Remember the vintage TV commercial for Reese’s peanut butter cups about what happens when chocolate and peanut butter accidentally collide? The result was “a taste all its own.” That’s pretty much what happened when I attended my first AASHE Conference in 2015.

I registered for the Association for the Advancement of Sustainability in Higher Education Conference with the hope of finding some fresh ideas to incorporate into the GWA Sustainability Committee’s scope of work. I came away with the vision that our two organizations could form a synergistic relationship that would be more powerful than either one can achieve on its own.

As I listened to breakout session presenters and eavesdropped on lunchtime conversations, I realized that solutions to many of the problems confronting sustainability staff at academic institutions were the routine work of GWA members. I’d listen to an AASHE member’s problem and say, “Oh, I know someone who does that!”

— Continued on page 3
EXECUTIVE DIRECTOR’S MESSAGE

MARIA UNGARO

Brandiing Initiatives at Work in Atlanta

It was great to meet so many of you in Atlanta. We’ve been working virtually with some of you for months, and it was wonderful to actually put faces to the voices. Those who attended got to see many of the initiatives that we’ve been working on over the last 10 months come to life:

• Creating member value: Our priority has been and continues to be about creating value for our members and to grow our membership. We’ve been making a concerted effort to recruit members from the Next Generation within the green industry. This year we held our first NextGen event at Longwood Gardens and Chanticleer Garden. We awarded our first Emergent Communicator Award to Katie Dubow of the Garden Media Group.

• Rebrand GWA: It was exciting to see our new brand in action. The event was filled with evidence of a new look and feel for GWA. The energy was palpable.

• Be the recognized education source, thought leader and resource for the industry: The GWA Conference was jam-packed with terrific educational opportunities, including keynotes from industry icon and plant guru Michael Dirr. The programming committee should feel great about all the presentations made to members.

• Achieve financial sustainability within two fiscal cycles: Treasurer Jo Ellen Meyers Sharp reported that although we still have a ways to go, we are starting to move the needle in the right direction.

Now that we’ve set a strong foundation, we want to get you even more involved. Leadership met and reaffirmed our ongoing goals for 2017. Want to help us achieve all the goals we’ve laid out? Join a committee. Don’t miss your chance to build your network, demonstrate your creativity and give back to the green communications industry. Not sure which committee to join? Call me and we can discuss where would be a good fit.

Heartfelt thanks to Becky Heath, Kate Copsey and their committees for the tremendous educational programs and wonderful tours in Atlanta. A big thank you to the Board, especially those who are stepping off this year: National Directors: Linda Nitchman, Ellen Zachos and Bill Adams; and Regional Directors: Tom Mickey, Sue Markgraf, Jerry Mendez, Ira Wallace, Kevin Gugg, Pat Munts and Steven Biggs. Without the Board’s support and leadership, we would not have been able to accomplish all we did these past 10 months.

For those who attended, you got to witness the incredible team in action—the incomparable #TeamGWA—Ashley Hodak Sullivan, Alexa Haller, Caitlin Norton, Sandy Stevens and June Price. I think you will agree that they are a force to be reckoned with and I am lucky to work with them every day. Please be sure to reach out with any questions or suggestions. See you in Buffalo, if not before!

Mari
Continued from page 1

GWA MEMBERS HAVE THE SOLUTIONS

Indeed, I was astonished by how specific I could be, providing answers to AASHE members' issues such as the folks in Missouri, who needed help building an easy-to-clean, easy-to-move, fox-proof chicken coop. Yes, I know someone in the Southeast who specializes in that. Or the thesis-advisor whose student needed help locating resources to overcome resistance to installing bioswales in front of the campus' LEED-certified building. How about talking to a university-based GWA colleague who was successful in doing just that? Yes, I can give you a contact I met through a Region I meeting and point you to the free webinars hosted on a GWA institutional member’s website.

WHAT'S IN IT FOR YOU?

