Many garden writers have reserved August 4 to 7 for GWA 2017 (and maybe even longer for post-tour guests). We know that many of our members are motivated to come because of the much-publicized private gardens of Garden Walk Buffalo, which is scheduled for Day One.

But have you heard of the garden attractions we’ve called “Jewels of the Southtowns?” The towns include Hamburg, Orchard Park and Boston. There on Day Three of the conference you’ll find a set of gardens and growers that have become destinations for AAA, Canadian and out-of-state motor coach tours, traveling bloggers, photographers and plant society groups.

AUTHORS’ GARDEN

The starring garden in these southtowns is Smug Creek Gardens, created by authors Mike and Kathy Shadrack (The Encyclopedia of Hostas, The Book of Little Hostas and more). Meeting the couple is its own story: Mike, the London “Bobby” (a leader of the British Hemerocallis & Hosta Society) met Kathy, the American Iris and Daylily Society officer, on an international hosta tour. Plants were exchanged; sparks flew; soon they married. But

— Continued on page 3
At least 1,000 labeled hostas are the focus of Mike and Kathy Shadrack’s garden. They have published numerous books about hostas with Timber Press, including the Encyclopedia of Hostas (with Diana Grenfell of London).

which country would they occupy? Ultimately a hillside in the woods and a house built over a creek (sometimes called “Fallingwater Two”) won—and we won. Their vision and labor has produced a showplace garden you won’t want to miss.

The garden contains more than a thousand hostas in the ground and in pots, including some rare and pricey treasures (one cultivar is registered as ‘Mike Shadrack’). All are labeled, as are the 300-some daily cultivars. Kathy has planted more than 100 Lilium cultivars as well, mostly in pots that she moves in and out of the garden as they bloom since animal pressure is severe in those woods.

PLANTAHOLIC ALERT

Much of the garden spans a hillside terraced with stacked-rock beds that Mike built, but these two admitted plantaholics didn’t stop there. Mike’s created a miniature hosta garden, which you’ll find along a path in the woods. Behind the house are extensive beds filled with many perennials, specimen trees and shrubs.

While hostas and daylilies were the impetus for this garden showcase, Kathy noticed a gap when tours started to be scheduled through August. “We needed to focus on what blooms later. Phlox paniculata seemed to be stars. Now I have quite a scattering throughout the terraces, mostly in lavender, white and pinks. They’ve self-seeded here and there over the years. Recently I’ve added newer cultivars to bring in dark purple, magenta and coral shades. The phlox colors paint the late summer garden with a lovely watercolor effect,” she said.

SOLOMON’S SEAL COLLECTION

The newest garden feature is Kathy’s Polygonatum (Solomon’s seal) collection, including many natives and newer hybrids mostly from Japan (‘Tiger Stripes,’ ‘Kon Chiri Shima,’ ‘Goldilocks’ and ‘Fireworks’). There are tallis, giants, dwarfs and minis for garden writers to discover.

Although some collectors’ gardens are mostly about the collections, with labeled plants all in a row, this garden is not that. The Shadracks’ designer brains took an overgrown woodland hillside and carved out an unforgettable garden. They have added art as well. Don’t miss the 5-foot dinosaur or the bronze mouse sitting among the ‘Mouse’ hostas. Some art is whimsical, some elegant and some daring. You may have to search to find some of the statuary and carvings, as they’re often hidden around a turn in the path. The art is just another reason to visit this special garden.

Stay tuned for more about the Buffalo area’s other gardens and attractions. Mark your calendars: August 4 through 7 or 8, 2017.

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

REGION III

Plan to visit flower and garden shows this winter. Complimentary press passes are available at many shows if you register in advance. See show websites for details.

• March 2-5, West Michigan Garden Show, DeVos Place, Grand Rapids, Michigan.
• March 7-8, Michigan Green Industry Association Annual Trade Show and Convention, Suburban Collection Showplace, Novi, Michigan.
• March 11-19, Indiana Flower and Patio Show, Indiana State Fairgrounds, Indianapolis.

The Indianapolis Museum of Art will hold several programs related to Orchids: Cultivating Beauty through March 5.

Chalet Nursery in Wilmette, Illinois, holds garden seminars at 11 a.m. Fridays and Saturdays. Upcoming topics include “Couples Terrarium Workshop,” February 17 and 18; “Winter Tree & Shrub Trimming,” March 10 and 11; and “Spring Garden Care,” March 17 and 18.

Fearless Presentations will host a two-day public speaking workshop in Columbus, Ohio, February 23 and 24.

The MOSES Organic Farming Conference will be at the La Crosse (Wisconsin) Center, February 23 through 25.

—Continued on page 5
Monique Allen has new online resources for garden entrepreneurs:
The Garden Continuum Blog
Professional Landscape eBook Series available as FREE downloads at TGC Academy
Demystify Your Landscape: Picking Plants
Smart Landscape Design Strategies for Office and Residential Buildings
The Insiders’ Guide to Landscape Design

Jennifer Brennan of Chalet Nursery in Wilmette, Illinois, reports that 2017 is Chalet’s 100th year in business and she’ll be announcing more about its centennial celebration throughout the year.

Sharon Collman’s column “Bugs and Blights” that appears in the Washington Nursery and Landscape Association magazine is now posted on the Washington State University Extension website to assist people wanting to learn more about diagnosing seasonal pests and beneficials.

Carmen DeVito and Alice Marcus Krieg launch longer format for their award-winning podcasts.

GWA multi-award winning podcast WeDigPlants is back with a whole new season of shows and a new, longer format for 2017. The show's new day and time is: 1:15 to 2:15 p.m. (Eastern), Tuesdays. Carmen DeVito and Alice Marcus Krieg will be focusing on people, plants, gardens and landscapes throughout the U.S. Their new blog We Dig Plants Podcast has all the info to tune in. If you have a great speaker/quest for the podcast please get in touch let them know: info@groundworksgardens.com.

Christopher Freimuth, 2016 GWA Conference & Expo scholarship winner, is launching his garden design business, CF | GARDENS, in New York City. CF | GARDENS specializes in rooftop, terrace and backyard gardens in Manhattan, with a focus on creative planting design and high-quality horticulture. More information at www.cfgardens.com.

Laura Grant has retired as executive director of the American Rhododendron Society after 12 years of service. She received a plaque in recognition and appreciation for her faithful service, providing a caring attitude, loyal friendship and strong bond in helping all members.

Ginailiopeouls and her husband, Ed Caplan, have started Keeler Gardens, a Chicago-area nonprofit. Its purpose is to educate the public on biophilia—the innate human need to connect with living things. Learn more at KeelerGardens.com.

Lindsey Kerr, curator at the Lord & Schryver Conservancy, invites GWA members to the newly opened Gaiety Hollow Gardens in Salem, Oregon, for self-guided or docent-led tours. Witness the beauty of the gardens and learn about the restoration process.


Tova Roseman in Reno, Nevada, has added a podcast to her website, Tova’s Garden. She interviews nature’s thought leaders and people who have expertise and insights to help us live in harmony with our environment. Tova also is offering programs through the Osher Lifelong Learning Institute.

Scott Stewart has been named executive director of Millennium Park in Chicago after two years as director of its Lurie Garden. As garden director, Scott also has worked in the surrounding park to improve tree and landscape management practices, advise on construction and rehabilitation projects and assist with public art installations. He has published more than 40 scientific and popular articles and book chapters on topics from native orchid seed germination to plant propagation techniques for ecological restoration and the role of public space in ecological education. Scott will be presenting talks on the Lurie Garden and Millennium Park at the World Urban Parks, Public Parks & Gardens Conference March 28 through 31 in Malmo, Sweden.

Martha Swiss has launched a new blog, website and social media brand, Plant Some Joy!, to encourage young adults to explore the joy of gardening and plants. Plantsomejoy is also on Facebook, Twitter and Instagram (plant some_joy).

Marc Tetteau of Holly Springs, Georgia, is the 2017 President of the Cherokee County Master Gardeners. He is looking for speakers for the group’s monthly meetings. Fellow GWA members in the Atlanta area interested in speaking, please contact him directly at marctetteau@gmail.com.

Bill Thomas will be presented the Scott Medal Award on Sunday, March 19, for his outstanding contribution to the science and art of gardening. The celebration will be at 4 p.m. at the Lang Performing Arts Center at Swarthmore College.

Mark Turner will further his photographic education at the Professional Photographers of Washington spring conference at the end of March.

Garden-pedia: An A-Z Guide to Gardening Terms, Maria Zampini and Pamela J. Bennett’s 2015 book of horticultural language explained in a conversational tone, was honored with the Educational Materials Outstanding Book Award from the American Society of Horticultural Science in 2016. Publisher St. Lynn’s Press has ordered a second printing of the book, which has become a favorite for botanical gardens, novice as well as master gardeners and garden centers or landscapers needing a concise, quick and easy-to-understand reference.

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 “On the QT.” Please submit news items and high-resolution photos to jemsharpsbcbiglobal.net.

Helping Us Grow!

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

ONE MEMBER
Cassandra Barr
Kate Copsay
Dawn Hummel
Marty Ross
Yvonne Savio

FOUR MEMBERS
Kirk Ryan Brown
Brie Arthur

SIX MEMBERS
TWO ALLIED
MEMBERS
Ruth Clausen
Eva Monheim
Teresa Watkins
2017 Opportunities Abound

GWA is riding a New Year’s Express into a dynamic year of programming! Located in the convention centers of Baltimore, Maryland, and Fort Lauderdale, Florida, MANTS and TPIE are among the country’s biggest green industry events. Members attended in record numbers to network, update and find work. Cultivate ‘17, at the Greater Convention Center in Columbus, Ohio, promises to be bigger and better than any that have come before. Our association continues to be an involved presence on these trade show floors and throughout the halls of the educational sessions.

