant a Row – Grow a Row program. Go to **Soupalicious** for details.

**Dan Cooper** will speak on "Gardening from a Hammock" and "Low-maintenance Gardening" to the Coldwater and District Horticultural Society in Coldwater, Ontario, Canada, Sept. 15.

**Ellen Novack** will speak about "Gardening from a Hammock" and "Low-maintenance Gardening" to the Woodbridge Horticultural Society in Woodbridge, Ontario, Canada, Sept. 19.



Garden writers will have lunch and tour A. P. Whaley Seeds in Mount Horeb, Wisconsin, during the 2016 AAS Edible Trials.

### REGION III

**Diane Blazek** invites GWA members to the Region III Connect Meeting in Madison, Wisconsin, 10:15 a.m. to 3 p.m., Aug. 25. The meeting is during the All-America Selections and National Garden Bureau's annual Summer Summit, Aug. 24-26. This annual event is an opportunity for AAS judges, display gardens, breeding companies, brokers and media to gather and visit trial sites, as well as other interesting horticulture locations in one central area. Garden writers, GWA members and nonmembers are invited to meet just outside Madison to tour the impressive sustainable landscaping at Epic Systems, including a behind-the-scenes tour of this award-winning landscape installation.

Then, travel a short distance to the idyllic setting of A. P. Whaley Seeds in Mount Horeb, Wisconsin, for a lovely lunch before touring the 2016 AAS Edible Trials. You can also mix and mingle with AAS judges, breeders, breeding company representatives and more. Visit the **GWA Connect website** for links, the day's schedule, directions and to register.

**Sue Margraf** asks GWA members to mark their calendars and plan to attend the Region III meeting and press event, Saturday, March 18, 2017, the opening day of the Chicago Flower & Garden Show at Navy Pier. Details to come.

### REGION IV

FNGLA is hosting **The Landscape Show**, Sept. 1-17 in Orlando, Florida. With an average attendance of 7,000 industry professionals and nearly 5 acres of exhibit space, **FNGLA** invites garden writers to enjoy free

media admittance to the show. There's plenty of complimentary education on the show floor, but if a specific workshop is of interest, contact **Jennifer Nelis**.

### REGION VII

- Throughout August and September, the **Royal Botanic Garden** in Sydney, Australia, is presenting "Sweet Addiction - the Botanic Story of Chocolate," in the exciting new horticultural exhibition space 'The Calyx'. This is an exhibit you can taste!
- Aug. 20-28 is the **Daffodil Festival at the Blue Mountains Botanic Garden** in Mt Tomah, New South Wales, Australia.
- Sept. 8 through Oct. will be the **Tesselaar Tulip Festival** in Silvan, Victoria, Australia.
- Sept. 16-25 is the **Toowoomba Carnival of Flowers** in Toowoomba, Queensland, Australia.
- Sept. 17-18 is the **Garden Lovers Fair** at Bolobek in Mt. Macedon, Victoria, Australia.
- Sept. 24-25 brings the **Plant Lovers Fair** to Kariong, New South Wales, Australia.
- Sept. 25 is **Soupalicious** soup-tasting and harvest celebration in Toronto. Community-minded chefs, caterers and restaurants create signature soups featuring fresh, locally grown produce. Soupalicious is presented by the Plant a Row • Grow a Row program.
- Oct. 1-9 is the **Leura Gardens Festival** in Leura, New South Wales, Australia.
- Oct. 5-6 is the **Canadian Greenhouse Conference**, Niagara Falls, Ontario, Canada. A trade show and information sessions for greenhouse flower and vegetable growers, garden centers, and nurseries.
- Oct. 6-10 is the **Brisbane International Garden Show** in Brisbane, Queensland, Australia.
- Oct. 13-16 is the **Berry Gardens Festival** with eight private gardens open to tour near Berry, New South Wales, Australia.



# HOW TO MOVE TO FULL-TIME FREELANCE WORK



When you're single, even thinking about moving into full-time freelance work can be rather daunting, especially if you are currently enjoying a weekly paycheck and benefits from your current employer.

Making the leap takes guts, pure and simple. But there are ways to prepare for a soft landing: build your knowledge base, network and reputation; put away some savings and talk with other freelancers to find out what makes them successful. Here are a few things I have learned over the last 18 months since launching my full-time freelance business, *Gardener Sue's News*.

## NETWORK, NETWORK, NETWORK

A freelancer's network of friends, colleagues and potential clients is worth its weight in gold, and is absolutely worth your investment of time. Over the past 18 years working in various aspects of the business of horticulture, I have made a concerted effort to build my network through memberships in organizations, such as GWA and Perennial Plant Association, attendance at trade shows and symposiums, speaking engagements and through my past position as marketing director for a large grower. My network helps me find paths for my written and spoken messages to be delivered to trade and consumer audiences.

Once you have worked in the green industry for a while, you realize that people move around a lot in this business. You may see the same people every year at Cultivate, but they may be wearing a different company's logo on their shirts this year. Bring business cards everywhere you go and be gracious to everyone you meet. You never know where your next client will come from. If a job offer isn't a good fit for you, you'll have plenty of colleagues to recommend.

## BE OPEN TO NEW OPPORTUNITIES

I have found that one of the most exciting, albeit nerve wracking, things about being a freelancer is that new days bring new opportu-



nities to collaborate with new people on a wide range of assignments. Opening that first email from a potential new client is exhilarating.

If you are going to be a freelancer, you must be flexible and willing to accept work that might be a little out of your comfort zone—as long as you are confident that you can accomplish it well. Know your limits, but be willing to take reasonable risks. Follow up on every opportunity that comes your way, even if the answer is no.

