

On the



GWA
The Association for
Garden Communicators

TABLE OF CONTENTS:

Executive Director's Greeting	2
Buffalo Tips	4
President's Greeting	5
Food Column	6
New & Noteworthy	7
Member Benefits	8
New Members	10
Regional News	11
Upcoming Events	11
Helping Us Grow	11
Member Profiles	12 & 14
GWA Foundation	16
Sustainability Column	18
In Memoriam	20

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Generosity and Creativity Meet in the Charlier Garden

BY SALLY CUNNINGHAM



During #GWA2017 in Buffalo, participants will experience lots of private gardens, most of them smaller

than typical "story gardens" from past conferences. That's because during its 23 years, Garden Walk Buffalo has fostered a culture of intensive, personal home gardening in even the tiniest of yards. And more than 400 of Buffalo's gardeners are committed to sharing their gardens with 60,000-plus annual visitors. Many of the best are on the GWA tours.

These are not cookie-cutter gardens. Nearly all have unique art, water features, creative twists and surprises. But none is more original than the garden of Jim and Leslie Charlier of Lancaster Avenue. The garden has become one of the most photographed and popular of Garden Walk Buffalo's stars; it is featured this season in an eight-page spread in *Old House Gardens* (June, 2017 issue).

Jim Charlier is the gardener and designer, as well as president of JCharlier Communication Design. Almost all of the photos promoting our Buffalo conference and expo have been courtesy of Jim.

Jim was president of the Garden Walk for seven years, produced a 120-page book about Buffalo gardens, co-founded the National Garden Festival (now Gardens Buffalo Niagara), and publishes the active blog



Above: Jim Charlier's framed garden of succulents adorns the wall of his house. Right: Jim Charlier's ultimate work, the Taj MaShed, is just a garden shed, but it's unlikely to be topped.



PHOTO COURTESY JIM CHARLIER

— Continued on page 3



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EXECUTIVE DIRECTOR'S MESSAGE MARIA UNGARO

What's new at #GWA2017



GWA is headed to Buffalo! I hope you will join us to make new connections and reconnect with old friends. Buffalo is home to breathtaking public and private gardens—made famous by Garden Walk Buffalo—and this year's tour lineup will feature a fantastic group of gardens that cover a wide array of techniques and trends.

Not only will there be the terrific education that you've come to expect, beautiful gardens and our colorful showcase of products and services from exhibitors changing the horticultural landscape, but also this year we have a few new special additions.

MEET THE AUTHOR

We will provide you with a table to meet the Buffalo Area Garden Loving Public. Registration will be first come, first serve. Talking Leaves, Buffalo's oldest independent bookstore, will be selling books on site. You can either bring your own books, or use Talking Leaves Bookstore Services (for an extra fee, which will handle shipping and sales).

MORNING REBOOT

Join **Christopher Freimuth**, a trained massage therapist and yoga instructor, for an hour of stretching and deep breathing. This session is an opportunity to relax and re-energize halfway through the conference. It is open to all levels and customized to participants needs. No specific attire is required. Participants may enter or leave as they wish.

PRE-CONFERENCE WORKSHOP

Write Better Right Now: Tips and Techniques to Power Up Your Next Project with Mary-Kate Mackey (Additional registration required)

This workshop offers tips and tactics to make your writing tasks easier, faster and less stressful. The workshop features short cuts for sharpening ideas, a variety of structures to free up your creativity and information about the picky details every garden writer must have—including a quick rundown on handling scientific plant names.

Engaging education? Essential networking? Inspiring gardens? What else can you ask for? **Join us August 4-7** (August 3 for the pre-conference workshop). Hope to see you there!

Maria



The Charliers' 1897 Dutch Colonial was featured in the June 2017 issue of *Old House Gardens* magazine.

Art of Gardening. With these and more Buffalo garden-boosting endeavors, one wonders when he gardens or how he catapulted this garden from a dull lot surrounding a wonderful 1897 Dutch Colonial house to the showplace it is today. The answer, Jim said, is "one project at a time."

Jim got serious about developing this garden about 13 years ago with lots of weeding, digging and moral support from Leslie, who is

an international flight attendant, competitive runner and mother—in other words, also busy. Jim doesn't just garden with plants, though. He takes on a new project every year. "I'm a graphic designer/art director, so I consider myself an artist. Designing things for the garden lets me stretch that creative muscle," he said.

So far creations include a copper leaf fountain, mosaic-tile floor in the sitting area, a bed of *Heuchera*, hell strip planting, wall of espal-



A checkerboard pattern surprises visitors to the Charliers' garden. The garden includes several places where visitors can sit and talk.

iered pears, a succulent-planted wall hanging and—his ultimate work—the Taj MaShed. Okay, it's just a garden shed, but it's unlikely to be topped. I hope you see it.

Buffalo gardens tend to be intimate expressions of the gardeners, no less in the Charlier case. Consider the Harry Potter garden that Jim declared to be the most fun because it got his daughter Margaux (now in college) interested.

Note the seating groups and places to dine that speak of friendliness and sociability. Or look at the wall behind the hot tub by the back door, where you'll see framed posters of every year of Garden Walk Buffalo. It's a commitment.

Why do some gardeners put in so much effort? It can be surprising as well as personal. I asked Jim, "What gives you the most buzz? Where's the most joy in it for you?" His answer, "It's the sharing and marketing that uses my skill set, including promoting other people's gardens. It's also the people. I've met so many wonderful people through the International Garden Tourism Conferences, GWA, Garden Walk Buffalo and WNY Open Gardens, including the volunteers, the gardeners and the guests.

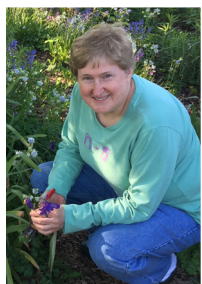
"It's a wonderful *community of gardeners* in my neighborhood and our city, and I've learned it's also true in the U.S. and beyond. Gardening is enriching, inspiring, and very, very social," he said.

Sally Cunningham is head of the local arrangements committee for #GWA2017.

Ready, Set, Go to Buffalo

Glean Everything You Can from #GWA2017

BY CAROL MICHEL



Congratulations on making the wise decision to finally attend your first GWA conference. Want some tips to make it a great experience? Sure you do!

1. Prepare for the conference ahead of time. If you aren't online, get online and hook up via social media. Make sure to sign up for the Facebook groups GWA: Annual Conference & Expo to get the latest scoop on the conference, and GWA: The Association of Garden Communicators to get the latest on the organization. Look for the hash tag #GWA2017 on Facebook, Twitter and Instagram to see what people are saying before, during and after the conference.

2. Bring your business cards. Even in today's online world of Linking in, Facebook friending and Twitter following, business cards are still helpful. You'll get a lot of cards so jot something on the back to remember each person. And double check your own card to make sure it has all the info you want to share on it.

3. Attend the Expo. Stop at every booth if you can and thank the exhibitors (and sponsors) for attending and then listen to them tell you about their products or services. It's tempting to pass up a booth that you don't think interests you, but you shouldn't. You never know what opportunities await.

4. Attend the seminars. Garden communicators share freely what they know and have learned as writers, speakers, marketers, bloggers and photographers. You'll pick up tips and tricks and industry insider info.

