

On the



The Association for
Garden Communicators

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Buffalo's Horticultural Heritage Tour in Progress

BY SALLY CUNNINGHAM



Writing for GWA *On the QT* lets me—local arrangements chair for Buffalo 2017—share the many great reasons

to join us next August. I will do so each issue with a teaser or two that hint at the stories we can provide. As we plan the conference tours, we're keeping the Story Tours concept always in mind as a primary reason that many writers attend. We will give you stories, especially the tales from our intimate, urban private gardens of the famous Garden Walk Buffalo that have motivated the term Buffalo Style Gardens. More about that in future articles.

Conference attendees have learned to expect an introduction to more than private gardens. A garden writer shouldn't leave a host city without getting familiar with its key cultural and horticultural attractions. How could you pass through Pasadena and ignore the Huntington, or miss the Phipps in Pittsburgh? In Atlanta we went to Gibbs Gardens (so appreciated in spite of the deluge) and were dazzled by the Chihuly installations throughout the Atlanta Botanical Gardens. So what is the public cultural and garden parallel in Buffalo?



Above: Frank Lloyd Wright's Martin House was built between 1903 and 1905 in Buffalo, and is considered one of his best Prairie School homes. **Right:** The Nike of Samothrace statue graces the conservatory of the Martin house.



PHOTO COURTESY PATRICK MAHONEY, AIA

PHOTO COURTESY JIM CHARLIER

— Continued on page 3



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PUBLISHER

GWA

355 Lexington Ave.,
15th Floor
New York, NY 10017
Phone: 212-297-2198
info@gardenwriters.org

EDITORIAL

Jo Ellen Meyers Sharp

editor
jemsharp@sbcglobal.net

Cathy Wilkinson Barash

copy editor

Paul Wilson

graphic designer
paul@paulwilsondesign.com

ADVERTISING

Ashley Hodak Sullivan

212-297-2198
info@gardenwriters.org

CIRCULATION

Ashley Hodak Sullivan

212-297-2198
info@gardenwriters.org

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Career-building Tools for 2017



As you prepare for New Year's Eve celebrations, you may be deciding on your annual New Year's resolution. What will you do differently in 2017?

If you're looking to start the New Year off with a "new you," GWA can help. We've put together a list of easily attainable resolutions that can benefit you personally *and* professionally. Tackle one (or more) of these resolutions in 2017:

Network, Network, Network: GWA offers a variety of networking events throughout the year. Not a member of GWA? [Join today!](#) Take a look at our [event calendar](#) and make a point to attend at least one event this year.

Get Involved: [Volunteer to serve on one of GWA's many committees.](#) It's a great opportunity to make connections and practice the skills needed to advance your career. Help recruit new members (and network in the process) or write a [GWAGrows](#). We have something for everyone this upcoming year.

Find Your Next Opportunity: Are you looking for a change in your career? Visit our [Job Center](#) to search job openings. Your dream job could be one click away. Looking to hire? [Submit a Job Description.](#)

Apply for a Scholarship: If you are looking for college financial assistance, apply for a GWA Foundation Scholarship. [Applications](#) are due December 20, 2016.

Recruit One Friend to Join GWA: Everyone says two is better than one. Recruit one of your friends to join and enjoy all of the benefits together (and you will get a \$20 credit towards your dues renewal). Recruit more than one, and each one who joins will get you an additional \$20 dues credit.

Get Inspired: Come to the [GWA Annual Conference & Expo](#) August 4-7 in Buffalo. You will walk away ready to take on anything, including your New Year's resolutions!

Happy Holidays! We wish you all the best in the year ahead.

Maria

ILLUSTRATION: ARTIQU



The Japanese Garden is part of the Olmsted-designed Delaware Park.

THE HORTICULTURAL HERITAGE TOUR

Buffalo's identity is built on the shoulders of shipping magnates, flour and steel industrialists, turn-of-the-20th century millionaires as well as the architects and landscape architects who designed their homes, parks and boulevards. The city is deeply indebted to Frederick Law Olmsted who built a park system and series of boulevards (passing through Millionaire's Row) that lead to Hoyt Lake and the Delaware Park Rose Garden.

Frank Lloyd Wright has a huge presence in western New York as well. Visitors flock to Wright's Martin House Complex—one of the finest examples of Prairie House ideal, which has nearly completed a \$50-million renovation—and Graycliff on Lake Erie, which was his wife Isabelle Reidpath Martin's summer home.

Forest Lawn Cemetery was established in 1848, with an undulating landscape designed by Adolph Strauch and Joseph Earnshaw. Today the tours offer 200-year-old trees and the graves of presidents and inventors (some of whom pop up from the graves in full costume).

NEWEST ATTRACTION

One of Buffalo's newest historic attractions is the Richardson-Olmsted Complex, designed in the late 1800s by landscape architect Henry Hobson Richardson in concert with Olmsted and Calvert Vaux. Used for decades as the Buffalo State Asylum for the Insane, this once-neglected building is a treasure—the grounds and garden restoration now in progress. Finally, garden writers must visit the Buffalo and Erie County Botanical Gardens, with its historic Lord & Burnham glass conservatory, plant collections from around the world and an attached Olmsted arboretum.

With this depth of content, what is a tour committee to do? These "culturals" and so many others offer two- and three-hour tours. We have only so many hours for touring. The good news: These organizations are led by classy, big-picture individuals, who have come together to embrace the GWA event. They are meeting with me and partners from Visit Buffalo Niagara, figuring out how to show the best possible *glimpses* of their individual treasures—it can only be a glimpse of each. But that is the point: Our hosting organizations want garden writers to see enough to write about them. Then they (and we) hope the writers will come back and bring others.

The Horticultural Heritage Tour, now in draft form, will be an approximately five-hour tour during which four to six busloads of garden communicators will rotate among four cultural/horticultural sites with onsite presenters and tour directors. Lunch will be included in one of them. Does it sound easy? Perhaps not, but with cooperative supporting staff and volunteers, it can be done. At least that's the plan—in progress.

Sally Cunningham is the GWA Local Arrangements Chair for Buffalo 2017, and she says this is written with deep appreciation for organizers, helpers and for you—who won't want to miss this one!



The Lord & Burnham Co's South Park Conservatory opened in 1900 in Delaware Park.



Ferry Circle, one of five remaining traffic circles, is part of the system of parks and parkways designed by Frederick Law Olmsted.



The Rose Garden sits amid 350 acres of meadows, forest and lake in the Olmsted-designed Delaware Park.



Dawn Hummel of BeeDazzled Media LLC, has launched a new website, beedazzledmediacom.

Tova Roseman has added a podcast to her new website, Tova's Garden: Organic Gardening for Body & Spirit. In the podcast, she interviews nature's thought leaders and people who have expertise and insights to help us live in harmony with our environment.

Patrick Ryan, education specialist for the Alaska Botanical Garden, continues to teach as part of Alaska Botanical Garden/Anchorage School District 21st Century Community Schools gardening program. The program is in its third year of a five-year grant to teach kids to grow food and helps build school gardens. In schools, he works daily with kids and plants, teaching horticulture and science. Pat is also doing book reviews and articles on ABG's Facebook page.

Bob Tanem, a GWA member since 1989 and a Fellow of GWA, was awarded University of California Berkeley's 2015 Peter E. Haas Public Service Award, which recognizes alumni for their public service. Bob's award is based on his founding a gardening program at Homeward Bound of Marin, a homeless shelter and service center in Novato, California. Tanem transformed a parking lot into an organic garden that provides produce for shelter residents, and donated 400 pounds of food to a local charity in its first year. More recently, the center expanded the program by turning a courtyard into an edible landscape. The garden also supports Homeward Bound's culinary academy and catering program. Bob's unwavering dedication and leadership was recognized in a special presentation at the Haas Pavilion on the Berkeley Campus of the University of California.

This column replaces the former "On the QT." It includes non-time-sensitive member news, awards, job changes and anything else that does not fit into "Regional News & Notes" or "Hot Off the Press." Please submit news items and high-resolution photos to jemsharp@sbcglobal.net.



PRESIDENT'S MESSAGE KIRK R. BROWN

Happy New Year!

Our 12-month anniversary of working with Kellen Company is cause to celebrate the monumental undertakings that we've been planning for so many years. So as this year fades to black, I choose to smile brilliantly, turn the page and carry on.

As a member of GWA, everyone should be creating a checklist of advantages that this new year offers. Never before has our association offered so much as a return on an investment of time and money:



- Plan trips to MANTS, TPIE, Cultivate and Far West Trade Show. We have a presence on the trade show floor of each of this industry's biggest events.
- Write a [program submission](#) for the 2017 Conference & Expo in Buffalo. Develop a topic for a presentation that you've been saving for a very special occasion.
- Enter your 2016 work in the [Awards Program](#). Now is the time to prepare. Enter a forum that recognizes the best of the best.
- Update all of your information on the website database. This is the key to universal awareness of who we are, what we do and how we impact our network.
- Attend one of the 20 [upcoming regional meetings](#). Add garden tours, networking and story ideas to your list of completed activities. These meetings create the easiest and earliest means of entry into a wonderful world of professional garden communications and people who do it.
- Post ideas, travel suggestions, blog links and member updates to our social media platforms. Access is open to all and definitely encouraged.
- [Volunteer for one of our committees](#).
- Recommend someone you know to join the group for very specific reasons.