## MANAGE YOUR FINANCES

If you are moving away from a job where you were paid regularly, adjusting to the pay of freelance work can be a big challenge, literally and mentally. I have found that I am personally more comfortable working with one or two large clients who pay regularly while making myself available to other clients for smaller or less frequent jobs. I charge the same rates for all clients (with rare exceptions for friends and charities), which makes quoting and billing simple to manage. Understand that not everyone will be able to afford you, and that is OK.

If managing your finances isn't your forte, hire an accountant. I consider mine to be a valuable partner in my business. She helped me set financial goals based on what I need to make annually to afford my lifestyle, and consequently, I understand how much I need to make per day to meet those goals. Don't risk financial hardship by not having insurance. You could be one illness, home or car repair away from debt. Managing your finances and insurance is critical to your success as a full-time freelancer.

## FINDING BALANCE BETWEEN WORK AND HOME

Someone once joked that the nice thing about being a full-time freelancer is that you get to choose which 18 hours a day you work. Finding the work-home balance can be a huge adjustment when you begin your full-time freelance career. Every book you read about freelancing will tell you that you must set strict business hours. You should close your office door at the end of the day and not check your email outside of those hours. Personally, I'm not sure if I will ever be able to master those rules.

What has worked for me is that I have let my body find its natural rhythm and I work when I am most efficient. I've come to understand that in this business, I will work like crazy from January through August, but get a break come fall. That is when I recharge my batteries by taking a trip or just unplugging for a week to unwind and find balance again. And in between, I garden. I find deadheading incredibly relaxing, don't you?

Susan Martin is a freelance horticultural marketer, writer and speaker, and Region III Director of GWA. Drawing on her 18 years of experience in the business of horticulture, including garden design, wholesale and retail sales, new plant development and marketing, she launched her freelance business in late 2014. She can be reached by email at [gardenersuesnews@gmail.com](mailto:gardenersuesnews@gmail.com) or find her on Facebook at Gardener Sue's News.

# AMERICAN HORTICULTURAL SOCIETY 2017 GREAT AMERICAN GARDENERS AWARDS



Since 1953, the American Horticultural Society's Great American Gardeners Awards Program has recognized individuals and institutions that have made significant contributions to American horticulture.

Nominate your "horticultural hero"—a memorable professor, a favorite garden book author, or the driving force behind an incredible community project.

For a nomination form and additional information, visit [www.ahs.org](http://www.ahs.org) or call (703) 768-5700 ext. 121.

**Nominations are now being accepted for 2017.  
Submissions deadline is August 31, 2016.**

## 2017 AWARD CATEGORIES

### Liberty Hyde Bailey Award

Given to an individual who has made significant lifetime contributions to at least three of the following horticultural fields: teaching, research, communications, plant exploration, administration, art, business, and leadership.

### Luther Burbank Award

Recognizes extraordinary achievement in the field of plant breeding.

### Paul Ecke Jr. Commercial Award

Given to an individual or company whose commitment to the highest standards of excellence in the field of commercial horticulture contributes to the betterment of gardening practices everywhere.

### **NEW** Emerging Horticultural Professional Award

Given in the early stages of an individual's career, this award recognizes significant achievements and/or leadership that have advanced the field of horticulture in America.

### Landscape Design Award

Given to an individual whose work has demonstrated and promoted the value of sound horticultural practices in the field of landscape architecture.

### Meritorious Service Award

Recognizes a past Board member or friend of the American Horticultural Society for outstanding service in support of the Society's goals, mission, and activities.

### B. Y. Morrison Communication Award

Recognizes effective and inspirational communication—through print, radio, television, and/or online media—that advances public interest and participation in horticulture.

### Professional Award

Given to a public garden administrator whose achievements during the course of his or her career have cultivated widespread interest in horticulture.

### Jane L. Taylor Award

Given to an individual, organization, or program that has inspired and nurtured future horticulturists through efforts in children's and youth gardening.

### Teaching Award

Given to an individual whose ability to share his or her horticultural knowledge with others has contributed to a better public understanding of the plant world and its important influence on society.

### Urban Beautification Award

Given to an individual, institution, or company for significant contributions to urban horticulture and the beautification of American cities.



**NEW &**  
*Noteworthy*

## AHS app navigates conferences

The American Horticultural Society took its annual National Children & Youth Garden Symposium mobile this year, thanks to one of the event's sponsors, Guide by Cell. This company's easy-to-use software allowed the AHS to create a mobile web app loaded with detailed information about the workshops, field trips, and scheduling, along with FAQs, and local dining tips. Attendees could navigate the conference on the go with only a smartphone. The AHS was also able to send text messages to all app users during the multi-day event. Check it out by sending a text to 56512 with ncgygs in the message. Contact **Guide by Cell** for the many uses possible with its custom mobile apps and smartphone tours; mention the AHS for a 20 percent discount.

## Bartram's recreates historic garden

Bartram's Garden announces the restoration of The Ann Bartram Carr Garden, a 19th-century exhibition garden originally developed by Ann Bartram Carr and her husband, Col. Robert Carr. Ann was the granddaughter of John Bartram, America's first botanist. Both the 1731 Bartram House and recreated garden are now open to the public.

...  
**Donna Balzer** wants to help people sell houses faster by boosting curb appeal. She is looking for input from real estate agents and home stagers about experiences with curb appeal—good and bad—for her upcoming book, *Curb Appeal ... Sell Your House Faster*. If you know someone who could help, or if you have great ideas about what boosts curb appeal, **email Donna**. Everyone will be credited in the book. Deadline: August 25.

...  
*Toronto Star* columnist **Mark Cullen** was appointed to the Order of Canada for his contributions to promoting and developing horticulture education in Canada, and for his ability to explain how Canadians can protect the environment. The Order of Canada, one of Canada's highest civilian honors, recognizes outstanding achievement, dedication to the community and service to the nation.