Earlier this year, the GWA Sustainability Committee purchased a membership in AASHE in order to share some of its resources with GWA members and to help it find new outlets for its creative work. There are plenty of opportunities waiting for all GWA members. Here are just a few:

- AASHE’s Student Summit brings together many passionate young people who are deeply committed to consciously gardening, farming and living in ways that are respectful of the land—a market GWA is trying to reach.
- Colleges and universities are urged to participate in the Sustainability Tracking, Assessment & Rating System, called the STARS certification program, which focuses attention on one of GWA’s key concerns and member strengths—sustainable landscapes.
- Numerous networking and speaking possibilities for GWA professionals with diverse skills are available at both the annual AASHE conference and member colleges.
- Job openings and internships at member colleges, businesses and non-profits related to sustainability are updated weekly in the AASHE Bulletin, which offers many story ideas each week. You can have a copy sent to you by entering your email address in the box at the bottom of the its web page.
- GWA members who need to locate specialized speakers, consultants and others relevant to their work will find many avenues to pursue.

LOOKING TOWARD THE FUTURE

GWA is building a bigger tent. AASHE brings together a large reservoir of untapped jobs, story ideas and outreach to young adults. Right after our own fabulous 2016 conference in Atlanta, GWA President Kirk Brown and I headed out to the AASHE Conference in Baltimore, where he did his usual quick-change of hats, appearing as both John Bartram and Frederick Law Olmsted. North Creek Nursery’s Claudia West joined us later that week, when GWA hosted a networking meeting.

Kirk, in his role as board liaison to GWA’s Association Outreach Committee, believes that this connection offers nearly limitless potential for engaging a motivated, educated and passionate young professionals at the beginning of their career with issues relevant to international sustainability. “This student forum doesn’t understand the ease with which horticultural, and specifically gardening communication can be added to the arsenal of tools that it uses. Our presence at this year’s AASHE conference will open the door for a mutually beneficial future,” Brown said.

In the coming weeks, we’ll be leveraging the synergy with AASHE by linking additional resources to the GWA Sustainability Committee page. The timing of our organizations’ accidental collision seems predestined. Let’s all make the most of it.

GWA Sustainability Committee Chair Lois J. de Vries is founding executive director of the Sustainable Gardening Institute and Library. She works and gardens in the Enchanted Forest, in Northwestern New Jersey.

GWA Foundation Raises Funds, Awareness in Atlanta

At #GWA2016, the GWA Foundation held its annual fundraiser and drawing, with special support from longtime sponsor, The Davey Tree Expert Company, Atlanta Convention and Visitors Bureau and more.

For every $10 contribution to the Foundation, supporters received an entry to win one of three prize packages—a MacBook Air, provided by The Davey Tree Expert Company; an Atlanta Prize Pack, provided by the Atlanta CVB; and a very special GWA Media Awards Prize Pack, containing all this year’s Silver Medal winning books. The GWA Foundation congratulates this year’s winners on their prizes and thanks the organizations and members who supported this year’s fundraiser.

MacBook Air, sponsored by The Davey Tree Expert Company

Eva Monheim

Atlanta Prize Pack, sponsored by Atlanta CVB

Debbie Adams

GWA Media Awards Prize Pack

Anne Marie Van Nest

Support for the GWA Foundation continued on the Expo floor with Davey Tree Company making a $1 contribution to the Foundation for every pledge made to protect trees at their booth. This year’s drive raised $250. A very special thank-you to Davey Tree for its generous support!

Support for the GWA Foundation continued on the Expo floor with The Davey Tree Company making a $1 contribution to the Foundation for every pledge made to protect trees at their booth. This year’s drive raised $250. A very special thank-you to Davey Tree for its generous support!

Contributions to this year’s drives support scholarships, grants and Plant a Row for the Hungry. Applications for this year’s scholarship program are available at gardenwriters.org.

Want to make a contribution? Make sure to add a tax-deductible contribution to your membership renewal invoice or donate at any time by visiting the GWA Online Store. You can also make contributions by phone at 212.297.2198.
Spirits Invigorated in Atlanta

We are Garden Communicators. Although it may be too new for some to easily call to mind when questioned, Garden Communicators was firmly planted as a seed to our Association’s future in the rich red soil of Atlanta, Georgia, during our annual recognition of the best and brightest.