We are open. We are encouraging. We are facilitating. We offer the best tours—at amazing venues with superior networking among industry leaders. The friendships that are made within this outstanding group are the things by which a life is measured.

Please join me by celebrating GWA's brand new year of exciting possibilities. At the stroke of midnight on December 31, 2016 raise a glass and toast our growing future.

As 2016 Comes to a Close, PAR Plans for 2017

BY ASHLEY HODAK SULLIVAN



As GWA Foundation's [Plant a Row for the Hungry](#) program closes its 21st year, harvest donation totals are coming in from PAR committees across the country. As we wait for final totals, we thank the more than 200 local committees that make this wonderful program possible.

Want to get involved?

Now is the time to start planning. Here are some steps to begin your own local PAR committee:

STEP 1: Enlist a Network

Recruit volunteer participants. Volunteers may include Master Gardeners, garden clubs, food pantry volunteers or local gardeners wanting to support their community.

STEP 2: Plan Your Campaign

To begin planning, set a coordination session 10 to 12 weeks before the planting season. Ask the food bank representative to describe the need for produce and what garden produce is wanted. Coordinate planting and goals with volunteers.

With a plan in place, now the real work begins. Here's how a typical PAR campaign looks:

- Create an attention-getting launch for the campaign.
- Give away starter kits.
- Publicize the need to Plant A Row.
- Ask Cooperative Extension Services, community gardens, churches, schools, garden clubs, businesses and even food banks to start Plant A Row gardens.

As harvest season advances:

- Organize gleaning opportunities from home gardeners, orchards and truck farms. Have them donate produce directly to qualified food distribution agencies. Get receipts for your donors.
- Call your food distribution agency partners weekly to ask for donation reports.
- Celebrate and publicize the donations.
- Announce a final harvest date for your campaign.

STEP 3: Publicize Your Campaign

Publicity is the key to success, so the first move is to publicize everything you do. Share your stories with local media and your social networks. Also, be sure to let the GWA Foundation know what you're up to at info@gardenwriters.org. [Download the official PAR logo](#).

STEP 4: Celebrate the Harvest

Starting at midseason, enlist the media in building to the harvest party and cut-off date for recording donations. As the garden season peaks, the weekly totals will climb dramatically; so, don't give up on reporting the totals. It takes a newspaper, radio or TV host very little space to report climbing totals. Then, wrap up the campaign at the cut-off date with a harvest party.

To get started today, please call us at 877-492-2727. Learn more about starting your PAR committee [here](#). GWA Foundation has PAR materials available for committees, including PAR brochures and row markers to denote your PAR gardens. For questions or additional information, contact us at 877-492-2727.

Upcoming EVENTS

Connect: GWA @ Landscape Ontario Congress 2017

10 to 11 a.m., Wednesday, January 11

Region VII Connect Meeting | Etobicoke, Ontario

Connect (& More): GWA @ MANTS 2017

5:30 to 7:30 p.m., Wednesday, January 11

Region II Connect Meeting | Baltimore

Connect: GWA @ NCNLA's Green & Growin' 2017 Show

6 to 7 p.m., Thursday, January 19

Region IV Connect Meeting | Greensboro, North Carolina

Connect: Botanical Treasures in Fort Worth

1 to 5 p.m., Friday, January 27

Region V Connect Meeting | Fort Worth, Texas

Connect: GWA @ 2017 Northwest Flower & Garden Show

6 to 8:30 p.m., Thursday, February 23

Region VI Connect Meeting | Seattle

Frida Friday at Tucson Botanical Gardens

7 a.m. to 5 p.m., Friday, March 10

Region VI Regional Meeting | Tucson, Arizona

GWA @ Canada Blooms

Saturday, March 11, 2017

Region VII Regional Meeting | Toronto, ON
More information coming soon!

GWA @ Chicago Flower & Garden Show

8 a.m. to 3 p.m., Saturday, March 18

Region III Regional Meeting | Chicago

SAVE THE DATE

2017 GWA Annual Conference & Expo

Friday, August 4 – Monday, August 7

Buffalo, New York

NextGen Summit 2017: Rising Tides in Horticulture

Saturday, September 16

Charleston, South Carolina

Sorrel Soup and Other Treats from the Garden



PHOTO COURTESY BILL THOMAS

I am a full-time, assistant horticulturist at Chanticleer Gardens near Wayne, Pennsylvania. In addition to assisting our other gardeners, I spend two days each week caring for the vegetable gardens. I focus heavily on growing conditions, creating healthy, fertile soil, ensuring the crops are healthy and therefore better at warding off pests and diseases.

I believe public gardens act as vehicles for connecting people to gardening, and vegetable display gardens, specifically, are gateways for inspiring people to try growing their own food. We take pride in demonstrating to our visitors where their food comes from—like showing how asparagus grows and what it looks like in the garden.

ADVICE FOR BEGINNERS

I tell our visitors that when they are starting out growing vegetables, they should know a few basics. Start small and build on early



PHOTO COURTESY DAVID MATTERN

The vegetable garden at Chanticleer prompts visitors to ask questions about growing their own food.

successes. Use good elements, which include location, sunlight and healthy soil. I urge beginning gardeners to be realistic with their expectations, such as how much time they will actually have to contribute to the garden. Overall, I believe what matters most is that a person tries, and understands failure can be a part of the learning curve. I also urge our visitors to support local growers at farmers markets or CSAs and not hesitate to ask questions about growing techniques.

I harvest our vegetables twice a week with a portion donated to a local women's shelter. Most of the remaining produce goes to the Chanticleer staff, because they invest a lot of care and effort into growing all of our plants to an exceptional level. I am tasked with a similar job, only my plants are edible.

There is a great documentary called *Jiro Dreams Of Sushi* in which Jiro, a world-renowned sushi chef, discourages his cook staff from eating the lesser quality or leftover sushi from

the restaurant. He encourages his staff to always prepare their own meals to the same high standards they use for their customers. In this way Jiro feels it elevates his staff's palates and their craft. I share this philosophy, I believe gardeners should always eat the best, healthful, high quality food.

MILLENNIALS TASTE THE DIFFERENCE

Vegetable gardening has become popular with millennials and a whole new generation. Besides people wanting to learn where their food comes from, they can immediately taste the difference in quality. Beans, lettuce and especially tomatoes that are picked from the garden and eaten fresh make it hard to settle for less. I see this process as a younger generation is adapting to accessing and growing food in a changing world.

I believe restaurant chefs who are inspired by fresh, local and organic foods help their customers appreciate the seasonality of vegetables and the quality of good food. They inspire a new appreciation—even a reinterpretation of a vegetable their patrons might be used to eating only one way.

The beauty of being at a public garden is the range of visitors we see. A lot of families (especially kids) like to point out the vegetables they recognize. Others strike up conversations about success or lack of success with a certain crop, while others are surprised to discover a crop they have never seen before. My goal is to keep a diversity of vegetables in the garden, with labels for each crop for easy identification. I am happy to share ideas with guests about seed sources, recipes and specific requirements vegetables need.

I enjoy cooking. Although I have never considered myself very accomplished in that area, being a vegetable gardener has definitely made me a better cook. I often leave recipes with my harvest to inspire coworkers to try new vegetables like sorrel, which is easy to grow. In Christopher Lloyd's cookbook *Gardener Cook*, there is a simple recipe for sorrel soup that I have come to love.

I sincerely believe that the vegetable display gardens at Chanticleer can inspire our visitors to see food gardening as an exciting adventure and one in which they gain better meals and an appreciation for the seasonality of food. Food gardening can be an activity for the whole family. Our visitors often leave amazed at the variety of vegetables and herbs they can grow themselves.

David Mattern holds a degree in Landscape Contracting with an emphasis on design, and a minor in horticulture from Pennsylvania State University. He is a graduate of Longwood's Professional Gardener Program. David lectures and teaches classes on vegetable gardening, as well as various other gardening topics. He is currently an assistant horticulturist at Chanticleer Gardens in Pennsylvania.

