

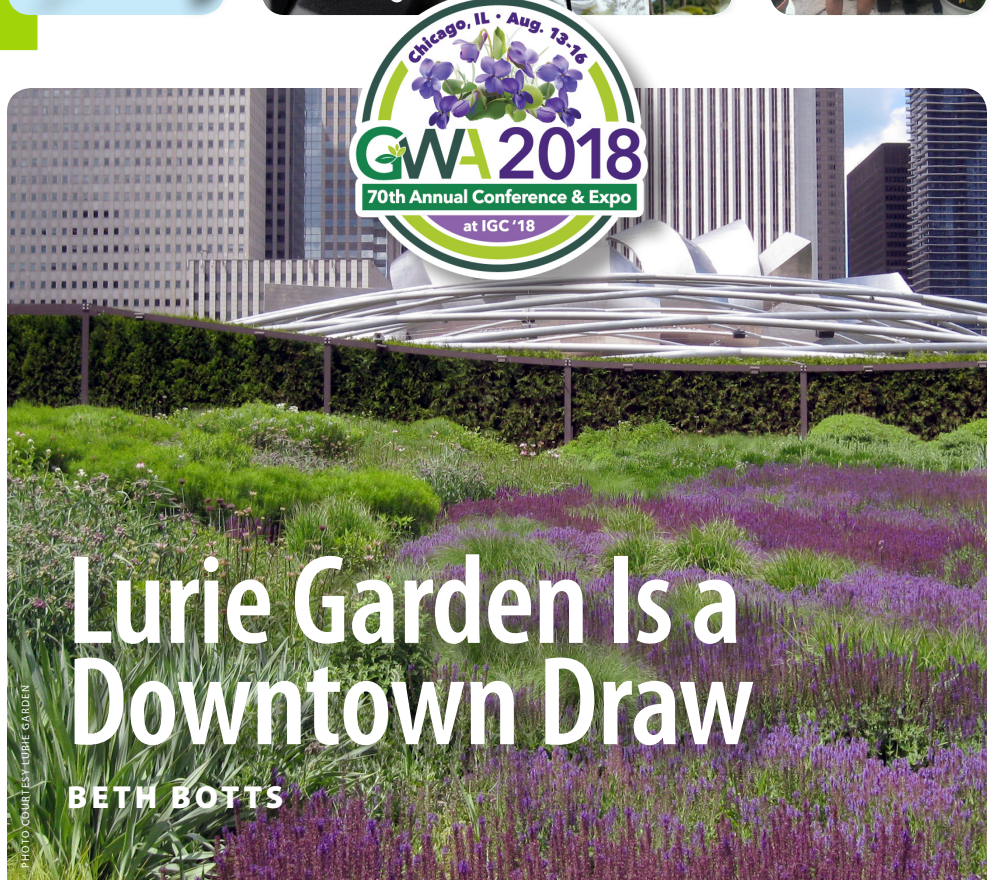


The Association for
Garden Communicators

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Can't log into the website? Visit MyGWA under Member Resources, [click here](#). A login screen will appear. Click "Forgot your password?" Enter your email address. A message will be sent with a secure link to set or reset your password. Click the link and choose a new password. Once complete, you may login using your email as username and your new password. For issues, please call 212-297-2198.



A river of perennial blue salvias runs through Lurie Garden in summer.



One of the top four stops at the #GWA2018 Conference & Expo in Chicago, is a relatively secluded gem in the middle of the city's most visited attraction.

Millennium Park, the 25-acre playground between Lake Michigan and Chicago's downtown skyscrapers, attracts more than 13 million visitors a year. Only about 4 million of them venture through 12-foot-high hedges to discover a sweeping vista of masterfully blended perennials and trees: the Lurie Garden. The 2½-acre garden was designed by famed Dutch designer Piet Oudolf (who went on to design the High Line in New York City) and opened in 2004.

Although Oudolf took inspiration from

the midwestern prairies he visited, Lurie Garden is a naturalistic landscape, not a natural one. It's a carefully composed tapestry that interweaves about 35,000 perennials—some 200 species and cultivars—with shrubs and trees. The character of the garden shifts through the seasons, from early spring bulbs through a purple river of salvia in May to golden grasses in autumn.

SUSTAINABLE GARDEN

The garden is remarkably sustainable because the plants were chosen to complement each other in every way, including their needs. They thrive with minimal watering, no pesticides or fertilizers and are tended by a handful of staff members and a loyal crew of volunteers.

— Continued on page 3



On the

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REGION VII

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Wendy Downing (2018 R)
Freelance

Bob Howard (2019 R)
The Hamilton Spectator



What Will You Do Differently in 2018?

Happy New Year! If you're looking to start the New Year off with a new outlook, GWA can help. We've put together a list of easily attainable resolutions that can benefit you personally and professionally. Tackle one (or more) of these resolutions in 2018:

Network, Network, Network: GWA offers a variety of networking events throughout the year. Take a look at our [event calendar](#) and make a point to attend at least one event this year.

Learn a New Skill or Improve the Ones You Have: Join one of our [Power Circles](#) or participate in one of our webinars. We have lots of great ones coming up. If you miss any, they are recorded so you can watch them on your own time.

Get Involved: Volunteer to serve on one of GWA's many [committees](#). It's a great opportunity to make connections and practice the skills needed to advance your career.

Get Recognized for Your Talent: [The 2018 GWA Media Awards](#) are now open for entries. This year's awards cover more than 50 categories across seven disciplines, including writing, photography, speaking, digital media, broadcast media, publishing and trade. Save \$25 and submit your entry by February 15. Please see Page 8 for details.

Share Your Passion and Knowledge: Write a blog for GWA Grows or an article for *On the QT*.

Recruit A Friend to Join GWA: Recruit one of your friends to join and enjoy all of the benefits together (and you will get a \$20 credit towards your dues renewal. Recruit six members and your membership pays for itself.)

Get Inspired: Come to the [GWA Annual Conference & Expo](#) August 13-16 in Chicago in conjunction with the IGC Show. You will walk away ready to take on anything, including your New Year's resolutions. Make 2018 the year you [maximize](#) your GWA membership!

Not a member of GWA? What's stopping you? Join today! There are so many wonderful [perks](#) to being a member.

I wish you all the best in the year ahead.

Maria



Join the American Horticultural Society

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

Member benefits include:

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

www.ahsgardening.org/join





Lurie Garden is surrounded by a tall hedge, giving the visitor the sense of being enclosed in nature.

For visitors from around the world, downtown residents and workers who escape for a break or a brown-bag lunch, Lurie Garden is a haven that surrounds them in nature. But it's a man-made haven: The garden sits on the roof of a three-level parking garage built over a busy set of commuter railroad tracks running atop landfill covering what was once the shallows of Lake Michigan.

SPECIAL GWA TOURS

Conference attendees will get special tours and insights from the Lurie Garden's director, Laura Ekasetya, as well as **Scott Stewart**, director of Millennium Park. Conferees also have the opportunity to enjoy Chicago's wildlife. The city lies in the middle of the Mississippi Flyway,

a major bird migration route, where seeds and insects in the garden attract birds all year. It is thronged with butterflies and many kinds of bees.

Those who can spare an extra day will be free to explore the rest of Chicago's front yard, a sweep of linked parks and gardens two miles long and a half mile wide between the Loop (Chicago's downtown) and Lake Michigan. The northern corner is just three blocks south of the conference hotel, the Hyatt Regency Chicago. Photographers should plan to be there early morning when the sun rises out of the lake.

Beth Botts is chair of the local organizing committee for #GWA2018.

#GWA2018—Get Involved

Region III members are busy preparing for [#GWA2018](#), the 70th annual GWA Annual Conference & Expo in Chicago August 13 through 16. The Local Arrangements Committee includes **Tony Abruscato**, **Heather Blackmore**, **Diane Blazek**, **Mason Day**, **Brent Horvath**, **Sue Markgraf**, **Katie Rotella**, **Denise Schreiber**, **Michelle Byrne Walsh** and **Maria Zampini**, with **Beth Botts** as chair. **Sandy Stevens** is the Kellen staff conference director.

Are you interested in being involved with organizing the conference? It's a great way to network and get involved with GWA. No experience is necessary. E-mail [Beth Botts](#).

Do you know a company or institution that might like the opportunity to connect with GWA members through an exhibit table at the conference trade show or through a sponsorship? Or are you interested in being a sponsor? Contact [Ashley Sullivan](#), GWA deputy executive director. A wide variety of sponsorship opportunities are available.



Speakers Sought for #GWA2018

The Education Committee seeks breakout and roundtable proposals focused on business, horticulture, photography, publishing, social media, speaking, sustainability and writing for our 2018 GWA Annual Conference & Expo, August 13-16 in Chicago.

#GWA2018 is an inclusive opportunity for all current and future GWA members to engage in exceptional formal and informal learning experiences that support career development, increase individual productivity, and provide innovative insights and solutions to industry challenges. [We invite proposals that:](#)

- Reflect innovation and cutting edge content
- Target new, mid-career, or seasoned professionals
- Stimulate and provoke discussion and audience engagement
- Provide diverse approaches for different types of learners
- Present evidence based on or supported by research
- Use multimedia approaches to enhance attendee learning
- Explore issues important to national audiences

GWA anticipates sending acceptance notifications in March 2018. Upon acceptance, speakers will be asked to sign an agreement. As a token of thanks, GWA conference presenters will receive a complimentary registration for the day of their presentation. Breakout speakers will be eligible for an honorarium of \$250 for solo presentations, \$125 per two-person panel participant and \$75 per three-person panel participant.

[Proposals are due by January 31.](#)



Gearing Up for the New Year and #GWA2018



As I look at the calendar of this New Year, I see so many opportunities for all of us to network with other GWA members and others as well as others in the horticultural industry at national trade show, as well as GWA

Regional and Connect meetings.

I encourage you to check the GWA website for the dates and places of those events and plan to attend as many as possible. You never know who you will meet who may provide story ideas, job prospects or ways to increase your skills and knowledge. Here is the link for the list of [upcoming events](#).

EDUCATION OFFERINGS

Speaking of skills and knowledge, the Education Committee has been making plans to offer educational opportunities throughout the year for both members and nonmembers. Tentative plans include webinars, a weighted class at a regional meeting, making short how-to-videos and more.

We are in the very beginning stages of developing this member benefit, but that didn't hold us back from trying out a few ideas. In November, we had our first webinar with

GWA's own attorney, John Hazard, who shared information about what to look for if you have a new contract. Of course, he is available to any GWA member to look at their specific contract or other legal issues.

On January 4, the second webinar is set with **Katie Ezler-Peters** presenting "Maximizing Your Freelancing Potential," all about ways to streamline your freelance communicating business, get more work, and enjoy quality time off.

If you missed either of these, but would like to see one or both, the good news is, they were taped, so it's possible to take advantage of their knowledge and view them when it's convenient for you for a nominal fee. Just contact the KGWA office for details. We will continue with this webinar series and would love to hear about topics that you need to know more about.

#GWA2018 CHICAGO AND BEYOND

The Local Arrangements Committee continues to make great strides in planning our 2018 Conference and Expo in Chicago August 13 through 16. The Education Committee has called for speaker applications, which are due at the end of January. Local gardens and tour bus schedules are being vetted; places

of interest in downtown Chicago are being discussed along with after-conference tour possibilities. It's going to be an amazing and exciting event, so mark your calendars. I look forward to seeing you all there.