5. Meet people. Meet your garden writing idols and favorite authors. Meet your Facebook friends in person. Seek out those people who are wearing so many pins from past confer-

ences they are practically bent over from the weight of them. Those people have a lot of knowledge and are willing to share it with you. Introduce yourself to attendees with lots of ribbons attached to their badges: Fellow, Board Member, Local Committee, Hall of Fame, Mentor, Speaker, President, Vice-President, Secretary, Treasurer—they all want to meet you!

6. Prepare to get some plants. Some vendors will give you sample plants to take home and trial in your garden. Yes, you'll pack them in your suitcase. The key to having room for plants is to not over pack, so that there is actually room in your suitcase for the plants. Knock the soil off to allow for tighter packing, wrap the roots in wet newspaper and then put the plants in plastic bags that you brought from home. Plant as soon as possible when you get home.

7. Wear your First-Timer ribbon. No, it doesn't make you look like a newbie. It makes you look like a smart person who finally decided to attend the GWA conference. You'll be pleasantly surprised by the number of people who introduce themselves to you and offer to help when they see your First-Timer ribbon.

8. Pace yourself. It's a jam-packed agenda: Seminars, garden tours, expo and awards dinner. Get plenty of rest before you go to the conference, plan to enjoy yourself throughout the conference and follow up with a day or two of rest after the conference.

9. Follow instructions on the garden tours. Get off the bus quickly as time is limited in



some gardens. Set an alarm on your smartphone for a few minutes before you need to be back on the bus. To remind yourself later what pictures go with which gardens, take a picture of the garden description in the conference program before you enter each garden.

10. Pack for the climate. We see gardens rain or shine and sometimes there is a lot of rain. Bring your umbrella, big floppy hat and sunscreen. And don't forget comfortable, waterproof, walking shoes.

11. Go on post-conference tour. This add-on extra day is usually pretty relaxed. The "official" conference is over and everyone is now ready to relax, see some gardens, and just enjoy the company of other like-minded gardening types.

12. Follow up after the conference. Go through your notes and the business cards you collected and reach out with thank you notes (especially to exhibitors, sponsors and local organizing committee) and any other follow up you've planned.

13. Finally, mark your calendar for the next year's conference, which will be announced at the awards dinner. Once you've been to one GWA conference, you'll want to attend every year.

Carol Michel is an award winning freelance writer with a degree in horticulture from Purdue University. She is the author of *Potted and Pruned: Living a Gardening Life* and has a regular garden blog, *May Garden Dreams*. She has attended eight GWA conferences and looks forward to meeting first-timers in Buffalo. Email her at Indygardener@gmail.com

Reflections on ever-changing face of GWA



I'm cleaning my desk of the paperwork remaining after eight years of service to the GWA Executive Committee. With our new bylaws, terms of service will be greatly reduced. That's a terrific NEW idea! With our

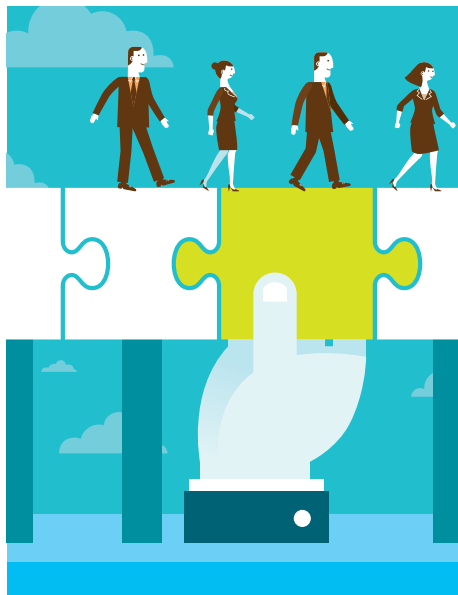
changing world, I find it hard to commit to next month let alone next year.

As I pass these reins to President-in-Waiting, Becky Heath, I think about the programs that have come and gone during my 16 years of active GWA board service. At many times along the way, I felt that decisions took too long and change was too slow. Now I view the current landscape and think that without the many attempts and enormous trials, GWA could not have evolved into the association it is today.

BRIDGE BUILDING

We began a Sustainability Task Force (now Committee) after the inspiration of a boundary-breaking keynote presentation from William McDonough in 2006. **Lois DeVries** has steered the course of its work into a national database of scientific information becoming a one-stop resource for reliable sustainable gardening and farming information. I believe that we are entering a time when such independent voices will be valued. The **committee members** are outstanding examples of career service to this cause.

We began a small initiative to discover how other non-profit green industry associations worked and what they were doing to guarantee their successful transition into a new digital age. **Maria Zampini** and **Diane Blazek** chair our **Association Outreach Task Force** (AOTF). Members represent most of the other major associations. Because of this group, GWA now exhibits at MANTS and Cultivate. Our members receive significant professional resources and free access to the industry trade expos and many of the consumer shows. From my early views 16 years ago, this pioneering group has opened doors and built bridges for which I could only then imagine the complex engineering. Ours has become a model that the industry is using to plot corporate futures. Please consult the



committee's roster to see how many influential events you recognize.

REGIONAL ACTIVITIES

In the early days of my membership with this organization, it seemed like Regional Meetings were the best (and least expensive) way to introduce myself and become acquainted with the professional opportunities close to home. Due to an initiative by **Liz Ball** and many involved board members, GWA proposed that every region try to schedule at least one every year. I've taken that directive to heart. Sixteen years later, I can say that I've been involved with the planning, organization and implementation of over 40 regional meetings.

These gatherings don't just appear because the board commands and the staff executes. They happen when strategic core groups of geographically focused members come together to provide original programming. They represent the three-legged-stool of strength and longevity required for a future in any nonprofit: Strong educational programming, incredible story tours and incomparable networking opportunities.

By the end of 2017, GWA will have offered more than 35 Regional Meetings, networking Connects and superior members-only access to trade shows, horticultural openings and garden

tours. This is a new member's easiest and fastest way to reap financial benefits from membership. I continue to challenge this association to create more and bigger and better regional events for our members to experience.

FOSTERING THE FUTURE

Our annual symposium has been changed by a veritable renaissance of innovative ideas, new sites, contemporary formats and youthful vibrancy. It's so different from my first experience in Toronto, Canada, that we have even had to change its name: EXPO. It will never be LastGen's Symposium again. After years when the board maintained GWA did not need a Sponsorship or **Communications Committee**, we now have both and they are fully functioning.

Finally, GWA has committed to grow its future. Whether it's called NextGen or Emergent or just Youthful, the generation that is entering the professional world of horticultural communications is facing challenges that I can barely define, let alone comprehend. This latest generation is not segregated by age. Studies continue to demonstrate that the majority who enter the horticultural field do so as a second career well into their forties and beyond.

GWA's NextGen programming needs to consider that communicators represent a diverse but authoritative voice for how consumers will view gardening into the distant future. So, our upcoming conference has been grown differently than many in the industry. The NextGen program for our one-day experience in Magnolia Plantation and Middleton Place in South Carolina, is **CareerNext**. In our second annual summit, we are partnering with AmericanHort and its CareerUp initiative, which targets newly arrived and youthful members to the industry. Our CareerNext summit has been crafted to appeal to career-driven professionals at any stage of their life journey.

CareerNext is the program nearest and dearest to my heart. I believe that we all work toward one more adjective on our job description. I feel a need to wear one more hat and pair of uncomfortable shoes on my journey from this day to tomorrow. My future is bound up with the rest of those around me who share my challenges and my successes. I find that the more I work toward my next career, I become closer to those members of GWA who have given me the last 20 memorable years. Thanks for indulging my moment of reflection. This ride keeps getting better!