Welcome New Members

Anelle Ammons

860 Wendover Road, Statesville, NC 28677
anelleammons@gmail.com

Melissa Caughey

Tilly's Nest
PO Box 555, West Barnstable, MA 02668
melissa@tillysnest.com

Lyn Chimera

Master Gardeners of Erie County
170 Pine Street E, Aurora, NY 14052
(716) 652-2432
lyn@lessonsfromnature.biz

Nell Gardner

6064 E Wood Road
Clarence Center, NY 14032
(716) 830-7555
ngardner2@rochester.rr.com

Kim Halyak

899 Blythe, Memphis, TN 38104
kim_halyak@ureach.com

Janet Mackey

28171 Oaklands Road, Easton, MD 21601
janetmackey@verizon.net

Sandra Mason

University of Illinois Extension
801 N Country Fair Drive, Ste D
Champaign, IL 61821
slmason@illinois.edu

Karen Monnier

3103 East Hwy 72, Fredericktown, MO 63645
karen@dukoda.com

Jo Anna Natale

PO Box 243, Clifton, VA 20124
joannanatale@gmail.com

Jerry Raguse

105 Brooktree Drive, Harwood, ND 58042
ragusej@gmail.com

Sarah Riggins

7730 South IH-35
Austin, TX 78745
sarah@tnlaonline.org

Stephanie Rose

2055 Commercial Drive, Ste #358
Vancouver, BC V5N 0C7
stephanie@gardentherapy.ca

Jessica Stone

647 Crystal Lake Road
Gilmanton Iron Works, NH 03837
jstone327@gmail.com

Molly Wallace

Texas Nursery & Landscape Association
7730 South IH-35, Austin, TX 78745
molly@tnlaonline.org

Gail Warner-Lidondici

318 W Union Street, West Chester, PA 19382
bellawarner.48@gmail.com

Allison Zeeb

849 Emerald Drive, Naperville, IL 60540
zeeballison@icloud.com

Louisa Zimmermann-Roberts

708 E B Street, Brunswick, MD 21716
flowerfarmer@comcast.net

New Allied Member

DeWit Garden Tools

De Witsreed 1A, Kornhorn, GR 9864 TA
+31 594 659016
sdewit@dewit.eu

Helping Us Grow!

Thanks to these GWA members for helping to grow the organization.

ONE MEMBER

Diane Blazek
Lyndy Broder
Nancy Buley
Joseph De Sciose
Sandy Feather
C.L. Fornari
Charlotte Kidd
Stephanie Lucas
Betty Mackey
Eva Monheim
Tara Nolan
Jenny Nybro Peterson
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Jo Ellen Meyers Sharp
Shane Smith
Erin Weston
Marianne Willburn
Barbara Wise
Colleen Zacharias

TWO MEMBERS

Peter Calabrese
Tamara Felux
Susan McCoy

THREE MEMBERS

Kirk Brown
Maria Zampini

FIVE MEMBERS

Brie Arthur

ONE ALLIED MEMBER

Teresa Watkins

Pace Yourself: Blogging is a Marathon, not a Sprint



What do all successful garden bloggers have in common? They post. If they stop posting (or publishing), they aren't bloggers anymore.

A common mistake is treating their blog like a sprint rather than a marathon. They start

out at a pace that's unsustainable and fall out of the race. Don't let that happen to you. Here are four strategies to help you pace yourself so that you can keep blogging for years.

PICK A SCHEDULE AND STICK TO IT

If you have no schedule, it's easy to let months go by without posting, and months can turn into years. Develop a schedule.

You can post multiple times a week, once a week, once a month—whatever meets your goals and pleases your audience. But whatever schedule you pick, stick to it.

If you allow yourself to miss even one deadline, it's easy to allow yourself to miss one more. Before you know it, you're posting sporadically, then not at all.

Don't miss an issue, no matter what. I once was so sick I couldn't sit at my desk, so I took my laptop to bed with me and got the issue out on time.

If you make it a habit to never miss even one deadline, you ensure that you continue to post.

IF YOU POST LESS FREQUENTLY, READERS MAY THANK YOU

You may be able to cut down on the number of posts each year without disappointing your readers. In fact, they may be happy to hear from you less often.

I publish an issue of Buffalo-NiagaraGardening.com—an online magazine for gardeners in western New York—once a week, with a few weeks off after Christmas. Each issue includes three or four posts, sometimes more.



I have considered publishing twice a week with fewer posts per issue because there are some advantages. I decided against it for one big reason—I think I would lose subscribers if I published more often.

I feel I have a handle on how often my readers want to hear from me because I have the opportunity to talk with so many of them face to face, especially when I have a booth at a large garden show in our area.

When I tell people that I publish the online magazine once week, many are amazed and

delighted that I publish so often. Others, however, are reluctant to sign up for a subscription—even though it's free—because they feel they already receive too much email. No one has ever asked me to publish more often.

You might think that I would be doing my readers a favor by giving them more issues, but that's not what I'm hearing. Take a hard look at how often you post. You may be able to save yourself some work and please your readers at the same time by choosing a less frequent publishing schedule.

If you allow yourself to miss even one deadline, it's easy to allow yourself to miss one more. Before you know it, you're posting sporadically, then not at all.

KEEP YOUR POSTS SHORT

When you're writing for print, there is a certain amount of space available on the page. Your job as a writer is to fill that space. With a blog, there is no such requirement. A blog post can be as long or as short as you want it to be.

Lean toward short. People reading on a computer, tablet or phone want to quickly get the information. How short can a blog post be? It can be as short as a picture with a caption. For example, in one of my posts, I showed a heart-shaped trellis created by using two arched trellises and setting them at an angle. I also included a sentence linking back to other posts with tips from the same gardener. The entire post was only 102 words long. Without the extra sentence, it could have been even shorter and still been long enough for my readers. There is definitely a place for long posts, but don't be afraid of writing short.

HAVE TIMELESS POSTS ON HAND

Stuff happens. Maybe you were planning to write a long feature for your next issue, but something came up and you can't finish that post by deadline.

You can publish anyway if you have a draft post on hand, ready to go on a moment's notice. It should be a post that works year-round, such as the tip on the heart-shaped trellis. Make sure you do the basics to have a successful blog. Keep publishing!

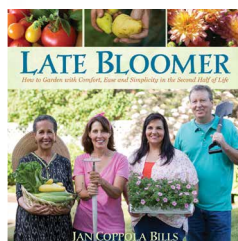
In 2016, Connie Oswald Stofko received the Silver Award for E-Newsletter Overall from GWA and the Business of the Year Award from PLANT WNY, Western New York's association for green businesses. She worked as a reporter for a weekly newspaper, as a writer and editor at the University at Buffalo and as a freelancer.

HOT OFF the press

Jan Coppola Bills

Late Bloomer: How to Garden with Comfort, Ease and Simplicity in the Second Half of Life

St. Lynn's Press • 160 pages, \$18.95
Pub. November 17, 2016



There are times in gardeners' lives when what they want to do and what they can do are at odds. Their knees and backs may be com-

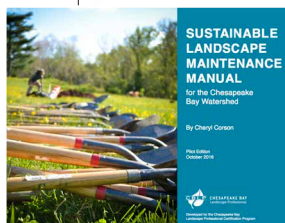
plaining and their energy isn't what it was—yet the desire to get their hands in the dirt is as strong as ever. What to do? Learn how to successfully rethink the approach to gardening as we age. Jan Coppola Bills, a second-half-of-life gardener, says that it's all about maintaining a joyful, healthful connection with the soil—but without the toil. *Late Bloomer* is part garden philosophy and part on-the-ground strategies and tips from the author and expert gardeners across the U.S. With color photos on almost every page, this inviting and practical book is organized around the four tenets of the *Late Bloomer* philosophy: Simplicity. Beauty and Harmony. Comfort and Ease. Relaxation and Letting Go.

...

Cheryl Corson

Sustainable Landscape Maintenance for the Chesapeake Bay Watershed
Chesapeake Conservation
Landscaping Council

85 pages, free • Pub. October 2016



With generous funding from the District of Columbia Department of Energy and Environment, this [free PDF download](#) addresses green infrastructure maintenance best practices. It also details

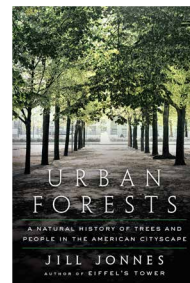
what contractors need to know when approaching any designed landscape for the first time—whether new or historic. This book offers practical advice to contractors, and is part of the curriculum of the new Chesapeake Bay Landscape Professional voluntary certification program.

Jill Jonnes

Urban Forests: A Natural History of Trees and People in the American Cityscape

Viking • 416 pages, \$30

Pub. September 27, 2016



Four out of five Americans live in or near cities, surrounded by millions of trees that make up urban forests containing hundreds of species. Despite the ubiquity and familiarity of those trees, most of us take them for granted and know little of their specific natural history or civic virtues.

Jonnes' survey ranges from early sponsors for the Urban Tree Movement, the fascinating stories of particular species, such as Washington, D.C.'s famed cherry trees as well as the American chestnut and elm (and the diseases that almost destroyed them) to the institution of Arbor Day and the most recent generation of tree evangelists who are identifying the best species to populate our cities' leafy canopies.

...

Judy Nauseef

Gardening with Native Plants in the Upper Midwest: Bringing the Tallgrass Prairie Home

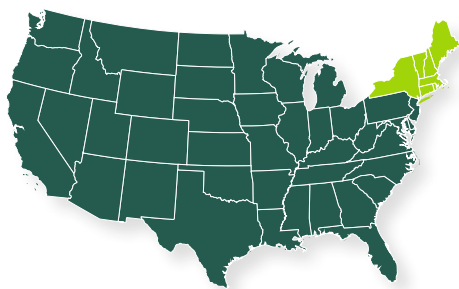
University of Iowa Press

132 pages, \$24.95 • Pub. April 15, 2016



Landscape designer Judy Nauseef shows gardeners in the Upper Midwest how to restore habitat and diversity to their piece of the planet by making native plants part of well-designed, thoughtfully planned gardens. In contrast to most books about gardening with native plants, Nauseef provides specific regional information. Nauseef emphasizes the need for careful planning and design to create comfortable, low-maintenance spaces that bring homeowners outside. Her designs solve problems, such as a lack of privacy, shade, or sun; plan for water use; replace troublesome nonnative plants with native plants that attract pollinators and enable homeowners to enjoy living sustainably on their land.