We should—easily—be able to define the return on investment, or ROI, of membership by using the model of a three-legged stool: Education, Story Tours, and Networking. It’s from the comfort of sitting on that strong base that I survey the marvelous growth and development of our association since our last rally in Pasadena, California.

Thanks to Kate Copsey, we were rapt with an incomparable collection of public and private gardens. Images flood my mind of complex hedges, Italian-inspired watercourses and blown glass, fabulous history and horticulture—all enjoyed at summer fullness within her beautifully articulated tours. My many hats are off to the entire Local Arrangements Committee for their attention to the garden details that we all recognize when seen.

Becky Heath and her committee crafted a well-turned sequence of educational offerings: Gardening, communicating, inspiring and partnership-building presentations that sent us home eager to share the wealth with our audience. And the stars came out to witness and attest to our profound changes: Allan Armitage aptly led a round-table discussion, and then presented our awards at a brilliant celebration of creativity.

Michael Dirr along with Coach Vince and Barbara Dooley closed with their blend of plant discovery and horticultural humor. And then they greeted us in their own, very personal gardens in Athens, Georgia, as part of the post-conference tour. Which one of us will ever be able to forget the feeling of arrival and inclusion in such an exalted circle?

Thanks to member Connie Cottingham and Director Wilf Nicholls for closing our conference with a visit and lunch at the State Botanic Garden of Georgia when we visited Athens on that post-conference tour. It was the cherry on a sundae.

To all of our sponsors, vendors, exhibitors and industry partners: Thank you profoundly for contributing to such a cause. We hope that you are repaid in generous doses of thanks, authoritative comments and public notice. We could not do this without you!

To my board: We finished our meeting in a day and then went on to planning strategically with all of the committee chairs. It was a burst of energy we’ve never been challenged to exhibit. Thanks for your enthusiasm and willpower.

To the new members and first-timers: Well? How was it? How can you get involved? How can we continue to grow your careers and our association? What was exciting? What plants did you squeeze into your suitcases? Who did you meet? When will you meet us again at a regional meeting? Why wouldn’t you want to come back to the next Expo? Let me hear your responses.

Finally, to our new managing partner: Kellen Company. Register for any or all of the 22 regional meetings that are coming to gardens near you over the next 12 months. Write for our blog or newsletter or vendors/exhibitors/sponsors. Recruit a new member and take $20 off your next year’s dues. Because we’re all new and invigorated.

We are Garden Communicators! Be sure to mark your calendars for next year’s Buffalo Extravaganza. We’ve got an Expo for you and you won’t want to miss it—Aug. 4 through 7, 2017.

Kirk R. Brown
GWA Membership Key to Marketing Efforts

BY ANTHONY TESSELAAR

Our company, Anthony Tesselaar Plants, has been involved with the Garden Writers Association since 1995 when I was asked to give a presentation on “The Impact of Global Trends on Home Gardening.” Earlier that year, we introduced the Flower Carpet Rose to the American public, and we’ve continued to be members of the organization ever since, attending or exhibiting every second or third year—or when we introduce new plants.

Our membership is key to our marketing efforts, in part because GWA members are the folks we often depend on to help promote our products. The conferences help us stay connected and showcase new products. We enjoy connecting face-to-face with attendees and old friends and meeting new members of the organization. Not only do we exhibit, we also register for the full conference because we’ve found the learning sessions and tours to be extremely informative. Time spent during the social sessions and on the bus tours gives us an opportunity to talk directly with GWA friends—both old and new—and to learn more about the challenges writers are facing in the ever-changing communications world.

FINE-TUNE RESOURCES

Conversations held throughout the conference also help us to determine what we can do better to serve the community. We enjoy getting your feedback on our Tesselaar Newsroom media resource website, as it enables us to continue to fine-tune that resource. We also enjoy hearing firsthand how plants trialed by GWA members over the years are performing.