There are so many amazing big cities, small cities and areas with great horticultural universities that encourage fabulous Master Gardener programs that have developed beautiful local gardens and public spaces. Do you live in such as area? We'd love to come and visit you and your hometown. Look around. Talk to your National and Regional Directors and invite the members of GWA for a visit. We'd enjoy experiencing what you think is special about your hometown. We'll help increase tourism by putting the 'buzz' in our articles, blogs, images and presentations about all the fabulous places you arranged for us to visit. It would be a wonderful event where everyone would benefit.

Is putting a conference together a cakewalk? – NO! But there would be a lot of support from those who have done it before and it's a wonderful way to network and get to know a lot of people. You may be thinking that you wouldn't have time to work on this for a couple of years...that's not a problem because we like to plan a few years ahead. Let us know if you are even thinking about it!

GWAGROWS

All of the GWA committees have been working hard and have their plans in place for their focus for upcoming year. One in particular – the GWA Blog, GWAGrows, led by **Carol Michel** and **Teri Speight** has been very active and they are doing a remarkable job involving numerous GWA members. Perla Santiago has already translated several of the blogs into Spanish, so we can help and encourage other communities to get involved by communicating about their own garden experiences.

GWAGrows is our blog, but we want to reach out to other groups that may not be inclined to visit the GWA website to read our blog. So feel free to share its content with others who may be interested. This is a win-win for everyone. Contact Carol or Teri if you would like to participate in creating a blog post or if you have an idea for a suitable topic for our members.

This is going to be a sensational year. I hope to see you all!

Becky Heath

Jacqueline van der Kloet International Author and Designer Will Keynote #GWA2018

SALLY FERGUSON AND JO ELLEN MEYERS SHARP



Jacqueline van der Kloet has turned her experiments with bulbs in her own garden in Weesp into a design concept seen at Chicago's Lurie Garden.

Jacqueline van der Kloet, known for her designs in Lurie Garden, the High Line and the New York Botanical Garden, will be the opening keynote speaker at GWA's 70th Conference & Expo in Chicago, August 13-16.

While final details are being worked out, van der Kloet will talk about how her experiments in her own garden led to the development of a style of working with bulbs that is in demand all around the world.

Tim Schipper, of ColorBlends Wholesale Flowerbulbs, and Millennium Park Foundation have agreed to sponsor Van der Kloet's airfare, speaker fee and hospitality. She will speak at 1 p.m., Tuesday, August 14.

Van der Kloet is an internationally acclaimed garden designer and one of Holland's best-known gardening authorities. She is a pro's pro—a plant specialist whose advice is sought by other designers and landscape architects. Her designs are prized for their artful, naturalized schemes and bold use of color.

WORLD-RENOWNED DESIGNER

Van der Kloet began her career as a designer of private residential gardens. Today, her client list includes some of the most prestigious public gardens in the world. In North America, she teamed with Piet Oudolf for innovative plantings at New York's Battery Park, New York Botanical Garden and Chicago's Lurie Garden. Her work across Europe and Asia ranges from Holland's famous Keukenhof to the palace Huis ten Bosch in Nagasaki, Japan, to the Newport Bay Club at Disneyland, Paris. She has been a contributing designer to many international exhibitions.

Her garden designs are stylish and eclectic, with a relaxed, random feel that belies the artistry behind her plant placements. Her gardens feature inspired, often impish, mixes of perennials and bulb flowers with blooming shrubs and trees. She makes choices that surprise and delight. Her preferred palettes are soft, yet compelling, catching the eye and capturing the imagination.



GARDEN WRITER

She is the author of 10 gardening books; the latest, *Colour Your Garden*, is the first available in English. Her book in progress, slated for release in Spring 2019, focuses on the role played by her own garden as a source of joy and a site for design experimentation. A naturalistic bulb planting technique she developed in that garden is now used by gardeners around the globe: Selected flower bulbs are pre-mixed in tubs or wheelbarrows, then tossed out to be planted where they fall, randomly as if planted by nature.

Van der Kloet is a graduate of the Royal Horticultural Institute for Garden and Landscape Architecture in Boskoop, The Netherlands, and of the Provincial Institute for Horticultural Studies in Anderlecht, Belgium. She has helped her own business since 1985.

RESIDES ON ISLAND

Van der Kloet lives in the Dutch town of Weesp. There, she and her colleague, landscape architect Niek Roozen, co-own a small island, where they've both lived with their families and had offices since the 1980s. It's a magical setting, where their mature gardens and hedges are ringed by ancient fortifications that once played a part in the defense of Amsterdam and now host a flock of small, black-and-brown Ouessant sheep. A portion of the property has been opened to the public as a popular garden destination called "De Theetuin," or The Tea Garden. (For a peek at her garden, plug Ossenmarkt 42, Weesp, NL into Google maps.)

Sally Ferguson, a former GWA Regional Director, and her husband David Caras own Ferguson Caras PR, which received the Wilfred J. Jung Distinguished Service Medal in 2013. GWA Vice President **Jo Ellen Meyers Sharp** is charged with developing the program component of #GWA2018.

How the Membership Committee Could Be Useful to YOU



The GWA Membership Committee is charged with the overall mission of retaining existing members and recruiting new ones. Sometimes this assignment has seemed overwhelming since there are so many

possible ways to pursue this goal. So for 2018, we've decided to break this task down to a few specific goals and see where that leads us.

NEW MEMBER WELCOME

Our committee members are contacting new GWA members to welcome them personally. We frequently hear about the importance of this one-to-one connection when people first join GWA. In our emails we often include [tips on getting the most out of their GWA membership](#). This document can be viewed online or printed. It is helpful to new and existing GWA members so please take a look and share it with others.

BENEFITS FOR HORTICULTURISTS

Secondly, our committee realizes that many people in horticulture don't realize how our organization can benefit them. Our goal for the year is to make it clear how GWA meets the needs of *specific populations*. We've targeted three groups for our first round of contacts: independent garden center owners/employees, botanical garden employees/educators and Master Gardener volunteers.

The Membership Committee has drafted three documents that spell out how GWA serves each of these groups. These sheets contain bullet point style information that can be used by any member as an elevator speech pitch to prospective members. They will soon be available as PDF downloads in the Archives section of our website. Please share them with anyone in your area who might benefit from this information.

Our committee members are also compiling mailing lists that will be used to send these documents to specific individuals in early



The Association for
Garden Writers

JOIN TODAY! VISIT
GARDENWRITERS.ORG/JOIN

HOW IGC OWNERS & EMPLOYEES BENEFIT FROM GWA

PROFESSIONAL CONNECTIONS Many GWA members work at garden centers. They network with each other at our meetings and online, exchanging ideas for educational events, expanding sales, and communicating with customers.

WRITING SKILLS GWA symposium classes and networking will help sharpen blog and newsletter writing skills. One way that a local IGC distinguishes itself from the box stores is by developing personal relationships with their customers. A weekly newsletter and/or blog, written in a warm, personal style, is one way to do this. Our members know that even those who don't consider themselves to be "writers" can learn better writing skills.

SPEAKING SKILLS Many GWA members are speakers. Some of the meetings are about speaking skills and this helps IGC people to present better educational programs.

IT'S A VISUAL WORLD Good photography capabilities and building a library of photos are important for every IGC. Improving photography skills, photo handling, software and more are topics that are included or discussed in GWA meetings, member forums etc.

MEASURING THE PULSE OF THE INDUSTRY GWA keeps employers and owners informed about what's happening in the industry. Learn about new plants, products, problems and consumer trends from member emails, forums, and at regional and national meetings.

BEING SOCIAL If your business struggles with how to use social media effectively, GWA is for you. At annual and regional meetings, in our virtual Power Circles, and through articles in the GWA newsletter, members learn better ways to use platforms such as Facebook, Twitter, and Instagram.

PUBLIC CONNECTIONS Since GWA is all about communication, this organization serves those who talk to the public about plants and gardening. Learn better ways to convey garden information to newbies. Find new approaches to sell the excitement about plants and gardening to a young audience.

GET ON THE AIR Some GWA members host radio programs or podcasts. This is another way to position your IGC as local experts. Talk with radio hosts at GWA meetings about how you can host a gardening program on the air or create your own IGC podcast.

RECHARGE YOUR BATTERIES Let's face it, spring is brutal at an IGC. By August or September, you're ready for a break! GWA symposiums provide a fun, delicious way to see colorful gardens in many parts of North America at the time when you can actually get away. Our meetings take place in different locations every year, allowing for interesting travel that will also benefit your bottom line.

"Since joining GWA, my membership has been instrumental in helping me communicate better via TV, radio, social media and print. Learning through regional meetings, national symposiums and Connect meetings during industry events has increased my knowledge of the plants, products and procedures used in retail and gardening. Most importantly, the people of GWA have been accessible to share their knowledge and expertise. As an independent Garden Center, GWA keeps us ahead of the curve of what the big box stores can offer."

Carrie Engel, Manager
Valley View Farms, MD

2018. But even as we are focusing on these three target groups, we're also looking forward to future mailings to students, garden designers, plant society members and more.

Kudos to membership committee members: Shelley Cramm, Louise D. Clarke, Kate J. Copsey, Chris Freimuth, C.L. Fornari, Noelle Johnson, Eva Monheim, Randy Schultz, and Teresa J. Speight for the time and effort they are putting in to these specific goals. Want to join us? Contact the GWA offices and let them know you're on board!

C.L. Fornari is a National Director and member of the Membership Committee.

Registration opens
April 1, 2018 @ 12PM ET



Look for updates at gardenwriters.org! Follow us @GardenWriters #GWA2018.



Sustainability Committee Report



Lois J. de Vries (third from left) and the group discuss emotional intelligence during the recent Association for the Advancement of Sustainability in Higher Education Sustainability Officers Retreat.



I recently had the opportunity to attend the Association for the Advancement of Sustainability in Higher Education Sustainability Officers Retreat. The

GWA Sustainability Committee is involved with AASHE, in part, as a way to expose college-age students to GWA and GWA to AASHE. I went to:

- View my work as GWA Sustainability Chair from a new perspective.
- Gather new ideas to inform the work of the GWA Sustainability Committee.
- Develop additional skills and techniques for communicating sustainability concepts to and among the GWA membership.
- Broaden the Sustainability Committee's network by establishing personal contacts outside of the gardening and horticulture arena.

NEW IDEAS

This was a very intense four-day experience with a focus on organizational design and idea flow. There were multiple advanced tracks and a wide variety of concepts and interactive approaches that hold the promise of being integrated into GWA programming. Among these were: Active Listening, Appreciative Inquiry, Accessing Group Intelligence, Using Emotional Intelligence and Implementing the P-O-P (Purpose-Outcome-Process) Approach to problem-solving and decision-making.

Most of the learning activities were targeted to attendees' identified issues, which provided additional insight among team members or within focused groups.

NEW CONNECTIONS

I had the opportunity to discuss with other attendees the current issues that are affecting their work, both on and off campus. Plans are in place for attendees who want to stay in contact to do so via closed group communications.

IDEAS FOR GWA

- **Real time polls.** This was an interesting aspect of some of the presentations. Participants signed in to meetingsift.com via computer or smartphone to respond to polls. The changing nature of the poll results could be seen in real time projected onto the presenter screen.
- **Shared online folders.** All presenter materials, bibliographies, attendee biographies and contact information, as well as photos and additional resources are shared with attendees via Google Drive.