REGIONAL NEWS & NOTES



REGION I JAN JOHNSEN

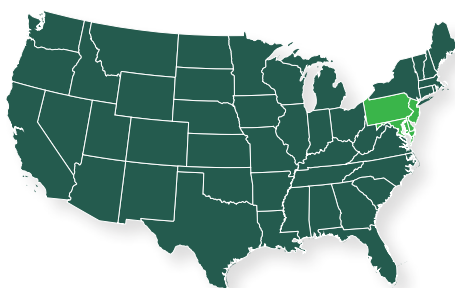
Region I keeps chugging along despite any winter weather! After the holidays we don't stop. Now is the time to enjoy some great presentations. We can savor them when we are not so busy. This is my first report and I was slow to gather information for everyone. I will make sure to reach out and get more events to share with you this year. Please let me know of any event, show or talk you want us to promote. You can reach me at jan@johnsenlandscapes.com.

The Garden Conservancy will host **Chip Sullivan** and his workshop, "The Alchemy of Creativity," January 12 from 2 to 5 p.m. at the Hunnewell Building Visitor Center, Arnold Arboretum of Harvard University in Boston, Massachusetts. This workshop will include a series of exercises to help participants explore the creative process. It will present various techniques, including dream mapping, creative biorhythms, visual note taking, journals, sketchbooks and the sequential narrative. At 7:00 p.m., Chip will present "Cartooning the Landscape," at the Arboretum. Information on both presentations can be found at www.gardenconservancy.org.

Kathy Purdy will speak on "Colchicum: Autumn's Best-Kept Secret" for [Hamilton Arboretum's Third Saturday Series](#). The talk takes place at 10 a.m., January 17, in the Taylor Science Center Kennedy Auditorium at Hamilton College, Clinton, New York. Kathy is the 2015 GWA Silver Award of Achievement winner for Blog Writing.

Kerry Ann Mendez will present a [webinar](#) "Inspired Garden Design Lessons from Magnificent Gardens in England, Canada and the United States," at 2 p.m., January 26. Participants do not have to watch the live broadcast. They can enjoy the lecture afterwards via a link and password to the PowerPoint and lecture handout.

Dawn Hummel will be speaking on "Tips and Tricks to Attract Millennials to Your Retail Garden Center" at [PlantWNY](#), February 2 and 3, Salvatore's Italian Gardens, Depew, New York.



REGION II KATE COPSEY

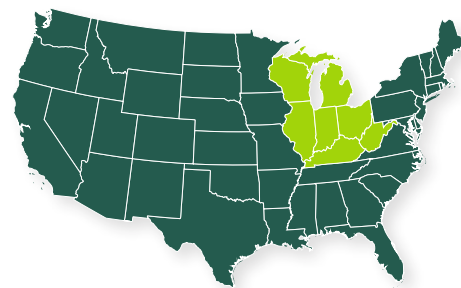
Denise Schreiber will talk about "Let's Get Gardening" January 9 at the Buffalo Inn in South Park, Pennsylvania—a free event. Call 412-835-1201 to register. Denise is also teaching a Home Gardener Certificate Course, beginning January 25. This event is also at the Buffalo Inn and is described as a science-based curriculum. For more information call 412-350-2455.

On January 18, **Ruth Clausen** will be entertaining the Fairfax Master Gardeners at Merrifield Garden Center in Fairfax, Virginia. Her topic is "Annuals and Perennials for Northern Virginia Gardens." Ruth will be signing books after the talks.

Lois J. de Vries will present "Cultivating The Inner Gardener" to the Bernardsville Garden Club, January 17 (snow date February 14) at the Bernardsville, New Jersey library.

Two of our writers are celebrating the release of their new books. New member **Jill Jonnes'** book *Urban Forests: A Natural History of Trees and People in the American Cityscape* was released in September, 2016. Timber Press will release **Wendy Kiang-Spray's** *The Chinese Kitchen Garden* in February, 2017. Both authors have presentations in the new year to promote the books. Jill will speak at the New York Botanical Garden on February 3, and Wendy will have a book party at the Politics and Prose bookstore in Washington, D.C., February 5. Check [Wendy's web page](#) for this and other events.

On February 21, **Sharee Solow** will present "Japanese Garden Design: Stroll Gardens of the Edo Period" at the [Osher Learning Institute at the University of Delaware](#). This is a design-build lecture that comes with handouts and tips to make your own gardens.



REGION III BETH BOTTS, SUSAN MARTIN AND DIANE BLAZEK

Sabrena Schwyer and others will teach a permaculture design course in Akron, Ohio, January 7 through March 5. The 12-session course, which leads to a permaculture design certification, is offered by her landscape design firm, [Salsbury-Schwyer](#). Learn more and [register here](#).

Photographer **Dianne Kittle** will teach a six-session class, "Social Media Digital Tools," January 11 to February 15 at the [Chicago Botanic Garden](#) in Glencoe, Illinois. Learn more and [register here](#).

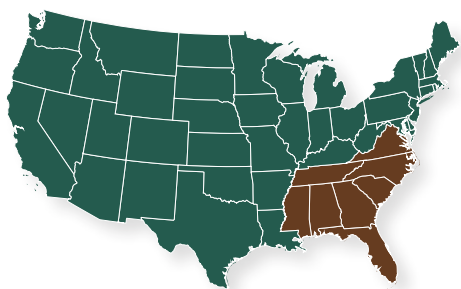


Bobbie Schwartz, FAPLD, of Bobbie's Green Thumb in Shaker Heights, Ohio, will speak on "Making Shade Colorful" and "Designing a Deer-resistant Landscape" on January 17 at [MGIX](#), the Midwest Green Industry Experience conference and trade show at the Greater Columbus Convention Center.

INDIANAPOLIS HOME SHOW — SINCE 1922 —

Carol Michel and **Jo Ellen Meyers Sharp** will speak at the [Indianapolis Home Show](#), January 20 through 29.

REGIONAL NEWS & NOTES



REGION IV BARBARA WISE

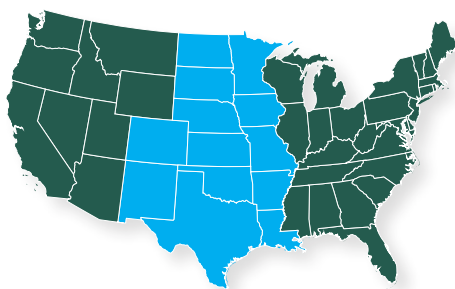
Don't start let winter find you hibernating your garden brain when there are great horticultural education opportunities afoot. One big event in January is the [Mid-Atlantic Horticulture Short Course](#) at the Founder's Inn & Spa, in Virginia Beach, Virginia, January 16-20, 2017. **Brie Arthur** will be the keynote speaker January 17 with her "Foodscape Revolution" presentation.

Marie Mims Butler (pictured) will also be at the Short Course presenting "Edible Flowers... Really?" during the Home Gardener Day, January 16, which is sponsored by the Virginia Horticultural Foundation. On January 18, Marie will return to the lectern at the Short Course to lead a "Make and Take Winter Container Garden" workshop.



You'll also find **Pam Beck** at Home Gardener Day, speaking on "Success with Herbs." She'll follow that up within the Short Course's Landscape Architecture/Design Track, when she presents "Moving Through the Landscape." Her stints end January 19 with another Landscape Architecture/Design Track lecture titled "Creating Intimate Spaces."

Pam will continue her busy lecturing schedule when she covers "Hanging Out with Shady Characters" and "Let's Mix It Up: Mixed Border Design," on February 11 at the 16th annual [Symposium of the Greater Greenville Master Gardener Association of South Carolina](#).



REGION V KELLY NORRIS

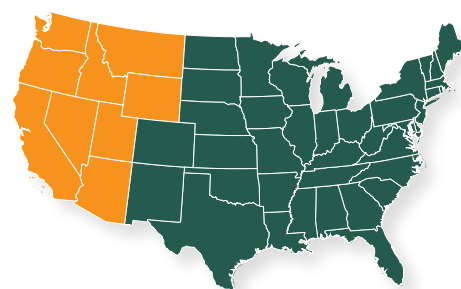
Jennifer Ebeling, host of the *Still Growing Gardening Podcast* is interviewing guests for episodes for the first quarter of 2017 (January through March). If you would like to be a guest on the show, please email [Jennifer Ebeling](#).

Kelly Norris will kick off this year with two presentations at [MGIX](#) (formerly CENTS) in Columbus, Ohio, January 18: "Gardening with a Y" and "Life on the Edge: Tough Plants for Tough Places." He will give the keynote presentation "Plants with Style" on January 25 at the [2017 Nebraska Great Plains Conference](#) hosted by the Nebraska Nursery and Landscape Association in Omaha. He will also give a keynote, "Planting for the Future" at MetroHort's [Plant-O-Rama](#) at Brooklyn Botanic Garden, Brooklyn, New York, January 30. He will present "Plants with Style" on February 1 at the [Delaware Center for Public Horticulture](#) in Wilmington.