This year’s conference was good—perhaps one of the best we’ve attended in several years. We felt there was a renewed energy on the part of the attendees, and the advance planning and work done by the new management group certainly paid off. As an exhibitor, we much appreciated being acknowledged during the Exhibitor/Sponsor Reception and enjoyed meeting and talking with the GWA Board of Directors during that event. The efforts made to maintain good traffic in the hall were great, too. Maria Ungaro and her team were extremely helpful and attentive, not only during the registration process, but throughout the conference. There were a few minor glitches, but it appears that the Kellen team is already in the process of addressing those for the next conference.

Kudos to all!

We would like to suggest that the exhibit hall time be extended slightly—either earlier in the day or extending a bit longer into the evening. Perhaps the time during which First Timers are attending their meeting (just prior to the Exhibit Hall opening) would be an easy way to extend that without disrupting the schedule too much.

LET US HEAR FROM YOU

Our expectations of GWA members are pretty basic. If we’ve sent someone trial plants, we like to hear how they’re performing. We also hope that if someone does write about our plants, they provide us with a link or information as to where their piece appeared. We subscribe to a clipping service, but there are still small pockets of media outlets that are not on the service’s radar. Our Newsroom website is loaded not only with plant profiles and “story starters,” but also with photos that are available for GWA members’ use at no cost. We hope the membership continues to make use of this resource.

From the outset, our philosophy has always been that whatever we do—be it attending a trade show, working with a breeder on new plant introductions, sending plants to our home-garden testers or working with a garden writer on a specific project—it needs to work for everyone involved, not just one or two of us. We truly believe in a win-win-win model: What’s in it for me? What’s in it for you? What’s in it for the world? My father and his father before him—both of who were in the horticultural and bulb business—passed down this philosophy, and it will continue with our company, Anthony Tesselaar Plants.

Anthony Tesselaar is president and co-founder of Anthony Tesselaar Plants, an international plant project management company. His wife, cofounder Sheryl Tesselaar, has worked closely with him in their straightforward approach to the business, driven by a simple aim—finding exceptional plants that are colorful, best in class and easy to grow, and then bringing them to market.
When I walk through an unfamiliar landscape, my first thought is “What’s growing here that I can eat?” As a forager, I know that food comes not only from traditional edible gardens, but also from many other plants, both wild and cultivated. Some are truly wild, some are cultivated as ornamental plants, and others are considered traditional edibles in other parts of the world.

I could wax rhapsodic about the un-buyable flavors of wild foods, how they’re harvested at their peak, not bred for shelf life or shipping and not sprayed with pesticides. But the most convincing argument I can offer is an actual taste of the wild. So let me make you a cocktail: A wildcrafted cocktail, but one you can probably recreate from your own backyard. We’ll look at three common plants with uncommon flavors: crabapples, spicebush berries and wild ginger.

CRABAPPLES (MALUS SPP)

Many gardeners grow crabapples for their beauty, but very few use the fruit. Yet all crabapples are edible as long as they haven’t been sprayed with anything toxic. Unlike commercially grown apples, crabapples are bred for their flowers and the persistence of their fruit, rather than for a sweet and crisp texture. They are generally quite tart. Flavor varies from tree to tree, so taste before you gather in quantity. Collect two cups, rinse them off, and pop them in the freezer. Crabapples provide the base flavor for the cocktail and will be used to infuse bourbon. Freezing the fruit and then thawing it breaks down the apples, making it easier for the alcohol to extract flavor.

SPICEBUSH (LINDERA BENZOIN)

Spicebush is primarily grown for its delicate, yellow spring flowers and its bright yellow fall foliage. It’s an understory shrub, growing best in part sun and an acid soil. Spicebush is dioecious, so you'll need both male and female specimens to produce fruit. Shiny red berries, about the size of barberries, ripen in early fall, and can be used fresh or dried. Some foragers compare the flavor of spicebush berries to that of allspice and black pepper. It’s warm, spicy and complex, making it an excellent substitute for cinnamon and nutmeg.