RECOMMENDATIONS

1. The AASHE Sustainability Officers Retreat presented a different programming model that GWA may want to consider for smaller, more intimate and focused special interest groups. It is a LOT of work, includes multiple presenters, team building and entertainment (by presenters and attendees), but it holds the potential for an additional income stream by offering a deep-dive experience for members whose careers are in a mature stage.
2. Create a retreat-style experience for GWA Committee Chairs (and/or committee members) to work together on identifying objectives and opportunities that cut across our separate responsibilities. This could be pre- or post-conference, or a stand-alone event.
3. Incorporate Introduction SLAMs into our programming, such as at First-Timers or the Committee Reception (possibly as a background slide show).
4. Approach Office Depot as a future GWA Conference sponsor, based on their sustainability mission.

(Editor's note: I asked Lois to explain SLAMs. Here's her response: "Like a poetry slam, without the competitive element. Each participant was asked to prepare a slide that could be anything they wanted (some people used a collage of their personal life; others, only their work life). We each had two minutes to tell who we are, what we do at our organizations, and what we wanted to get out of the retreat.")

Lois J. de Vries has shared with GWA many of the ideas she picked up during the recent Association for the Advancement of Sustainability in Higher Education Sustainability Officers Retreat.

2018 GWA Media Awards Open for Entries

DEADLINES

Early entries, received before February 15, 2018, receive a \$25 discount, in addition to the discounted members price. All entries must be received by March 15, 2018. All submissions, except those in the new speakers category, must have a copyright date between January 1, 2017 and December 31, 2017.



2018 GWA Media Awards have launched and committee co-chairs **Ellen Zachos** and **Dee Nash** hope everyone will consider entering.

As the only national, online, media awards program for garden communicators, the GWA Media Awards offer both members and nonmembers the opportunity to enter their best work for recognition by their peers. Although GWA membership is not required, it does provide members with a special reduced entry fee.

Awards are made at two levels: Silver Awards of Achievement and Gold Awards for Best Talent or Best Product, representing the best of each artistic category and the best of each product. Silver Awards will be announced in May. Winning entries will be displayed at #GWA2018 Annual Conference & Expo in Chicago, and the Gold Awards will

be announced during the Annual Awards & Honors Dinner.

We're especially pleased to have set the roster of judges earlier and with more of them than ever before. Two professionals selected for their expertise and experience within the genre will judge each category. Also new this year, judges are allowed to enter the awards competition, but *not* in the categories they are judging.

NEW CATEGORY FOR SPEAKERS

In response to members' suggestions, a new category has been created this year for speakers. Entries must be submitted as videos recorded at live speaking engagements, and may be up to 60 minutes in length. Submissions will be judged for content, style and accuracy—*not* on video quality. So don't be

shy. We know there are a lot of great speakers among our members, and we encourage you to show us just how good you are.

Since the announcement of this new category came late in 2017, we are making an exception regarding the "publish" dates. Submissions may be for presentations given between January 1, 2016 and December 31, 2017, rather than for 2017 alone. Next year, the date requirements for this category will be in sync with those of the other categories, i.e., limited to a single calendar year.

CATEGORIES FOR ALL GARDEN COMMUNICATORS

More than 50 categories include writing, photography, digital and broadcast media, as well as publisher and trade awards. Most awards should be submitted digitally, although entries in the magazine category may also be submitted as hard copies, and book entries *must* be submitted as hard copies, unless they were published exclusively as e-books. [For submission and category details, check the GWA website.](#)

If you'd like additional information and can't find it at the URL listed above, you may email info@gardenwriters.org, or call Jenn Perrone at Kellen, 212-297-2198.

Our work is often solitary, and it isn't always easy to keep up with what our colleagues are doing. Think of the Media Awards as a chance to share what you love and do best with the group of people who appreciate it most.



Active Meeting, Jobs Board at New England Grows

BY C.L. FORNARI

GWA was well represented at New England Grows in Boston, Nov. 29 to Dec. 1, 2017.

C.L. Fornari and **Rochelle Walter Greayer** presented a talk on "Effective Newsletters." The "Garden Writers Services" board attracted attention from exhibitors and attendees alike, and members and curious nonmembers came to the connect meeting. Thanks to Region 1 Director **Carmen De Vito** for her help with the connect meeting.

The GWA and the Connect meeting at the New England Grows trade show brought members and curious nonmembers together for round-table introductions and networking. Those attending shared what they were working on and what they needed help with. Ideas were given and resources shared by others around the table. Like a game of

"Six Degrees of Separation," we were all reminded that often we are only a few connections away from the help we need.

At the trade show, there was a series of boards for job listings, equipment sales and internship opportunities. Among these was a Garden Writer Services board where garden communicators could post flyers and business cards. This board was first well papered with GWA materials, which were clearly well received, as the brochures and cards had to be re-stocked several times. GWA members who attended the show also put their promotional materials on the board. This is an idea that could be replicated at other trade shows, so plan ahead and contact the show staff about allowing board space for garden communicators at your regional green industry events.

Honors Committee Formed, Seeks Nominations

GWA President Becky Heath has appointed **Debra Prinzing** to chair GWA's 2018 Honors Committee. Three additional members have agreed to serve: **Rob Cardillo**, **Melinda Myers** and **Nan Sterman**.

"Members are encouraged to recognize the achievements of their peers and other industry leaders with an Honors Nomination," said Prinzing, former GWA president and a member of the GWA Hall of Fame.

For 2018, nominations may be submitted in the following categories:

- **Hall of Fame** is the highest honor GWA can bestow on a person whose life and career have materially affected and advanced the mission and values of GWA. [Learn more about Hall of Fame](#)
- **Honorary Member** recognizes a nonmember who has contributed measurably to the GWA mission and values through professional or avocational activities, but is not otherwise qualified for GWA membership. [Learn more about Honorary Members](#)
- **Fellow** recognizes a member in good standing who has demonstrated exceptionally high degrees of skill, professional ethics and dedication to the GWA mission and values. Two members may be elected Fellows each year. [Learn more about Fellows](#)
- **Wilfred J. Jung Distinguished Service Medal** is awarded to an Allied Trade member who has contributed significantly to the promotion of home gardening and garden communications. Only one award winner may be named each year. [Learn more about the Jung Service Medal](#)
- **Emergent Communicator Award** recognizes a member under the age of 40 who has demonstrated exceptionally high degrees of skill, professional ethics and dedication to the GWA mission and values. Self-nominations are welcome. Only one award winner may be named each year. [Learn more about the Emergent Communicator Award](#)
- **Cynthia Westcott Scientific Writing Award** recognizes individuals who communicate new ideas, concepts or scientific findings related to horticulture and gardening in terms that are easily understood by laypersons. [Learn more about the Scientific Writing Award](#)

The online nomination forms will be available February 1, 2018 and submissions are due by April 30, 2018. Please check the links above to find lists of past honorees before submitting your nomination. Sitting officers and directors of GWA are not eligible for GWA Honors.



GWA members are invited to contribute posts for the [GWAGrows blog](#). Posts are usually 400 to 500 words and can be about any topic members feel would be useful or interesting for the GWA community. Send suggested topics to Carol Michel, Indygardener@gmail.com.

On the QT heard you

Thanks to On the QT readers who responded to the recent readership survey. There were many complaints about the awkwardness of reading the online version, but unfortunately there's nothing the editors or graphic designer can do about that. The online platform is free and there's no money right now to move to a different option.

Although we weren't able to incorporate everyone's suggestions, we tried to accommodate those that we hope will make reading *On the QT* online a bit easier. To that end:

- Margins have been decreased slightly to allow for a wider column.
- Pages now have a three-column grid, rather than four columns. This allow us to increase the type size slightly.
- We've eliminated or reduced larger solid color areas and a majority of the rules lines.
- We've reduced or eliminated random white space.

Pitch It Right for a Home Run



GWA members and others recently posted on *The Business of Garden Writing* Facebook page that they wanted to know more about pitching. Here are some tips on pitching articles for magazines,

newspapers, corporate blogs, newsletters and other publications.

- Make sure the publication accepts freelance articles, photos or artwork. Not all of them do. Check the publication's website for guidelines on submissions. Some publications provide guidelines and some do not.
- In the publication's staff box or on the website, try to identify to whom the submission should be sent. Avoid "to whom it may concern." If it's unclear, send the pitch to an editor and address him or her by name.
- Read the publication. I know this sounds really basic, but you'd be surprised how many freelance writers don't do this. If you can't get an actual copy, look at the website. Pay attention of the tone of articles, what kinds of information is generally included. Are articles reported or written from personal experience? Are articles illustrated with photography or other graphics? If there's a pay wall, call or write the publication and ask for a sample copy.
- Articulate in the pitch how your article fits in the magazine. What news or information does it present? Does it advance a topic? Will it speak to a certain demographic or skill level?
- Include a brief bio that indicates where you've had articles, photos or artwork published. You want to reinforce that you are experienced and up to the job.
- Identify who you would interview for the article and what information they would contribute.
- Submit a summary of what the article will say.
- Send a couple of examples of photos or graphics that could illustrate the article. These do not need to be extremely high res, but should be large enough that the editor



can get a good sense of the quality of the image. Keep in mind that some publications will assign their own photographer and graphic artist.

- Does the publication use a particular style, such as Associated Press? If so, write your article in that style. Follow any guidelines provided. Editors appreciate not having to edit for style, so they can focus more on content, clarity, flow and other aspects of storytelling.
- Consider running the pitch for review by someone who has written for the publication.
- Most publications work with writers and photographers as [work-for-hire](#), so make sure to understand what rights you retain, if any.
- Usually email is the best way to submit ideas. Follow up with a phone call or an email in a couple of weeks. I know it's terribly unprofessional, but some editors do not respond at all.
- Submit a clean, well-written, error-free pitch. Good luck!

A RECENT EXPERIENCE

Someone recently pitched a story for one of the magazines I edit. The idea was a good one, but it was obvious that she'd not read the magazine. Still, I accepted the story idea, which had good photos—that and the fact that I actually needed an article like she pitched.

I sent her the guidelines for the article and she immediately sent back her piece, not written in the format required. In fact, there was no article, only photos. I emailed her back, suggesting that I had not been clear in what was needed and explained in more detail. I told her the info was in the guidelines. Her response was she had a creative brain and was not a detail person and had overlooked the instructions. She agreed to read the directions and resubmit the article.

So, once you get the job, follow the guidelines and meet the deadlines. The less work or worry you make for an editor, the more likely you'll get more assignments.

Jo Ellen Meyers Sharp, vice president of GWA, edits four magazines and two new newsletters.

WELCOME NEW MEMBERS

Charlotte Adelman
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Guilford, CT

Mary Ann Beaudry
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Howell, MI

Ellie Bender
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Shoreline, WA

Cris Blackstone
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Newmarket, NH

Betty Cahill
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Denver, CO

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Botanical Gardens
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Taylor, MI

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Harvard, MA

Dave Hanson
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Vega Alta, PR

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Apopka, FL

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William Rowlands
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Greens Farms, CT

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Getzville, NY

Colleen Smith
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Denver, CO

Laura Smith
luaufinkey@gmail.com
Salinas, CA

Richard Tracy
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rtracy@sierraemail.com
Grass Valley, CA

Priscilla Williams
phw@seedlingspecialist.com
Townsend, MA

GWA Upcoming EVENTS

ALL TIMES LOCAL.

GWA Webinar Series: "Maximizing Your Freelancing Potential" with Katie Elzer-Peters

Thursday, January 4 • 2 to 3 p.m.

Connect (& More): GWA @ MANTS 2018

Wednesday, January 10, 2017
5:30 to 7:30 p.m.