...  
**Christine Froehlich** is now blogging about her own garden and those she has designed for others at [gardeningwithwhatyouhave.com](http://gardeningwithwhatyouhave.com)

**gardenwriters.org**





GWA Region V director **Bill Adams** talks tomatoes—from heirlooms to green when ripe varieties, blue tomatoes, modern hybrids—and other gardening topics on *Central Texas Gardener* (KLRU-TV/PBS). Watch online anytime at [video.klrutv.local/](http://video.klrutv.local/) or [pbs.org/show/central-texas-gardener/](http://pbs.org/show/central-texas-gardener/)

Author **Sharon Lovejoy** has joined the advisory board of the National Gardening Association. She will also be writing posts on gardening with children for NGA members and [Kidsgardening.org](http://Kidsgardening.org).

Purdue University Extension Educator **Kris Medic** will help to lead a delegation of Indiana farmers and extension educators visiting diversified farms and horticultural businesses in Maine and Vermont for a week in September. Funded by a USDA SARE grant, the trip will help selected Indiana farmers and extension educators understand and adopt sustainable practices as they apply to small operations. On the itinerary are Four Season Farm in Harborside, Maine; Johnny's Selected Seeds in Winslow, Maine and Cate Farm in Plainfield, Vermont.

**Eva Monheim** has been promoted to assistant professor of instruction at Temple University Department of Landscape Architecture and Horticulture. A new graduate course in Northeast Woodland Ecosystems is scheduled for the fall semester. Eva has also joined the Tree Advisory team for the University of Pennsylvania.

**Pat Munts**, Region VI regional director is working on a program to help military veterans explore becoming farmers through the Vets on the Farm Project of the Spokane Conservation District. As a weekly columnist for the *Spokesman Review*, she has focused much of her writing this year on creating pollinator and beneficial insect habitat in home gardens.

**Peggy Riccio**, owner of [pegplant.com](http://pegplant.com) has a guest post about peas on Maureen Farmer's

[thefarmersgarden.com](http://thefarmersgarden.com) Peggy's article on home canning and preserving was published in the July/August issue of *Virginia Gardener* magazine. Peggy also redesigned her business card to include the GWA logo on the backside to encourage others to become GWA members.

**Jacqueline Soule**, a member of the GWA Outreach Task Force, is working to find ways for the green industry and garden writers to help each other thrive in today's changing economy. While the main focus of the task force has been green industry shows, such as Farwest and Cultivate, Jacqueline is also working with the allied trades to get garden writers invited to such events

as the Irrigation Expo in Las Vegas, and the Landscape Expos in Long Beach and Sacramento, California. Watch the GWA sites, this space, or contact [gardeningswithsoule@hotmail.com](mailto:gardeningswithsoule@hotmail.com) for more information.

In late August, Toronto, Canada blogger **Tony Spencer** (aka "The New Perennialist") will be meeting up with friends, Piet Oudolf and plantsman Roy Diblik in Chicago to sit in on Piet's annual evaluation of the renowned Lurie Gardens at Millennium Park. Later in September (date TBD), Tony is slated to appear on the Native Plant Podcast live from Virginia, talking with John C. Magee and friends about naturalistic planting design from a new perennial perspective.

The September issue of *Oklahoma Gardener* magazine profiles **Russell Studebaker** of Tulsa, for his impact on the gardening community. Russell served 31 years as senior horticulturist for the City of Tulsa Park Department and for more than 33 years, he wrote a gardening column for the *Tulsa World*. He is a book author, charter writer for *Oklahoma Gardener* magazine, garden lecturer and a freelance garden writer with a lifetime of sharing his love of plants and nature, knowledge and horticultural skills with others.

In Seattle, Washington, **John A. Wott** was named the Volunteer of the Year 2016 by Mature Friends, a retirement organization. This award recognized his 11 years of service, leading hundreds of private garden tours and his participation in a variety of board offices and on committees.





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## Helping us grow!

For each new member successfully recruited, GWA members reduce their membership fee by \$15. Thanks to these GWA members for helping to grow the organization this year.

### ONE MEMBER

Brie Arthur  
Lyndy Broder  
Joseph De Sciose  
Sandy Feather  
C.L. Fornari  
Charlotte Kidd  
Stephanie Lucas  
Eva Monheim  
Jenny Nybro Peterson  
Jo Ellen Meyers Sharp  
Shane Smith  
Erin Weston  
Barbara Wise  
Colleen Zacharias

### TWO MEMBERS

Kirk Brown  
Susan McCoy

### THREE MEMBERS

Maria Zampini



Promote your products.

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To learn more, contact  
asullivan@kellencompany.com  
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# GWAWRITES BOOKSTORE FEATURES MEMBER'S BOOKS

BY ASHLEY HODAK SULLIVAN



GWA is excited to announce the launch of GWAWrites, a special online bookstore dedicated to GWA book authors and their publications.

Two specialty shops have already been launched. GWA Annual Conference & Expo includes Atlanta's speakers' and presenters' books. Hot Off the Press lists books featured in *On the QT*. Additional shops will be launched in the coming weeks focused on specialty topics, including regional guide, cook-

books, garden design, sustainability and much more!

Books featured in these shops will be available for purchase via [Amazon](#), with a portion of the proceeds benefiting GWA and its programs.

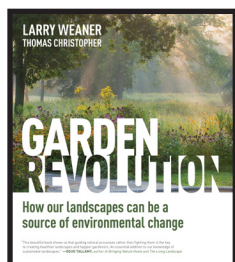
Interested in submitting your book for inclusion? Please fill out the [GWAWrites Submission Form](#). Only those works of GWA members will be included in GWAWrites. For questions, please call 212-297-2198.

Ashley Hodak Sullivan is deputy executive director for GWA.



