One of the top tour 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.

A river of perennial blue salvias runs through Lurie Garden in summer.
EXECUTIVE DIRECTOR’S GREETING

MARIA UNGARO

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 GWAGrows 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

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**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 arboretas

www.ahsgardening.org/join
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.

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.
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 cake-walk? – 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!
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.

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.

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 helmed 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.
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.

**NEW MEMBER WELCOME**

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**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 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.
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 organization, 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 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.

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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.

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GWA members are invited to contribute posts for the [GWA Grows 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](mailto:Indygardener@gmail.com).
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.
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 Eber-Peters
Tom Fischer
Susan Harris
Wendy Hellenbaum
Dawn Hummel
Kathy Jentz
Jan Johnson
Igor Kaftan
Jessie Keith
Karen Kennedy
Debra Knapek
Theresa Lee
Longwood Gardens
Jeff Lowenfels
Sue Markgraf
Susan Martin
Jennifer McGuinness
Kerry Ann Mendez
Kelly Norris
Debra Pinzino
Marty Ross
Katie Rotella
Pam Ruch
Yvonne Savio
Denise Schreiber
Sharee Solow
Sue Trusty
Chris VanCleave
Teresa Watkins
Tom Wichman
Dottie Woodson
Abbie Zabar
Maria Zampini

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

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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

— Continued on page 13
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 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.

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, said Tracy Blevins, co-founder of Plants Map and a GWA member. 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.
LORRAINE BALLATO
Success with Hydrangeas: A Gardener’s Guide
BNB Publishing
181 pages, $24.99
Published November, 2017
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
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.

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
Garden Renovation
Timber Press
264 pages, $24.95
Published November 1, 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
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.

JESSICA WALLISER
Perennials Through the Seasons
Self-published
100 pages, $12.99
Published April 19, 2017
This book is written for experienced 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.
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 started, 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 customservice@ticketsatwork.com; 800-331-6483; local/international calls, 407-393-5862.

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 THEAVIS, 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 your reservation by using the dropdown 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.

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.

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.mcdufftours.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.mcdufftours.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, clairejones1@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

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
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

‘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.
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.

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.

“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
Foundation Launches PAR Blog

ASHLEY HODAK SULLIVAN

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.

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.

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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.

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.

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REGION I
C.L. Fornari

Charlie Nardozzi 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. 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.


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


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

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 II**

Jim Reinitz, 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.

**REGION III**

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 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.

**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 to later taking on a new role as a horticulturist at Longwood Gardens, and developed text for the “Outstanding Trees Tour” brochure.

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 work-ing 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 the 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 kangoaroos; 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 ABC Perth 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

MEMBER PROFILE JESSICA WALLISER

Garden Column Opens Career Path for Photographer

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/Newsletter 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 woman’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).
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’

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 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.