LB Tavern at Lord Baltimore Hotel
Baltimore, Maryland

Connect: GWA @ NCNLA's Green & Growin' 2018 Show

Thursday, January 18, 2018 • 6 to 7 p.m.

The Bar Down Under at Sheraton
Greensboro, Greensboro, North Carolina

Connect: GWA @ Garfield Park Conservatory, Chicago

Saturday, February 17 • 8 a.m. to noon

Tour the spectacular and historic glasshouse in Chicago's Garfield Park, designed by renowned landscape architect Jens Jenson. Drive your own car to lunch in Oak Park, about 15 minutes away.

Connect: GWA @ 2017 Northwest Flower & Garden Show

Thursday, February 23 • 6 to 8:30 p.m.
Washington State Convention Center,
Seattle

You're invited to join your garden communicator colleagues for a GWA Connect meeting during the Northwest Flower & Garden Show, 1:30 to 2:30 p.m., Friday, February 9, at the Washington State Convention Center.

Come share your latest accomplishments, industry topics and concerns. What professional areas would you like to improve this year? How can GWA help you do that? Bring a brown bag lunch, or buy one ahead of time at the nearby Wild Rye Café Bakery—on the same floor—before the meeting starts.

Registration is free and both GWA members and nonmembers are welcome. Please apply by Thursday, February 8, so you'll be on the list at the door. We'll meet in the Yakima 2 Room, on the main level

Helping Us Grow! *Thanks to these GWA members for helping to grow the organization.*

ONE MEMBER

APLD
Karen Banerd
Cassandra Barr
Sharon Beasley
Steve Bender
Diane Blazek
Tracy Blevins
Nancy Buley
Keri Byrum
Pat Crocker
Mark Cullen
Perla Sofia Curbelo
Carmen DeVito
Katie Elzer-Peters
Tom Fischer
Susan Harris
Wendy Helfenbaum
Dawn Hummel
Kathy Jentz
Jan Johnson

Igor Kaftan
Jessie Keith
Karen Kennedy
Debra Knapke
Theresa Loe
Longwood Gardens
Jeff Lowenfels
Sue Markgraf
Susan Martin
Jennifer McGuinness
Kerry Ann Mendez
Kelly Norris
Debra Prinzing
Marty Ross
Katie Rotella
Pam Ruch
Yvonne Savio
Denise Schreiber
Sharee Solow
Sue Trusty
Chris VanCleve

TWO MEMBERS

Teresa Watkins
Tom Wichman
Dottie Woodson
Abbie Zabar
Maria Zampini
Helen Battersby
Louise Clark
Kate Copsey
Sally Cunningham
Bill Johnson
Eva Monheim
Lynn Steiner
Bill Thomas
Jodi Torpey

THREE MEMBERS

Ken Brown

FOUR MEMBERS

Ruth Rogers Clausen
Jan Johnsen
Jo Ellen Meyers Sharp

SIX MEMBERS

Brie Arthur

TWELVE MEMBERS

Kirk Ryan Brown

TWO ALLIED MEMBERS

Teresa Watkins



Climate Change and a Mosaic of Voices



Spraying pesticides on fruit trees requires wearing protective gear.



Editor's note: Dency Kane's column begins a yearlong look at climate change and how it affects what we do.

As I stepped outside with the dog this morning, I was finally greeted by autumn's crisp air. I live in the Northeast. It is November 15, and last week we had our first freeze. I picked up the paper, came inside, poured a cup of coffee, and opened the *New York Times* to a photo of a group of protestors jeering and heckling the U.S. delegation at the 2017 United Nations Climate Change Conference in Bonn, Germany. The delegation was presenting the defense of fossil fuels. On the same page, a facing column was titled

"Once Stalled, Emissions of Carbon are Rising."

As a garden photographer, I see evidence of a warming climate in the New York Botanical Garden's Rockefeller Rose Garden. Over the past 27 years I have photographed in that rose garden, either for editorial assignments or for my own pleasure. I witness the slow expansion of the growing season, as well as earlier peak

bloom times. This lengthening of seasons is obvious in many agricultural and garden areas, too.

SOMETHING WE'VE ALL SEEN

I imagine that most GWA members also are experiencing similar results of climate change. Depending on where you live, this may include heavier than normal rain storms (often called "rain bombs"), flooding, drought, wildfires, air pollution, tick and pest increases, more invasive weeds as well as bee and butterfly decline.

Cities along the Mississippi River are experiencing the effects of climate change, too. "I'm living it—the flooding, the drought, the sustained rains, the hurricanes back to back, back to back," said Lionel Johnson, mayor of St. Gabriel, Louisiana, and co-chair of the Mississippi River Cities and Towns Initiative. "When things happen to you personally, it then becomes a personal issue for you." That is true no matter where you live in the world.

I grew up on a large farm in Connecticut where apple and peach orchards spread

across a vast slope. Down below were two barns, one housing our horses and the other a cider mill. In addition, we had extensive fields of strawberries and vegetables. Across the street there were greenhouses and a retail nursery stocked with trees and shrubs. In one of those greenhouses, I would stand on a crate next to my father and pot geraniums. The memory of the smell and feel of the soil, plus the bright geranium colors stay with me to this day.

YOUNG FATHER'S DEATH

When I was 6 years old my father was diagnosed with bladder cancer. Two years later, at age 35, he was dead. A light went out in my life. Years later I found a black and white photograph showing my father in an apple orchard spraying chemicals from a thick black hose attached to a huge canister of pesticides atop a flatbed truck. Like most farmers at that time, he wore no protective clothing or mask.

Rachel Carson's *Silent Spring* was written in 1962, six years after my father's death. Carson exposed the hazards of DDT and other chemicals, such as arsenic-based pesticides that were used in the '40s and '50s. She detailed cases of human pesticide poisoning and cancer, as well as pesticides' effects on natural ecosystems. Evidence of increased arsenic in old orchard soils is still found today. Currently, there continues to be disagreement over the use of certain pesticides.

PESTICIDE POLLUTION

Weed scientist David Mortensen from Penn State University believes that pesticides like dicamba and 2,4-D will continue to increase because of weed resistance to glyphosate. Dicamba and 2,4-D drift threatens neighboring farmers' crops, some of which are organic. This drift also kills native plants like milkweed that support beneficial insects including bees and butterflies.

So what is the relationship between pesticide use and climate change? The probability of pesticide leaching is much higher during heavy rains and floods. That means our water becomes more polluted. Warming temperatures increase insect pests and weeds. More weed and pest infestations equal more pesticide use. However, some farmers in the Midwest, such as Justin Knopf in Kansas, are using cover crops to reduce weeds and restore soil health. The book *Rancher, Farmer, Fisherman* by Miriam Horn tells the story of Justin and others who are finding solutions to the climate change problems they face.

Higher temperatures enable grasshoppers,

ticks and other insects to complete a greater number of reproductive cycles per year. Insect pests not only hurt crops, but they make us more cautious when we walk in the woods or work in the garden. We are much more aware of mosquitoes (Zika virus) and ticks (Lyme disease).

Professional and personal reasons fuel my interest in and advocacy for climate change issues. GWA is a mosaic of individual talent, ideas and voices. Let's face the climate change challenge together.

Dency Kane is a garden photographer and Climate Reality Leader, trained by Al Gore and the Climate Reality Project, dencykane@photographer.net, dencykanephotography.com.

RESOURCES

The Perfect Earth Project, www.perfectearthproject.org
Ecological Landscape Alliance, www.ecolandscaping.org
Katharine Hayhoe, climate scientist, www.katharinehayhoe.com
News and Articles about Science and Technology, www.phys.org
Beyond Pesticides, www.beyondpesticides.org
Cornell Extension, www.cce.cornell.edu
National Resources Defense Council, www.nrdc.org/stories/story-silent-spring
Yale Program on Climate Change Communication, environment.yale.edu/climate-communication
Skeptical Science, skepticalscience.com
The PRFCT Yard Handbook, produced by the Perfect Earth Project, founded by landscape architect Edwina von Gal

GWA Upcoming EVENTS

— Continued from page 11

of the Conference Center, 705 Pike St., across the street from the NWFGS entrance. There is no access to the show floor from the meeting room. Those with wristbands, tickets, or hand stamps will cross Pike Street to enter the show. For a media pass, apply to Barry Bartlett, barry@barrybartlettgroup.com

GWA MEMBERS TO SHINE AT GARDENPRO CONFERENCE

By Mary-Kate Mackey
National Director Region VI

Members play a major role at the new GardenPRO Conference in Seattle, February 9. More than half the presenters are drawn from the ranks of GWA. This one-day conference, sponsored by *Garden Design* in conjunction with the Northwest Flower and Garden Show (NWFGS), features **Katie Elzer-Peters**, **Mary-Kate Mackey** and **Susan Morrison** on "Pitch Perfect: Polishing your Writing Craft;" **Katie Dubow** and **Suzi McCoy** speaking about "Aligning your Business with Today's Garden Trends;" **Katie Elzer-Peters** also appears with **Debra Prinzing**, **Stephanie Rose** and **Chris Sabbarese** on "Social Outreach—Crafting a Strategy for Increasing and Engaging Social Media Followers" and **Benjamin Vogt** presents "A New Garden Ethic: Cultivating Defiant Compassions for a New Garden Future."

Janet Endsley, the NWFGS seminar manager, tapped the talent for the educational conference. After years of choosing speakers for the show's 100-plus seminars, "I can always count on GWA members to deliver for our NWFGS audiences. They take the time and effort to bring their A-game to the show," she said.

So, it was natural for her to turn to the membership when this first GardenPro conference was planned. "I wanted to give back a day for writers, photographers, designers and landscapers to gain professional development and new networking opportunities."

To join your colleagues, check out the information here: <http://www.seattle-gardenpro.com/#program>

— Continued on page 15

NEW & Noteworthy



Indianapolis Rose Society Names Byington President

Teresa Byington was installed recently as president of the Indianapolis Rose Society. Teresa has served on the IRS board for four years in vice president posts. In addition, she serves as IRS chairman over website and social media.

Byington also serves as editor of the American Rose Society's newsletter, *Roses & You*, and she is the co-host of the *Rose Chat* Podcast with GWA member **Chris VanCleave**. Locally, Byington is a Purdue University Master Gardener in Hendricks County, Indiana. She blogs her garden adventures at TheGardenDiary.com and invites you follow along.



Online Job Board Launches

Plants Map has launched an [online jobs board](http://jobs.plantsmap.com), said Tracy Blevins, co-founder of Plants Map and a GWA member. [Jobs.plantsmap.com](http://jobs.plantsmap.com) posts part-time and full-time paid positions, temporary or seasonal help, as well as volunteer and internship opportunities.

Schultz Pens Humorous Novel

Randy Shultz has released the first chapter of his humorous novel, *Store Wars: The Donald Twittler Story*, at Amazon as a Kindle download. Twittler is part Donald Trump, part P.T. Barnum, and is completely entertaining. He has a large ego and he's convinced the entire world revolves around him.

As a child, he gets the neighborhood kids drunk by selling alcohol-spiked "Zany-ade" from his lemon-ade stand. When his father dies suddenly, Donald leaves college to run Twittler's, the family store in Queens, and he quickly turns it into the talk of New York City.

The book will be serialized chapter by chapter. The first chapter is 99 cents at <http://amzn.to/2gWoEk7>. "If you like it, please leave a review," Schultz said.