In August, GWA is traveling to Buffalo, New York, and a ride around its Olmsted Parks System for our annual Conference & Expo. And in September, we’re taking a carriage ride down a live-oak alee to Magnolia Plantation in Charleston, South Carolina, for the second annual NextGen Summit. Every region has a meeting, or a Connect, or a trade show or all of the above to make it easier for our members to pick the vehicle best suited to their professional and geographic needs. As an organization, we continue to find many more ways to celebrate our unique status in the green industry.

STAFF REVIEWS

We are an association that has tended to its business: Over the first year of our new management contract, we completed both a six- and a 12-month professional review of managerial effectiveness. We also conducted a separate evaluation of board and volunteer commitment. Following an analysis of best standards and practices, we rewrote our bylaws. To extend benchmarking to all areas of operation, GWA created a dynamic policy manual that now accompanies our strategic plan. We are closely following our fiscal plan to reduce deficit spending and project to end the next financial cycle in the black. Membership numbers are improving while attendance at events is up over all year-to-date comparisons.

Thank you to a dedicated and energized staff. Thanks to an involved executive committee for joining in this incredible ride. Thank you to the recently retired, the continuing directors and all the newly elected members of the GWA board. From my perspective over the past 20 years, there has never been a more diverse and horticulturally rich program with which to get involved. Thanks to the many chairs who steer an outstanding group of volunteers who staff our many and varied committees. They have met and exceeded expectations against our 12-month list of strategic initiatives and long range plans.

CHALLENGE TO MEMBERS

I want to issue a GWA challenge goal: Every member should attend just one more industry-wide symposium or trade show and get just one more member to join our association. We have built bridges to master gardeners, garden clubs, arborists, landscape architects, landscape contractors, growers, hybridizers, public garden administrators and garden center owners. How can we multiply those connections by a factor of 2 or 10? I would like to see our membership numbers double within the time of my remaining service on the board.

This year I thank everyone responsible for enabling me to experience some of the finest public and private gardens that America grows. These gardens demonstrate that there are strong and dynamic programs across this country that will define and cultivate the public’s taste for gardening into the future. There are many brilliant strategies out there that will nurture a future family of horticultural professionals. My wish for the next 12 months is that GWA and its members is a part of every one of these programs.

Kirk R. Brown
You expect your phone to do more than make calls. Shouldn’t plants do more than just look pretty? Across industries, consumers are demanding multi-purpose products to make life easier. Even in the garden, younger generations want plants to serve a purpose beyond purely ornamental value.

Several executives, who were interviewed recently for Garden Center Magazine’s List of Top 100 IGCs, mentioned this need for function, often citing edibles as the main example. “Plants that perform, look good and do multiple things in the garden, whether it’s producing food or attracting pollinators, that’s what consumers are focused on right now,” said Monte Enright, president and chief operating officer of Armstrong Garden Centers and Pike Nurseries, noting that edible plant sales are on the rise.

Although growing food is nothing new, modern growers are reinventing edible gardening by redefining where, how and why. To effectively communicate with them, we have to address the shifts that give plants purpose today.

**GOODBYE, GARDENERS**

Changing how we talk about gardening is key to staying relevant. So, don’t call it gardening, and don’t call them gardeners. People growing plants today don’t identify with that, according to AmericanHort’s SHIFT research initiative. Brie Arthur certainly doesn’t. A national speaker and public television personality, this North Carolinian considers it foodscaping—integrating edibles into ornamental landscapes. [ed. note: Brie’s book, The Foodscape Revolution: Finding a Better Way to Make Space for Food and Beauty in Your Garden, is due out on March 15]. Her goal is sustaining a zero-kilometer diet without upsetting the homeowners association. She hosts parties, such as her tomato tasting that raised $2,500 for the local arboretum.

Brie says growers identify with what they get out of gardening. “They may consider themselves farm-to-table chefs, windowsill herb growers, self-sufficient homesteaders or engineers tinkering with hydroponic pumps. Address these profiles instead of generalizing gardeners.”

“The key is to know your audience,” says Desiree Heimann, vice president of marketing at Armstrong Garden Centers in California and Pike Nurseries in Georgia. “The more you know your audience and their feelings about gardening, the more you can relate and inspire them.”

**TALK TECHNICAL**

Writing about the value of growing food is not just writing about gardening. Garden writers have to get comfortable covering topics more technical than soil fertility. Garden writing could include technology—whether you’re covering landscape design software, hydroponic growing systems or mobile gardening apps like GrowIt! Writing about edible gardening may also involve genetic modification or food safety, which could overlap health and science topics. Many of the horticulture executives interviewed say their best ideas come from other industries, so writers should also look beyond horticulture for inspiration.

**HIP ON HEMP**

Medicinal value is an increasingly widespread reason for growing, now that the legal cannabis industry is the fastest growing in the country. GIE Media even acquired Cannabis Business Times last year into its group of horticulture trade publications. As this segment keeps gaining legitimacy, prepare to write about marijuana.
In the next year, more than food, I think cannabis will be a huge driving force because of the pharmaceutical components,” Arthur said. “Cannabis is going to be what ultimately gets millennials hooked. The difference between what the cannabis industry has cultivated in the dark and on the down low is that it’s a hobby. It’s a lifestyle. It’s a huge part of the grower’s identity, and Knock Out® roses aren’t.”

Regardless of your stance on marijuana, gardening must become a lifestyle brand to be relevant. If we’re looking to other industries for inspiration, at least consider why our recently legalized neighbors are so popular.

LOCATION, LOCATION, LOCATION
The biggest difference in edible gardening today is where crops grow: Not on acres of farmland, but on patios, vertical walls, rooftops and even front yards. Safe, local food sourcing is so important to a generation that’s literally sick of commercially produced food recalls, that they’ll grow anywhere.

“People get really excited about growing food in spaces that aren’t traditionally used for growing vegetables like rooftops, alleys and parking lots,” said Jessie Banhazl, founder and chief executive officer of Green City Growers, which installs and maintains organic urban farms in unconventional places. “The garden of the future will optimize space to use every inch of land functionally.”

Be sensitive to these limited spaces and regional differences. Rooftop conditions in Boston differ vastly from Arthur’s backyard in North Carolina, so there’s no one-size-fits-all solution. This gives communicators an opportunity to leverage their local or niche expertise through tailored DIY instruction.

WHAT’S THE PURPOSE?
New generations of food gardeners aren’t “gardeners” at all. They’re incredibly diverse in where, how and why they grow food. Writers should communicate the multi-functional value of plants—whether it’s the fern-like foliage of carrots planted in containers, or the way pumpkins planted in wet areas absorb water.

“What we offer makes life better psychologically, ecologically, nutritionally,” Arthur said. “This is a great way to promote the value of growing plants in a more meaningful way.”

Brooke N. Bates is an award-winning journalist and published author based in Cleveland. She contributes regularly to multiple horticultural trade publications, while also developing content for small businesses, marketing agencies and health organizations around the country. Her website is www.bantamedia.com.

Brie Arthur
The Foodscape Revolution: Finding a Better Way to Make Space for Food and Beauty in Your Garden
St. Lynn’s Press
192 pages, $21.95
To be published March 15, 2017

The Foodscape Revolution is a new way of looking at public and private spaces, where aesthetics and function operate together to benefit individuals and entire communities. You don’t need to dig up your yard to grow your favorite veggies, fruits and grains. Grow food alongside your flowers. Through foodscaping, you can harness the sunny, open spaces already in prime spots and add your favorite edibles like kale, tomatoes, peppers, eggplants, lettuce and carrots. A blueberry hedge? Why not? Have your landscape and eat it too.

Kylee Baumle
The Monarch: Saving Our Most-Loved Butterfly
St. Lynn’s Press
160 pages, $18.95
To be published April 7, 2017

Today, an army of citizen-scientists, students and gardeners is engaged in restoring this beloved pollinator’s habitat—the wildflowers, milkweed and feeding corridors—so that one of nature’s most beautiful creatures will still be there for generations to come. And it starts in our own backyards. The Monarch showcases this magnificent butterfly with eye-popping photos, fun facts about a monarch’s life cycle and things to know about the vital role that pollinators play in our ecosystem. It includes action projects for all ages, from planting milkweed and wildflowers to making butterfly watering stations and even volunteer activism.

Megan Cain
Smart Start Garden Planner: Your Step-by-Step Guide
Published by Megan Cain, The Creative Vegetable Gardener

136 pages, $24.95
Published January 27, 2017

This workbook guides you through strategically determining what you want to grow by understanding the important details of each vegetable. It helps you to know when to plant a seed or a plant, how to choose the best varieties for your garden and how to create a spring planting schedule.

Karen Chapman and Christina Salwitz
Gardening with Foliage First: 127 Dazzling Combinations that Pair the Beauty of Leaves with Flowers, Bark, Berries, and More
Timber Press
324 pages, $24.95
Published February 2017

Gardening with Foliage First shows home gardeners how to first build a framework of foliage and then layer in flowers and other artistic elements to add the finishing touches. This simple, recipe-style approach to garden design works for a variety of climates and garden challenges, including dry environments, shade and even the problem of deer. This lively book has something for every gardener. Beginners will learn how to choose the right foliage plants, and experienced gardeners will be inspired by fresh twists on old favorites.

Heather Holm
Bees: An Identification and Native Plant Forage Guide
Pollination Press
224 pages, $29.95
Published February 2017

This well-illustrated guide captures the beauty, diversity and engaging world of bees and the native plants that support them. This is an indispensable source of information with extensive profiles for 27 bee genera, plus 12 mini profiles for uncommon genera. It also includes approximately 100 native trees, shrubs, and perennials for the Midwest, Great Lakes and Northeast regions. Bees includes more than 1,500 stunning photographs,
I have a freak-out every single time I write something for a new client. I am, however, now (mostly) calm about dealing with book projects because I have worked on so many that I know what to expect. If it’s your first time working on a book, it is easy to get overwhelmed, panic and shut down. Fear of the unknown is strong, and if you’re prone to anxiety, your brain will always go straight for the nuclear option. “They’re going to fire and sue me!”