WILD GINGER (ASARUM CANADENSE, A. CAUDATUM)

Wild ginger is a native groundcover, often relegated to background status due to its modest appearance. Its flavor is anything but

---Continued on page 7---

**INGREDIENT PREPARATION**

- In a large glass or plastic container with a tight lid, combine thawed crabapples and two tablespoons of coarsely ground, dried spicebush berries, or ¼ cup of chopped, fresh fruit.
- Add 750 ml of 100 proof Kentucky bourbon (save the bottle), seal the container and let it sit for three weeks. Shake the mixture every day.
- Strain the liquid through a jelly bag, discard the solids, and return the strained bourbon to its original bottle.

**While the bourbon is infusing, make the ginger stolon syrup.**

- Roughly chop ½ ounce of dried wild ginger stolons or two ounces of fresh stolons.
- In a saucepan, whisk together one cup of water and one cup of sugar until the sugar is fully dissolved. Continue whisking, and bring the syrup to a boil.
- Add the ginger stolons, reduce the heat to a low simmer, and let the syrup cook for 15 to 20 minutes.
- Remove the syrup from the heat and let it sit for four hours. Strain it into a jar and refrigerate.
modest. Gently dig up a patch of ginger. You’ll notice that the plants are connected below the soil by a network of stolons. Snip several lengths of stolon from between individual plants, leaving some roots attached to the base of each plant. Replant the plants, and bring the stolons into the kitchen. Wild ginger has layers of spice, sweetness, and heat.

ENJOY A KENTUCKY BELLE COCKTAIL

Ready to make your cocktail? The Kentucky Belle balances the warm, sweet flavor of bourbon with tart crabapples, spicebush berries, and dark, spicy wild ginger.

In a shaker full of ice, combine two ounces of infused bourbon and one teaspoon of wild ginger syrup. Shake for 30 seconds. Strain into a champagne coupe and top with two ounces of seltzer.

I know foraging isn’t for everyone. There’s uncertainty involved with identifying unknown plants in the wild. But you already know what’s growing in your own backyard, so why not expand your edible plant palate? Try some of those tasty ornamentals already growing at home. Cheers!

Ellen Zachos is the author of seven books including Backyard Foraging: 65 Familiar Plants You Didn’t Know You Could Eat. She is the foraging expert at About.com, a regular contributor to several of the Edible magazines, and a senior regional advisor at Garden Compass, a plant identification app. She works with RemyUSA, and is teaching foraging mixology workshops across the U.S. for The Botanist Gin. Her book, The Wildcrafted Cocktail, will be published in April, 2017.
At the Atlanta conference, I talked a little about Buffalo, New York, and the tours and sights we will share with GWA members next summer. For those that weren’t there (or were focused on other matters) here’s a hint of why you’ll want to attend 2017 GWA convention.

As a gardening city, Buffalo has developed an original persona over the last 23 years. That’s when 19 neighbors in West-CentralBuffalo said, “Let’s share our gardens with each other,” and a garden walk was born. It grew to 56 participants, then 95, and by its 23rd year, 400 gardeners were sharing their accomplishments and pride—for free—with about 65,000 visitors on the last weekend in July.

Meanwhile, magazine and newspaper writers and photographers arrived, and at least 70 major stories about gardening in Buffalo appeared across the U.S. and Canada. Then garden bloggers—some of our best advocates—convened and the fame spread. Now, instead of thinking snow, an ever-expanding public thinks flowers when Buffalo is mentioned.

What’s different about the Buffalo gardens you’ll be seeing? Buffalo’s city gardens are not professionally designed, nor are the owners wealthy (except in spirit, or perhaps plant collections), but the gardens are intensely planted, bursting with art and whimsy, indicative of a deeply ingrained gardening culture. Many of these gardeners live their gardens, from February through November in many cases (and this in a USDA Zone 5). The level of commitment, enthusiasm and openness is unparalleled—and you will feel it.