From Factory to Farm: Food in a Challenged Community



The mills that gave Steel City its name closed in the late 1970s and early 1980s, fueling a great exodus of workers from the Pittsburgh area. With the loss of those families, communities suffered as local businesses began shut-

tering their doors until some of them became virtual ghost towns.

The town of Braddock, 20 miles upstream from Pittsburgh, was one of those ghost towns. Those who worked at Jones & Laughlin Steel Corp., Carrie Furnace, Homestead Steel Works and Edgar Thomson Steel Works—all steel mills—had supported Braddock. At its peak there were about 20,000 residents; now there are fewer than 3,000.

When the mills laid off or shut down completely, all but one of the stores went away. Abandoned buildings were everywhere and all of the grocery stores were gone. In order to buy food, residents had to take a bus or other transportation to nearby communities that were also suffering—but not as severely. Braddock no longer had a viable economy, but more importantly, it became what is known as a food desert.

GROW PITTSBURGH

Braddock Mayor John Fetterman had approached Grow Pittsburgh, a non-profit organization, in 2007 with the idea of establishing an urban farm in Braddock. With their help, along with the cooperation of the Allegheny County Redevelopment Authority and Braddock Borough Council, the plans for Braddock Farms came to be a reality. The site of the farm is actually in the shadow of Edgar Thomson Steel Works, which still operates today on a much smaller scale.

Grow Pittsburgh uses intensive planting methods and grows organically. They built raised beds and filled them with 30,000 pounds of compost and soil. Today, the farm covers



Braddock Farms operates a farm stand, which sells produce and flowers in Braddock, a town of about 3,000 residents. The farm employs teenagers and young adults.

more than an acre of land, including small hoop houses that also act as high tunnels in this northern climate. Crops include tomatoes, peppers, squashes, beans, cucumbers, beets, carrots, onions, kale, cabbage, broccoli and cauliflower. Flowers are not forgotten; cosmos, zinnias, marigolds and others are grown to attract beneficial insects. They are also cut and sold as bouquets at the farm stand.

YOUTH EMPLOYMENT, SKILL DEVELOPMENT

Grow Pittsburgh employs teenagers from the Braddock Youth Project to work at both the farm and the farm stand for six weeks each summer. Students learn the workings of the farm from sowing seeds to harvesting the

crops. In addition to learning about agriculture, students acquire leadership and teamwork skills. The Urban Apprentice program hires local young men and women to work at the farm, providing them with the knowledge to become urban farmers.

Braddock's farm stand is next to Bell's Market on Braddock Ave. The stand is open on Saturdays from June through October. Braddock residents and customers with SNAP benefits receive a discount. Braddock Farms sells additional produce to various alliances. Local chefs especially like having the fresh and local produce.

Pittsburgh cheerleader **Denise Schreiber** is an author, freelance writer, certified arborist, All-America Selections judge and a National Director of GWA.

NEW & Noteworthy

Mason Day from **GrowIt!** reports that the mobile social media app for gardeners now has over 300,000 members.

C.L. Fornari's latest book, *The Cocktail Hour Garden*, won an Honorable Mention award from the American Society of Journalists and Authors. C.L. is particularly delighted that this book won in the category of "Self Help/How To."

Susan Appleget Hurst has accepted the position of Senior Editor at Meredith Corporation in Des Moines, Iowa, effective late July. She'll be leading the quarterly *Country Gardens* magazine as well as other Meredith Special Publications in the Garden group of Meredith Core Media. Susan became a member of GWA in 2001.



Jan Kirsh's colorful *Artichokes* and sumptuous *Fig* are found among the image-rich pages of *CAST: Art and Objects Made Using Humanity's Most Transformational Process*, a newly announced book by artists Jen Townsend and Renée Zettle-Sterling. Featuring exquisite photos of contemporary and historic works, the book reveals how the process of casting—pouring material into a mold—has transformed our world.

In an episode to air this summer, Joe Lampi's TV show, *Growing A Greener World*, will feature Dan Benarcik's work at his Delaware home.

Denise Schreiber received an award from the Township and Boroughs Police Association honoring her 27 years of care for their Fallen Officers Memorial in South Park, Pennsylvania.



In the winter of 2016, C.L. Fornari and Ellen Zachos recorded a video in front of a live audience. They titled it *Houseplant Rescue: Save it, or Say Good-bye?* In the process they realized that they enjoyed talking about plants in a personal, conversational manner. They also discovered that they both like to have fun with their topics, have different areas of plant and garden expertise, and they don't always agree.

It was the start of a creative working relationship. Ellen and C.L. announce the germination of *Plantrama*, a podcast about plants. Regular episodes are designed to bring the wonders of plants and gardens to the general public, as C.L. and Ellen remind listeners, "Science, Art and Dinner: It's all in your own backyard." Play or download episodes at **Plantrama**.

REGISTER TODAY
at gardenwriters.org



GWA CareerNext Summit New Routes to Horticulture

September 16 | Magnolia Plantation
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Region IV gathers at Nemours



GWA Region II members and guests visited the Delaware Valley's Little Versailles estate garden before opening hours during their meeting, April 28. This glittering estate is being brought back to grandeur in an ongoing, 10-year, \$39-million endeavor. Alfred Irenee du Point commissioned the Nemours layout based on Petit Trianon, Marie Antoinette's nature retreat on the grounds of Versailles. GWA members strolled around fountains, 14-carat gold statuary, parterres, and sunken gardens. Japanese cryptomeria, oaks, chestnuts and cypress form long shady allees. Nemours is such a dazzling display at every season, it was easy why Alfred's garden is cited as the finest French landscape garden in North America.

Publishing Contracts: Issues and Guidance — PART 1



The adage that a contract is not relevant until it is breached is only partly true. In my experience, the writers who, by way of their contracts, know exactly what they are to write and how they are to be paid are confident in both

their economic status and writing results. A well-drafted, written contract is the foundation for authorial success.

Although an article of this kind cannot touch on every conceivable contract issue, I will discuss the important parts of publishing contracts, including recurring issues that writers (particularly first-time authors) encounter in such agreements—those for which GWA members most often request my legal advice. As always, I am happy to help any GWA member with publishing and copyright matters.

Certain writers, typically those who are freelancers or independent contractors, sometimes work for a publisher, such as a newspaper, without ever entering into a contract except one that is verbal and informal (see question 2, below). Although such arrangements can work, a written contract is always a good idea, if for no other reason than the security it provides in the knowledge that the definite obligations of both parties have been set down in writing.

These are the most important questions to ask when entering into a contract:

1. Does the contract state exactly what is supposed to happen in terms of what is to be written and what will be published?

In other words, is the project that the author is to accomplish adequately stated and described? Although this seems like a simple concept, it is one I often find missing in publishing contracts, particularly those of smaller publishers. A contract should state that



it is an agreement for the creation of a 50,000-word book on daffodils or a weekly column on gardening topics, such as soil maintenance. The description of a work in a contract is the beginning of clarity for both the publisher and writer.

2. Who will own the copyright to the published work?

If the contract is one for a book, it will likely give the publisher an “exclusive license” to publish the book. In practical terms, the exclusive license language is almost the same as an outright transfer of copyright from the author to the publisher—but not quite. The exclusive license means that only the publisher, and no one else, will be able to publish, distribute and create new editions of, and otherwise exercise dominion and control over, the book. This kind of license usually lasts for the entire term of copyright, i.e., a very long time—your lifetime plus 70 years.