I probably had 15 completely hysterical phone calls (from me) with my editor Billie Brownell while working on my first book. She would always say to me, “It’ll all work out.” You know what? It did. Say that to yourself. Positive self-talk is a standard of self-help practices for a reason—it works.

**FREAK-OUT SITUATIONS AND HOW TO COPE**

Maybe you won’t freak out if you know to what to expect while you’re working on a book. Here’s what commonly pushes first-time authors over the edge.

- **You’re not offered an advance.**
  Don’t sign the contract. Go back to the publisher and ask for an advance. It can be as little as $1,000, but you have to get some money up front.

- **You suck at photography and you’re responsible for providing pictures.**
  Be honest about your photography abilities during contract negotiations and find out if there is a budget to hire a professional photographer. If there isn’t a photo budget, they’re going to have to work with what you can provide. You need to suck it up and learn about how to photograph adequately. Publishers usually have guidelines and tips they can send you. There are also tons of online resources with photography tips.

  Source photos from friends and colleagues. (Try to spare some money to pay them, even if it isn’t much. The professionals will scream at me, but sometimes there isn’t a $150 per photo budget. In that case $25 is better than nothing, and people can always say “no” when you ask them for pictures.) Always credit the photographers and mention them in your acknowledgements.

  - **You don’t like your book cover.**
    Short answer: Tough. Longer answer: In the early stages of cover design, you’ll have some input. Be calm, professional and specific when sending feedback to your publisher. (“This font looks too old-fashioned. This picture is not at all indicative of what is in the book. A picture of XX would be better. How can I help you find one that works?”) In the end, though, if you’re not fronting all of the costs, the publisher has the final say.
    Hint: Try to get cover approval written into your next contract.

  - **You have to turn in a complete chapter and provide photographs a mere month after signing your contract.**
    This is the start of high anxiety for many people, but this step is necessary to make sure you and your editor and art director are on the same page. They will also use these samples to make a BLAD (Book Layout and Design) to act as sales materials. The BLAD is often, but not always, a template to help you as you’re writing the rest of your book.

  - **You don’t like the design of your book.**
    Give comments and hope they are incorporated. As with the cover, unless you’re the one fronting the costs, you do not have the final say. All of the garden publishers have fairly distinct styles. Hopefully you chose to work with a publisher that has a design aesthetic you like.

  - **You never saw a BLAD.**
    Let’s say your book involves a bunch of how-to projects. You wrote a sample project and then never saw a design to use as a template. KEEP WRITING. Once you have an approved outline don’t use anything as an excuse to slow progress.

  - **You have a quick turnaround to produce the whole book.**
    START. Hopefully you wrote a fairly detailed outline. Copy the outline into a Word doc and start filling it in. If the whole book is too much to deal with at once make each chapter a separate doc. It’s easier to come back to something other than a blank page.

  - **Fact-checking is slowing you down.**
    Write what you know and put XXXs or something consistent that’s easy to find in a search to fill in where you need to fact-check. That way you won’t get sidetracked on the internet and get slowed down.
• Managing files and photographs is making you lose your mind.

Make a Dropbox for each book chapter and place a copy of the master Word doc and copies of any potential photos in it. Copy the exact photo file names (big_plant_365.jpg) into the docs where they go so that it is easy, once the manuscript is in production, for the art department to find the photo.

Chapter files provide a place to store copies of potential photo candidates for chapters. If you’re scrolling through photos for a different project but find one that could work for a book section, copy it into that chapter file. Murphy’s law is that if you don’t copy it over, you won’t ever find it again when you need it.

• Your editor/contact is uncommunicative or sends you 12 separate emails about each chapter, for every chapter.

Don’t be scared to keep emailing or calling if you have a burning question or, conversely, to ask your editor to consolidate questions into a single email. Everyone wants the book to get done and if you’re going to forget things if they come in 12 emails, say so. I repeat: The burden of communication is on you. If you ask a question and it isn’t answered, press on with writing and keep trying to get in touch with the editor.

• You’re going to miss your deadline.

Stay in close contact with your editor during the last month or so before your deadline. Let them know what you’ve written, what’s left and if you think you’re going to miss the deadline and by how much.

In extreme cases where you are up against a hard deadline and still have a lot to write, you might consider bringing in a ghostwriter to help you. I have pinch hit for people and hired fellow GWA members to help me finish my books by checking plant names or writing glossary entries.

IT’LL ALL WORK OUT

Eventually the book will get done. Remember: You and your publisher are partners and you both want a quality finished product. Except in extreme cases, they are not going to fire you and make you give back your advance. Remain professional, don’t make excuses and stay in contact with your editor if you have an emergency. Procrastination does not count. Neither do holidays, plans to move, vacations or other pre-scheduled events that will make you late.

— Continued from page 7

detailed descriptions and accessible science. Holm, an environmental educator and research assistant, brings to light captivating information about bees’ life cycles, habitats, diet, foraging behaviors, crops they pollinate, nesting lifestyles, seasonality and preferred native forage plants.

• • •

Jan Johnsen
The Spirit of Stone: 101 Practical & Creative Stonescaping Ideas for Your Garden
St. Lynn’s Press
192 pages, $21.95
Published February 2017

In The Spirit of Stone, award-winning designer Jan Johnsen presents a richly photographed, authoritative guide to creative and practical uses for stone in the landscape: Steps, paths, garden walls, dry streams, benches, rock gardens, driveways and more. Stone’s practicality is especially appreciated by homeowners concerned with low maintenance, sustainability and water conservation, with the side benefit of enhancing property value. The Spirit of Stone is an essential idea book and how-to for designers, stonemasons, builders, homeowners and DIYers.

• • •

Mary-Kate Mackey
Write Better Right Now—The Reluctant Writer’s Guide to Confident Communication and Self-assured Style
Career Press
224 pages, $15.95
Published December 26, 2016

This is the writing book that bridges the gap between what you know and how you want to say it. Write Better Right Now deconstructs the writing process with practical tips, fast shortcuts and handy summations. This quick read is based on Mary-Kate’s 14 years of teaching at the University of Oregon’s School of Journalism and Communication and her numerous writing presentations for GWA meetings.

REGION I
CARME DEVITO

I am thrilled to be sharing my first post about events in Region 1 as a new Regional Director. We have so many great events coming up with talented and engaging speakers from New York to Massachusetts and beyond. I hope you will join us at one or more of these events this winter and share them with your gardening circles online and off. Please send any events or news to me at: cdevito66@gmail.com

Kerry Ann Mendez will be leading special three-hour “Garden Design” and “Remarkable Plants” classes at premier garden centers in the Northeast. Five locations in four states: Massachusetts, Connecticut, New York and Virginia, beginning February 18. For more info: pyours.com/events.

On February 19, Kathy Purdy will present “Fight Cabin Fever with Your Garden” at Winter Doldrums, a joint meeting of the Hudson Adirondack Daylily Society, the Upstate New York Hosta Society and the Capital Hudson Iris Society, open to the public, Albany Cooperative Extension Center, 24 Martin Road, Voorheesville, New York. For more information: Kathryn Mohr kemohrke@aol.com or Cathy Fruhauf 518-858-3718, cathyfruhauf@hotmail.com

Karen BussoIttini will be conducting an “Eco-friendly Garden Coaching Brainstorming Session,” drawing from her garden coach experiences in creating sustainable, enjoyable yards, Friday, February 24, and giving a slide talk, “Planting the Year-Round Pollinator Garden,” February 25, at the 36th annual Connecticut Flower & Garden Show. For more information: ctflowershow.com.

Charlie Nardozzi will be on the flower show circuit this winter speaking at the Vermont Flower Show, Essex Junction, March 3; Boston Flower Show, March 9-10; St. Louis Flower Show, March 25; Northwest Flower & Garden Show in Seattle, March 25-26 and the San Francisco Flower & Garden Show, April 5. He’ll also speak at the Connecticut Hardy Plant Society, March 4.

Connecticut gardeners will get the benefit of Lorraine Ballato’s expertise as she covers two popular subjects—twice. “Turtleproof Hydrangeas” at the Greens Farms Garden Club of Westport on March 7 and also for the Farmington Garden Club on April 10. On February 28, the Long Hill Garden Club of Trumbull will hear Lorraine speak about “Roses,” as will The Gardeners of New Canaan on April 3. For info about any of these events contact Lorraine at: ladygardener@msn.com.


Carol Julien will present her program on white gardens, “Hope Floats on White” at Wellesley College Botanic Gardens, Wellesley, Massachusetts, on April 7. Details: Carol Julien.

Marie Iannotti will be giving the keynote, “A Gardener’s Tour of the Hudson Valley,” at the Ulster Master Gardeners Garden Day on Saturday, April 8, at State University of New York-Ulster.

Charity Nardozzi spoke February 10 on “The Art of Gardening,” and February 11 on “Inspiration + Creativity, Taking Cues from Nature,” at the 10th International Perennial Plant Conference in Germany.

Landscape designer Sharee Solow will present “Japanese Garden Design: Stroll Gardens of the Edo Period,” February 21 at the University of Delaware, Osher Learning Institute. On February 25, Ruth Rogers Clausen will speak at the Delaware Botanic Garden in Pepper Creek on “Deer-Resistant Natives.” A book signing follows at East Coast Garden Center, 3066 Cordrey Road, Millsboro, Delaware. On February 26, the Friends of Green Spring Gardens winter lecture series will host a talk by Ruth, “Coping with Deer: Annuals, Perennials and Shrubs that Deer Seldom Browse,” followed by a book signing. Call 703-642-5173 for information and to register. The Rutgers Master Gardeners of Mercer County Annual Symposium will hear Ruth talk about “A Glorious Last Hurrah!” Details: mgofmcymposium2017@gmail.com. At the Lansing (Michigan) Home Garden Show, she will give talks in the MSU Pavilion, March 16-19.