...  
**Lawrence Sherk**  
*150 Years of Canadian Beer Labels*  
Touch Wood Editions  
208 pages, \$29.95  
Available November 2016

Many GWA members know Lawrence Sherk as a horticulturist, but history is his first love. Sherk's new book explores Canada's beer-brewing history through the artwork of ales, porters, lagers, and malts. In 2011, he donated nearly 3,000 of his beer labels, most of them dating from before 1945, to the Thomas Fisher Rare Books Library at the University of Toronto.



...  
**Larry Weaner and Thomas Christopher**  
*Garden Revolution: How Our Landscapes Can Be a Source of Environmental Change*  
Timber Press • 328 pages, \$39.95  
Published May 2016

Larry Weaner and GWA member Thomas Christopher say that traditional gardening practices are time consuming and labor

intensive, and they result in landscapes that require constant upkeep. But there's a better way. By following ecological principles, we can have landscapes that evolve over time, are alive with color and are friendly to local wildlife—with much less work and effort.



GWA Members gathered for an early morning photo shoot at the newly restored Naumkeag during the Region I Berkshire Cottages meeting in July. They enjoyed a Continental breakfast in the Chinese Garden. Brian Cruey, general manager of the Trustees of Reservations, gave an introduction to this spectacular house with gardens that were designed in a singular 30-year collaboration between Mabel Choate and Fletcher Steele.



About 50 GWA members from the United States and Canada were among the 10,000 attendees at Cultivate'16 in July. AmericanHort provided free admission to the 1,000-booth trade show and dozens of education programs for GWA members—a tremendous benefit. AmericanHort also treated members to lunch and provided a room for a Connect meeting that about 40 people attended.



Nearly 100 horticulturists, designers, writers, marketers, and others gathered for GWA's NextGen Summit: New Routes to Horticulture, a daylong program at Longwood Gardens, Aug. 6. Industry experts presented programs, including trends, digital strategies, living landscapes, urban infrastructure, and green roof technology to the group at Longwood. Later that day, participants enjoyed a reception at Chanticleer, which included a dip in the pool.

PHOTO COURTESY KIRK R. BROWN

PHOTO COURTESY JO ELLEN MEYERS SHARP

PHOTO COURTESY BRIE ARTHUR

# STAY ON TRACK: SHORTEN WORKLOAD WITH A SINGLE SENTENCE



Let's say you're on deadline for a piece of writing. But you've procrastinated. After all, your garden does look so much better without the weeds. Now you've got a serious time crunch. Here's a sen-

tence—OK, I admit, it's a long one—that will get you started fast and remove those writing weeds before they can tangle up your thinking.

We talked about this guide sentence in the June-July *On the QT*, but here I want to go into more detail about how it can help you. Years ago, I learned a version of this sentence in a GWA writing workshop with that fabulous editor and teacher, Barbara Boardman. I've been using it ever since. It's a simple fill-in-the-blanks. Do it before you write anything, whether your style is to plan ahead or to plunge right in to find out what you're thinking.

Here goes:

In my \_\_\_\_\_ (writing category),  
about \_\_\_\_\_ (subject), I am saying  
that \_\_\_\_\_ (slant).

## LET'S LOOK AT THE BLANKS

- **Writing category:** Naming this helps you automatically focus on how you will write. A blog post's requirements are different than a visual presentation. A how-to differs from a long-form feature. A profile is not a Q & A. This blank defines your marching orders.
- **Subject:** This one's easy. Someone asks you, "What're you writing about?" You answer, "The Williams' garden." That's your subject. It could be how to prune kiwi vines, sharpen shovels or build a critter-proof chicken house. Or, diseases of potatoes. That's it.
- **Slant:** Your subject is not your slant. Sometimes the term slant carries a negative connotation about biased reporting, but here it simply means your take on the subject. A single subject could have many different ap-

proaches, or slants. Often the slant is your promise to the reader. One way to find it is to ask yourself, "What's the most important thing I need to communicate?" The answer will give you your focus.

Some examples: In my feature about the Williams' garden, I am saying that small trees define four livable outdoor spaces in an easy-care family garden.

In my how-to about building a critter-proof chicken house, I am saying that metal sheathing and rustproof steel wool will keep your flock safe. In my column about potato diseases, I am saying that there are five telltale signs, and here's what to do when you see them.

## DOESN'T HAVE TO BE PRETTY

These guides don't need to be sentences of great beauty. They simply have to work. You can slap the sentence like a banner at the top of your page before you start. Or, as one of my students suggested, put it under what you're writing. That way, whenever you stop and cast about for the next thing to say, there it is, reminding you where you're going.

In addition to pointing your way through a draft, your guide sentence can be a useful editing tool. Sometimes, after you've written your piece, you'll find there's a gap between your sentence and what's on the page. Let's say you started out to profile a garden, but got caught up in the personalities of the gardeners. The piece turns out to be a funny thought-provoking portrait of the players. The plants are in the background. It happens.

## YOU HAVE CHOICES

You could rewrite closer to your original intention. You may need to if that's your agreement with your editor. Or, you could change the guide sentence to conform with what's al-



ready there. Either way, once the sentence and the writing line up, the guide will help you discard anything that doesn't fit. Or, beef up what may be weak.

You might also pluck words from the guide sentence to create titles or subheads. Even if editors change them, it's one more succinct way you can focus on the main point of your writing.

This guide construction is for your eyes only. Unless you choose to share it with a writing group or coach, the hardworking guide sentence gets deleted before your piece goes out. Later, when you look at something you've written, you might not even remember what your sentence was. But your writing will be clearer, your thoughts more orderly and your final draft delivered quicker because you took a moment to fill in the blanks.

This article is based on an excerpt from GWA member Mary-Kate Mackey's book, *Write Better, Right Now: The Reluctant Writer's Guide to Confident Communication and Self-assured Style*, to be published by Career Press at the end of 2016.