Bill Johnson will present "Insect Pollinators—Beyond the Honeybee" January 21 from 1:00-2:30 p.m. at the Tashjian Bee & Pollinator Center at the [Minnesota Landscape Arboretum](#) in Chaska.

Judy Nauseef will also be appearing at the 2017 Nebraska Great Plains Conference, January 25, speaking on "Using Native Plants in the Landscape." Her recent book, *Gardening with Native Plants in the Upper Midwest: Bringing the Tallgrass Prairie Home* will be for sale.

Pam Penick, award-winning blogger and author, will present "Hold the Hose! How to Make Your Garden Water Thrifty and Beautiful," February 27 at The Natural Gardener in Austin, Texas. Pam is the author of *Lawn Gone!* and her brand-new book, *The Water-Saving Garden*. Her books will be available for sale and signing after this free talk.



REGION VI NAN STERMAN

Yvonne Savio will discuss growing vegetables in Southern California at the University of California Master Gardeners meeting in San Bernardino County, California, December 17. On January 12, Yvonne will be part of a panel discussing "The 2016 Chelsea Flower Show" for the [Southern California Horticultural Society](#) at Friendship Hall, 3201 Riverside Drive, Los Angeles, California.

Debra Prinzing will spend the month of January speaking to audiences as distant from each other as possible. She begins the month giving a presentation on "The Slow Flowers Movement" to the Boca Grande Garden Club in Boca Grande, Florida, and she ends the month making a similar presentation to the [2017 Alaska Peony Conference](#) in Fairbanks, Alaska.

Nan Sterman is the keynote speaker for the [California Women in Agriculture](#) meeting on January 7 in Carlsbad, California.

Nancy Buley will speak on "Planting for Diversity of Species in Urban Forests" January 12 at the Northern Green Expo in Minneapolis, Minnesota. On February 3, she will co-present with Bert Clegg of Michigan State University at the iLandscape Show in Schaumburg, Illinois. Their topic, "Tree Selection for a Changing Climate," was featured in the October issue of *Arborist News*. [Nancy's article about tree shortages](#) recently appeared in *Nursery Management* magazine.

REGION VII TONY SPENCER

Andrea Whitley our member from Australia, reports that spring is arriving slowly but the roses are now blooming—just what we want to hear as most of us sharpen our snow shovels.

REGIONAL EVENTS

Plan to visit the industry's many trade shows this winter to network and learn about plants and products for 2017. Complimentary press passes are available to GWA members at many shows if you register in advance. Here are some major upcoming shows.

REGION III

- [InvigorateU 2017](#). Mariott-Bloomington, Normal, Illinois, January 16-17.
- [MGIX](#) (formerly CENTS, now the Midwest Green Industry Xperience). Greater Columbus Convention Center, Columbus, Ohio, January 16-18.
- [GLTE](#) (Great Lakes Trade Expo). Lansing Center, Lansing, Michigan, January 23-25.
- [iLandscape](#) (Illinois & Wisconsin Landscape Show). Schaumburg Convention Center, Schaumburg, Illinois, February 1-3.

[The Morton Arboretum](#) in Lisle, Illinois, is offering a wide range of gardening and nature photography courses, seminars and workshops this winter. Pre-registration is required. Topics include "Seed Saving Workshop" January 21; "Winter Pruning" January 27 or February 25; "Creative Effects Nature Photography Workshop" February 11 and "Backyard Chickens 101: Chicken-Keeping" February 18. Visit the Arboretum's [education web pages](#) for the full list.

[The Perennial Plant Association](#) holds its Central Regional Symposium, "Perennials for a Changing Future," February 4 at The Morton Arboretum in Lisle, Illinois. This symposium welcomes both industry professionals and passionate gardeners. Learn more at the [symposium page](#) on the Arboretum's website.

REGION IV

On January 19 the [Green & Growin'17](#) conference will host a Connect meeting. See details on the GWA website. The event is presented by the North Carolina Nursery & Landscape Association in Greensboro, North Carolina, January 16-20.

And with the hopes that we can be at more than one place at a time, the [Tropical Plant Industry Exhibition](#), produced by the Florida Nursery, Growers, and Landscape Association, will be held January 18-20 at the Broward County Convention Center in Fort Lauderdale, Florida. [The Gulf States Horticultural Expo](#) will also be held January 18-20 at the Arthur R.

—Continued on page 13

GARDEN TOURS

2017 Garden Trips with George Weigel

Philadelphia Flower Show; Alexandria, Virginia; Heirloom, Heritage and History in Lancaster County, Pennsylvania; Treasures of Northern California; Home-Grown Gardens III: Shippensburg and Perry County, Pennsylvania; Brooklyn Botanic Garden and New Jersey's Greenwood Garden; Maine and Canadian Maritime Adventure; Nemours, Mt. Cuba and Conestoga House in the Delaware Valley; Fall Foliage, Smethport Mansion Gardens and Kinzua Bridge in Pennsylvania; Biltmore, Stowe Gardens Holiday Lights and Christmas Town USA; Southern California New Year's Celebration.

Dates: Varied per trip.

Costs: Varied per trip.

Tour leader: George Weigel

Descriptions: See [George's Talks and Trips](#) for details and costs.

Contact: Lowee's Group Tours, 717-657-9658, 888-345-6933 or ckelly@lowees.com

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Monarch Butterfly Migration in Michoacán, Mexico

Dates: February 28 to March 5, 2017

Cost: \$1,595.00 per person double room (6-9 travelers); \$2,195.00 per person double room (1-5 travelers), five nights' lodging, breakfasts, two dinners, entrance fees, private transportation, toll fees, airport transfer, certified driver/guide.

Tour leader: Kylee Baumle

Description: Visit two monarch overwintering sanctuaries in central Mexico, local folk art village, and Cosmovital Stained Glass Botanical Garden in Toluca.

Reservation deadline: February 1, 2017

Contact info: Kylee Baumle, kyleebaumle@gmail.com or ss-tours.com/michoacan-butterflies

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Ecology, Design & Flowers Tour in the Netherlands

Dates: April 17-25, 2017

Cost: \$3,299 (includes all departure and government taxes).

Tour leader: Sue Markgraf or Gina Iliopoulos/GreenMark Public Relations

Description: Greenhouses fed with carbon dioxide; Massbommel floating village; artificial islands of IJburg; Keukenhof; carbon-neutral World Wildlife Fund headquarters; sustainable giraffe house; environmental zone GWL Terrein and more.

Reservation deadline: Full and final payment is due January 6, 2017

Contact info: Steve Bertrand, Steve Bertrand Travel, 847-606-6065, or steve@stevebertrandtravel.com

Chelsea Flower Show and English Gardens

Dates: May 18-25, 2017

Cost: \$4,499, double occupancy, includes airfare, hotel, most meals, motor coach transportation and entry fees.

Tour leader: Doug Oster

Description: Chelsea Flower Show, Kew Gardens, Wisley Gardens, the sites of London and more.

Reservation deadline: A \$100 discount if reserved by January 11, 2017.

Contact: www.dougoster.com



The famous and quaint Cotswolds region is on Claire Jones' tour to Great Britain.

• • •

Chelsea Flower Show and Cotswolds Gardens

Dates: May 21-29, 2017

Cost: \$2,789, includes eight hotel nights, daily breakfasts, four dinners, two lunches; entrance to gardens, Chelsea Flower Show, vineyard tour and wine tasting, tour guide, coach transportation.

Tour leader: Claire Jones

Description: Members Only Day at Chelsea Flower Show, Royal Horticultural Society Garden at Wisley. Other highlights: Hever Castle, Sissinghurst Gardens, Hidcote, Great Dixter, Highgrove, Kiftsgate, Folly Farm.

Reservation deadline: February 28, 2017

Contact: Claire Jones, jonesb1@comcast.net, 443-927-6295, or thegardendiaries.wordpress.com

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Chelsea Flower Show & Glorious Gardens Tour 2017

Dates: May 23-June 2

Cost: Land package, \$3,070 GBP per person sharing; single supplement \$685 GBP.

Tour leader: Donna Dawson

Description: Wisley, Hyde Hall, Beth Chatto, East Rushton Old Vicarage, Cambridge Botanic Garden, Sissinghurst, Chartwell; four-star accommodations; Chelsea Flower Show, Barnsdale Gardens and more.

Reservation deadline: TBD

Contact info: Donna Dawson, owner, gardeningtours.com, donna@icangarden.com

GARDEN TOURS

PHOTOS COURTESY DONNA DAWSON



Scotland Delights

Dates: June 3-12

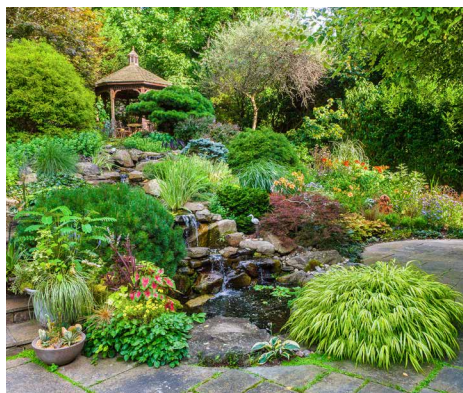
Cost: Land package, \$2,494 GBP per person sharing; single supplement \$722 GBP; Three nights Grand Central Hotel, Glasgow; three nights Station Hotel, Perth; three nights Roxburghe, Edinburgh. Scottish breakfasts, welcome dinner, afternoon teas, gin tasting, farewell dinner.