HOT OFF the press

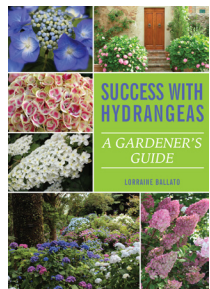
LORRAINE BALLATO

Success with Hydrangeas: A Gardener's Guide

BNB Publishing

181 pages, \$24.99

Published November, 2017



Using nearly 150 photos and illustrations, *Success With Hydrangeas* covers the best way to grow the most common types of hydrangeas: Where to plant them, when and how to fertilize, transplant, propagate and, of

course, prune them among other treatments. This book is written for experienced and novice gardeners alike who won't need to ask, "Why doesn't my hydrangea bloom?" or "How can I change the color of my flowers?" after reading this book. Visit lorraineballato.com for more info and how to purchase the book.

JIM HENRY

Hosta Seizure: A Magical Realist

Gardening Mystery

Cedarwood Press

325 pages, \$14.95

Published May, 2017



Escape into a mystery novel in which hostas have cracked the human-plant communication barrier to coach two gardeners toward solving a missing person mystery, while also possibly saving the very genus *Hosta*. Set

in Delaware in 2012, *Hosta Seizure* follows the lives of veteran gardeners and newbies, as well as hostas 'Big Daddy', 'Victory', 'Spilt Milk', 'Blue Mouse Ears' and scores of others you occasionally mumble to in your garden. Perfect winter reading to gear up for spring.

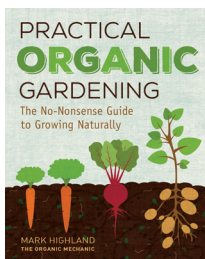
MARK HIGHLAND

Practical Organic Gardening

Cool Springs Press

240 pages, \$30

Published December 26, 2017



Mark Highland explains organic gardening from top to bottom through engaging text and appealing graphics. This is a modern, useful and complete visual guide to growing organically.

The make-up of soil, fighting bugs naturally, using water ecologically plus the many health benefits of organic gardening are explained. Filled with how-to projects and illustrated by step-by-step photography, this is a hands-on, get-your-fingernails-dirty look at long-popular gardening techniques updated for a modern age.

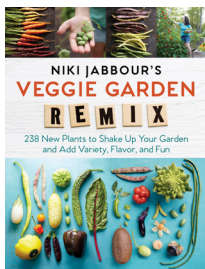
NIKI JABBOUR

Veggie Garden Remix

Storey Publishing

240 pages, \$19.95

To be published February 6, 2018



Expanding beyond standard garden crops like tomatoes, spinach, and string beans can be intimidating for many vegetable gardeners. But best-selling author Niki Jabbour invites

gardeners to shake up the garden and discover unexpected flavors and textures in husk cherries, amaranth greens and yard-long beans. *Veggie Garden Remix* introduces readers to 238 plants from around the globe, with mouthwatering descriptions to whet the appetite and detailed profiles to ensure growing success.

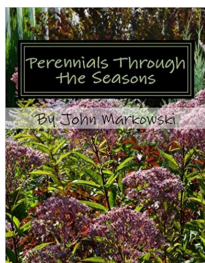
JOHN MARKOWSKI

Perennials Through the Seasons

Self-published

100 pages, \$12.99

Published April 19, 2017



This book takes the reader through a journey of 20 different perennials that spans their emergence in spring, explosion in flower in spring and summer, stunning fall

foliage color and ends beautifully with the plants covered in snow and ice in winter. More than 200 gorgeous photos accompanying this journey that extends beyond just the stunning flowers. The author provides specific details surrounding the characteristics of each perennial as well as helpful tips regarding their maintenance. Each chapter starts with a personal story that is tied to each perennial, making this book, educational, fun and personal—all from a perspective not commonly seen in gardening books.

BOBBIE SCHWARTZ

Garden Renovation

Timber Press

264 pages, \$24.95

Published November 1, 2017



Gardens, just like houses, sometimes need makeovers. No matter the size or scope of the project, *Garden Renovation* will help you turn a problem-filled yard into a paradise. Bobbie Schwartz draws on her

years of experience as a garden designer to teach gardeners how to evaluate their yards, determine what to keep and what to remove, choose the right plants and design plans for successful remodels and know when to hire help. A gallery of before-and-after photos provides ideas and inspiration.

JESSICA WALLISER

Container Gardening Complete

Cool Springs Press

272 pages, \$30

Published December 12, 2017



Whether you are growing vegetables, fruits or flowers on an apartment balcony, creating a small vegetable garden for personal use or decorating steps and walkways, *Container*

Gardening Complete has everything you need to know to be successful. The methods described in this book are foolproof and easy to follow, with step-by-step directions and photographs, scalable projects for differing needs and many great ideas for upscale containers from things you have around your home.

Member Travel, Entertainment Benefits Available

GWA and Kellen have negotiated partnerships with several vendors to provide benefits that will help you with your entertainment or travel needs. You can find more information about these benefits at the [GWA website](#) under Member Resources, Travel Discounts.



GWA is excited to announce a partnership with discount provider, [TicketsatWork](#), the leading corporate entertainment benefits provider. The partnership presents exclusive discounts, special offers and access to preferred seating and tickets to top attractions, theme parks, shows, sporting events, movie tickets, hotels and much more. To get start, create your TicketsatWork account by following these steps:

- Visit [TicketsatWork](#) and click Become a Member
- Fill out the information to become a member
- For Company Code, use GWA2017

Once created, log in and start your search for great deals. Questions? Contact customerservice@ticketsatwork.com; 800-331-6483; local/international calls, 407-393-5862.



Delta offers special discounted airfares for GWA members. Discounts vary, depending on the class of ticket purchased, and may be up to 10 percent off the fare. To take advantage of the travel discounts for flights:

- Visit [Delta](#) and click on Book a Trip
- Click on the Advanced Search link
- Fill out your departure and arrival information and enter the code NMPN3 in the Meeting Event Code box
- You may also call Delta Meeting Network Reservations, 800-328-1111. (Please use the same phone number to make changes to an existing Delta Meetings Network reservation.)

Please note that discounts vary depending on the class of ticket purchased and not all fares will be eligible. Fare rules determine eligibility. This discount is not valid with other discounts, certificates, coupons or other promotional offers.



Avis Budget Group is the primary car rental vendor for Kellen. Kellen is able to pass this benefit to GWA members and all conference attendees. Enjoy great low rates, discounts and more. [Visit the Avis site to make reservations.](#) [Visit the Budget site to make reservations.](#) When making your reservation, please note:

- Company Name: Kellen Company
- Avis Worldwide Discount (AWD) Code: D619101
- Budget Corporate Discount (BCD) Code: D958401

USING THE AVIS, BUDGET DISCOUNT

First, create an [Avis profile/account](#) or [Budget profile/account](#). For this you'll need to have ready your driver's license and credit card. You can rent a car without an account, but you'll lose the benefit of skipping the counter.

If you already have a profile, add Kellen's discount codes, D619101 for Avis Wizard and D958401 for Budget Fastbreak, to your account to receive the rates and benefits Kellen has already negotiated on your behalf. Negotiated insurances are not included.

Detailed instructions on how association members can enroll in Avis can be found here and instructions for enrolling in Budget can be found here.

RESERVING AN AUTO

Your profile is tied to the Kellen program and will give you the rates and benefits that have been negotiated. If lower promotional rates are available, they will automatically provide those. If you did not create a profile with Avis or Budget, add the discount code to the reservation by using the drop down box.

[How to make a reservation with Avis.](#)
[How to make a reservation with Budget.](#)

You can also book and manage your rentals on your smartphone using the Avis and Budget apps.

GWA Upcoming EVENTS

— Continued from page 13

Connect: GWA Welcome to A Tasteful Place @ Dallas Arboretum

Friday, February 16

2:00 to 5:00 p.m.

A Tasteful Place is a new 3.5-acre section recently opened at the Dallas Arboretum, showcasing edible plants in a year-round, flower-filled setting with the beauty of the Arboretum visitors have come to love. Connect with area GWA members, invite guests, and come taste and see this new vegetable venue.

Connect: GWA @ Indiana Patio & Flower Show 2018, Indianapolis

Friday, March 10 • TIME TBD

Join GWA for a Connect breakfast at a local restaurant, then early admission to the show at the Indiana State Fairgrounds. Additional details to come. Registration is free and open to both GWA members and nonmembers. Attendees are responsible for their own food and drink.

Connect: GWA @ Chicago Flower & Garden Show

Thursday, March 15

5 to 6 p.m.

Director Tony Abruscato announced that "Flowertales: Every Garden Has a Story" is the theme of the 2018 Chicago Flower & Garden Show, March 14 through 18 at Navy Pier. Each registered member will receive a badge in the pressroom and will be free to come and go from 10 a.m. to 8 p.m. The show will host a cocktail reception at the nearby Riva restaurant, with one complimentary drink. [Register here.](#)

Regional Meeting

Pine Mountain & LaGrange, Georgia
**Over Hills, Dales & Callaway Gardens
Tour in Pine Mountain, Georgia**

Friday, March 30, 2018

8 a.m. to 5 p.m.

Early Registration Ends Friday, March 2

Explore Great Gardens with GWA Members



Built in 1813, Katrinetorp is an outstanding example of Swedish gardens with beautiful annual displays in Scandinavia countries with Robert McDuffie, June 27-July 12.

GARDENS OF SOUTHERN CALIFORNIA

March 4-12, 2018

Escape winter and enjoy spring in California with **Robert McDuffie**. We start in San Diego and work our way up the coast to Los Angeles and Santa Barbara seeing great gardens, such as The Huntington, the Gettys, Los Angeles Arboretum, Sherman Garden, San Diego Botanic Garden and more. Cost: \$3,450, airfare included. More information: www.mcduffytours.com

SOUTHERN COMFORT GARDEN TOUR

April 2-6, 2018

Take in the best horticultural and historic features in the heart of the music and horse country of Nashville, Tennessee, and Lexington, Kentucky. Highlights of this motor coach tour include Cheekwood, The Hermitage, Ryman Auditorium and Keeneland Race Course. Cost: \$1,659 double occupancy; \$1,999, single. Contact: **Mark Zelonis**, Cultural Excursions, mark.zelonis@att.net.

AUSTIN GARDEN BLOGGERS FLING

May 3-6, 2018

Garden bloggers gather for three days of garden touring plus a fun kickoff happy hour. We've lined up a variety of beautiful private gardens and are eager to show off our city. This annual meet-up/garden tour has 100 spaces and is exclusively for active garden bloggers. Cost: \$281.50, does not include hotel or airfare. Details: <http://gardenbloggersfling.blogspot.com/>, or austingardenbloggersfling@gmail.com

GARDENS OF ITALY

May 19-June 2, 2018

Explore gardens from the Bay of Naples to Tuscany and all the way to the Lake District. Visit Rome, Florence, Siena, Venice and the gardens around them. Gardens and history rolled into 2 weeks of *la dolce vita*! Cost: \$5,750, airfare included. Led by **Robert McDuffie**. For more information: www.mcduffytours.com

CHELSEA FLOWER SHOW, COTSWOLDS & WALES

May 21-June 2, 2018

A full day at the Chelsea Flower Show and then on to public gardens and lots of private, rarely seen gardens in Wales and England, including Bodnant and Powis Castle in Wales and a day in Oxford, Stratford on Avon, Cotswolds Secret Gardens, Kew and David Austin Roses' plant center. Cost: \$3,900.