# STEPHANIE COHEN — PLANT DIVA



My first introduction to Stephanie Cohen was at the OFA Short Course (now known as Cultivate) several years ago. I had gone to a talk by noted plantsman Allan Armitage and there was this woman

up on the stage with him. At first, I thought it was Dr. Ruth Westheimer because I could hear this accent and this undeniable attitude with him. I was definitely confused by why she would be among all these growers. After a couple of minutes I realized that it wasn't Dr. Ruth, but a woman named Stephanie Cohen. I since learned that many of her friends call her "The Dr. Root of Perennials," as a nod to resemblance in voice and stature to Dr. Ruth. While many of us call her friend, mentor, and fellow communicator, she is so much more to so many others.

## A PROFESSIONAL ON MANY LEVELS

In the 1960s, Stephanie developed an interest in houseplants, which led her to learning more about horticulture. Although she already had an undergraduate degree in English and was teaching high school, she decided to get a degree in horticulture. Stephanie kept on her educational journey by obtaining a master's degree in environmental studies.

Like so many of us, she had various jobs within the industry, including working in and selling greenhouses. She then started teaching a perennials class. By chance, Stephanie was asked to fill in at Temple University in Philadelphia, Pennsylvania as an adjunct professor for a semester. More than 20 years later, she retired after changing the face of horticulture at Temple. Stephanie helped establish the Landscape Arboretum of Temple University at Ambler and became its founding director.

Stephanie is a garden lecturer, writer, and a contributor to many trade and consumer magazines and is a best-selling author with books focusing on perennials and design. She was recognized by the Perennial Plant Association as Educator of the Year in 2003. The PPA has given her the Honor Award for Design and the Special Service Award. She also received the Garden Communicator of the Year Award for 2000 and



Stephanie Cohen takes a break in her garden.

2001 by the American Nursery and Landscape Association. In 2014 she became a GWA Fellow.

## GIVING BACK

Stephanie has even been on QVC as "The Perennial Diva." There are plants named after her including *Hemerocallis* 'Stephanie Returns' (daylily), *Tiarella cordifolia* 'Stephanie Cohen' (foamflower) and *Phlox paniculata* 'Shortwood Gardens' (garden phlox), which is named after her garden.

She is a regular benefactor to the Camden (New Jersey) Children's Garden. This unique garden is designed for children and families to explore and discover nature. Any money that is collected from tours of her personal garden is donated to the Camden Children's Garden.

Stephanie is a firm believer in mentoring. I asked her what she got out of it. "Not money, nor even respect, not love," she said. "I have a tendency to want to help people, give them a gentle, firm push off a cliff. The joy of someone coming back and saying that they enjoy it. It's something I like to do."

She can name dozens of former students and others who she has mentored—from nursery and garden center owners to curators at the Morris and Scott arboreta, and one other person, our current GWA President Kirk Brown. She gave him and his alter ego, John Bartram, their first keynote speaking engagement at the now defunct Waterloo Gardens in Exton, Pennsylvania.

## What are Stephanie's favorite plants? Here are a few:

- *Thalia* daffodil, because it is small and fragrant
- *Fothergilla*, a plant for every season with shades gold and orange
- *Elizabeth*, a yellow magnolia
- Dahlias
- *Zinnia angustifolia* (narrowleaf zinnia) in an herb garden

## HOPE FOR HORTICULTURE

I asked Stephanie what her hope was for the future of horticulture. "Numbers are finally getting higher, how much interest there is in organics, in farm to table. Carve out niche for yourself! There will always be a use for horticulture but esthetically, it is beautiful. Everything evolves."

What does she consider her greatest gardening achievements? Establishing the arboretum at Temple University, Ambler Campus, becoming a Fellow at GWA, all the other awards but most of all, is inspiring her students.

Stephanie lives in Collegeville, Pennsylvania with her husband Dick. She is busy this summer in her garden, which is the site of her daughter Rachel's September wedding.

Denise Schreiber is the author of *Eat Your Roses, Pansies Lavender and 49 Other Delicious Flowers*. She has been the greenhouse manager and horticulturist for Allegheny County Parks Department for more than 25 years and is a certified ISA arborist. Denise won a 2016 Silver Media Award for her column "Ask the Expert" in *Pennsylvania Gardener*.

# 2016 SILVER MEDAL MEDIA AWARDS WINNERS ANNOUNCED

GWA congratulates the winners of the **2016 Media Awards Silver Medals** a special designation awarded to the top 10 percent of each competition category. These winners have been entered for judging in the Gold Medal Round, where awards will be given for the best of each award class. Gold Medal winners will be announced during the 2016 Awards & Honors Dinner at the GWA Annual Conference & Expo in Atlanta, Monday, September 19. Both Gold and Silver Medal Awards winners will receive their awards at that time.

## WRITING

### Magazine Column

(Circulation less than 30K)

Ask the Expert: Denise Schreiber

### Magazine Column

(Circulation greater than 30K)

Insect ID: Bill Johnson

### Magazine Article

(Circulation less than 30K)

"Jennie Loves Dahlias": Nicole Juday

"Charlie's Garden: Gem of the Idaho Mountains": Mary Ann Newcomer

### Magazine Article

(Circulation greater than 30K)

"Honey Harvest": Teresa Woodard

"Up on the Roof": Regina Cole

"The Art of the Garden": Sharon Lovejoy

### Newspaper Column

(Circulation less than 30K)

"Gardening in the Wild": Belinda Gallagher

### Newspaper Column

(Circulation greater than 30K)

"Jessica Walliser's Column": Jessica Walliser

### Newspaper Article

(Circulation less than 30K)

"Dismissed and Ridiculed, Virginia Tech Researchers Fought to Prove Flint's Water was Unsafe": Lauren Farrar

### Newspaper Article

(Circulation greater than 30K)

"Immortality and Grandpa Al's Daylilies + Midwinter Dreams of Giant Vegetables + In the Unending War with Dandelions, a Détente": Jeff Lowenfels

## Book

(General Readership, less than 120 pages)