Bill Thomas will speak about “The Art of Gardening,” March 9 at the Ecological Landscape Alliance Conference at University of Massachusetts-Amherst. On March 11, he will be the keynote speaker at Penn State University Berks campus. On March 14, Bill will speak on “How Chanticleer Partners with Philadelphia Region for Tourism” at the North American Garden Tourism Conference in Toronto. On March 18, he will again speak about “The Art of Gardening” for the Fernwood Botanical Garden and Nature Preserve in Niles, Michigan.

Kirk R. Brown is starting a new series of lectures for a certification in landscape design at Northampton Community College in Bethlehem, Pennsylvania. The program encourages avid home gardeners or entry-level professional landscape contractors to design original landscape plans. Six, two-hour classes will be presented during the spring semester March 15 to April 26 with garden tours planned for the summer. Student landscape design projects will be completed by fall 2017.

Brown’s John Bartram and Frederick Law Olmsted continue their interpretations as keynotes for the Western Reserve Herb Society in Cleveland, March 10; Chester County Bridge of Hope annual banquet, March 18; Charlottesville Master Gardeners, April 13; and Rothermel’s, Country Meadows and Dunwoody Village Clubs on April 17, 25 and May 2 respectively.

Additionally, Kirk and his wife Sara Stine Brown begin a tour of the production of “Letters to the Homefront” for adult communities and veterans groups in the greater Lehigh Valley area.

Judy Glattstein will present three topics at the Rutgers 41st Annual Home Gardeners School, in Brunswick, New Jersey, March 18: “A Japanese Touch for Your Garden,” “Backyard Chickens” and “Made for the Shade.”

On April 8, Louise Clarke will be leading a crevice trough garden workshop at Longwood Gardens. Participants will learn the history of crevice gardening, identify suitable plants, and plant their own hypertufa troughs with selected

REGION II
DENISE SCHREIBER
hardy plants. All materials included. There is a wait list for this program.

**REGION III**

BETH BOTTS

Region III director Susan Martin of Gardener Sue’s News in Holland, Michigan, will present “Lessons Learned Under The Trees,” a talk based on her 10 years of experience gardening in every degree of shade, at the Western Michigan Nursery and Landscape Association’s March Garden Day on Saturday, March 11, in Grand Haven. She’ll also offer a bonus perennial presentation. Learn more at wmma.com.

Beth Botts, Region III Regional Director, and writer of The Garden Beat, will speak March 15 at the Joliet Park District’s Garden Day at Bird Haven Greenhouse in Joliet, Illinois.

The Region III Regional Meeting at the Chicago Flower & Garden Show will be held Saturday, March 18. The meeting, hosted each year by the show’s director, Tony Abruscato, includes admission to the flower show before it opens to the public, lunch and speakers. For media information and a press kit, see chicagoflower.com/media-kit-pr.

During its run March 18-26, the flower show will include presentations by GWA members including Diane Blazek, Beth Botts, Jennifer Brennan, Shanna Coronado, Tony Fulmer, Ryan McEnaney, Scott Stewart and Chris VanCleave. For a full list of presenters, topics and times, visit chicagoflower.com/attractions.

Evening in Bloom, a fundraising preview evening will be held Friday, March 17, before the flower show opens. It will feature FLEUROTICA, a runway show in which models show off flower-based couture by some of Chicago’s top designers. Proceeds benefit charities including the Garfield Park Conservatory Alliance. Tickets are available at chicagoflower.com/charity-event.

Barry Glick of Sunshine Farm & Gardens in Renick, West Virginia, will give two presentations at the Penn State University Lawrence County Master Gardeners Spring Symposium Saturday, April 1: “Woodland Wonders From the Wild” and “The Joy Of Propagation, a.k.a. Everything You Always Wanted To Know About Plant Propagation But Were Afraid To Ask.”

Maria Zampini of UpShoot in Madison, Ohio, will speak on “Gardening Trends” at the Herbal Spring Luncheon of the Herb Society of America Frankenmuth mid-Michigan Unit Wednesday, April 19, at Zehnder’s in Frankenmuth, Michigan. Learn more at frankenmuthherbsociety.org.

**REGION IV**

CHEVAL OPP

Pam Beck, Carol Reese and Stephanie Cohen are teaming up to speak for the JC Raulston Arboretum’s “Garden Divas” Winter Symposium, 8 a.m. to noon, Saturday, February 18, at the arboretum in Raleigh, North Carolina.

Arlene Marturano, the ambassador for the Cornell Lab of Ornithology education programs, reports that the Carolina Children’s Garden in Columbia, South Carolina, will hold its annual Great Backyard Bird Count 8:30 to 10:30 a.m., Saturday, February 18, led by members of the Carolina Bird Club. For information: carolinachildrensorganicarden@gmail.com/


**REGION V**

BIL JOHNSON

Judy Nauseef will speak about “Landscaping with Native Plants,” February 23, at the Iowa State University Shade Tree Course in Ames, where she’ll also be signing her book. March 25, she’ll talk about “Designing with Native Plants” at the Bluff Country Master Gardeners Spring into Spring Conference in La Crosse, Wisconsin, and signing books.

Ellen Zachos will present twice at the Northwest Flower & Garden Show in Seattle. Saturday, February 25, at 5:30 p.m., she’ll speak about “Backyard Foraging” and Sunday, February 26, at 10 a.m., she’ll talk about “The Blended Garden.”

Pam Penick will present “Local Heroes: Designing with Native Plants for Water-Saving Gardens,” February 25, at the Native Plant Society of Texas (NPSOT) Spring Symposium at the Lady Bird Johnson Wildflower Center in Austin, Texas. Pam will also be signing her books, The Water-Saving Garden and Lawn Gone!

Denny Schrock will be teaching classes at several Master Gardener symposia in Iowa. February 25, he’ll present “Eat Your Flowers” and “Gardening in Challenging Conditions” at the Linn County Fair at Kirkwood Community College, Cedar Rapids. March 4, he’ll be at Eastern Iowa Community College in Clinton, speaking about “Growing Better Vegetables.” March 18, at Eastern Iowa Community College in Muscatine, he’ll speak on “Gardening with Climate Extremes,” April 1, in Dubuque, he’ll speak about “Woodland Natives” and “Gardening Faux-Pas” at the Northeast Iowa Community College, Town Clock Business Center.

Heather Holm will talk about “Gardening for Bees,” February 26, at the Minneapolis Home and Garden Show at the Minneapolis Convention Center. She’ll speak at Partners Native Landscape Workshop at St. Louis Community College Meremac Campus, 11333 Big Bend Road, St. Louis, March 3 and 4. Her topics: “What You Can Do for Pollinators: Creating a Pollinator-Friendly Garden Habitat,” and “Common Native Bees: Their Life Cycle, Foraging Behavior and Role in the Pollination of Native Plants.”

— Continued on page 12
— Continued from page 5

- March 11-12, Ipswich Plant Expo, Ipswich, Queensland. Guest speakers and more than 100 suppliers.
- March 29 to April 2, Melbourne International Flower and Garden Show, Carlton Gardens, Melbourne, Victoria. Designer and student display gardens, sculpture exhibition and garden products.
- April 8-9, Collectors’ Plant Fair, Clarendon NSW. NSW’s biggest plant fair.
- RELEAF: National Garden Centres Day supports the mental health benefits of gardening.

Upcoming EVENTS

GWA @ Northwest Flower & Garden Show
Connect Meeting, Region VI, Seattle
Thursday, February 23

Frida Friday @ Tucson Botanical Garden
Regional Meeting, Region VI, Tucson, Arizona
Friday, March 10

GWA @ Canada Blooms
Regional Meeting, Region VII, Toronto
Saturday, March 11

GWA @ Philadelphia Flower Show
Press/Media Tour
Thursday, March 9
Connect Meeting, Region II, Philadelphia
Saturday, March 11

GWA @ Chicago Flower & Garden Show
Regional Meeting, Region III, Chicago
Saturday, March 18

GWA @ DuPont Triple Play Tour
Regional Meeting, Region II, Wilmington, Hockessin and Winterthur, Delaware
Friday, April 28

REGION VI
JACQUELINE SOULE

Patrick Ryan continues educating children with the Alaska Botanical Garden’s 21st Century Schools indoor gardening program. ABG is also fine-tuning its lessons with the Anchorage Schools District’s STEM Science Program. He’s teaching a Gardening 101 class in February and March, and you can find his writing on the ABG website and Facebook page.

Mary-Kate Mackey will present two talks at Seattle’s Northwest Flower & Garden Show, February 22-23.

Debra Prinzing will continue the “Slow Flowers Creative Workshop,” March 6-7. The curriculum is designed to help creatives use language for storytelling and brand building. At its heart is “floral memoir” and “floral narrative,” evoking the personal story at the heart of each student’s journey.

Robert Kourik is presenting twice at Baker Creek Heirloom Seeds, The Seed Bank, Petaluma, California: “Good Fungus, Happy Roots, Healthy Plants,” March 8, and “Vegetable Roots,” which highlights root maps, April 12.

Nicholas Staddon will offer presentations at Village Landscape Centers in Orange and Huntington Beach, California, March 8 and April 5.

REGION VII
WENDY DOWNING

Spring appears to be a very busy time for our members in Region VII. Our annual Region VII meeting will take place at Canada Blooms on Saturday, March 11.

National Director Ken Brown is speaking at a Region of Durham staff “Lunch & Learn,” February 17; at Canada Blooms, March 16 and in Dorval, Quebec, March 27. He is the keynote speaker at Gardening Saturday in Winnipeg, March 18 and plans are being made to have a Connect meeting on that date. Ken will teach a flower and vegetable-judging workshop in Sunderland, March 25, followed by speaking engagements in Exeter, April 1 and Greely, April 5.

One of our newer GWA members, Stephanie Rose (Garden Therapy) will be speaking at the Northwest Flower and Garden Show in Seattle, February 22-23 and at the Epcot Flower and Garden Show in Orlando, March 3-5.