Tour leader: Donna Dawson

Description: Greenbank Garden, Holmwood, Pollok, The Kelpies, Branklyn Gardens, Scone Palace & Gardens, Library of Innerpefferay, Explorers Garden, Blair Castle, RBG Edinburgh, Greywalls, Secret Herb Garden and more.

Reservation deadline: TBD

Contact info: Donna Dawson, owner, gardeningtours.com, donna@icangarden.com



The incredible garden of renowned garden designer Barbara Katz will be featured in the 2017 Capital Region Garden Bloggers Fling.

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2017 Capital Region Garden Bloggers Fling

Dates: June 22 through 25, 2017

Cost: \$300, includes ground transportation, five meals, and admission to all events

Tour leader: Tammy Schmitt

Description: [Garden Bloggers Fling](#) is an annual meet-up of garden bloggers. We'll tour private and public gardens in Washington, D.C., northern Virginia and suburban Maryland.

Reservation deadline: June 1, 2017

Contact: Garden Bloggers Fling, or email Tammy.Schmitt

PHOTO COURTESY BARBARA KATZ



France: Exploring the Gardens, Food & Chateaux of the Loire Valley

Dates: September 11 through 19, 2017

Cost: Cost to be announced. Includes transportation by private coach throughout the tour, two meals daily, Chateaux and garden visits, private garden tours, wine tastings, specialty food tours and a cooking class.

Tour leader: Charlie Nardozi

Description: A week in Amboise in the heart of the Loire Valley, home of grand chateaux framed by gardens and nature, overnight in Paris.

Reservation deadline: March 1, 2017.

Space is limited.

Contact: Charlie Nardozi, 802-652-0245, cnardozi124@gmail.com or gardeningwithcharlie.com

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South Africa Spectacular Garden Delights Tour

Dates: October 9-24

Cost: Land only \$90,580 ZAR, per person sharing; \$24,478 ZAR single supplement, 15 breakfasts, six lunches, five dinners, afternoon teas, wine tasting, game drives.

Tour leader: Donna Dawson

Description: Beechwood, Lowveld Botanical, Durban Botanical, Rosehurst, Cellars-Hohenort, Stellenberg, Old Nectar, Babylonstoren, Kirstenbosch Botanical gardens; Victoria Street Market, land-based whale watching and more.

Reservation deadline: TBD

Contact info: Donna Dawson, owner, gardeningtours.com, donna@icangarden.com

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In the Garden, In the Wild, South Africa

Dates: Fall 2017

Cost: TBD

Tour leader: Nan Sterman

Description: Explore South Africa's unique climate and diverse native habitats, along with private gardens, public gardens, wineries and urban agriculture projects. There's an optional safari, too.

Reservation deadline: TBD

Contact: Nan Sterman, 760-634-2902, or nsterman@plantsoup.com

REGIONAL EVENTS

—Continued from page 12

Outlaw Convention Center, Mobile, Alabama.

The [Georgia Green Industry Association Conference](#) runs January 25-27 in Duluth, Georgia.

Other events in January and February include the [Southeast Regional Fruit & Vegetable Conference](#) from January 5-8 in the Savannah International Trade & Convention Center, Savannah, Georgia. February 5-8 brings the [Antiques and Garden](#) Show in Nashville, Tennessee.

REGION V

The 4th annual Holiday Exhibition at the [Greater Des Moines Botanical Garden](#) runs through January 15, featuring nearly 1,000 amaryllis, holiday bulbs, winter-flowering tropics and more.

The Dallas Arboretum and Botanical Garden presents [Holiday at the Arboretum](#) featuring the return of the magnificent 12 Days of Christmas outdoor exhibit through January 8, 2017. Through December 31, the DeGolyer House features a new Claus Collection Santa Exhibit, sponsored by Amegy Bank, with Santa figures on loan from Junior League of Dallas members. According to *Southern Living*, the festival is "one of the South's best holiday experiences." The event is made possible by IBERIABANK.

REGION VII

The [Landscape Ontario Congress](#) is January 10-12 at the Toronto Congress Centre Link.

The [Calgary Home & Garden Show](#) runs January 13-15 at the BMO Centre and Corral, Stampede Park, Calgary.

[Southern Ontario Orchid Society Annual Show](#) is February 11-12 at the Toronto Botanical Garden.

Old House Gardens' Founder Scott Kunst Ponders Retirement



Recently, Scott Kunst announced his retirement from the company he founded. He began a successful flower bulb business coining a term that had yet to appear on the radar. When he founded

Old House Gardens 24 years ago, the label "heirloom" wasn't commonly used to describe plants.

The Ann Arbor, Michigan, resident was swimming against the current in a growing pond of new and different. Kunst was offering bulb varieties that had been hybridized as far back as the 19th century. And at first, people didn't get it.

"When I started out, I never considered that plants have a history. Garden design and how we use our yards—have changed," he said. "I started out doing landscape and garden history, but wasn't sure how to make a living at it."

Old House Gardens (OHG) was born, and as it turned out, gardeners began to embrace the idea of growing old-fashioned bulbs. And it didn't hurt when the heirloom vegetable trend went viral.

HEIRLOOM BECOMES FASHIONABLE

"Bulb catalogs never mentioned the word heirloom, and that bothered me," Kunst said. "Growers out of the Netherlands offered catalogs with photos and dates of introduction, where I found several bulbs that were 100 or more years old. It was incredible to me."

Kunst started small and little by little worked up to offer both fall- and spring-planted bulbs that had been out of circulation for decades. Availability was often a problem. "The longer a variety is around, the longer it has to get a virus," he explained. "On the flip side, those still grown are stronger and have resisted infection. Plants don't last for 100 years unless they're extremely healthy," he reasoned.

Offering plants with a past to historical societies with gardens seemed the perfect



Scott and Jane Kunst plan to sit on the porch with their pooch Toby as they think about their future since retiring from Old House Gardens.

match. But the typically non-profit associations often couldn't afford the pricier, more historically accurate bulbs. "As older bulbs drop out of mainstream farms, they get a lot pricier," Kunst explained. "Bulbs supplied by American growers are more expensive because they don't grow massive quantities."

FOLLOWERS FAMOUS AND EVERYDAY

Over the years, Kunst and his crew have built up a cadre of followers, including Martha Stewart, who has featured Kunst and his bulbs on several of her broadcasts. "We've put our energy into establishing relationships with people whose job it is to write about bulbs," he said. "That's worked out well."

An English major who had always enjoyed writing, Kunst decided to join the Garden Writ-

ers Association. After attending a couple of meetings, he realized he had never done much advertising. "Garden writers like to dig down and look for more information. I liked that," he said. "They're into plants in the same way I am—they get thrilled by something new, something they'd never seen before or even heard about. It's a nice community."

And so, as it often happens, what was old became brand new again, finding itself in the hands and minds of a group that thrives on communicating about innovative plants and original ways to use them.

OHG EMPLOYEES BUY COMPANY

Luckily for OHG devotees, the doors aren't shutting on the company. Kunst is happy to announce that the staff he has worked with over the years has purchased

the business. The new owners have wisely convinced Kunst to stick around on a part-time basis to help out, and he's optimistic about OHG's future.

Kunst isn't sure what he will be doing with his new-found time. "Part of me just wants to sit on the porch and have unscheduled days," he said. "I'm definitely looking forward to focusing the energy, passion and creativity back on my garden as it was before the business took off."

Jean Starr's writing and gardening careers collided in 1992 when her first article appeared in the American Horticultural Society's magazine. She worked in newspapers as a restaurant critic, news reporter, features writer and columnist before concentrating on print and online magazines, focusing on plants and the people who grow them. Find her blog at petaltalk-jean.com.

Green Industry News

All-America Selections, based in Downers Grove, Illinois, has a redesigned, responsive website to better serve garden communicators, says director Diane Blazek. Go to either all-americaelections.org or aaswinners.com to see the new look and functions. Information about AAS winners and display gardens is freely available; simply copy or download any image or text and attribute the photo—by variety name—to All-America Selections.

AIB 2017 deadline

Encourage your community to participate! Registration deadline is February 28, 2017. [Download details and registration forms.](#)



America in Bloom Management Transitions to New Company

Professional management of America in Bloom (AIB) is transitioning from AmericanHort to Second Wind Management, effective January 1, 2017. Since America in Bloom's founding in 2001, OFA (now called AmericanHort) has served as its home and has provided administrative leadership and support.

Now that AIB has reached maturity and is self-sustaining, it is starting a new phase of exciting programs designed to encourage economic development centered on horticulture, environmental awareness, heritage preservation and volunteerism, according to

an AmericanHort news release.

Second Wind Management LLC, is a Columbus, Ohio-based non-profit management company owned by GWA member **Laura Kunkle**, who has served as America in Bloom's executive director through her employment with AmericanHort.

"I'm looking forward to the next chapter in my career," Kunkle said. "I've been involved with AIB since day one and am excited to help lead America in Bloom into the future through managing the organization via my own company. Maintaining my long-standing relationship with America in Bloom is such an honor and I thank AIB's leadership for their trust and support."