*Gardening for the Homebrewer: Grow and Process Plants for Making Beer, Wine, Fruit, Cider, Perry, and More:* Wendy Tweten & Debbie Teashon

## Book

(General Readership, greater than 120 pages)

*The New Shade Garden: Creating a Lush Oasis in the Age of Climate Change:* Ken Druse  
*The Authentic Garden: Naturalistic and Contemporary Landscape Design:* Richard Hartlage, Sandy Fischer & Land Morphology

## Book

(Technical/Reference, greater than 120 pages)

*The Hop Grower's Handbook:* Laura Ten Eyck and Dietrich Gehring

## Newsletter, Bulletin, or Brochure

*Thistle & Fig Tales*, "History of Fertilizer": Alice Marcus Krieg & Carmen DeVito  
"La Florida—Land of Flowers: Ornamental Horticulture with Florida Native Plants": Sue Bedry, Jodi Pushkin & Stacy Rector

## PHOTOGRAPHY

### Magazine

(Circulation less than 30K)

"Breeding a Better Apple": Rob Cardillo

### Magazine

(Circulation greater than 30K)

"Honey Harvest": Bob Stefko

### Newspaper

(Circulation greater than 30K)

"The Garden Next Door": David Calle

## Book

(General Readership, greater than 120 pages)

*Heirloom Harvest: Modern Daguerreotypes of Historic Garden Treasures:* Jerry Spagnoli

## Book

(General Readership, greater than 120 pages)

*On Walnut Hill:* Roger Foley

## Calendar

*Simply Raw Vegetable Portraits:* Lynn Karlin

## Cover Photo

*Viburnum trilobum* 'Redwing': Bill Johnson

## Portfolio

*On Walnut Hill* Portfolio: Roger Foley

## ELECTRONIC MEDIA

### SOCIAL MEDIA

#### Blog - Writing

GardeninginaDrought.com: Teresa Odle

Eat Local Blog: Sarah Owens

#### Blog - Overall Site

The Good Garden: Garden history, design inspiration: David Calle

The Art of Outdoor Living-The Blog of Grace Design Associates: Margie Grace

#### E-Newsletter Article

"Gardening with Mark - June Issue": Mark Cullen

## ONLINE MEDIA

### E-Zine Article

"7 Ways to Use Drifts and Masses in Your Garden": Benjamin Vogt

### Website Overall

Richard Jackson's Garden, Richard Jackson  
Costa Farms: Costa Farms

### Video (YouTube, Vimeo)

*In the Garden with Doug Oster:* Doug Oster

### Podcast Series Overall

*What Makes a Flower Blue:* Alice Marcus Krieg & Carmen DeVito

## BROADCAST MEDIA

### TV Program - Talent

*A Growing Passion:* Nan Sterman

### TV Program - Overall

*Central Texas Gardener:* Linda Lehmusvirta

### Radio Program - Talent

"4 Centuries of Botanical Traditions": Alice Marcus Krieg

### Radio Program - Overall

*A Way to Garden, with Margaret Roach:* Margaret Roach

### Radio Feature - Talent

*A Way to Garden, with Margaret Roach:* Margaret Roach

### Radio Feature - Overall

*A Way to Garden, with Margaret Roach:* Margaret Roach

### Electronic Special Project

Slow Flowers: The Online Directory to Florists, Shops, and Studios Who Design with American-Grown Flowers: Debra Prinzing



## PUBLISHING

### Magazine (Circulation less than 100K)

*Garden Making*, Issue No. 24: Garden Essentials, Inspiring Media Inc.; Beckie Fox and Michael Fox

### Newspaper Garden Feature Page or Section

Thistle & Fig Tales, "History of Fertilizer", *Pith & Vigor*: Alice Marcus Krieg and Carmen DeVito

### Book (General Readership)

*Epic Tomatoes*: Storey Publishing

*Blue Ribbon Vegetable Gardening*:

Storey Publishing

### Book (Technical/Reference)

*The Seed Garden: The Art and Practice of Seed*

*Saving*: Seed Savers Exchange

### Newsletter/Bulletin/Brochure

"Growing Together," Fall 2015 Issue: The Davey Tree Expert Company

### Calendar

2015 National Big Tree Program Calendar: The Davey Tree Expert Company

### E-Zine Overall

*Dallying in the Dirt*: Kenneth Brown

### E-Book Overall

*Think Like A Gardener*: Saxon Holt & PhotoBotanic.com

### E-Newsletter Overall

Buffalo-NiagaraGardening.com: Connie Stofko

## TRADE

### Newsletter, Bulletin, or Brochure

"Coreopsis for the Mid-Atlantic Region": Mt. Cuba Center

### Catalog

*Sakata Home Grown Vegetable Catalog*: Sakata Seed America, Inc.

### Press Release, Press Kit, or Promo

"Perfect Blooms that Beg to Be Brought Indoors": Ferguson Caras LLC for David Austin Roses

### Magazine

*Bloom*, December 2015, Look Book Edition: Greater Des Moines Botanical Garden

### Special Projects

*2016 Winter Coloring Book*: Botanical Interests

# HOW TO PROTECT YOUR ONLINE PRIVACY

BY RANDY SCHULTZ



As professional communicators in the 21st century, we all spend an increasing amount of time online. We post on Facebook, we send and receive emails, we check Facebook

again, we send another

few emails, we use Google to do some quick research, we read more emails, and then we check Facebook again. And all of this happens before we've finished our first cup of morning coffee.

But even as we spend more time online, a recent survey by the U.S. Department of Commerce suggests that a growing number of us are expressing concerns about our online privacy. Too much personal information is being collected, identity theft is on the rise and too many ads bombard us as we navigate through our online lives.