Dan Cooper will speak about low-maintenance gardening and his book Gardening from a Hammock at the Orillia (Ontario) Horticultural Society, March 16 and to the Etobicoke Horticultural Society, April 5, in Toronto.

Regional VI Regional Director Tony Spencer, a.k.a. “The New Perennialist,” is keeping busy this winter with podcasts and a string of speaking gigs. He’s featured guest (and first Canadian to appear) on the popular U.S. Native Plant Podcast with hosts John C. Magee and Preston Montague. Time TBD and downloadable.

On the local front, Tony will speak at the annual Toronto event, Get the Jump on Spring at The Toronto Botanical Garden, with his talk “Perennial Dreamtime: The DIY Naturalistic Garden,” February 18. Next up, Tony speaks at Canada Blooms on “Art + Ecology in Planting Design” on March 17 and at Canada Blooms, March 16 and in Dorval, Quebec, March 27. He is the keynote speaker at Gardening Saturday in Winnipeg, March 18 and plans are being made to have a Connect meeting on that date. Ken will teach a flower and vegetable-judging workshop in Sunderland, March 25, followed by speaking engagements in Exeter, April 1 and Greely, April 5.

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2017 Nominations Committee Undergoes Change

BY LARRY HODGSON

GWAA has reworked its bylaws to bring them in line with 2017 standards. Some of the changes affect the way we nominate candidates for the GWA Board of Directors. In the past, for example, the board named a single chairperson for the Nominations Committee and that person often had the heavy responsibility of carrying out much of the work on their own. From now on, the immediate Past President will serve as chair of the Committee and all National Directors who are not up for election will serve as committee members. If the National Director is running for election, a regional director who is not up for re-election will serve on the Committee in their place.

As a result, this year’s committee is:

Larry Hodgson, Past President
C.L. Fornari, National Director Region 1
Kate Copsey, Regional Director Region 2
Diane Blazek, National Director Region 3
Brie Gluvna Arthur, National Director Region 4
Bill Johnson, National Director Region 5
Jacqueline Soule, Regional Director Region 6
Ken Brown, National Director Region 7

SUCCESSION PLAN ALTERED

Tradition had it that newly elected Secretary would move up at the end of their two-year term to Treasurer, then Vice-President, President and Past President. This was a minimum, 13-year engagement and a major stumbling block for many potential candidates who could not ensure their availability that long. The board has decided to abridge that. The only new position from which the winning candidate will automatically ascend without election will be the Vice-President, who will move up unelected to President and Past President, thus a six-year engagement.

From now on, the officer positions of Secretary and Treasurer will be subject to re-election every two years and those in place may choose to submit their names for re-election after the initial two-year engagement. They will no longer automatically move up. This will allow candidates who feel they have the characteristics of a good association Secretary or Treasurer to run without having to eventually ascend to the President role, which they may not want.

Previously, it was necessary to have two nominees for each position—Regional Director, National Director or officer. This has caused problems, as it sometimes proved difficult to find two candidates for each slot. From now on, the board feels that the Committee should still look for two candidates for each position, but failing that, one candidate will be acceptable. Voters always have the opportunity to write in a candidate’s name.

A Call for Nominations was released February 1. Visit the GWA website for more information.

ARE YOU INTERESTED?

We encourage our members to become involved in GWA, and if you’d like to participate as a director in this year’s election (to be held in June and July 2017), please let the Committee member for your region know of your interest. And if we approach you asking for your participation, please give the opportunity your full consideration. We’d love to have your help.

We’re also looking for suggestions for candidates for Secretary, Treasurer and Vice-President.

HOW THE BOARD IS ORGANIZED

To get involved, it helps to understand the hierarchy. There are two Regional Directors for each of the seven GWA regions. They serve a two-year term and can serve two consecutive terms, then must take a year off. The primary responsibility of the Regional Directors is to develop programs and serve the needs of the members in the region. When the National Director is unable to attend a Board meeting, a Regional Director may attend and vote in his or her place. If you want to run for National Director, you will be expected to attend Board meetings, serve as a liaison to a committee and report to the Board of Directors or Executive Director. A National Director serves a three-year term.

If you’re interested in becoming an officer or recommending someone for that role, note that the Vice-President, Treasurer and Secretary need to have served at least one three-year term as a National Director or at least two two-year terms as a Regional Director before they are eligible. An officer’s term is two years. I hope to see your name among this year’s candidates.

Finally, many thanks to Denise Schreiber for her hard work as chair of the 2016 Nominations Committee.

Larry Hodgson is President of the Garden Writers Association Foundation, Past President of the Garden Writers Association and a freelance garden communicator and garden tour guide.

Photo courtesy Kirk Brown

PHOTO COURTESY KIRK BROWN

PHOTO COURTESY LARRY HODGSON

PHOTO COURTESY LARRY HODGSON

John Boggan poses GWA members (from left) Sandy Feather, Alexa Haller, GWA Membership Director, Maria Ungaro, GWA Executive Director, Kate Copsey, Region II Director and Denise Schreiber, Region II National Director at 2017 MANTS, January 11-13 in Baltimore. This year, MANTS management placed the GWA booth on one of the main aisles for maximum exposure. Record-breaking pre-registration made this year’s one of the best-attended shows on record.
MEMBER PROFILE  ELLEN ZACHOS

Rocky Start Did Not Dissuade Award-Winning Photographer

Rob Cardillo is well known among garden communicators. His outstanding plant and landscape photography has been honored with numerous GWA Media Awards, and he was elected to the GWA Hall of Fame in 2015.

But how many of you know that “Mr. Cardillo,” in his earlier years as a budding paleontologist, discovered a quarry in northern New Mexico full of amphibian and reptile bones dating from the Paleozoic Era? That’s right, the Cardillo Quarry is named after our own Rob, who discovered it while working at Pittsburgh’s Carnegie Museum of Natural History, his first job after graduating from college.

That’s when Rob started carrying a camera. It was a tool, helpful for documenting fieldwork in interesting places. When he moved from the Carnegie Museum to Philadelphia’s Academy of Natural Sciences, Rob first worked in the herbarium and then in the ornithology department, where he helped build an image library (yes, they were slides back then) that aimed to document every bird species in the world.

FOR THE BIRDS

For four or five years, Rob focused on bird photography, and once again made a historic discovery, this time while on his honeymoon in Nantucket, Massachusetts. He and his wife Sue found and photographed the western reef heron, which had never been spotted in the western hemisphere.

Rob claims these discoveries are just examples of being in the right place at the right time, but don’t believe that for a second. Rob has an eye. And a deep love for the natural world, whether it’s dinosaur fossils, bird species or plants and landscapes.

While still at the Academy of Natural Sciences, Rob took photography classes at a local university. A career in natural history would have required a Ph.D., which Rob decided wasn’t what he wanted. Instead, he accepted a job as photo editor for Organic Gardening magazine at Rodale Press. For 11 years, Rob enjoyed working as part of a journalistic team that shared his appreciation of nature. He got to know some excellent photographers along the way, including an early mentor, Walter Chandra, a GWA Fellow and member of the GWA Hall of Fame. Eventually, Rob decided to go out on his own and see how far he’d get. He’s gotten pretty far.

GWA FOSTERS COLLABORATION

After leaving Rodale, Rob attended a GWA meeting at the Philadelphia Flower Show and very quickly realized that “these were my people.” The life of a freelancer can be lonely at times, and in GWA Rob found a generous and talented group of people, who were willing to share what they knew. Membership gave him the chance to develop relationships with fellow photographers, and the opportunity to talk about shared problems and discoveries.

To this day he appreciates the spirit of giving and helping that is prevalent in GWA. Being part of the garden communicator community offers so many opportunities for collaboration, which gives him great satisfaction. Rob says he always comes away from these collaborations more enriched. Having worked with Rob, I can say the feeling is mutual.

Rob admits his own garden isn’t the most beautiful in the neighborhood. Those of us who work most doggedly during the growing season understand letting our personal landscape get a little ragged around the edges. Also, Rob describes himself as a plant collector, someone who’s liable to come home from a GWA meeting with more cuttings and plant samples than he can accommodate on his corner lot. But they’re all so interesting and new that Rob can’t resist them. What little gardening time he does have is spent with Sue in their vegetable garden, which Rob admits (if pressed) is pretty good.

WHAT ELSE HE’S UP TO

I asked Rob if he had a hobby, something he does to relax and unwind after a long day of lugging around a heavy tripod. He said he gets so much satisfaction from his work that he hasn’t thought much about a hobby. This winter’s work includes reducing his huge slide library to a manageable number of images. (Rob will be writing about this process soon in On the QT.) He also has two books in the works for 2017.

These days Rob is the photography director for GROW Magazine, a publication of the Pennsylvania Horticultural Society, which won last year’s Gold Media Award for best overall magazine. He enjoys this project not only because it’s a beautiful, rich, and diverse magazine, but also because he’s working with three friends he’s known for more than 20 years. The network of garden communicators continues to thrive and produce things of beauty, thanks to people like Rob Cardillo.

Ellen Zachos is the author of seven books, including Backyard Foraging: 65 Familiar Plants You Didn’t Know You Could Eat and The Wildcrafted Cocktail. She is a regular contributor to several of the Edible magazines, and a Senior Regional Advisor at Garden Compass, a plant identification app. She also works with RemyUSA, teaching foraged mixology workshops across the US for The Botanist Gin. Ellen share recipes and tips about foraging at backyardforager.com
She didn't know it (until now), but when I first met Angela Treadwell-Palmer, I stalked her. Just a little bit. My earliest memory of her is at the Perennial Plant Symposium in Chicago in 2002. She knew people. I knew she was going places and was going to make a mark in horticulture. I knew I wanted to know her.