Sometimes instead of a license provision, the contract will contain an outright transfer of the copyright to the publisher. This means that the author gives up any semblance of ownership. As a result, the publisher owns everything and is not bound by the strictures

that a license might impose.

Whichever manner the contract employs to deal with a work’s copyright, the author should ask, “Do I want to be able to continue to use the text, photos or other parts of the book in my continuing work as an author?” For example, A writes a book, *Successful Perennials*, signs a contract with Acme Publishing pursuant to which the book is published. Does the contract allow A to use portions of *Successful Perennials* in her other subsequent works? A careful reading of the contract might or might not reveal the answer.

If it is important for you to be able to continue to use your writing in other works, such as speeches, articles, presentations and seminars, then the contract should be fashioned to allow for this. A word of warning here, particularly for book contracts: Not all publishers will agree to contract language that allows the author to use the published work in future endeavors. Newspaper and magazine publishers seem more willing to allow authors to use portions (or all) of their works, once the article or column has been published.

I sometimes receive questions from freelance authors who write continuous works for a newspaper, newsletter, magazine, website,

etc., such as a weekly column, where no written contract exists. In these cases the publisher is usually small and has never asked for a contract because its relationships with the authors are thought of as “family” ties, where any disputes can be worked out within the friendly clan. In such instances, there is only an informal arrangement established over a number of years under which the author sends the manuscript to the publisher, the work is published and then the author receives a check. In fact, these kinds of relationships can work for long periods and many times only come to an end when the publisher is sold.

A new owner often will look over the legal status of the works being published and will demand that all freelance contributing authors enter into a contract. When this happens, the most typical question I get from authors is, “Who owns the copyrights to my columns from the last ten years?” The answer: In the case where the authors are truly freelance writers, they alone own the copyrights to the past articles, not the publisher.

The Copyright Act of 1976 is specific about ownership: He who creates, owns. Therefore, if A, a freelance author, has written a monthly column for *Gardening Fun Magazine* for 10 years and has no contract with the magazine, he may continue to use his columns in any way he sees fit. Once an author creates a copyrightable work, he owns the copyright to it and can only give it up by signing a contract that disposes of the copyright. In the above example, the magazine has no claim on the copyright because there is no written agreement containing provisions for copyright ownership.

Note: The above rule does not apply to authors who are employees of the publisher that is publishing their works. An employee who is hired to write columns, articles or

other materials for a publisher does not own the copyright to those works. The publisher owns the copyright through what is known as the “work for hire” doctrine. Furthermore, most employee/writers do not have written contracts that deal with copyright ownership matters.

3. Payment provisions: Is the contract language involving compensation—advances, royalties and other payments—intelligible?

Consider the following paragraph, which contains the only treatment of compensation within a poorly drafted agreement:

Compensation: Author shall be paid a royalty based on sales of the Work, which shall be determined for by publisher no less than four times per year per the schedule distributed by Publisher from time to time, with advances accounted for Worldwide rights. Syndication rights are to be 50% less returns and costs of promotional copies distributed.

What does this paragraph mean? It is impossible to say, but let us engage in some guesswork. It sounds like the author is to receive a royalty, but since the amount of royalty is not stated, the author will not be able to make even a reasonable estimate of what he is due for the sales of his work.

Let us also guess that there will be an advance paid to the author. But the amount is not stated and neither are the times for payment of the advance given. The worldwide rights and syndication language is hopelessly vague and cannot be deciphered from the incomplete data provided (e.g. 50% of what?). This sort of paragraph gives credence to the unfortunate aphorism that most publisher generated contracts are inept and often require explanation, revision, addition and, for passages like the above paragraph, total

deletion in order to initiate a fresh start.

It is nonetheless surprising how many authors are willing to enter into poorly drafted contracts, even while suspecting that the payment terms (arguably the most important provision in the agreement, at least from the author’s perspective) are incapable of any reasonable analysis. In reviewing a publishing agreement, I encourage authors to employ this rule of thumb: If you cannot understand it, demand that it be explained. In my experience, it is also equally surprising how often a publisher’s representative is at a loss to explain befuddling compensation language.

Many authors ask me, “What is the ‘standard royalty rate’ for a book?” The answer is that there is no standard rate. Whatever the publisher and the author negotiate is the royalty or compensation that will be paid. A fact of life for beginning authors is that they will be paid less than more experienced authors. This fact is tempered, however, by the reality that the beginning author, who earns only a pittance on his first book, can be well paid in terms of experience and budding reputation, particularly if the work is well received.

To reiterate, clarity is the coin of the realm in regard to author payment. For this reason, do not hesitate to have a third-party—a lawyer or agent—review your contract before you sign it.

John W. Hazard Jr. is a partner with Webster, Chamberlain & Bean LLP in Washington, D.C. His firm is on retainer to aid GWA members with legal issues such as contracts, copyright infringements and other intellectual property matters.

Part 2 in the August-September edition of *On the QT* explores out-of-print clauses, length of contract, indemnification and dealing with publishers.



The banner features a central circular logo with a floral design and the text "GWA 2017 69th Annual Conference & Expo". Above the logo, it says "Buffalo, NY • Aug. 4-7". The background is a collage of green foliage and a large, ornate glass dome structure. The banner is divided into three main sections with text:

- Connect. Learn. Grow.**
Register today at gardenwriters.org.
- 3 STORY TOURS (DOZENS OF GARDENS)**
4 DAYS
31 EDUCATION SESSIONS
50+ SPONSORS & EXHIBITORS
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- Stay Tuned with #GWA2017   

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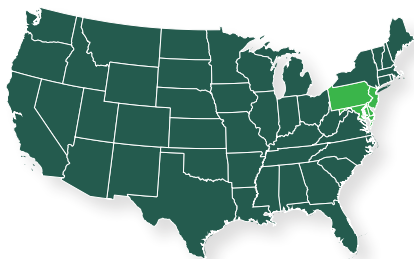
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REGIONAL NEWS & NOTES



REGION II

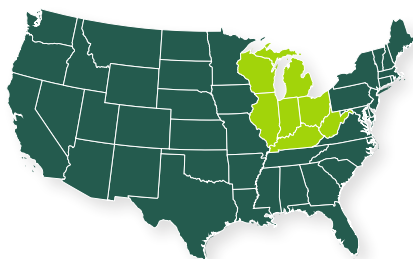
DENISE SCHREIBER

Eva Monheim recently taught "Color in the Garden" at Mt. Cuba Center.

Jan Kirsh's whimsical fruit and vegetable sculptures will be on exhibit at the Gay Street Gallery, 337 Gay Street, Washington, Virginia through August 15.

Chanticleer's Dan Benarcik and Bill Thomas will be speaking at the American Public Gardens Association Conference in Hamilton, Ontario, Canada, June 20-23. Dan will discuss "Fusing Seasonal Display Planning with Gardenwide Approaches." Bill will speak about "Empowering Staff" and will head up the Leadership Forum.

On August 2, Bill Thomas will give a webinar for the Association of Professional Landscape Designers and August 31, he'll speak at Coastal Maine Botanic Garden.