## EROSION OF ONLINE PRIVACY

Most people don't realize that their free email account is one of the weak links in their online privacy. It turns out that free email accounts aren't really free – you "pay" for your email with your privacy. If you use Gmail, Google scans every email looking for keywords that will help them send you ads for things it thinks you might buy. Some of the private info gleaned from your emails is sold to third parties.

It's all perfectly legal. You gave companies like Google and Yahoo permission to read your emails the moment you hit the "Agree" button when you opened your account. And that's just one example of how our online privacy is being eroded.

## KEEPING IT PRIVATE

Follow these tips to help keep your online life more private:

- Most people who get hacked online are careless with their account passwords. Avoid using "123456," "password" or other easy-to-guess passwords. Include capital letters,

numbers and symbols (#, \$, % and others) to make your passwords tougher to crack.

- The emails you send and receive using a free email account are scanned to learn details about your interests and preferences. To protect your personal info and reduce your exposure to online advertising, use a secure email service.
- Be careful what personal information you share on Facebook and other social media sites. Facebook collects your information and shares it with advertisers and other companies.
- Delete tracking cookies—those small pieces of code that websites use to store information about your online activities. Search "delete tracking cookies" for easy-to-follow instructions.
- Using public Wi-Fi (at coffee shops, hotels and other public places) makes you more vulnerable to hacks and cybercriminals stealing your private information such as passwords and bank accounts. It's better to conduct financial business at home.

## SafeCloudNow

One way to protect online privacy is to spend a few dollars a month on a private and secure email account such as Hushmail.com, Reagan.com or SafeCloudNow.com. They provide automatic email encryption that makes it extremely difficult for hackers to gain entry to the contents of your emails.

Randy Schultz, chairperson of the GWA Membership Committee, is co-founder of Safe Cloud Now, which provides easy-to-use private email accounts. For a free one-year secure email account, visit [SafeCloudNow.com](http://SafeCloudNow.com) and enter the coupon code GWA2016. To make it easy to try a private email account, SafeCloudNow.com is offering a free secure email account for one year to the first 10 GWA members who register at the site. (A Safe Cloud Now email account is regularly \$4.99 per month.)

# JAMES AUGUSTUS BAGGETT—CHARMING, DISARMING, ENGAGING EDITOR



James Augustus Baggett's first words to a newbie, "Tell me about you." That's what people remember about him—his interest in them. Genuine interest. Then comes the rapid-fire engagement and the

contagious sense of wonder people share when they're around him. Show and tell, note taking, book lists, kindness and more kindness.

People repeatedly describe James to me as a man with an enormous open heart. His colleague and former GWA President **Debra Prinzing** said, "His accolades are many as a generous editor and mentor. But these accolades pale when measuring him as a human being. He treats everyone he meets with utmost dignity and a true curiosity about who they are and what interests them. That is a gift to our entire profession and to those who call him a friend."

Fellow writer and editor **Susan Applegat Hurst** was struck by his kind and gregarious nature when they traveled together in England. She said, "We were touring in London, often by cab or bus. James always made an effort to engage the driver—someone he had never met—and made them feel valuable. He has an enormous open heart and so much compassion."

## GARDENING AT GRANDMOTHER'S KNEE

From his start in his grandmother's garden, dusting roses and whitewashing the birdbath to his current position as editor of *Country Gardens* magazine for Meredith Corporation, he has covered a lot of territory. Fresh out of college, he landed a job as editor at *Science World*, a classroom magazine with a readership of some eight million students. He described the job, "It was an invaluable education, writing about carnivorous plants and dinosaurs and bioluminescence and Chernobyl for an audience of young people."

And what about garden writing? James said, "Garden writing, is, after all, science writing. I



James Baggett at St. Paul's Cathedral during a recent trip to London.

like to say that garden writing is science writing with jazz hands."

## MAN OF PASSION

It's as hard to keep up with James as it is to list his passions. I've followed along with him in Vancouver, British Columbia; Tucson, Arizona; Quebec City, Canada and most recently, Pasadena, California. We sought out good food, good people, Frank Lloyd Wright houses, bookstores and The Gamble House by Green and Green.

"I'm a dog-bird-plant guy," he said. "But my interests and passions are wide and varied, and include Maxfield Parrish, vintage dog books, art pottery, J.D. Salinger, Frank Lloyd Wright, baking, "Harold and Maude," girl music, field guides, Beverley Nichols, Arts & Crafts design, the Yankees, Ironstone, birds of prey, agitprop, Roycroft, *Jeopardy*, Hal Borland, terriers great and small, "Food 52" and Paul Smith floral shirts."

James and I are trading book lists. On his nightstand right now: *Lab Girl* by Hope Jahren, *On Dogs* by E.B. White, and anything by Hal Borland. (At this point, James suggested that I write down these titles so I don't forget them.

I promise to send him a list of the stack on my own nightstand).

He has Eudora Welty's rake above his fireplace. James reminisced, "A few years ago, while producing a story on Eudora Welty's modest garden in Jackson, Mississippi, I came home with an awesome souvenir: a rusty, wrought iron rake head from her garage. I didn't steal it. A curator asked me if I wanted it, since it wasn't going to be archived. It now holds a place of honor on my mantle. I suspect it was actually Eudora Welty's mother's, since she was the real gardener in that household."

When asked what makes him giddy, filled with joy, he said, "Peony shoots in spring. Gabrielle Hamilton's grilled shrimp in anchovy butter. Sleeping with dogs. Derek Jeter." Did I mention he has Eudora Welty's rake above his fireplace?

GWA member Mary Ann Newcomer, a native daughter of Idaho, is deeply rooted in the soil of the American West. As a scribe-scout-and-speaker, she blogs at **Gardens of the Wild West**. The American Horticulture Society profiled her as "A member making a difference" in *American Gardener* magazine.



# GWA FOUNDATION TRAVELS TO NEW YORK, ATLANTA FOR GRO1000 DEDICATIONS

BY ASHLEY HODAK SULLIVAN



The GWA Foundation team wrapped up 2016 Miracle-Gro Gro1000 activities with garden dedications in New York and Atlanta.