Angela is a busy woman these days. As founder and co-owner of Plants Nouveau, a plant introduction company she started in 2006, she travels often to meet with breeders and growers in Europe and the U.S. to evaluate their latest efforts. Meanwhile, there is the usual paperwork of running a business waiting to be dealt with. Somewhere in between trips, she has to connect with her husband and children. And hey, why not be the consummate over-committer and do some lacrosse coaching, too? Like I said, she's a busy woman.

**PRETTY ROSES**

Angela got her start in plant evaluation and introduction at Conard-Pyle, her first post-college job. She started in sales, which she wasn't exactly gung-ho about, but the company saw her as a valuable asset and didn't want to lose her. One day, she was led to the rose trial garden and asked what she thought of a plant.

"What do you mean?" she asked.

"Just what do you think about it?" was the reply.

"I think it's pretty."

That's what they hoped to hear. More importantly it's what they wanted to hear from a woman because they knew most of their customers were women. And so Angela became the first woman in 100 years to evaluate roses at Conard-Pyle. In time, she traveled the world searching for better plants for them to introduce to the market. Angela stayed on until an opportunity at the Chicago Botanic Garden beckoned, and long enough to be part of the release of one of the most important roses in recent history.

**BREEDING BREAKTHROUGHS**

She arrived at CBG during their ground-breaking work with *Echinacea*. It was a dream job and she loved Chicago. She was certain Chicago would be home for a long time. Then her husband got a job offer he couldn't refuse; they couldn't refuse. It was time to move back East. But not before she was part of one of the most important perennial releases in recent history.

Angela is proud to have been involved in introducing two revolutionary plants to the horticulture world—the original Knock Out® rose and *Echinacea Orange Meadowbrite™*. Both of these plants truly changed gardening—an impressive resume from only two jobs.

Settled back East, Angela wasn't sure what she might do next. A good friend offered her an opportunity. Some plant breeders in Holland were not being properly compensated by the people handling their patents, so they were looking for more honest representation. With a list of potential clients in hand, Angela began making contacts and soon was working with some of the top breeders in the Netherlands. Her first introduction was *Echinacea ‘Pink Double Delight’*, which she is proud to say is still being sold today.

**SPREADING THE WORD**

Plants Nouveau was a one-woman operation until Linda Guy joined Angela in 2011 to double-team the horticultural world with great plants. They introduce plants covering the spectrum of possibilities: Perennials, woody, tropicals and annuals. Early success was with *Echinacea* from AB-Cultivars of the Netherlands. They also have introduced colocasias, cannas, and caladiums from Brian Williams of Louisville, Kentucky. Hydrangeas from Europe and Zone 6 camellias from the U.S. are now part of their catalogue. It's not about the location of the plant breeder. It’s about the quality of the plants being bred.

But how to get the word out about these great plants? Angela has been a GWA member since her Conard-Pyle days. When I asked her why she is a member, she said that she likes being with the people who educate others about plants. "It’s an excellent way to reach out to potential customers because the members of GWA access such vast and varied audiences."

She enjoys getting GWA members excited about Plants Nouveau’s introductions and then seeing them get their readers, listeners and viewers excited about the plants too.

I'm glad that over time I did indeed get to know Angela. Her commitment to the horticulture industry and its people, her quest for new and better plants as well as her desire to make all of us better gardeners makes her one of the most important people in horticulture today.

Irvin Etienne, a director of the Perennial Plant Association, is horticultural display coordinator at the Indianapolis Museum of Art. An award-winning blogger, he writes for *Indiana Gardening* and other magazines.
Photographing vegetables and herbs—whether for seed packets, catalogues, your photo library, photo requests or any other use—requires the photographer to consider how the viewer will respond to an image and how best to capture each plant for maximum appeal. Each type of plant represents a different challenge.

Some vegetables, such as tomatoes, eggplant, pole beans and squash, show off best when photographed on the plant. Be sure to examine them carefully to remove any blemishes. Since shadows from overhanging foliage can create harsh contrast on a sunny day, take photos on a cloudy day and use a reflector to bounce light under the vegetables.

HERBS
Many herbs, such as parsley, chervil and cilantro, remain green in their mature stage and look very similar. An artfully arranged close-up of the leaf pattern is one way to pose the plant, but with herbs I find that some colorful props can enhance the appeal. For example:
• Pose a bunch of plain-leaf parsley beside slices of smoked salmon with chopped parsley scattered on the salmon.
• Place a bunch of cilantro beside a colorful mixed salad with pieces of the leaf clearly used as a garnish.
• Show chervil growing in a pot to illustrate how decorative it can be on a sunny windowsill. Pair with a small salad plate showing pieces of chervil leaves sprinkled on slices of cucumber.

LOVELY LETTUCES
The lettuce family contains dozens of varieties that can look alike unless composed so their salient features are evident. For example, people like cos lettuces because they have a prominent, crispy midrib and elongated leaf that is green at the top and creamy at the base. Stand a blemish-free head so it presents a profile and fan out some of the erect leaves so the creamy base is prominent; the result is an appealing image without props.

My most appealing composition of a butterhead lettuce like ‘Buttercrunch’ shows the head sliced in half like an apple so the tight, crisp, crunchy, yellow interior appears as mouth-watering as a melon sliced open.

ROOT CROPS
Carrots can be tricky to photograph correctly because each variety has a distinctive shape. The variety ‘Nantes’, for example, should not be photographed with a pointed end, even though many of the roots you pull out of the ground may be pointed. Because ‘Nantes’ is famous for its rounded tips, make sure that all the roots you shoot are rounded with straight shoulders. Lightly mist them with water from a spray bottle to intensify the color.

Similarly, red beets and other root crops will glow with color when the skin is lightly brushed and misted.

Above all, make your composition look organic, as if the plant is freshly harvested from the garden. For example, store-bought tomatoes are often easily detected by a pale skin color, dried-looking calyxes and the lack of flowers or healthy looking leaves. To suggest a garden setting you might include a bushel basket of fresh-picked fruit peeking into the frame.

Derek Fell’s Vegetables – How to Select, Grow and Enjoy (HP Books) won a ‘best book’ award from GWA in 1982, and sold more than 100,000 copies. Now out of print, Derek is seeking a new publisher to revise and reprint it for today’s growing interest in vegetable gardening.
The GWA Foundation, in partnership with ScottsMiracle-Gro Foundation’s GRO1000 Program, the U.S. Conference of Mayors, Franklin Park Conservatory and Botanic Gardens and KidsGardening.org, will be traveling to four cities in support of the 2017 Gro1000 Showcase Grant Winners.

A panel of former mayors and national garden experts chose the cities. The winners were announced at the Mayors’ 85th Winter Meeting in Washington, D.C. Each GRO1000 grant awardee receives $40,000 in monetary support and in-kind donations to develop gardens and greenspaces that will help improve their communities. This year’s showcase grant winners are:

- **New Bedford, Massachusetts:** Abolition Row Park will be a transformational public greenspace at the edge of New Bedford’s downtown core, replacing blighted property adjacent to three buildings on the National Register of Historic Places—documented Underground Railroad sites and the first home in freedom of Frederick Douglass. The park will be a teaching and storytelling garden that will focus on the city’s history in the 19th century as a community of tolerance and a haven for those seeking escape from the institution of slavery. The park will also feature monarch gardens to engage local schoolchildren and college students.

- **New Haven, Connecticut:** A former dumping site, Cherry Ann Park is now a 5-acre greenspace in New Haven that serves to connect a predominantly low income, African-American residential community, city park, neighborhood kindergarten to 8th grade school and state university. The park’s transformation, which began in 2014, will continue with environmental and health educational opportunities for students at the King Robinson Magnet School, job creation for local youth and a series of raised edible garden beds to feed community members in need.

- **Rochester Hills, Michigan:** The Hills Sensory Garden will be a 5,000-square-foot garden located in Rochester Hill’s Riverbend Park. The garden will have two different areas—a student-designed and maintained space and a professionally designed sensory garden. The garden will include areas specifically devoted to schools from Rochester Hills to teach students the elements of ecology, such as native plants, soil erosion and pollination. The garden also will encourage children to interact with nature through guided walks and a natural-elements playground. The garden will also serve the public as a recreational sensory garden. The natural-elements playground, immediately adjacent to the garden, will be designed with sensitivity towards those with autism.

- **Santa Monica, California:** The result of community outreach to design a buffer area adjacent to a new Metro Rail, Ishihara Park is a public greenspace where the community can connect with nature while being screened from a nearby maintenance facility and its 24/7 operations. Ishihara Park will cover 2.35 acres and serve as an urban revitalization effort to replace land formerly used as a parking lot. It will be planted with native trees and shrubs to create open greenspace for the community. A nature garden will include flowering trees and plants to entice natural pollinators, and will give residents access to natural beauty and tranquility. The open greenspace will allow residents to use the park as they desire—for meditation, celebrations, bird watching or just simply walking and talking. A learning garden and an urban orchard of citrus trees will provide the community with space to grow fresh produce and gain horticulture knowledge.

The GWA Foundation has been a partner of the GRO 1000 program since its inception in 2011. The program is part of Scotts Miracle-Gro Foundation’s commitment to bring the life-enhancing benefits of gardens and greenspaces to more people and communities. The initiative will support the creation of more than 1,000 community gardens and greenspaces in the U.S. by 2018 in conjunction with ScottsMiracle-Gro’s 150th anniversary. To that end, more than 830 community projects have received GRO1000 funding to date. For more information, visit www.GRO1000.com.

**ARE WE COMING TO A CITY NEAR YOU?**

We are looking for member volunteers to join us in support of these wonderful projects. The press also is invited. Please contact Alexa Haller (ahaller@kellencompany.com) for more information.
Wicking Beds: Bottom-Up Sustainability

An ancient technology practiced by the Aztecs 2,000 years ago, wicking beds are gaining popularity for their sustainable use in gardening and urban farming. Basically, they use the design principles of self-watering containers on a larger scale to garden sustainably outdoors. They are self-contained, raised beds that use capillary action to draw water from reservoirs beneath through a wick to the plant roots. This eliminates water wasted on off-target irrigation and reduces maintenance because the water reservoir can sustain plants for days or weeks at a time. The beds can be automated by adding a water-level sensor to refill the reservoir.