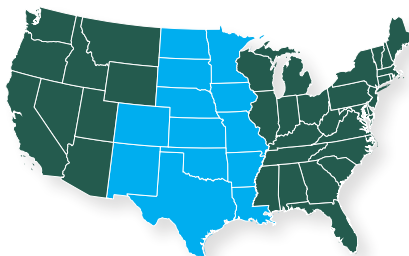


REGION III

BETH BOTTS, DIANE RANKIN
AND SUSAN MARTIN

In addition to recording her *Melinda's Garden Moment* how-to videos, Melinda Myers will be speaking at the following events: Thursday, June 15, at Monk Botanical Gardens, Wausau, Wisconsin; Friday, June 29, at the Bloom Gardening Conference at Meadow Brook Hall, Oakland University in Rochester, Michigan; Wednesday, August 2, at Ebert's Greenhouse Village in Ixonia, Wisconsin and twice daily from August 2 through 13 at the We Energy Park Gardens at the Wisconsin State Fair in West Allis, Wisconsin.

Kathleen VanDevere invites GWA members to the Midwest Garden History & Design Preservation Symposium, June 21, and 23, at the Akron Art Museum in Akron, Ohio. Marta McDowell, author of *All the Presidents' Gardens: Madison's Cabbages to Kennedy's Roses—How the White House Grounds Have Grown with America*, will speak on "Research Methods for Preserving, Restoring or Replicating Period Gardens." Marianne Salas will speak on "Research Resources at the Smithsonian Institution." Attendees also can tour several historic properties in the area. E-mail kvandevere@icloud.com for more information.



REGION V

BILL JOHNSON

The Minnesota State Master Gardener Annual Conference will be at the Minnesota Landscape Arboretum in Chaska, Minnesota, June 23-24. The keynote speakers will be Thomas Ranier and Jeff Lowenfels. Heather Holm will also be presenting.

Benjamin Vogt will present "A New Garden Ethic" at the Hitchcock Nature Center in Honey Creek, Iowa, July 8. The talk is a preview of his upcoming book of the same title.

Jan Rigenbach, syndicated garden columnist, will speak at the North American Lily Society International Lily Symposium in St. Louis, June 28 to July 2. Her presentation will be "Landscaping with Lilies."

Upcoming EVENTS

REGION III

Regional Meeting | Indianapolis, Indiana

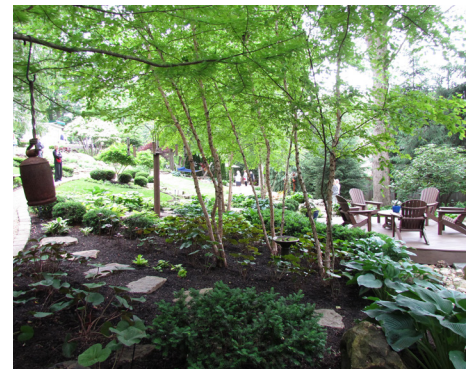
Best of an Indianapolis Summer Tour

Friday, June 23, noon to Saturday, June 24, noon

Connect Meeting | Columbus, Ohio

Connect (& More): GWA @ Cultivate'17

Saturday, July 15 to Tuesday, July 18



© JO ELLEN MEYERS SHARP

Four private gardens in Indianapolis will be part of the Region III meeting June 23 and 24.

Helping Us Grow!

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

ONE MEMBER

APLD
Cassandra Barr
Steve Bender
Louise Clark
Kate Copsey
Mark Cullen
Sally Cunningham
Tom Fischer
Dawn Hummel
Igor Kaftan
Jessie Keith
Debra Knapke
Jeff Lowenfels
Sue Markgraf
Marty Ross
Yvonne Savio
Bill Thomas
Sue Trusty
Chris VanCleve
Teresa Watkins

TWO MEMBERS

Helen Battersby
Ken Brown
Bill Johnson
Eva Monheim
Lynn Steiner

THREE MEMBERS

Ruth Rogers Clausen
Jan Johnsen

SIX MEMBERS

Brie Arthur

ELEVEN MEMBERS

Kirk Ryan Brown

TWO ALLIED MEMBERS

Teresa Watkins

Allen Bush: From Seed Starter to Seed Searcher



Somewhere in his early 20s, Allen Bush figured out that while a degree in sociology was fine and accounting was absolutely the wrong way to go, a guy just might make a happy living in horticulture—with a little bit of writing thrown in just

to see where it could lead. Not exactly a road less traveled, but it did make all the difference.

Bush already was one of those kids who was planting bean seeds in milk containers in first grade. Even then he enjoyed the magic that came with it, that tiny little seed pushing up leaves, vines and flowers.

His early education was a mix of Louisville, Kentucky, public schools and the private Blue Ridge School in Saint George, Virginia, where a teacher told him, “You know, you can write.”

“I can?” answered Bush, finding needed affirmation for a deep-seated talent that also required a little cultivation.

In 1969, he went on to the University of Kentucky because that’s where his friends were going—and the alternative sounded a lot like Vietnam. The accounting major died a quick death: “I realized, oh God, I’ve got to do homework every night.”

INFLUENCE OF WRITERS, POETS

Sociology agreed more with his soul. The University of Kentucky fostered a great writing atmosphere. Wendell Berry taught there; as did Guy Davenport—author, poet, artist and a MacArthur Foundation Fellowship winner—and graduate student Richard Taylor, who would become a Poet Laureate of Kentucky. “They had a big influence on me,” said Bush.

His strongest influence was a little more existential. While in college, he and three buddies moved to an old farmhouse in rural Jessamine County. The rent was exceedingly cheap, about \$20 a month each. The house did have electric-



ity, but was bereft of such niceties as running water and indoor plumbing.

“And I thought to myself,” Bush said, “My mother gardened, my sister gardened. I’m out here in the country. I ought to have a garden.” Bush passed on that wish to farm owner Elzie Lowery. He then spent much of the winter reading organic magazines, such as *Mother Earth News*. That spring, Lowery called Bush to tell him his new garden had been plowed. It

was at the far end of a tobacco patch; roughly 300 feet long and 3 feet wide.

“And I thought,” said Bush, “this is not exactly what I had in mind, but it is my first garden.” His joy in that also spread to the nearby fields and woods, where he could watch the buckeyes unfurl in the spring, and learn the names of the bursting clumps of wildflowers.

GOVERNMENT SERVICE

He graduated in 1973, and worked for a time with Alberta Coleman at a President Kennedy-inspired AmeriCorps VISTA program in Lexington, which was basically a program with little money trying to help people who had even less. "Alberta is one of my lifelong great inspirations and mentors," Bush said.

From there he went directly to where a sociology degree and an interest in horticulture might logically lead: A hands-on landscape crew planting flowers, shrubs and trees for the iconic Hillenmeyer Nurseries in Lexington. His crew boss was Omer Barber, who gave the new college-graduate kid an exceedingly hard time for two months. Bush just shut up and did his job. Omer Barber was not going to defeat him.

The future turned brighter one day when Bush and Barber took a break, bought a six pack of beer, and went to visit one of Barber's buddies in the Port-A-Can business—a man lovingly called Roy "Shit-Hauler" Martin. As Martin complained about the downside of his business, Barber likened that to working with Bush. Barber then leaned over and winked at his rookie. Their bond was made. Horticulture it was.

Success did not follow directly. Moving back to Louisville, Bush and a buddy, Richard Hopkins, began a business with the shameless name of Peat-Rose Landscaping, with the Cincinnati Reds baseball star getting no residuals. "It lasted a couple of years," Bush said. "We learned a lot working for neurotic housewives and bankrupt building contractors."

KEW INTERNSHIP

Moving on, Bush, using some Louisville Anglophile influence, won acceptance for a year's worth of study at the sainted Kew Gardens in England. "I was in way over my head," said Bush. "I was a sociology student."