Details: **Claire Jones**, jonesb1@comcast.net

PHILADELPHIA HISTORIC GARDENS, NURSERIES & PRIVATE LANDSCAPES

June 3-9, 2018

Sue Goetz leads the Pacific Horticulture-sponsored tour of historic gardens in the Philadelphia area, including Longwood Gardens, Winterthur and Bartram's Garden. Also visits to exceptional nurseries as well as private gardens rarely open to the public. Cost: Pacific Horticulture members, \$2,208, double; \$2,308, nonmembers; \$585 single supplement. Details: <http://bit.ly/2zj92CU>

FOURTH ANNUAL ART AND GARDEN TOUR

June 9-10, 2018

Twelve area artist/gardeners in Ashford, Chaplin, Storrs, Tolland and Willington, Connecticut, will welcome visitors to tour their studios and gardens. Refreshments. Art for purchase. The tour is free and family friendly. Supported by **Suzanne Staubach**. Details: suzy@willowtreepottery.us, <http://bit.ly/2mHuY4N>

SHADES OF IRELAND

June 15-June 25, 2018

Spend 11 days exploring Ireland with *Pittsburgh Tribune-Review* home and garden editor **Doug Oster**. From Dublin to Galloway and everything in between, one of the highlights of the tour is Powerscourt Gardens—voted the third greatest garden in the world by National Geographic. Cost: \$3,999, double; \$3,819 triple; \$4,634, single. Details: <https://gateway.gocollette.com/link/825129>

GARDENS OF IRELAND

June 22-30, 2018

Join the Greater Des Moines Botanical Garden staff on a special trip to the rich garden region in and around Dublin, including Powerscourt Gardens, Hunting Brook, National Botanic Gardens of Ireland, Mount Usher, Mount Stewart, Rowallane Garden and more. Cost: \$5,000, double; \$6,100, single. Details: <http://bit.ly/2zje8z3>



Powerscourt Gardens will be one of the stops on Shades of Ireland with Doug Oster, June 15-25, 2018. The garden was voted the third greatest garden in the world by National Geographic.

GARDENS OF SCANDINAVIA

June 27-July 12, 2018

Robert McDuffie will lead the visits to beautiful gardens and extraordinary scenery in Denmark, Norway and Sweden. This mid-summer tour highlights gardens in city centers, as well as in the countryside. Cost: TBD. Details: www.mcdufftours.com

CAPE COD HYDRANGEA FESTIVAL

July 6-15, 2018

Ten days of open private gardens on Cape Cod. All types and sizes of gardens (not just hydrangeas!). Cost: \$5 per person per garden. Money goes to local non-profits. Special events, classes, displays and menus. In past years there have been 80-plus private gardens on tour. Details: <http://bit.ly/2hMUofx>

SUMMER GARDENS & CASTLES IN DENMARK & SWEDEN

July 9-18, 2018

A rare opportunity to witness gorgeous gardens and landscapes in spectacular settings as well as

some of Scandinavia's finest art and architecture.

Cost: \$7,500 for double; \$8,095 single. Does not include airfare. Highlights include Tivoli Gardens, Drottningholm Palace, Linnaeus' Garden, the home of sculptor Carl Milles and several private estates. Details: **Mark Zelonis**, Cultural Excursions, mark.zelonis@att.net.

GARDENS OF SOUTH AFRICA

September 2-16, 2018

Visit private and public gardens near Cape Town and Johannesburg, including a wildlife safari. It's two weeks in a country full of stunning plants, wildlife, and scenery. Led by **Robert McDuffie**. Cost: TBD. Details: www.mcdufftours.com

'BELLA ITALIA' ITALY GARDEN TOUR

September 9-20, 2018

Visit Venice, Rome, Tuscany, Florence, Siena and Lake Como. See famous Italian gardens, including Boboli, Padua Botanic Garden, Bomarzo, La Foce, Gardens of Ninfa, Villa Taranto, Vatican Gardens and Villa D'Este.

Cost: \$4,250. Details: **Claire Jones**, jonesb1@comcast.net

AAS/NGB SUMMER SUMMIT

October 2-5, 2018

Industry meets AAS judges and network, while viewing AAS Trials and AAS Winners in New Orleans and Baton Rouge. Visit the Garden District in New Orleans, the New Orleans Botanical Garden, the AAS trials at Louisiana State University, Burden Botanical Garden and more. Cost: \$425 includes all meals and transportation; hotel and airfare not included. Details: www.aaswinners.com/meetings or blazekdiane@gmail.com

AUTUMN IN NEW ENGLAND

October 2018

Fall foliage in New England draws millions of visitors every year. **Robert McDuffie** will lead the tour of the season's beautiful foliage and visit a number of public and private gardens along the way. Cost: TBD. Details: www.mcdufftours.com



Gardening Can Change a Child's Life



Maya Espino gets ready to plant a lantana.



At a time when kids are consuming digital media up to five or six hours per day and about one in five school-aged children (ages six to 19) has obesity, engaging children in the garden is more important

than ever. Silas Nahan of Cambridge, Massachusetts, and Maya Espino of Milwaukee, Wisconsin, are great examples of how exposure to gardening can change a child's life by piquing their curiosity about the outdoors and sparking their natural desire to learn. KidsGardening, a national nonprofit, sponsored a contest asking gardeners of all ages to submit a video on ["How Gardening Changed My Life."](#) Silas and Maya were the Grand Prize and Runner Up winners, respectively.

MEET SILAS

For 14-year-old Silas Nahan, it all started when he planted carrot and wildflower seeds in containers in his backyard. According to Silas's mom, Monica Velgos, "When the carrots sprouted and wildflowers grew, he became very excited and it ignited a passion and he didn't want to stop planting."

Silas began his garden in an unpromising city space with limited resources, but it never deterred his enthusiasm or interest in learning more about plants and how they grow. He demonstrated how his garden has changed his life by his newfound interest in learning about science, biology and eating healthier foods.

"There is always something to learn from in the garden," said Silas. "It's changed how I eat and now I'm so interested in biology and

agriculture." He gives the cranberry plants he's growing as an example.

"My cranberry plants need very specific soil requirements. And that helps me learn more of the science behind soils," Silas said.

Silas was part of his school gardening program, CitySprouts, a Cambridge, Massachusetts-based program to help create school gardens. His garden has continued to expand and thrive. Raised beds, a cold frame and additional pots have been added. He uses a cloche and chicken wire to protect against squirrels and rats. This season his tomatoes, cucumbers, husk cherries, tomatillos and kale have been the most prolific.

"The least prolific was probably my zucchini, since they are extremely diseased." But that doesn't discourage him. Instead he sees it as a learning challenge. According to his mother, Silas is unfazed by the failures he's had, and in a way, considers each of them a step toward his authenticity as a gardener.

"We know from experience and from scientific studies that kids who have access to learning gardens have better nutritional habits, perform better academically and are better adapted socially. They also tend to be more inclined toward environmental stewardship."
—Emily Shipman

MEET MAYA

Maya Espino of Milwaukee, started gardening at age 4. In the interest of full disclosure, Maya did have some help from her grandmother, GWA member **Melinda Myers**.

In her video, 10-year-old Maya tells us she loves gardening because, "By gardening, it's a way to express your feelings with the colors of the flowers." Sunflowers are her favorite and they make her happy. She also loves growing tomatoes and feels very proud when she eats what she's grown. Maya thinks that gardening has changed her life by helping her relax and it helps make her more curious.



Silas Nahan is thrilled to grow his first batch of potatoes.

According to Melinda, "She helps her mom with their landscape, has a garden at my house and is now helping with a therapy garden at her mom's work."

GARDENS YIELD GOOD HABITS

"Silas' and Maya's experiences are examples of why our mission to create opportunities for every child to learn through the garden is more relevant than ever," says Emily Shipman, KidsGardening's executive director.

"We know from experience and from scientific studies that kids who have access to learning gardens have better nutritional habits, perform better academically and are better adapted socially. They also tend to be more inclined toward environmental stewardship," she said. "This past year, KidsGardening delivered these outcomes to 34,000 children across the country."

The National School Garden Network, which includes KidsGardening, comprises organizations and individuals that support multiple school garden programs on a national, regional, school district, or state level.

Learn more about all the ways kids are getting engaged in the garden and to support these efforts, visit KidsGardening.org.

Maree Gaetani is partnership and outreach coordinator at KidsGardening. Before that, she was director of good works and garden relations at Gardener's Supply. She's been actively promoting gardening as an agent for social, environmental and community change since 2001.

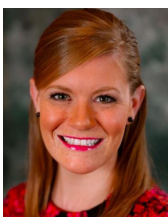
Foundation Launches PAR Blog

ASHLEY HODAK SULLIVAN



WANT TO TELL YOUR PAR STORY?

Contact GWA Foundation Executive Director Ashley Hodak Sullivan at asullivan@kellencompany.com or 212.297.2198. Features can be full length articles or photo stories. Learn more about Plant a Row for the Hungry.



For more than 20 years, GWA Foundation's Plant a Row for the Hungry program has been bringing together communities and helping feed America's hungry. Every week, we hear from our local PAR committees across the country about the impact they are making in their neighborhoods.

We've invited these terrific volunteers and others to tell their stories with a new blog, *Plant a Row Stories*. *Plant a Row Stories* will feature the successes of our more than 300 PAR committees across the country—from large-scale urban farms to small, rural backyard gardens. Our first story will

feature the work of the Plant a Row Lehigh Valley Committee and its founder Joseph Marlin.

WHAT IS PLANT A ROW FOR THE HUNGRY?

Launched in 1995, Plant a Row for the Hungry (PAR) is a grassroots program of GWA and the GWA Foundation. Garden communicators are asked to encourage their readers, viewers and listeners to plant an extra row of produce each year and to donate their surplus to local food banks, soup kitchens and service organizations to help feed America's hungry.

There are more than 84 million households with a yard or garden in the U.S. If every gardener plants one extra row of vegetables and donates the surplus, a significant impact can be made on reducing hunger.

The PAR team at the GWA Foundation provides focus, direction and support to volunteer committees that promote herb, vegetable and community gardening at the local level. Then, we provide training and direction to enable the committee to reach out into the community. Finally, we assist in coordinating the local food collection systems and monitor the volume of donations.

Ashley Hodak Sullivan is executive director of GWA Foundation.