“Wicking beds are gaining popularity in Australia for growing high-value annual vegetables for kitchen gardens,” says Angelo Eliades, a passionate forest gardening advocate with Deep Green Permaculture, in Melbourne, Australia (Australia is the world’s driest continent). “Typically only the most expensive veggies would be grown in a wicking bed, as the cost-per-square meter of gardening space is very high. This is a factor that restricts their widespread use. The capability of self-watering over an extended period is a blessing for school produce gardens, where the gardens are often unattended over the holiday periods, especially during the peak of summer.”

LESS WATER USED

John Ditchburn, a lifelong vegetable grower with Urban Food Garden in Ballarat, Australia, notes that wicking beds use 40 to 50 percent less water than conventional garden beds.

“Wicking beds are usually made with timber sides and a pond liner at the bottom to act as a water reservoir, but they can also be made out of plastic tubs or any other container that holds water and does not corrode when in contact with soil,” he says.

Since wicking beds are raised, they’ll warm up quicker in the spring than in-ground plantings, says Rob Avis of Verge Permaculture, Calgary, Alberta, Canada. On the flip side, that means they’ll freeze sooner in the fall and are more vulnerable to winter freezing and thawing. To offset this, he recommends attaching cold frames to the wicking beds, or covering them with insulating fabric for added protection.

Avis cautions that there is a physical limit to the distance that water will travel upward. “When designing your wicking bed, it’s important to keep the depth of the media-filled water reservoir at or below 12 inches (30 cm) as the capillary action struggles to lift the water higher than that. The soil layer should measure 12-13 inches (30-32 cm).”

BENEFITS PAY OFF IN LONG TERM

According to Ditchburn, the cost of building a wicking bed can be three to four times that of building a conventional raised bed of the same size. Eliades says, “Building a wicking bed is a costly exercise, if done properly. There is a lot of embedded energy in the materials used, namely the pond liner, which also happens to be one of the most expensive components, and also one of the most critical ones. All materials have a finite life, so using a pond liner with a longer warranty will ensure that the wicking bed will have a long service life that will return the cost of the materials and offset the energy used to manufacture all the construction materials.”

If you’re relatively handy, wicking beds can be a do-it-yourself project. “The skill level required
to build a wicking bed is moderate, but it’s not the easiest beginner project to construct,” says Angelo. “If you’ve never built anything of the sort previously, I’d recommend building a smaller scale wicking bed before attempting a giant-sized bed that may take a few hours to complete. Websites, such as Deep Green Permaculture (see resources), offer fairly elaborate designs and images to show how to create a wicking bed.

ANCIENT TECHNOLOGY FOR A MODERN WORLD

Colin Austin of Waterright, Brisbane, Australia, observes that wicking beds occurred naturally over a billion years ago in deserts, where a layer of sand covered a clay layer. But Austin says it was the Aztecs who were the real inventors. “They had a really nice system of a network of canals around their cities. They made a raft of rushes covered with a layer of soil to create the first and still the largest wicking bed system that the world has ever seen—feeding thousands of people in their major cities.”

Austin, an engineer, maintains that many drought and famine problems are caused more by erratic rain than no rain, and that wicking beds offer a possible solution to once again feeding thousands of people—sustainably—in many places around the world.

In his passive solar greenhouse, Rob Avis of Verge Permaculture constructs wicking beds from food grade 1,000 L tote tanks. Each tank (which makes two wicking beds) is roughly $100 and is much more affordable than constructing a raised wooden box. In his DIY version Rob puts weeping tile into the bottom and up the side of the wicking bed to increase the reservoir capacity and act as a fill tube. Then, he adds enough gravel to cover the weeping tile. Landscape fabric is placed over the gravel to keep the upper level soil separated.

To get more out of your wicking bed, Angelo Eliades of Deep Green Permaculture suggests:

• **Mulch.** A thick layer of mulch up to 3 inches (7 cm) deep keeps the moisture in the soil, prevents evaporation, keeps plant roots cool and conserves water.

• **In-soil worm farms.** A wicking worm farm can be constructed directly in the wicking bed to produce worm castings, one of the best-known fertilizers.

• **Extra growing space.** Put up trellises to grow climbing plants like beans, peas, cucumbers and watermelons. Attach this outside the wicking bed so the liner will not be punctured.

• **Protective covers.** Make a frame to support netting to protect the plants from insects and birds.

RESOURCES:

- Deep Green Permaculture, Wicking Bed Construction
- Urban Food Garden, How to Build a Wooden Wicking Bed
- Verge Permaculture, From the Bottom Up – A DIY Guide to Wicking Beds
- Waterright, Wicking Beds
- Wicking Bed, Types of Wicking Beds

Anne Marie Van Nest is a past president of GWA and member of the Sustainability Committee. She is a freelance garden writer, teaches classes on tropical plants during the winter and is a greenhouse grower for Niagara Parks in Niagara Falls, Ontario, Canada.

An incorrect caption ran with a Sustainability column photo on page 18 of the December 2016-January 2017 On the QT. The caption should read: A permaculture garden in Wisconsin emphasizes edibles.
Let’s Give GWA Membership a Big Bounce: Bring in 5 members and your annual fee is paid; win free books

BY JO ELLEN MEYERS SHARP

It may be March Madness in basketball land, but at GWA, March is Members Month.

The GWA Board of Directors challenges members to bring in at least one new person or business to the fold during March. Tell someone your story about why you’re a member, or share Rob Cardillo’s (page 14) or Angela Treadwell-Palmer’s (page 15).

As a reminder, here are some of the benefits of being a GWA member:

• No-cost access to intellectual property attorney for reviewing contracts and other services.
• No-cost attendance to key trade shows and education programs such as Cultivate’17, MANTS, TPIE and ICG.
• Professional courtesy admissions to dozens of public botanic gardens and arboreta.
• Mentoring opportunities from many of the industry’s most well-known garden communicators.
• No-cost attendance at important consumer shows, including the Chicago Flower and Garden Show, Northwest Flower and Garden Show and Philadelphia Flower Show.
• Participation in regional, national GWA meetings and Connect gatherings for unbeatable networking opportunities.
• Advance information and trial opportunities for new plants, products and services.
• On the QT, GWA’s informative, lively and attractive, bimonthly newsletter, with tips on successful business practices, profiles of members, upcoming events and the latest news about the organization and its members.

MEMBERSHIP TRENDS

Potential members include: Writers, editors, photographers, bloggers, speakers, podcaster, television and radio personalities, garden center owners or employees, landscapers, plant breeders, marketers, public relations practitioners, book authors, publishers and others who work in or represent the green industry.

Over the last few years, new members have been coming in at about the same rate as members have been leaving GWA. Most members have left because they’ve retired and no longer work as a garden communicator, or they have left the field for jobs elsewhere. Some members can’t afford the dues. Others forgot to renew their membership, but they usually rejoin when asked. If you’d like to contact members you know who have not renewed, please give the GWA office a call (212-297-2198) for some suggestions.

Allied and trade members get no-cost ads in GWA’s Clippings, the weekly electronic newsletter, and On the QT. They also get access to GWA members’ contact info, giving them the ability to share their news in a timely fashion with the very people who can get their messages out to the end users. And, as exhibitors or sponsors, they get the opportunity to meet members face-to-face to talk about new products, plants and services at the annual GWA Conference & Expo.

HOW DO YOU BENEFIT?

First, you’ll get your annual membership fee reduced by $20 for each new person or company you bring to GWA. Bring in five members, and your annual fee is paid. And, thanks to the generosity of St. Lynn’s Press, the member who brings in the most new people during March will receive free books: The Monarch by Kylee Baumle, The Downsized Veggie Garden by Kate Copsey and The 20-30 Something Garden Guide by Dee Nash.

You benefit in other ways, too. A growing membership reflects a growing organization that is on sound financial footing. That enables more programming, services and other benefits that come from a thriving professional, member-focused organization. And you’ll sow the seeds for the future of our industry.

Jo Ellen Meyers Sharp is editor of On the QT.
Membership Survey Reveals Insights on Growth, ROI

BY JO ELLEN MEYERS SHARP

Professional development and networking are the primary reasons people join GWA and why they remain members.

Those are among the findings of the 2016 Membership Satisfaction Survey, where 206 out of 1,232 members, or nearly 17 percent, participated. The full results of the survey can be found on the GWA website.

“The membership survey will be done annually, which is in keeping with the best business practices,” said Maria Ungaro, GWA’s Executive Director. “The survey tells us what members are feeling and allows us to take the pulse of what’s going on.” Here are some highlights:

- 38.9 percent said professional development was the primary reason they joined GWA, and 27.1 percent said it was the reason they continue their membership.
- 37.4 percent said networking was the primary reason they joined GWA, and 42.9 percent said it was the reason they remain members.
- On a scale of 1 to 4, with 4 begin the highest, the top five benefits valued by members are: Conference & Expo, 3.32; free admission to public gardens, 3.18; membership directory, 3.08; Quill & Trowel (On the QT), 3.06; regional meetings, 2.98.
- On a scale of 1 to 4, with 4 begin the highest, respondents rated the cost of GWA membership at 3.02, and the value at 3.42, when compared to other communications and green industry organizations.
- 82.2 percent of respondents are on Facebook; 30.3 percent on Twitter; 28.1 percent on Pinterest; 27.6 percent on Instagram; and 40 percent on LinkedIn.
- 81.9 percent of respondents said they found the level of correspondence from GWA is satisfactory; 8.5 percent said it was too much, and 1.5 percent said it was too little.

Networking is one of the key reasons people are GWA members, according to the survey.

- 94 percent said they planned to renew their membership; 6 percent said they would not.