Hanging out with the best gardeners in the world was more proof that he had made the right decision. Upon his return, he opened his beloved Holbrook Farm and Nursery in Fletcher, North Carolina, with a mail order catalog more a wish list of what every gardener wants no matter the real needs. He also got to write the fun and flowery copy.

Yet exotic-nursery love and profit are rarely a match. Bush earned a small salary, but no real money. His marriage to Ali Mathews ended there, but their relationship gave him his daughter, Molly, and a grandpa-loving granddaughter, Story. Fifteen years after it opened, in a painful decision for him and his employees, he sold Holbrook and moved back to Louisville.

"I've gotten very useful information from GWA. I write catalog descriptions and a few trade magazine pieces for Jelitto Perennial Seeds. The best lesson I learned: Don't Write Anything the Reader Won't Read."

"We all shed some tears over that," he said. "I wondered if I was going to have to get the pickup truck and some hand tools again."

ROOTED RELATIONSHIPS

Allen Bush was too well known in the wide gardening world, too knowledgeable, too accessible, too good a guy and travel companion to wander off in a pickup truck.

He settled in with his new, wife, Rose, the perfect garden mate, her Rose Bush name is a frequent source of amusement. Klaus Jelitto of Germany's Jelitto's Perennial Seeds quickly hired him to sell seeds. Bush began exploring the world, including two trips to China, seeking new plants to market. His companions would include Dan Hinkley of Monrovia, Georg Uebelhart of Jelitto, Kurt Bluemel of Bluemel Grasses and Hans Hansen of Walters Gardens. He also expanded his family with stepson, Cooper Francis, who lives in London. "He and Molly both have green thumbs. They cut their teeth while growing up collecting *Rudbeckia* 'Goldsturm' seed for Jelitto from neighborhood gardens," Bush said.

In 2011 he was given The Award of Merit by the Perennial Plant Association—its highest honor. His writing roots also flowered on **The Human Flower Project**, a worldwide blog of human relationships with the floral world, garden magazine articles, and more recently on **Garden Rant**, a blog dedicated to about anything a gardener has in mind or spirit.

Ten years ago he was diagnosed with multiple sclerosis, a disease he has managed with

optimism and medicine. "It's a blessing, really. I kind of had to put my life in perspective," Bush said.

He still travels to meet horticulture buddies, including GWA events. "I've gotten very useful information from GWA. I write catalog descriptions and a few trade magazine pieces for Jelitto Perennial Seeds. The best lesson I learned: Don't Write Anything the Reader Won't Read."

He and Rose have created a garden paradise around their Louisville home. More recently they purchased an old hideaway farmhouse and 47 acres of land near rural Salvisa, Kentucky. They visit every week. They've created a pollinator meadow there, planted hundreds of trees, walk the nearby woods and river's edge. Sociology can include nature, too.

Retired *Louisville Courier-Journal* columnist and author **Bob Hill** is owner of **Hidden Hill Nursery & Sculpture Garden** in Utica, Indiana. He enjoys rare and unusual plants, gathering with garden friends and the quiet solitude of a screened-in back porch. His academic honors include being the tallest kid in his class 12 years in a row.

Teresa Watkins: Change As a Way of Life



Did you know that Theresa Watkins is the reason why there's a Home Depot Garden Club now? And it's not because she was hired to create something catchy or buzz-worthy or moneymaking for the home-improvement store chain. It's

because she saw a need and she fulfilled it.

Let's back up. In 1996, Teresa was neck-deep in corporate work. "I had been an office manager and a restaurant manager, both high stress jobs. But that year, when my mother died, I experienced a profound depression. When, six months later, I decided to get out of bed and face the world, I saw that The Home Depot was opening a store in my city, so I went to work in the garden center. I just didn't want to think about anything."

THINK OUTSIDE THE BOX

If you've met Teresa, you know that "not thinking" didn't last long. "After a few months, I had taken the Florida Master Gardener course, and so I had a little more plant knowledge than other people working there. Soon, on Saturday mornings, I had a line of people waiting to ask me questions."

To manage the traffic flow and to encourage the budding gardeners stopping by, Teresa said to her manager, "What if we do a garden club one weeknight per month?" So they did. "We'd move the lawn mowers out and we'd have 100 to 150 people coming to our meetings." Her manager got a call from headquarters in Atlanta asking what was going on. "All of these snowbirds were going back to Indiana and Ohio and asking why their stores didn't have a garden club." After a visit from corporate to see what Teresa and her cohorts were doing, the Home Depot Garden Club was rolled out nationally.

After two years with The Home Depot, Te-



resa went to work for an independent nursery. Soon after, an opportunity came up for her to take on a position with the University of Florida. As she did during her time at The Home Depot, Teresa took the program and made it her own.

"When I started, the program I was working with was geared toward certifying yards as Florida-Friendly landscapes. I looked at what I was to be doing. I had three counties to cover.

I knew I couldn't certify more than 30 yards per month, and that was being optimistic." So she stepped back to evaluate the bigger picture. "I said, what if I do a three-hour workshop, for free, and then people have to take a before and after test to be certified." By evaluating and changing the program, Teresa has helped 35,000 Florida gardeners develop more environmentally friendly landscapes. "The university liked it because the numbers grew," she said.

When she had the opportunity to start a radio show, it was in partnership with the regional water management district. "When you do a water conservation program, nobody pays attention to you, so I said I wanted to do it in the format of a gardening show. Everything you deal with in gardening can be tied back to water management anyway." She still does the show every week.

MAKE YOURSELF INVALUABLE

"When I was teaching for the university, the program was self-funded. We had seed money for the first two years, and after that, the program was self-funded. I spent the first year going to council meetings, chamber of commerce meetings, HOA meetings, and tried to be of help to everyone. At the beginning of the second year, I would go to the agencies, ask them how I had helped them over the past year. I would answer their questions and give them reports." Then, she said, when they were really excited, I would say, "You need to know I'm only going to be here one more year unless you put money for my program in your budgets." She got all the funding she needed.

BE OPEN TO CHANGE

In 2008, Teresa started her own landscape business, Sustainable Horticultural Environments. She said that her career has flourished because she hasn't been afraid of change and adding on other things. "While teaching I was also doing the radio show. I was always doing multiple kinds of jobs and positions that I could fall back on. Multitasking isn't for everybody, but when times are tough, and work isn't plentiful for everyone, if you can do this, you'll be stable."

Joining GWA allowed her to branch out beyond the environmental world and into the gardening world. "I would get inspiration from other writers and gardeners and people in the industry and bring it back to Florida to improve my work and inspire others."

NETWORK, NETWORK, NETWORK

"If I believe in something I will lead the parade," said Teresa. "I'm a big, big fan of GWA. Participating has always presented excellent opportunities for me." Like many members, she cites the benefit of the GWA attorney as a big selling point. "I had been dealing with someone threatening my business for six weeks. The day after I wrote to the GWA attorney, he sent a letter and the problem was taken care of. I felt so secure with the backing of that law firm behind me."

She repays the benefits by telling everyone she comes into contact with through her workshops, radio show and other net-

"While teaching I was also doing the radio show. I was always doing multiple kinds of jobs and positions that I could fall back on. Multitasking isn't for everybody, but when times are tough, and work isn't plentiful for everyone, if you can do this, you'll be stable."

working about GWA. "I tell them, 'we are now called the garden communicators, so if you educate about your gardening group or club, this is a great opportunity for you to meet all of your favorite writers and get knowledge to write for gardening.' I tell them they will get so many different benefits from it."