GWA CareerNext

Saturday, September 15 | Greater Des Moines Botanical Gardens

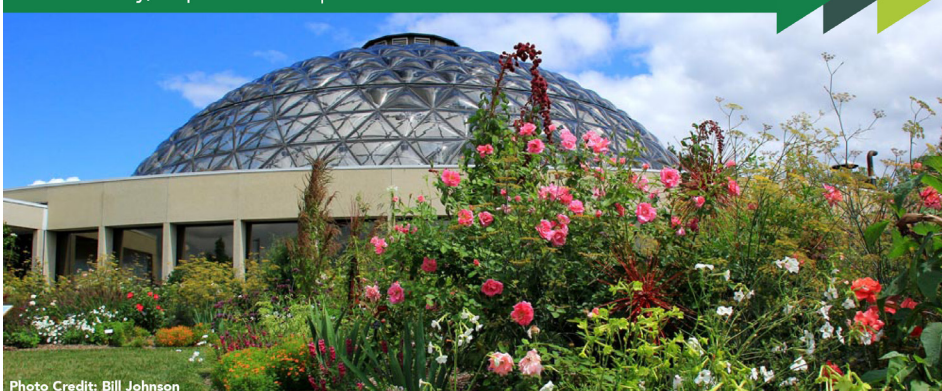
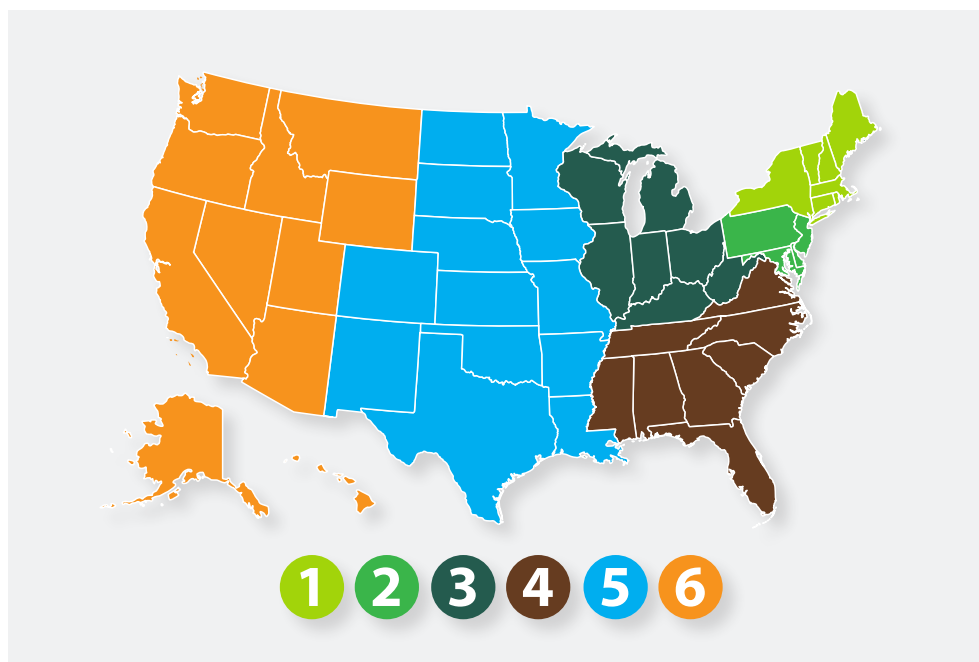


Photo Credit: Bill Johnson

Registration opening soon! Learn more at gardenwriters.org

REGIONAL NEWS & NOTES



REGION I C.L. FORNARI

Charlie Nardozi is conducting a webinar February 1 on Foodscaping. He will be speaking at the Northwest Flower & Garden Show in Seattle, Washington, February 10 and 11, and at the Connecticut Flower Show in Hartford on February 25. He. For more information go to www.GardeningwithCharlie.com

Join **C.L. Fornari** and her partner in crime **Ellen Zachos** at the Northwest Flower & Garden Show as they record an episode of *Plantrama* live on Thursday February 8. Details at: <https://www.gardenshow.com/seminars/>

Attendees at the Connecticut Flower and Garden Show will get the benefit of **Lorraine Ballato's** expertise on hydrangeas. On February 22, Lorraine will deliver two presentations on that popular topic. More flower show information here: <http://www.ctconventions.com/event/connecticut-flower-garden-show-2018/>

REGION II KATHY JENTZ

Louise Clarke led two sold-out sections of Holiday Wreath Making in December at the Barnes Arboretum, Latches Lane, Merion, Pennsylvania.

Sharee Solow is having a busy lecture season. Here are some highlights: January 4, "Let's Look at the New Perennials for 2018," Southeast Pennsylvania Green Industry Conference, Delaware Valley University, Doylestown, Pennsylvania; January 25, "From Front Yard to Rock Garden: Step-by-Step," Berks County Horticulture Club, Berks County Ag. Center, Leesport, Pennsylvania; February 7, "Oh Deer, Now What?" Northern Nurseries, Clinton, New Jersey; February 19, "Lawn Out, Garden In," Berks County Horticulture Club; February 23-24, "Stairway to Paradise: Inspired Path Design," Connecticut Flower/Garden Show, Hartford, Connecticut.

Washington Gardener magazine marks National Seed Swap Day with two annual seed exchanges organized by **Kathy Jentz**. One is January 29, at Brookside Gardens in Wheaton, Maryland, and the other February 10 at Green Spring Gardens, Fairfax, Virginia. Seed exchange attendees trade seeds, exchange planting tips, hear expert speakers and collect goody bags full of gardening treats. Details available at <http://www.washingtongardener.blogspot.com> and at <http://www.SeedSwap-Day.com>

The Maryland Horticultural Society and the **Perennial Plant Association** are presenting their Winter Seminar, "Perennially Inspired" on February 24 at The Conference Center At Sheppard Pratt in Baltimore. To find out more: <https://mdhorticulture.org> or winterseminars@mdhorticulture.org

REGION III BETH BOTTS

Bobbie Schwartz, author of *Garden Renovation: Transform Your Yard into the Garden of Your Dreams*, will speak at the [MGIX green industry trade show](#) January 15-17, in Columbus, Ohio.

Jo Ellen Meyers Sharp and **Carol Michel** will both speak at the [Indianapolis Home Show](#). Carol will speak about "Secrets to Happiness in Your Garden" January 22 and 23. Jo Ellen will speak about "Landscape Do's and Don'ts" January 22, 23, and 26.

Melinda Myers will be the keynote speaker at the 15th annual [Gardening Show](#), sponsored by Purdue University Cooperative Extension and the Porter County Master Gardeners on January 27 in Valparaiso, Indiana. Her topic will be "Garden Renovations for Any Size Landscape: Affordable & Attractive Solutions to Enhance Any Garden."

Doug Tallamy, author of *Bringing Nature Home: How You Can Sustain Wildlife with Native Plants*, and **Richard Hawke**, manager of the plant evaluation program at the Chicago Botanic Garden, will be among the speakers when the Perennial Plant Association holds its annual Central Regional Perennial Plant Symposium, February 3 at The Morton Arboretum in Lisle, Illinois. The theme is "[Perennials for Pollinators](#)."

REGION IV CHEVAL OPPS

Teresa Watkins will be one of the keynote speakers for the Direct Gardening Association's 2018 Winter Conference, January 22 through 24, in Orlando, Florida. Teresa also is Burpee's regional reporter for Florida.

REGION V BILL JOHNSON

Bill Johnson's 40-image photo exhibit, "Insect Pollinators—Beyond the Honeybee—Volume 2," continues through January 22 at the Como Park Zoo & Conservatory in St. Paul, Minnesota.

Kelly Norris has several speaking engagements lined up: January 6 at the Greater Des Moines Botanical Garden "Learn on Saturday" series; January 17 at the Idaho Nursery and Landscape Association Conference in Boise, Idaho; January 27 at the Crawford County Master Gardeners

workshop in Springfield, Illinois; February 1 at the iLandscape Show in Chicago; February 10 at the Kansas City Garden Symposium; February 15 at the Central Virginia Nursery and Landscape Association Winter Symposium at Lewis Ginter Botanical Garden in Henrico; February 23 and 24, in Baltimore for Manor View Farms and the Perennial Plant Association.

Kelly also has launched a blog, [Three Oaks Garden](#), about his new home garden.

Benjamin Vogt will speak at the Tampa Garden Club, January 10, in Tampa, Florida. He will speak twice at the Northwest Flower and Garden Show in Seattle, as well as the new GardenPro conference during the show. His speaking dates are February 8, 9 and 10, 2018, at the Washington State Convention Center.

Beth Billstrom will have a fine art photography exhibit called “Seed Grown,” February 4 through March 3 at the Chaska Community Center in Chaska, Minnesota. The 10-photo exhibit documents the transformation of a small, 6 x 4-foot space into a colorful playground for hummingbirds and butterflies, using only zinnias grown from seed. The photos, taken over a three-year span, depict the growth of the garden, as well as the artistic development of the photographer.

Ellen Zachos will speak at the Northwest Flower & Garden Show in Seattle, February 8. She and **C.L. Fornari** will do a live podcast of *Plantrama* at 3 p.m. At the same show on February 10, Ellen will be in a panel discussion about “The New Edible Garden.”

REGION VI

JACQUELINE SOULE

Patrick Ryan (aka “Fish”) continues educating children with the Alaska Botanical Garden’s 21st Century Schools indoor gardening program. He invites you to view his writing at www.alaskabg.org.

Marty Wingate will share her experiences visiting historic and contemporary landscapes in “Gardens of the British Isles—There and Back Again,” January 13, at the Washington State University-Jefferson County Master Gardeners Yard & Garden Series in Port Townsend

Amy Campion, together with co-author Paul Bonine, will speak on their latest book *Gardening in the Pacific Northwest: The Complete Homeowner’s Guide* at the Hardy Plant Society of Oregon, January 21, at Portland State University.

Jacqueline Soule will present “Build A Better World for Bees” at the Seed Library of Pima County, February 6 in Tucson, Arizona. On February 14, she will speak on “Fruits and Herbs of the Old Missions” at the Western National Parks Association in Oro Valley.

REGIONAL EVENTS

REGION I

Winter is the perfect time to visit the Harvard Museum of Natural History Glass Flowers Exhibit. One of the Harvard’s most famous treasures is the internationally acclaimed Ware Collection of [Blaschka Glass Models of Plants](#). This unique collection of more than 4,000 models, representing more than 830 plant species, was created by glass artisans Leopold and Rudolf Blaschka, a father and son from Dresden, Germany. You will be astounded. Worth a trip to Boston just for this

REGION III

Jim Reinartz, director of the University of Wisconsin-Milwaukee Field Station, will present a [two-day workshop](#) designed for Wisconsin Master Gardeners on the ecology and physiology of plants in winter on January 5 and 6 in Saukville. Attendees will learn about the special adaptations that allow northern plants to survive the freezing and drought associated with extreme cold.

Neil Diboll, noted native plant expert and owner of [Prairie Nursery](#), will be the keynote speaker at the annual [Conference on Native Plants and Natural Landscaping](#) in Oshkosh, Wisconsin, January 27. Diboll will speak on the evolution of the American garden from solely a creation for enjoyment of the owners to a biodiverse refuge for native plants and animals in his presentation, “The American Garden: A Life or Death Situation.”

The Perennial Plant Association will hold its annual [Central Regional Perennial Plant Symposium](#) February 3 at The Morton Arboretum in Lisle, Illinois. The theme is “Perennials for Pollinators.”

“Planting Sacred Seeds in a Modern World” will be the topic for Rowen White, director and founder of Sierra Seeds and member of the Mohawk community of the Akwesasne, when she speaks at the Chicago Botanic Garden in Glencoe, Illinois, January 28. She will describe how indigenous people have recovered their traditional seeds and agriculture, and how you can connect with the seed legacy of your own ancestry. It’s part of [Super Seed Weekend](#).

[Wisconsin Public Television’s Garden Expo](#) will take place in Madison, February 9 through 11. This event draws nearly 20,000 people to attend over 150 gardening seminars, demonstrations and workshops, as well as a trade show featuring 400 home and garden vendors. All proceeds support Wisconsin Public Television.

The 5th annual [Sustainable Urban Landscapes Symposium](#) will be at the Cincinnati Zoo and Botanical Garden, February 23. Speakers will address how we can design, build and maintain the most sustainable landscapes possible.

REGION V

The Greater Des Moines Botanical Garden offers [Botanical Blues](#): Blues music, 2 to 4 p.m. Sunday, through March. dmbotanicalgarden.com/botanicalblues. The garden also offers [Learn on Saturdays](#), two-hour sessions through March.