“It’s wonderful to see our members enjoying what they get from GWA. The satisfaction level and the fact that 94 percent said they planned to renew are unprecedented for our group,” said Kirk R. Brown, GWA President. “With so many happy customers that seem thrilled with the amount and types of services our organization provides, why do we not have twice the number of members?”

In the hopes of bolstering our ranks, the board has put forth March Membership Month, and the request for members to bring in at least one new person or company to GWA, he said. (See page 20 for details).

Brown and Ungaro said that the results were informative and the only concern was the demographic makeup of GWA’s membership. Not only does it skew older—41.4 percent, 55 to 64 years old; 29 percent, 65 to 74 years old—the organization is 94 percent white.

“The lack of diversity was discussed at the January GWA board meeting, and the membership committee is working on a plan to address this concern,” Brown said.

Jo Ellen Meyers Sharp is editor of On the QT.

Networking under the Palms

GWA members visited the Montgomery Botanical Center in Coral Gables, Florida, a renowned display and research collection of 30,000 palm trees, including many rare and endangered species from all parts of the world. The former home of Col. Robert Montgomery has become the centerpiece of this 120-acre estate. This was where GWA was treated to dinner while seated on a veranda overlooking the grand lawns, allee and waterway.

About 50 GWA members participated in the Florida Nursery, Growers and Landscapers Association tour and Tropical Plant Industry Exhibition in South Florida in January 17-19. Members were escorted to several unique public and private gardens, including The Kampong, where the groups sampled Cuban pastries and coffee; Patch of Heaven Gardens, where the natural hammock topography is being restored; and R.F. Orchids Inc., where third-generation owner Robert Fuchs R.F. Orchids Inc., where third-generation owner Robert Fuchs gave a tour of his garden and retail orchidarium. The group had lunch at Costa Farms trials gardens. It was a 15-hour marathon tour, organized and led by GWA members Jennifer Nels and Sylvia Gordon of FNGLA.
Corona Tools Joins Seed Keep Project

Corona Tools has joined the 7th annual Seed Keep Project. The support will include helping to grow the project and supply garden snips for every winning school garden. “Corona Tools is excited to become a sponsor of the Seed Keeper Project. It is important for children to become acquainted with the life skill of gardening,” said Chris Sabbarese, Corona Tools’ Digital Marketing & Communications Manager and GWA member and sponsor.

The winning schools also receive *Garden-pedia: An A-Z Guide to Gardening Terms* (St. Lynn’s Press), a donation by its authors by Maria Zampini, GWA Secretary, and Pam Bennett, GWA member.

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Bailey’s Spring Previews

To kick off the spring season, Bailey Nurseries hosts an annual Spring Preview meeting for its customers throughout the United States. These one-day meetings provide education, new variety information and retail support programs to encourage a successful and profitable spring season. In addition to a brief update on Bailey Nurseries and brand programs, nationally recognized ZingTrain will discuss “The Art of Giving Great Customer Service” in a half-day workshop.

For the first Spring Preview on the East Coast, Bailey Nurseries will be bringing Michael Dirr to offer a keynote on “Hydrangea Breeding, Selection and Marketing” in Boston. In addition to the keynote address, ZingTrain will give a morning seminar on “Creating a Culture of Great Service.” Bailey Nurseries will provide an update on 2017 promotional plans and retail support.

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HRI Announces Best Bee Practices

The Horticultural Research Institute (HRI), the research foundation of AmericanHort, has announced the release of “Best Management Practices (BMPs) for Bee Health in the Horticultural Industry.”

BMPs are intended to inform horticultural professionals about the green industry’s impact on bee health. Through the use of BMP guidelines, horticulture can continue to play an important role in pollinator health.

HRI developed the BMPs, which cover greenhouse and nursery production, woody ornamentals and managed landscapes, with the assistance of researchers and apiarists throughout North America. Updates to these recommendations will be made as additional research results regarding bee and pollinator health are released.

For the full Best Management Practices (BMPs) for Bee Health in the Horticultural Industry, visit GrowWise, Bee Smart.

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AHS Gets New URL

The American Horticultural Society (AHS) has begun transitioning to a new website address: www.ahsgardening.org. The old website will continue to function until March 31, 2017. During that time, visitors will be redirected to the new one. AHS email addresses are also changing accordingly.

This move is part of a long-term strategy to update and refresh AHS assets and branding leading up to the society’s 100th anniversary in 2022. “There are several organizations that have initials or acronyms similar to ours, so our new website address will help to differentiate us when people are searching online for gardening information,” explains AHS Executive Director Tom Underwood. “Our new domain name is intended to more clearly indicate what we’re all about.”

Although the address has been changed, the AHS website itself remains the same, so visitors to www.ahsgardening.org will still find all the resources and other content available at the old address.

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Lunch at MANTS has become an annual gathering point for GWA members. This year, more than 100 GWA members, vendors or sponsors were spotted on the exhibition show floor, January 11-13. Thirty-seven members and friends Connected at the Lord Baltimore Hotel lobby bar and more than 50 attended the press preview and breakfast sponsored by MANTS. Special thanks go to show managers Vanessa and Kelly Finney and MANTS’ Board of Directors for the excellent support they have given to GWA’s expanding presence at the show.
Forgive this short verse, but I am exploring  
A board meeting report that strives not to be boring.  
So at risk of producing a report that’s horrid-a,  
I give you a summation of our meeting in Florida.

1. Memberships now run January through December  
Making all member renewals easier to remember.

2. In Canada and Rhode Island directors are completing,  
Plans for newly listed, future regional meetings.

3. We discussed the formation of a membership drive,  
Because increasing our numbers will help us revive.  
It’s also our mission to seek more variety  
And increase the diversity in this society.  
We need a broader range of people with interests botanic:  
African Americans, Asians, youth and Hispanic.

4. Our new entry procedures for Awards will permit,  
A smoother transaction for those who submit.  
So go to the website where it is made clear,  
The way people can enter their work from last year.

5. Reports from committees all took some time,  
they are just listed here…quite impossible to rhyme.  
Reports heard from: Membership, Sustainability, Awards,  
Education, Sponsorship, Association Outreach, Sustainability,  
On the QT, Communications and Blog.

6. Suggestions were made for improvements to the website,  
Increasing ease of registration for new members our highlight.

7. For those getting social, we encourage you meet,  
With posts shared on Facebook, Instagram and Tweet.

8. We reviewed the membership survey and respondent reaction  
To continue to improve value and satisfaction.

9. The new Green Medal Sustainability Award was proposed by committee and reviewed by the board.  
This mark of distinction will help GWA’s brand  
And recognize colleagues re: respectful use of the land.

10. We discussed annual meetings and possible locations:  
What is needed are local committees’ applications.  
So if you live in an area where our members should go,  
Please write a proposal, and let the board know.

11. We listened as Sally Cunningham highlighted our August meeting in Buffalo—and we are excited!

12. We measured Kellen’s improvements and higher morale,  
And gave kudos, and thank-yous, to Maria, et al.

13. The meeting ended with reports from our GWA Foundation re: Plant a Row, scholarships and public education.  
The staff and board worked all day and kept in our sights,  
Many ways to bring GWA to new heights.

Region 1 National Direction 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 GardenLady.com
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**Welcome New Members**

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**New Allied Members**

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**Obituary**

**Mary Elizabeth Tenerelli**

**September 11, 1959—December 8, 2016**

To her fellow GWA members and scores of friends on Facebook, she was simply Elizabeth Tenerelli; so many of them were a little confused when friends from childhood called her Miliza in Facebook posts.

The confusion arose mostly on a Facebook page called “Prayers for Elizabeth,” an online group of almost 300 friends, many of whom she had never met. They came together to offer support, prayers, inspirational quotes and beautiful images after Elizabeth was diagnosed last April with pancreatic cancer. Many called, wrote notes and sent gifts or flowers to the woman who called them “my prayer warriors.”

“Actually, Elizabeth was her middle name,” explained her husband, Joe Tenerelli. “She did not like her first name, Miliza, because people could neither pronounce it or spell it correctly. So, when she became a Facebook and GWA member, she decided to just go by her middle name, Elizabeth.”

On December 8, Elizabeth, a photographer, writer and devoted dog owner, died at home in Springfield, Pennsylvania, a suburb of Philadelphia after several chemotherapy treatments were unsuccessful. A memorial service was held on January 14, 2017, at the Princeton Presbyterian Church in Springfield—the same church where she and Joe were married almost 27 years ago.

Growing up in Springfield, Miliza (nee Godzieba) dreamed of becoming a writer. She joined the school newspaper at Springfield High School, became an editor, and later graduated from Temple University in Philadelphia with a degree in journalism.

“She held several jobs as a writer, but the one she enjoyed the most was with the Juvenile Diabetes Foundation, where she worked in the Philadelphia and then New York offices,” Joe said.

She returned to Philadelphia to become the communications director of the Parenteral Drug Association (PDA), where she met her future husband, a freelance graphic designer she hired to design a logo. They were married on May 19, 1990.

After the PDA moved to Virginia, Elizabeth worked as a freelance writer, copy editor, and as a rewrite person on books, but it was photography that captured her imagination. On a trip to Cape May, New Jersey, “her favorite place in the world,” Joe recalled, “She took a beautiful photograph of a sunset with an old Olympus camera and launched a new career.” Among the thousands of photographs she shot were numerous images from public gardens such as Longwood and Chanticleer. “Her photographs were exhibited in about half a dozen shows in small galleries,” Joe said.

“And were published in 2010 in her book of photographs and romantic poems, *You & No Other: Whispers of Love.*” wrote notes and sent gifts or flowers to the woman who called them “my prayer warriors.”

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At Elizabeth’s memorial service, friends spoke of the role that Facebook had played in getting to know her. As her husband noted, “It was on Facebook that Miliza became aware of the Garden Writers Association, and became a member. She became friends with hundreds of GWA members, and met many of them in person at the Philadelphia Flower Show or elsewhere. Others she talked to on the phone.”

—Denise Cowie and Joe Tenerelli