GRATEFUL FOR AMERIHORT SUPPORT

Katy Moss Warner, president of AIB, thanked AmericanHort for serving as AIB's home for the past 15 years. "It's been a wonderful partnership, and AmericanHort's support has allowed AIB to grow to the point that we can now explore new directions," she said.

Ken Fisher, AmericanHort President and CEO, said, "AmericanHort supports the mission and vision of AIB, and plans to continue promoting AIB. This program is essential for the horticulture industry, and we will continue to help AIB spread its important message."

America in Bloom connects people to plants at the grassroots level, and educates and promotes the benefits of horticulture products and services. It is a volunteer-driven organization that depends on its board of directors, professional judges and others to fulfill its vision. Ultimately, AIB helps communities throughout the country to become welcoming and vibrant places to live, work, and play, benefitting from colorful plants and trees; enjoying clean environments; celebrating heritage; and planting pride through volunteerism.

Effective January 1, the contact information will be: America in Bloom, P.O. Box 44005, Columbus, OH 43204, 614-463-0744, aib@AmericanInBloom.org, AmericanInBloom.org.



PHOTO COURTESY BRENTANDBECKYSBULBS.COM

The National Garden Bureau declares 2017 is the Year of the Daffodil, including 'Tahiti'!

NGB announces 2017 year of honorees

Diane Blazek reports that the [National Garden Bureau](#) has declared 2017 the [Year of the Pansy](#), the [Year of the Brassica](#), the [Year of the Rose](#) (in cooperation with the [American Rose Society](#)) and the [Year of the Daffodil](#) (in cooperation with the [American Daffodil Society](#)). Free promotional materials on all these plants are available to garden communicators at nbg.org, including "Year of" PowerPoint presentations available through its SlideShare account.

Walters Gardens launches new website

Walters Gardens Inc., one of the country's largest growers of perennials, has redone its website—waltersgardens.com—to facilitate wholesale ordering and to make it mobile friendly.

Garden writers rely on the Walters Gardens website for low- and high-resolution photos, which are downloadable at no charge. "GWA members will need to register at the new site to gain access to the photography," said Karin Walters, marketing director at Walters Gardens.

She reminds GWA members to give photo credit to PerennialResource.com, which is Walters Gardens' consumer website that has lots of information about the plants to growers and markets.

Lessons from Toastmasters

About 100 years ago, YMCA staff member Ralph Smedley founded Toastmasters International in Springfield, Illinois, to give people an opportunity to improve their public speaking skills.

Since then, Toastmasters has spread Smedley's philosophy around the world. Today 345,000 people call themselves Toastmasters and make up the 16,000 clubs worldwide.

Toastmasters could improve a GWA member's public speaking skill. Attending a meeting and joining a club may even open the door to a public speaking career. Many professional public speakers attribute their success to Toastmasters.

Educational materials from Toastmasters, such as the Competent Communication manual, reflect the group's long history of training public speakers. Such Toastmaster training defines a speech, highlights its goal and presents the elements of a successful speech.

DEFINING A SPEECH

To give a speech means you present your message before a live audience. The structure of the speech includes three parts—introduction, body and conclusion.

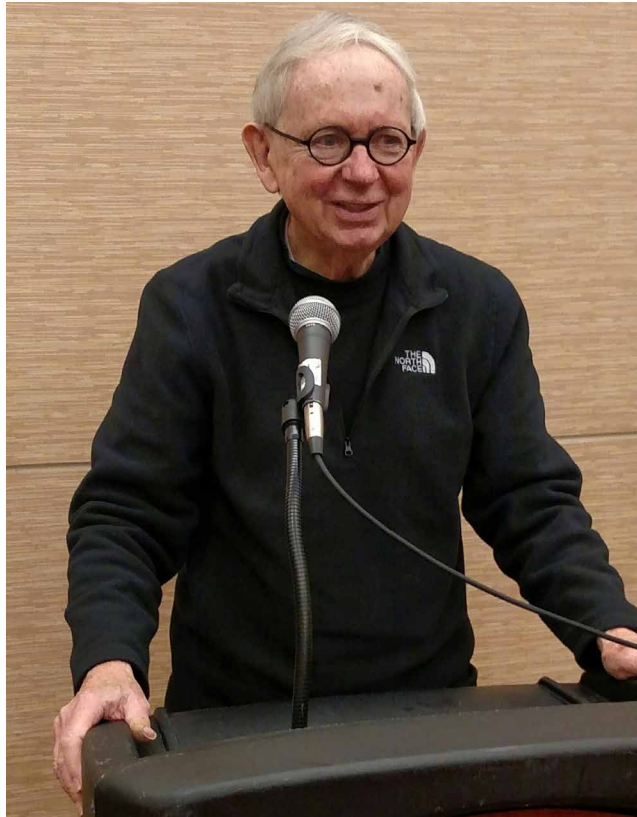
The speech begins with an icebreaker, which could be a short story or anecdote. This relaxes the audience, and lets them get to know the speaker a bit.

Then the speaker presents the main idea of the speech. Before the audience invests the time and energy in listening, they need to know what single idea the speech will cover.

Finally in the introduction the speaker will highlight the division of the speech, usually in three parts. So if, for example, you were going to talk about how to grow tomatoes, you might divide your talk into preparing the site, selecting the seed or small plant and maintaining the plant during the growing season.

The body of the speech requires a discussion of the three points you highlighted in the introduction. Here the speaker employs stories, anecdotes, statistics or quotes to make each of the three points believable.

It is important to follow the specific order of the three points because you, as the speaker, set up the audience to follow the speech. The



Thomas Mickey, GWA member for 20 years, joined Toastmasters more than 25 years ago. He has served various officer positions in his local Toastmasters club in Quincy, Massachusetts, including president and area governor, overseeing several Boston clubs. He is professor emeritus at Bridgewater State University, where he taught public relations and writing. You can find his blog at AmericanGardening.net

audience expects that order.

The body of the speech takes 90 percent of the time. This is the part that has to be carefully prepared to develop the main idea in the most interesting and entertaining way possible.

After the third point in the body of the speech, the speaker begins the conclusion by repeating the main idea along with the three points used to develop that idea. Then, the speaker concludes with a story or anecdote that mirrors how the speaker began. Consider this part a neat wrap up of what you set out to do in the introduction.

GOALS FOR THE SPEECH

The goal of the speech is usually to educate or persuade an audience. The speaker may

intend to teach something or share an idea. On the other hand, you may want to move the audience to take some action, such as buy a book, try a new plan or adopt a best practice. Each represents different goals for a speech and demands a somewhat different structure.

ELEMENTS OF A SUCCESSFUL SPEECH

An effective speech begins with a carefully chosen main idea, expressed in words the audience can follow. That may seem like an easy order, but it is surprising how often speakers use complex language or jargon. It is a good idea to write an outline for the speech with well-chosen words that will impact the audience. Bring the outline to the lectern. It is seldom helpful to write out the entire speech.

Tone and volume of voice, eye contact and body gestures contribute to a successful speech. The speaker's voice needs a certain pace in timing—not too fast, not too slow and with pauses for

effect. Volume is important because the entire audience needs to experience the speech. The speaker must look at the audience during most, if not all, of the speech. Where appropriate, hand gestures tell the audience the speaker is human and likable, and not stiff and distant. These issues are different from the choice of a main idea and the structure of the speech, but nonetheless are as important for success.

Speakers everywhere ought give a note of thanks to Smedley. Through his Toastmasters organization, he has provided a philosophy of public speaking in a practical form. Every week, clubs scattered around the world follow that philosophy in their meetings. More confident speakers become the result.

GWA Foundation Scholarship Applications Deadline December 20

BY ASHLEY HODAK SULLIVAN



The GWA Foundation, a 501(c)(3) charitable partner of the GWA: The Association for Garden Communicators, continues its commitment to provide financial assistance to deserving students who wish to pursue or further a career in horticultural communications. This year's scholarship awards will range from \$250 to \$2,000 per student and include a complimentary one-year membership to GWA. Students must be enrolled in one of two categories:

COMMUNITY COLLEGES AND TECHNICAL SCHOOLS

The GWA Foundation Kathleen Fisher Memorial Scholarship is made in recognition of Kathleen Fisher, who was the editor of *The American Gardener*, the journal of the American Horticultural Society. It is given annually in the amount of \$500 to any full- or part-time, post-secondary student—including technical schools and community colleges—who is majoring in horticulture, plant science or journalism and has an interest in garden communication.

COLLEGES AND UNIVERSITIES

GWA Foundation general scholarship grants are provided for college-level juniors or seniors enrolled as full-time students majoring in horticulture, plant science or journalism, who have an interest in garden communication, including garden photography. General scholarships are given annually and vary in number—two to six—and amount—\$250 to \$2,000—depending on the earnings of the scholarship endowment. It is beneficial for horticulture or plant science majors to have taken courses in journalism and vice-versa, although exceptions will be made.

In recent years, more than \$90,000 has been awarded to outstanding students. Grants range from \$250 to over \$2,000 per student at the discretion of the GWA Foundation Board of Directors. At a minimum, one \$500 scholarship will be given under the GWA Foundation's Kathleen Fisher Memorial Scholarship. Scholarships will be awarded directly to the institutions on behalf of students.