On June 2, the Foundation team headed to the Pleasant Village

Community Garden in East Harlem, New York for its Gro1000 garden dedication. The community garden effectively functions as a non-profit co-operative, providing food for more than 200 community residents. In addition to the edible garden, the property has a chicken coop that provides eggs to the community. Surplus eggs are sold and the revenue is poured back into maintaining the garden.

The day featured educational activities for more than 100 elementary school kids, including making wildflower-seed mud bombs and pollinator feeders.

## ATLANTA ACTIVITIES

On June 17, the team was in Atlanta for community activities at Atlanta Fire Station 28 and Covenant House of Georgia, a residence that supports homeless teens. As part of several projects funded by the grants, edible gardens were established at local firehouses. The gardens provide an excellent source of fresh edibles for firefighters and their communities, emphasizing the importance of healthy eating.

On the day of the garden dedications, volunteers built a raised garden bed in the shape of 28 to honor the firehouse. The team then visited Covenant House for a special presentation to mark the dedication of its Gro1000 garden. Residents grow their own edible plants, which they sell at local farmers markets. As part of the presentation, residents were recognized for their accomplishments in the Covenant House program.

With 2016 activities concluded, the Gro1000 program will begin planning for 2017; applications for grants will open in the coming months. To learn more about the program,



**Above:** Covenant House residents, partners and Atlanta's first lady Sarah Elizabeth Kristan Reed participated in the dedication of its Gro1000 garden. **Below right:** At Pleasant Village Community Garden in East Harlem, New York's Gro1000 garden dedication, school children made their own pollinator costumes and learned about bringing pollen back to the hive.

please visit [www.gro1000.com](http://www.gro1000.com).

For questions about the GWA Foundation's partnership with Gro1000, please contact Ashley Hodak Sullivan at 212-297-2198 or [asullivan@kellencompany.com](mailto:asullivan@kellencompany.com).

Ashley Hodak Sullivan is deputy executive director for GWA.



# Obituaries

## GEORGE DALBY

George Dalby died at the age of 95 on Thursday May 5, 2016 at St. Catharines General Hospital in St. Catharines, Ontario, Canada after a brief illness. Born in 1920, he dedicated his life to horticulture and is remembered by many for sharing his passion for gardening.

At an early age, Dalby began what was to become his career in horticulture selling vegetables at a local market. He attended the Niagara Parks School of Horticulture from 1939 to 1940, but World War II interrupted his studies. Dalby served with the Royal Canadian Air Force from 1940 to 1946 and returned to the School of Horticulture, graduating in 1947. He began his horticultural career working for the Toronto General Burial Grounds at Mount Pleasant and at York Cemeteries from 1947 to 1953. He joined the Niagara Parks Commission in 1953, serving as the superintendent of horticulture until 1961 when he became superintendent of parks—the job he held until he retired in 1985.

Dalby also taught landscape design at the School of Horticulture. He shared his passion for horticulture as a columnist for the Niagara Falls Review for 20 years and the Kitchener-Waterloo Record for 16 years. Dalby also hosted a weekly gardening call-in radio show for 19 years on station KCTB from St. Catharines, Ontario.

After guiding horticulture tours in Holland, Dalby was responsible for the renaming of a tulip to honor the Niagara Parks' 100th Anniversary in 1985, and oversaw the planting of more than 50,000 bulbs throughout the Parks.

—Steve Biggs

## RYAN GAINEY

Jennings Ryan Gainey, 72, died tragically on July 29, 2016 at his second home in Lexington, Georgia. Good friend and owner of Goodness Grows nursery in Lexington posted, "Ryan Gainey was in his kitchen cooking, and something caught fire. The flames spread quickly. Ryan ran out the back door of his house, grabbed a water hose, and hurried back into the conflagration to rescue his Jack Russell terriers, Leo, Jelly Bean and Baby Ruth. Sadly, today, Ryan, his beloved dogs, and his treasure-filled house are no more."

In his biography, Ryan describes himself, "Internationally-known, madly passionate, stimulating, thought-provoking, exuberant, creative, romantic, whimsical, embracing - mere words are inadequate to describe the force of nature that was Ryan Gainey. He is gardener, poet, raconteur, philosopher, mentor, verbite, visionary, designer, and showman all in one." Add to that description a devoted dog lover. He wrote, "I share my life with many living things, but few are as precious to me as my Jack Russell terriers. They are the children I never had."

Gainey grew up in Hartsville, South Carolina and studied ornamen-



tal horticulture at Clemson University. He later received an honorary doctorate in letters from Coker College in his native Hartsville.

Best known as a garden designer, his home in Decatur, Georgia was a living laboratory as well as a showcase for his designs. He was greatly admired for his sense of community and opening his home and gardens for innumerable tours. Over the years, his house and garden were featured in a variety of books and magazines, most recently in *Southern Living Porches & Gardens: 226 Ways to Create Your Own Backyard Retreat*. He designed gardens large and small—locally and around the world. He was in on the conception of Serenbe, a pioneering community outside Atlanta that espouses the intermixing of culture, housing, lifestyle and gardens (complete with an eight-acre, organic farm). Gainey authored two books: *The Well-Placed Weed: The Bountiful Garden of Ryan Gainey* and *The Well-Set Table* (with Frances Schultz) and wrote numerous magazine articles.

President and CEO of the Atlanta Botanical Garden Mary Pat Matheson called Gainey a "Renaissance man." His death is a "great loss for not only our community, but for our country because Ryan was so highly regarded as an esteemed designer and horticulturist."

To get a glimpse of Gainey's garden—and his beloved dogs, watch this [snippet of his garden](#) by former GWA member Arlena Schott.

—Cathy Wilkinson Barash