"I love to network and put people together. Even if something doesn't directly benefit me, if I see the opportunity for good partnerships, I will try to get the parties together." Recently, Teresa used her acumen for networking to bring on DeWit Garden Tools as a GWA Allied Member. "When DeWit came on their American Tour, they were Orlando, and I interviewed them on my radio show. When I joined the Sponsorship Committee and heard about Buffalo, I just sent them a note and said 'This is a great opportunity for you!' " Because she had stayed in touch with the company after her radio interview and was looking out for the mutual interests of both the company and GWA, she was able to make a good match.

Her parting wisdom is this: "Everything you do always comes back to you. Don't make it hard for people to find you and use you. I've gotten so much business from the networking I've done and the resources I've helped people with." Of course, we all need to make a living though, so she said, "Find what you

love to do and get someone to pay you something to do it." (If you've done your job with networking, it'll happen.)

Katie Elzer-Peters ghostwrites, edits, and packages (helps people self publish) books; is the editor-in-chief of *The Designer*, the journal of the APLD; is a frequent contributor to green-industry publications and is the copy writer behind various plant brands. She lives in Wilmington, North Carolina, with her husband, two dogs and an excessive number of gardens. When not writing, Katie can be found running up and down Wrightsville Beach.

GWA Foundation Hits the Road with Gro1000 Events

BY ALEXA HALLER

Representatives of GWA Foundation traveled to Santa Monica, California, April 24, for the first of four Gro1000 trips. The site was Ishihara Park and the Gro1000 project transformed land formerly used as a parking lot into a welcoming community greenspace with native plantings, an urban orchard, a learning garden and passive green areas for residents to gather, exercise and experience nature in an urban setting. Fresh produce grown in the learning garden will be donated to local food services.

On May 12, foundation representatives went to New Bedford, Massachusetts, to work in Abolition Row Park, a community greenspace designed to revitalize vacant property. The property faces the Nathan and Mary Johnson House and the Friends Meeting House, both properties on the National Register of Historic Places. This park will focus on all the local history, as well as using greenspace as an outdoor classroom. The area will aid in the creation of the Monarch Butterfly Pollination Highway within the park.

GWA Foundation went to Rochester Hills, Michigan, May 18, in support of the installation of a sensory garden in Riverbend Park. The 5,000 square-foot garden will have two areas – a student-designed and maintained space, and a professionally designed sensory garden. The garden will include areas specifically devoted to local schools, providing students the opportunity to learn the elements of ecology such as native plants, soil erosion and pollination. The natural elements playground immediately adjacent to the garden will be designed with sensitivity to children with special needs.

On June 10, officials gathered at Cherry Ann Park in New Haven, Connecticut, to celebrate the park, participate in a community planting and other activities.



More than 50 Santa Monica youth and volunteers worked with representatives of GWA Foundation, KidsGardening.org and Franklin Park Conservatory to learn about gardening and other green activities.



Gro1000

GWA Foundation, the United States Conference of Mayors and Franklin Park Conservatory are partners with Scotts Miracle-Gro in support of Gro1000. Starting in 2011 and through the company's 150th anniversary in 2018, it is supporting the creation of more than 1,000 community gardens and green spaces in the markets we serve. The partnership helps neighborhoods in need of green spaces, schools in need of places to play and communities in need of beautification and revitalization.

GWA Foundation and Grow1000 aided in development of Abolition Row Park in Bedford, Massachusetts, May 12. The greenspace is being designed to revitalize vacant property. The park will focus on local history, as well as using greenspace as an outdoor classroom. The area will aid in the creation of the Monarch Butterfly Pollination Highway within the park.

Deadline June 26 for GWA Foundation Scholarships

BY ASHLEY HODAK SULLIVAN

EXECUTIVE DIRECTOR, GWA FOUNDATION



GWA and the GWA Foundation are excited to announce the second annual **#GWA2017 NextGen Scholarship** to attend the **2017 GWA Annual Conference & Expo**, August 4-7 in Buffalo, New York. This year, three scholarships will be offered, covering #GWA2017 conference registration and up to \$1,000 in travel (\$1,500 value).

Ideal scholarship recipients would be working as a garden writer, blogger, speaker or photographer under the age of 40. Applicants are asked to submit their resume or curriculum vitae along with a 500-word essay, discussing the importance of the next generation in the future of garden communications. Previous GWA NextGen scholarship recipients are not

eligible for 2017 scholarships. Scholarship applications are due by Monday, June 26. [Click here](#) to for more information and to apply.

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



"Attending the GWA conference in 2016 was a landmark moment in my life as both a gardener and writer. As the recipient of the NextGen scholarship that year, I was honored to be received into the GWA community with open arms. In terms both personal and professional, the people at #GWA2016 were overwhelmingly generous with their confidence, advice and resources. I spent that long weekend meeting new friends and colleagues who have since connected me with commissions for over half a dozen publications. I'll be back this year with gratitude and eagerness to contribute to this inspiring group of individuals."

—Christopher Freimuth, #GWA2016 NextGen Scholarship Recipient

Foundation News

Sustaining Our Knowledge Base

Paper, digital and seed libraries: Vital options in the quest for permanent reference resources



The Ancient Library of Alexandria, Egypt, which was probably the first major information repository in the Western world, lasted for 300-plus years. It was destroyed by fire in 48 B.C. that took with it from tens to hundreds

of thousands of papyrus scrolls, together with the cultural and scientific knowledge they contained.

As a species, humans build on accumulated knowledge. To that end, we try to create sustainable, accessible and trustworthy storehouses for that collective knowledge.

REDUCING THE RISK OF LOSS IS IMPORTANT

Papyrus, parchment and paper burn. Factions, war and natural disasters destroy archives while digital systems can crash. It's all at risk one way or another. Retaining factual information depends on how we gather, verify and store it. But being able to use it is just as important as preserving it. For example, preserving the wealth of genetic information available in seeds depends on saving plants from extinction and making sure their seeds remain viable. The Svalbard Global Seed Vault in Norway and some 1,700 other seed banks around the globe were established to do just that.

"By some estimates, we've lost 60 to 70 percent of our cultivated plants over time," said **John Torgirson**, executive director of Seed Savers Exchange in Decorah, Iowa, which sends seed to Svalbard and regularly tests seed for continued viability. "We're pretty sure there were once 20,000 varieties of North American apples, and now there are about 4,000."

This varietal loss might not sound important until we remember that the bulk of the pharmaceuticals we depend on originate in nature, and that we make new (and appealingly weird)



Adam's Pearmain apple, an old-fashioned, dessert apple introduced in England in 1826, has a sweet, slightly nutty flavor.

discoveries each year. For example, scientists have recently learned that Komodo dragon blood contains a potential antibiotic.

EPHEMERA FILL IN THE BLANKS

Sustaining verifiable and accessible information of all kinds is a multifaceted enterprise. It depends on many people, including those who hold onto the kind of ephemera that often gets chucked out such as old letters and diaries. These tidbits, such as Thomas Jefferson's garden books and John and William Bartram's extensive botanical research, help to inform us of gradual changes in the natural world.

"The strongest body of supporting evidence that I use for most of my lectures and all of the interpretations I do goes back to words on pa-



Scab-resistant Cranberry Pippin apple, which dates back from 1845, originated near Hudson, in Columbia County, New York.

per," said **Kirk Brown**, John Bartram enactor and lecturer. "You can't burn books as easily as you can pull the plug on a digital media (platform)."