For questions, please contact Ashley Hodak Sullivan, GWA Foundation Executive Director, at asullivan@kellencompany.com or 212-297-2198.

Application deadline Tuesday, December 20, 2016

View the full scholarship guideline and criteria [here](#).

[DOWNLOAD THE 2017 SCHOLARSHIP APPLICATION](#)

Earning What You're Worth

BY C.L. FORNARI



PHOTO COURTESY C.L. FORNARI

Monica Hemingway prompted GWA members attending New England Grows to think about the strategic purpose of their online presence.

Those who attended the Region 1 meeting at New England Grows in early December were delighted by Monica Hemingway's seminar. The title of her morning-long presentation was *Building an Online Presence That Gets Meaningful Results*. Frankly, she had her audience's full attention with the subtitle: *Stop Focusing on Exposure and Start Earning What You're Worth*.

Hemingway spoke about how most of us plunge into our online presence without thinking. We jump onto Facebook or start a blog without being clear about where our focus really should be. She encouraged everyone to ask themselves the following questions and answer honestly.

- **Why are you a garden communicator?**
- **Why are you in business?**
- **What are your business goals? (Think 12 months out.)**
- **Who are your customers?**

Hemingway suggested that after you've answered those questions that you list everything you're doing online (emails, social networking, your website and blog) and ask yourself if those things are supporting your business goals. After that thought-provoking introduction, attendees were lead through various ways that they could sharpen their game when it comes to their online presence.

Embracing Permaculture

Can it be true that even horticulture professionals don't understand permaculture?



Permaculture is an important global movement, yet many gardeners may not be giving it the respect it deserves. According to internationally recognized permaculturist Penny Livingston-Stark, "Permaculture is a

design science, rooted in the observation of natural systems, that aids us in designing human settlements that have the stability and resiliency of a natural eco-system."

Yet, permaculture is often misconstrued as a branch of horticulture or a style of land design. Founders Bill Mollison and David Holmgren developed it in the 1970s as a system for sustainable agriculture, but soon broadened it to encompass all aspects of human interactions. It is not easily explained in a few sentences. Permaculture ventures beyond the natural and built environments into social systems, economic systems and more. Its core training, a 72-hour Permaculture Design Course (PDC), provides an overview—and creates a paradigm shift for many people.

EASY TO DISMISS

Travis Beck, author of *Principles of Ecological Landscape Design* and director of horticulture at Mt. Cuba Center in Greenville, Delaware, took a PDC in 2002 and recognizes permaculture as one of his early influences. "Permaculture doesn't have a great rap. It is too easy to dismiss it for the herb spiral and mandala gardens. But the herb spiral, with its multiple microclimates, is actually a great example of the systems-thinking that is permaculture's strength," he said.

The permaculture design perspective is incorporated into classes at the Conway School of Landscape Design by Jono Neiger, author of *The Permaculture Promise*. "Horticulture doesn't look into the larger picture. [It] is focused more on planting; and maybe on water, productivity. Permaculture ends up having a larger perspec-



Residential landscape by the author and her team at Salsbury-Schweyer Inc., illustrates that permaculture landscapes can also be beautiful in the traditional sense. In addition to edibles and plants for birds and pollinators, it features sustainable water solutions. Rainwater is captured in a cistern located beneath the permeable brick patio. Any excess flows into rain gardens to recharge the ground water.

tive—one that incorporates not just the design of the garden or planting spaces, but is thinking about whole systems and at all different scales. All aspects are included for meeting human needs: food, water, shelter, community."

DOESN'T HAVE TO BE MESSY

One hurdle that permaculture must overcome is the view that it is messy—with aesthetics nowhere near the primary goal. Rosalind

Creasy, author of the classic *The Complete Book of Edible Landscaping*, thinks that aesthetics are important for permaculture gardens. "We don't want a hippie garden. Permaculture principles are great, but it doesn't have to look trashy! Permaculture is generally done by people who don't have a lot of horticultural experience. They have fabulous ideas and dreams, but not a lot of [design] knowledge," she said.

PHOTO COURTESY IAN ADAMS

Neiger explains that in permaculture, people often get very excited before they have the depth of training needed. “The intention and perspective is powerful and good. However, the [current] system for training in permaculture is a two-week course. It changes people’s perspective, but it doesn’t provide in-depth training. Novices don’t have the knowledge to back up their excitement,” Neiger said.

But as permaculture becomes less of a fringe movement, its aesthetics, its applications and its influence are changing. Permaculture courses are appearing in dozens of universities around the world. Nationwide, beautiful permaculture landscapes are popping up on campuses and at public institutions. The movement’s original idealistic young fans are being joined by scientists, engineers and other professionals, including horticulture and landscape design experts. A recent survey on sustainability, conducted by the Association of Professional Landscape Designers, suggests that 25 percent of the respondents use permaculture in their designs.

EMERGING ORGANIZATIONS

Meanwhile an organization has emerged to shepherd North America’s permaculture movement into the future: the Permaculture Institute of North America. “PINA was created to address a need to develop a higher level of credibility and professionalism for permaculture practitioners working in the public sector,” said board member Livingston-Stark. “PINA’s goal is to support professional development for permaculture practitioners, specifically in the fields of education and design. PINA will also become a resource for people interested in hiring a permaculture designer, or wishing to attend a quality Permaculture Design Certification Course.”

“Permaculture is a new paradigm for thinking about environments,” says Peter Bane, PINA board member and author of *The Permaculture Handbook: Garden Farming for Town and Country*. “After 40 years, it is beginning to leave the arena of the homestead where it took root, and expand into the public arena. We have begun to move into positions of authority in society. We are looking at stormwater conditions and urban heat island problems; we are looking at food deserts in our cities. Permaculture has answers for all these issues, where our conventional professions often do not. We are getting an audience. It’s about time!”

Perhaps it’s also time for garden communicators to reconsider the view that permaculture and gardening are competing philosophies and to look, instead, for the places where they intersect.



Above: Jono Neiger, author of *The Permaculture Promise*, holds the site plan for the soon-to-be removed highway project. Below: Students from Jono Neiger’s Advanced Permaculture Course in Akron, Ohio, discuss regenerative design opportunities for the site of this soon-to-be removed highway.



PHOTOS COURTESY SABRENA SCHWEYER

RESOURCES:

- *Essence of Permaculture*, a summary of *Permaculture Principles and Pathways Beyond Sustainability* by David Holmgren, <http://bit.ly/2h2da0m>
- Permaculture Institute of North America, <http://pina.in>
- *Permaculture Design Magazine*, <http://permaculturedesignmagazine.com>
- Scott Mann’s *Permaculture Podcasts*, <http://thepermaculturepodcast.com>
- *Edible Forest Gardens* website of Dave Jacke, <http://edibleforestgardens.com>
- *Gaia’s Garden* by Toby Hemenway, <http://chelseagreen.com/gaias-garden>
- “Permaculture and Horticulture: Gardening with the Future in Mind” by Dale Hendricks in *Hardy Plant Society/Mid-Atlantic Group*, Vol. 29, No. 3, http://www.hardyplant.org/assets/docs/FeatureArticles/hendricks_permacultureandhorticulture.pdf

Sabrena Schweyer, FAPLD, is a permaculturist and a national expert on sustainable landscape design. Co-owner of international award-winning firm, Salsbury-Schweyer Inc., she is best known for creating landscapes and gardens that are ecologically sensitive, as well as beautiful, personal and healing experiences for all those who enter.

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Need a refresher on all the amazing products you saw at GWA's 2016 Annual Conference & Expo? Couldn't join us in Atlanta and want to see what you missed? The #GWA2016 Exhibitor Product Guide highlights this year's amazing exhibitors and those plants, tools and products everyone buzzed about on the tradeshow floor. For more information about the products featured, click the product name for a link to the exhibitor's website. GWA thanks all this year's exhibitors and sponsors.

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Bloomin' Easy is Van Belle Nursery's collection of new-and-improved ornamental varieties that inspire confidence in time-strapped homeowners through relevant packaging and after-purchase support.

Products featured:

- [Firefly Nightglow Diervilla](#)
- [Tilt-A-Swirl Hydrangea](#)

Address: 34825 Hallert Road
Abbotsford, BC V3G 1R3

Website: www.bloomineasyplants.com

Email: kevin@vanbelle.com

Phone: 888-826-2355

Primary Contact: Kevin Cramer

Weeks Roses

www.weeksroses.com

Weeks Roses breeds and grows a wide variety of rose bushes including hybrid teas, grandifloras, floribundas, climbers, rugosas and foetidas, shrubs, groundcovers, miniatures and trees. All of the new introductions—and scores of popular favorites grown by Weeks Roses in California—are available at home center stores, independent garden centers and select mailorder and online vendors nationwide.

Products featured:

- All My Loving
- Cupid's Kisses
- Children's Hope
- Tropical Lightning
- Edith's Darling

Address: 30135 McCombs Road
Wasco, CA 93280

Website: www.weeksroses.com

Email: dawn@weeksroses.com

Phone: 661-772-5109

Primary Contact: Dawn Miller

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