Story Tours has been the term used for GWA’s conference tours, and Buffalo offers dozens of original stories. Although we can’t invite all of you to the actual two-day Garden Walk (July 29-30), we have scheduled the conference for the following weekend (Aug. 4-7) and have convinced many of our most unforgettable gardeners to stay open for just a few more bus groups.

For the conference tours, we will also take you to nearby towns to visit the Buffalo & Erie County Botanical Gardens, a daylily grower, railroad garden, 1,000-hosta display garden and the popular hillside Smug Creek Gardens of authors Mike and Kathy Shadrack.

There’s more—our Frank Lloyd Wright legacy, the Roycroft and Elbert Hubbard story, our extensive Olmsted park and boulevard system as well as the history and architecture of this “Queen City of the Great Lakes.” And we have that cute little “water feature” we call Niagara Falls that you may care to see. More on all those in future issues, but for now: Mark your calendars!

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Sally Cunningham is chairwoman of the Local Arrangements Committee, a Certified Nursery and Landscape Professional and garden writer. Contact her at Sallylacewing@aol.com, 716-998-1573.
The thing about the GWA conference, and why I keep harping on this cheesy celebrity through line, is that all of these people I admire didn’t just nod their heads and keep walking. Throughout the conference, everyone I met was unconditionally and relentlessly open and generous with their attention and support. People were excited to give me their cards. They were eager to get mine. This GWA crowd, I’ve found, has a five-star rating: intelligent, creative, driven, connected and kind. As someone who is entering this field as a second career (in earlier years I was a licensed massage therapist in San Francisco) this kind of warm welcome is especially meaningful.

Throughout the four days I spent with the communicators in Atlanta, we attended roundtables and lectures, went on garden tours and spent ample time talking and networking in and around the Expo. Kathy Jentz led an informative roundtable on social media, helping us to see the collective benefits we can all share through being connected online. Brie Arthur gave an inspiring call to arms about foodscaping. Dan Benarck spoke—provocative as ever—about our garden’s progressive designs and processes. And of course, Michael Dirr gave an action-packed keynote on—what else—trees!

Throughout and within it all, we connected. We chatted, chatted, chatted, exchanged information and asked one another how we could help each other. I came back to Chanticleer, where I’m just finishing up an internship as part of my training at NYBG’s School of Professional Horticulture, with dozens of new contacts and inspiration for my work in urban garden design. During the coming weeks, I’ll be back in New York City, plugging into GWA from there and figuring out how to become a more active and effective member.

In short: GWA rocks. I drank the Kool-Aid. It was delicious. I want more.

Christopher Freimuth is a gardener and landscape designer based in New York City. As a student at New York Botanical Garden’s School of Professional Horticulture, he spent the last six months interning at Chanticleer Garden in Wayne, Pennsylvania. To learn more, visit www.cwfreimuth.com or follow him on Instagram at @cwfreimuth.

A donor, who wishes to remain anonymous, supported a young professional’s attendance at the GWA Conference & Expo in Atlanta. Chris Freimuth’s essay about garden communications earned him the spot.

Photo courtesy Caitlin Norton

A donor, who wishes to remain anonymous, supported a young professional’s attendance at the GWA Conference & Expo in Atlanta. Chris Freimuth’s essay about garden communications earned him the spot.
Lorraine Ballato invites anyone in our organization who has an interest in vegetable gardening to take a look at the website for the UConn Fairfield County Demonstration Garden, where you can sign up for a free monthly “To Do” message.

Julie Moir Messervy has issued a call for submissions seeking landscape projects to feature in her upcoming book, New Landscaping Ideas That Work (Taunton Press, 2018). To view the full call for submissions and outline, please email info@jmmds.com.