Digital media is also hackable and mutable in a way that paper is not. Without documents, we would not have the Bartrams' detailed lists of plants native to this continent, which would be an informational loss of both the benefits those plants offer and the self-sustaining ecology they represent. To truly sustain information, we need it all. Diversity is backup. Monoculture and monolithic systems are far more susceptible to catastrophic destruction than a diverse, even diffuse system.

"The Alexandria Library lost all its information because it was all in one place," noted **Kathy Jentz**, editor of *Washington Gardener* magazine.

BRIDGING THE GAP BETWEEN TWO WORLDS

Despite the increasing shift from paper to electronic media distribution, which is totally at the mercy of the grid, much is still available through more than one medium. For example, **The American Horticultural Society** publishes both print and electronic versions of its magazine, *The American Gardener*.

"We don't really change much between digital and print editions," said **David Ellis**, AHS director of communications and the magazine's editor. "(The website) is usually more about adding extra information beyond what we have space for in print."

Unlike hard copy, online resources can be readily updated with new information, disinformation, or be erased. You can easily delete a defunct nursery and add a new one, or update plant nomenclature, which changes with new taxonomy.

"Keeping current is important for our audience," said Ellis, who notes that the magazine often lists both former and current plant names for continuity. "When we use websites to check plant names, we want to make sure those sites are on the cutting edge of nomenclature."

For native plants, Ellis recommends the **USDA PLANTS** site, which details native and non-native plants and identifies plants that are potentially invasive in North America. For cultivated plants, **The Royal Horticultural Society's Plant Finder**, based on both organizations' reliance on scientific research. "Knowing that a professional is doing it in a professional and unbiased manner is important," he said.

"Most of us trust the National Park Service and the EPA and their employees," Jentz said. "But lately there seems to have been a shutdown of information. I haven't gotten press releases from USDA Agricultural Research Services, which had the most relevant recent research coming out of the government."

But that's another story – look for it in *On the QT's* August issue.

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

EDITOR'S NOTE: In mid-May, Norwegian government officials announced that the Svalbard seed vault had flooded, due to soaring temperatures in the Arctic at the end of the world's hottest year ever recorded. That caused the permafrost to melt, and heavy rain to fall instead of the typically light snows. Although no seeds were lost, the world's best-designed doomsday insurance plan is now threatened by climate change.

East coast setting for GWA gathering



The GWA regional meeting in the Boston area included a stop at the Eleanor Cabot Bradley Estate, where Region I members and guest were on their best behavior.

PHOTO COURTESY KIRK R. BROWN

Region V gathers at Brenton Arboretum



Attendees of the GWA Region V meeting June 2-3 begin a trek through the collections of the 141-acre Brenton Arboretum near Dallas Center, Iowa. The first GWA Region V meeting to be held in Central Iowa attracted 21 members and guests from 6 states: Iowa, Nebraska, Minnesota, South Dakota, Ohio, and Virginia. Visitors attended programs at The Brenton Arboretum and the Greater Des Moines Botanical Garden.

PHOTO COURTESY DEB WILEY

In Memoriam

Daniel Gasteiger

February 23, 1958 - June 1, 2017



Daniel was a passionate advocate for communicating the benefits of gardening across the many digital channels to which he contributed. He was a well-known contributor to blogs and social media sites under his alter ego, Cityslipper. His avatar was described as “an avid gardener enjoying rural life while espousing the merits of gardening, family, golf, billiards, technology, dogs and writing.” He wrote about

every single one those topics but not necessarily in that order.

Soon after he joined GWA, we shared a phone conversation where his enthusiastic and often prescient pronouncements about what we needed to do to bring our association into the modern age, allowed me to dream of the day where we’d have a database-driven membership list; grand, new web-based member portals; several blogs; news groups, and focused online chats. Daniel used words that I needed a computer at hand to define.

He graduated from Cornell University in 1982—almost a decade after I had left. But his roots were in Ithaca, New York. Only over the past three years had Daniel moved his father out of his boyhood home and packed up the ephemera of his youth. We shared many experiences of our ‘life on the hill above Cayuga’s waters.’ I believe that’s what I remember most about Daniel: Constancy and continuous connection to his threads of life. He was one of my truest and most dependable of friends. His voice was the continuous nudge to complete the project today. Organize your thoughts, order your process and get it done! Just like those experiments I’d had with my first-ever challenge of corporate database analytic software—Lotus 1-2-3.

Daniel started his professional career as an editor for the Lotus Development Corporation. He pioneered an era of corporate management analysis with several early books and subsequent updated editions about Lotus 1-2-3. After leaving Lotus, he consulted with a diverse spectrum of industries and associations, including IBM, Proctor & Gamble and Harvard University. Most impressively, he worked with CSSI Inc., a corporate partner with government and commercial clients to ensure that transportation systems are designed, equipped and managed to safely and efficiently move people and materials. Daniel had always been somewhere close to the cutting edge.

His singular contribution to the published world of garden communication echoed his commitment to life: *Yes, You Can!* While talking about his garden-to-table preservation recipes, the book is a compendium of common-sense basics that frame an historic American ethic as well as a way life.

Daniel’s contributions to GWA are brilliant. In the spring of 2012, his was the first all-day workshop on social media. He served on many of the original committees and task forces that resulted in our extensive rebranding and digital recreation in the winter of 2015-2016. He gave a name and an identity to our blog. He served with **Ann McCormick** and **C.L.Fornari** as GWA’s digital collaborators. He was the Internet and social media consultant who I had always wished could take on plenipotentiary powers.

As recently as two months ago, he had asked to run for a GWA board seat and began creating a new GWA Blog that will include vendors, sponsors and exhibitors. Daniel was also planning his next self-published e-book. He was always available for an hour or a day to consult on making a career in this new digital world. His was a voice that helped all of us to grow our technical knowledge as well as our businesses.

He and Scott Hokunson were co-founders and administrators of the Facebook group *The Business of Garden Writing*. Daniel’s most eloquent communication was a series of articles published by *The Lewisburg Daily Item* titled, “Dire Diagnosis,” which clinically but humorously details his 16-month life with pancreatic cancer treatment. His online presence will be greatly missed. Just weeks before this obituary, the Honors Committee named him a GWA Fellow and was waiting for the general release of other names for the official announcement.

He is survived by Stacy, his wife of 30 years; father, Edgar Gasteiger of Ithaca; children, Matthew, Callum and Cassidy; brothers, Kirpal, Kris and Eric. Many friends and colleagues gathered in Lewisburg, Pennsylvania, June 4 to celebrate an amazing life well lived.

—Kirk R. Brown, President of GWA

Beverley McDonnell Tanem

May 31, 1930 - June 3, 2017

Beverley McDonnell Tanem of Novato, California, was best known to garden writers as the constant companion of **Bob Tanem** at many GWA conferences. The couple met while students at University of California-Berkeley and were married for 63 years. Survivors include Bob, children Bill, Kathy and Edie, and four grandsons. Bev taught special education students at San Rafael High School, where in 2006, she was inducted to its Hall of Honor for volunteering for more than 34 years after her retirement. While teaching and mothering her children, she worked alongside Bob at Tanem’s Garden Center’s two stores, including keeping the books for more than 35 years. She also helped with Bob’s *In the Garden* on KSFO-AM radio. Contributions may be made to Dedication to Special Education, c/o Marin County Office of Education, P.O. Box 4925, San Rafael, CA 94913.