A Bad Boss Pushed Louise Clarke into a New Life



A quokka, a marsupial that's reputed to be the happiest animal in the world because it always has a smile on its face, gets up close and personal with Louise Clarke.



Listening to your inner voice and being guided along the journey of life can take you down an interesting path to eventually finding your happy place. Just ask Louise Clarke from

Media, Pennsylvania, who began her career as a cytotechnologist diagnosing cancer and is now horticulture leader at Bloomfield Farm, which is across the road from the Morris Arboretum in Philadelphia. She is steward to 65 acres of natural lands, historic structures, a quercetum (group of oaks) and two green roofs. Louise is also a volunteer at Longwood Gardens because gardening for a living is just not enough horticulture for her.

Most gardeners, when probed, have had their interest in horticulture sparked by a family member in childhood. "I suppose my mom inspired me to follow my passion for horticulture, as I learned by her side how and what to weed," Louise said. "She enjoyed visiting Longwood Gardens, and we would go there, especially around Easter, or to see the autumn mums." Curiously, though, there are many of us who do not consider horticulture as a real career option until later in life.

THE RE-EDUCATION OF LOUISE

So, how does one go from a career in medical science diagnosing cancer to taking

care of trees, managing interns and working in a harness tending plants high up on top of a green roof? "In my last role as a cytotechnologist at Abington (Pennsylvania) Memorial Hospital, I had the boss from hell. I now thank her for propelling me to apply for the University of Delaware Longwood masters program in public horticulture. While I didn't get into that program, I decided this was the direction that I wanted to take, and took a yearlong internship at Morris Arboretum and was fortunate to land a job there." Louise went on to further study and holds a Bachelor of Science in Environmental Design and Horticulture from Temple University, where she graduated Summa Cum Laude.

In 2012, Louise seized the opportunity to be a gardener as part of the Royal Landscape Staff Exchange, based at Windsor Great Park, Berkshire, United Kingdom. While there, she worked as a horticulturist in Queen Elizabeth II's public and private gardens, updated data for champion tree inventory of The Valley Gardens and developed text for the "Outstanding Trees Tour" brochure.

Louise has been a member of GWA for many years, serving as a Regional Director and a member of various committees. Often called upon as a speaker to share her vast knowledge about trees and woody plants in particular, she's currently working on a new Power Circle focused on public speaking.

Recently, this intrepid traveler led a solo expedition to attend the first-ever West Australian-GWA Connect meeting with two members in attendance in Perth, Western Australia in October. Wildflower season beckoned, so she took the long journey "down under" to discover the botanical wonders in this biodiversity hotspot.

NO. 1 TOUR GUIDE

I hosted Louise for two weeks and we traveled from Dwelling up in the South-West to Cervantes and The Pinnacles on the Coral Coast, north of Perth, The Hills around the city, Kings Park and Rottnest Island.

An appearance on the nationally broadcast *Roots and Shoots*—ABC Perth radio's popular gardening talkback program with local radio

star Sabrina Hahn—just 10 hours after landing in the country, provided Louise with a lovely welcome. She also participated in Australia's number one rating gardening podcast called *All The Dirt*. This podcast derives 10 percent of the listening audience from the USA, 8 percent from UK and the balance from Australia and the rest of the world.

Speaking to the Horticulture Media Association about the Morris Arboretum, Pennsylvania gardens and GWA gave Louise an introduction to garden communicators as well as movers and shakers of the Nursery and Garden Industry based in Western Australia. She attended a "Gardening for a Healthy River" workshop, hosted by ABC TV's *Gardening Australia* personality Josh Byrne at Royal Perth Yacht Club, and enjoyed Devonshire Tea with Western Australia's queen of roses, Patsy Durack. Louise even attended my eldest daughter's graduation ceremony.

WILDLIFE: UP CLOSE AND PERSONAL

A visit to Araluen Botanic Park in the hills, which included a walk hosted by John Colwill, vice president of the park, and an all-access-pass, private tour of Kings Park led by head curator Grady Brand, who has been with Kings Park for 40 years, was an absolute highlight of the trip.

Louise saw an emu in the bush, a snake, bobtail lizards and beautiful birds, as well as lots and lots of wildflowers and flora the likes of which she had never seen before. She patted a wombat, a koala and many kangaroos; saw dingoes, eagles and echidnas. While boating with my friends on Swan River, a dolphin swam by. Louise sampled wine in the Swan Valley and even caught a selfie with the world's happiest creature, a quokka, on Rottnest Island, just off the coast of Perth, and saw whales swimming alongside the ferry on the way over to the island.

That's one of the greatest things about being horticulture professional and a member of GWA; you never quite know where the journey will take you. You just have to be open to the possibilities.

Andrea Whitely is a Perth-based garden consultant. She designs and implements new gardens, as well as renovating and maintaining old ones. Andrea writes a blog and is a contributor to *HortJournal* magazine. She is best known for her radio work with 720 ABCPerth and for her public speaking throughout Western Australia. Besides GWA, Andrea is a member of Horticulture Media Association in Australia.

Garden Column Opens Career Path for Photographer



PHOTO COURTESY DOUG OSTER



Doug Oster's ability to connect with people and to make them feel comfortable enough to open up and share their story—in a newspaper column, on live radio or with a camera

lens just a few feet away—is what sets him apart from most other media professionals. He doesn't just "get the story." He asks thoughtful questions and listens carefully to the answers. By doing so, he uncovers wonderful tales of people and the plants they love.

OHIO BEGINNINGS

Doug didn't always share stories through writing, radio and television as he does now. Perhaps his previous work as a news photographer is what taught him to look at things from different angles and with a more thoughtful perspective.

Doug started his career as the director of photography at a small newspaper in Ohio, the *Medina County Gazette*, where the focus of his job was shooting hard-hitting news stories. "The paper was really photo heavy," he said. "All the photographers there were given a lot of freedom to shoot photos that were very

photojournalistic." As a result, the photo team at the *Medina County Gazette* won a National Press Photographer Association award, among other accolades.

But the job wasn't just the starting point for Doug's career as a photographer, it also planted the initial seed of his garden writing career when he was asked to write a weekly gardening column. The articles got a surprising amount of attention. "Judges would ask me about my tomato harvest while I was photographing news stories at the courthouse," Doug said. "And everywhere I went, people asked me about my garden."

For the next several years, Doug worked as a full-time news photographer and wrote his gardening column on the side.

ON TO PITTSBURGH

Through a former co-worker, Doug learned about an opening at the *Pittsburgh Post-Gazette*. He was hesitant to relocate his young family, but it was a good opportunity. "I thought that maybe if I didn't leave Medina then, I never would," he said. When Doug joined the photo desk at the *Post-Gazette*, the paper wanted his gardening column, too. But his primary focus for the next 10 years was as photo editor.

During that time, Doug found himself spending more and more of his free time focusing on his "side gig," dedicating many hours to producing TV segments about gardening for several local stations, hosting radio segments on WYEP-FM (91.3) and KDKA-AM (1020) and speaking to garden clubs—all in addition to his full-time job.

"I came to discover that my love of writing about gardening and the people who do it completely took over my passion for news photography. It's also around that time that I joined GWA. The camaraderie was an instant fit for me. I never felt like an outsider, even at my first meeting," he said. "Rick Ray and Liz Ball took me under their wings and showed me how much I had to learn! GWA is about great networking and increased exposure, for sure. But most importantly, for me, it's about friendships with kindred spirits."

EMMY-WINNING WORK

During his time at the *Post-Gazette*, Doug won an Outstanding Documentary Emmy for *Gardens of Pennsylvania*, a special he conceived and produced for Pittsburgh's PBS affiliate, WQED-TV. "I figured out how to shoot and produce videos by watching the pros at WQED. I'd watch them film and edit for hours. High standards come when you learn from others with high standards, and they taught me so much simply by example."

The *Post-Gazette* eventually allowed Doug to focus more and more on the gardening aspect of his work, assigning him to photograph news stories only one to two days a week (instead of five or six) and allowing him to create weekly gardening videos that quickly became the newspaper's second most-viewed series (after the Steelers, of course).

FULL-TIME GARDEN COMMUNICATIONS

Changes came, however, when the newspaper made staffing adjustments and a new boss was less flexible. "I just couldn't go back to the photo desk again. 'The Garden Guy' wasn't interested in covering the mayhem anymore," Doug said.

Doug settled into a new job at *The Pittsburgh Tribune-Review* soon after, where he now serves as the Home and Garden editor. The Trib continues to give Doug the freedom to be creative in a whole new way. He spends his days writing and talking about his passion with gardeners throughout western Pennsylvania. His *Everybody Gardens* won a 2017 Gold Medal from GWA in the Best Newspaper/News-letter category.

His move from full-time press photographer to full-time garden communicator has allowed Doug to use his gift of connection to share some pretty amazing stories over the years. Whether it's a video about the Remember Me Rose Garden at The Flight 93 Memorial, a story of a grieving mother who built a garden in memory of her late son or a feature about a women's prison garden used to mend minds, bodies and spirits, Doug continues to dig deep into the hearts of gardeners and share their stories with the world.

Jessica Walliser is a horticulturist and Doug's on-air partner for *The Organic Gardeners* on KDKA Radio in Pittsburgh. She's the author of five gardening books, including her newest title, *Container Gardening Complete* (Cool Springs Press, 2017), and *Attracting Beneficial Bugs to Your Garden* (Timber Press, 2014).

GREEN INDUSTRY NEWS



Wee White Hydrangea arborescens

DGA Names 2018 Winners

The Direct Gardening Association has announced its 2018 Green Thumb Award Winners, including several GWA members or supporters. There were six winners, two in each category.

An independent panel of garden writers and editors chose the winners. The winning products were selected based on their uniqueness, technological innovation, ability to solve a gardening problem, provide a gardening opportunity and potential appeal to gardeners.

The Green Thumb Awards recognize outstanding new garden products available by mail or [online](#). The awards are sponsored by the Direct Gardening Association, a nonprofit association of companies that sell garden products directly to consumers via catalogs and websites. The awards will be celebrated during DGA's Winter Conference, January 22-24, in Orlando, Florida.

DIVISION ONE (PLANTS, SEEDS, BULBS)

Proven Winners, Invincible Wee White Smooth Hydrangea
Plant Delights Nursery, *Colocasia esculenta* 'Aloha'



Cobra Head "mini" Weeder Cultivator

DIVISION TWO (TOOLS, SUPPLIES, ACCESSORIES)

CobraHead, CobraHead "mini" Weeder and Cultivator
Gardener's Supply Company, Kaleidoscope Tomato Tower

DIVISION THREE (EDIBLES)

Stark Bro's Nurseries & Orchards Co., Stark Scarlet Crush Apple Tree ('Cherry Parfait #19' cultivar)
Wood Prairie Family Farm, The Organic Potato Plant Detective



Smithsonian

Smithsonian Seeks Your Stories

The Smithsonian Institution is asking for your stories about gardens, green spaces and gardening history. [Community of Gardens](#) is the Smithsonian's digital home for preserving stories of gardens and the gardeners who make them grow. Stories can be anecdotes or interviews, about the past or present, about a particular plant, about a particularly memorable moment spent in a garden or green space, about garden traditions or practices, and so much more.

By contributing images, videos and stories to this website, your participation will help others to better understand the meaning and value of gardens to American life – today and in the future. [Share your garden and gardening stories](#). Download the [Community of Gardens app](#). If you have any questions, please email: communityofgardens@si.edu.