Karin Stanley is currently featured in a number of outdoor sculpture exhibitions, including her new analemmatic sundial in Pingree at the Flying Horse Sculpture Exhibit in South Hamilton, Massachusetts, and the new labyrinth at the Massachusetts Horticultural Society in Wellesley, Massachusetts. Karin’s sculpture and nature-inspired poetry is being included in the Lunar Attractions exhibition, which will run for a year at the Peabody Essex Museum in Salem, Massachusetts. Check Karin’s website for her upcoming lectures on “The Irish Garden” and “Art, Spirit and Sculpture in the Garden” lectures, along with her gatherings for her upcoming garden tours in Ireland and Scotland.

Karen Bussolini will present “The Year Round Pollinator Garden” at Northeast Organic Farming Association’s 11th annual Gathering on Friday, Dec. 9 in Southington, Connecticut. For symposium details, and registration go to organiclandcare.net.

Chanticleer Garden’s executive director Bill Thomas presents the “Art of Gardening” December 13 to the Horticultural Society of Maryland at Cylburn Arboretum in Baltimore. For more information, 410-821-5561 or email programs@mdhorticulture.org


New GWA member Chris Link from Omaha, Nebraska, E-commerce manager at NatureHills.com, wants to begin selling gardening books on their website. Any authors or publishers that might be interested can email him directly at work: Chris Link.

Shelley S. Cramm will be a guest speaker for the Irving Garden & Arts Club, 10 a.m. to 1 p.m., Dec. 8, in Irving, Texas. Shelley will also be at the Winter Craft Fair on Dec. 10, at the Uplift North Hills Preparatory School in Irving, for the all-day event.
Robert Kourik taught "Healthy Soils, Healthy Roots," based on his newest book, Understanding Roots, at Santa Rosa (California) Junior College on Nov. 5.

Dan Cooper will speak on “Low-Maintenance Gardening” and his book Gardening from a Hammock to the Credit Forks Garden Club, Nov. 15 in Terra Cotta, Ontario, and also to the Bronte Horticultural Society in Oakville, Ontario, Nov. 22.

REGION VI
LYDIA PLUNK

REGION VII
TONY SPENCER

Ann McClellan
Bonsai and Penjing: Ambassadors of Peace and Beauty
Tuttle Publishing

In celebration of the 40th anniversary of the National Bonsai & Penjing Museum in Washington, D.C., Ann McClellan’s exquisite book tells the awe-inspiring stories of bonsai and penjing trees in the renowned collection of the National Arboretum—their critical role in international diplomacy and as a vehicle for American presidential influence.

Richard Tracy
Troll Knoll: A Garden Like No Other
Xlibris Corp

GWA Fellow Dick Tracy teamed up with garden creator John Morris to tell the story of 20 acres in rural Penn Valley in Northern California. The garden combines a lush setting with thousands of roses, ornamentals and edibles with such things as a Roman ruin, maze vineyard, ant garden, dinosaurs, dragons, a 1950s-style trailer park and a historic western mining town named Annsville in honor of Morris’ wife. Incredible? So is the fact that the site is largely developed and maintained by the retired owners. Available at trollknoll

Board moves membership to calendar year, increases recruitment incentive

BY ASHLEY HODAK SULLIVAN

The GWA Board of Directors approved two important membership initiatives at its September 2016 meeting in Atlanta. The changes streamline financing and administrative paperwork and improve incentives for membership recruitment.

GWA has moved to a calendar year dues structure, with membership running January through December. The current dues rate has not changed, but your next membership invoice may include adjustments to get you on track for the new renewal schedule. Look for specific details on your membership renewal invoice.

As part of a key initiative to grow GWA membership, the Board of Directors approved an increase in the membership recruitment credit from $15 to $20. When you recruit new members, make sure to ask them to put your name as a referring member on their membership application. This change will be reflected for any new member recruited after January 1, 2017.

As always, if you have any questions about your membership, please contact us at 212.297.2198 or info@gardenwriters.org

Helping Us Grow!

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

ONE MEMBER
Lyndy Broder
Eva Monheim
Nancy Buley
Jenny Nybro Peterson
Joseph De Sciose
Jo Ellen Meyers Sharp
Sandy Feather
Shane Smith
C.L. Fornari
Erin Weston
Charlotte Kidd
Barbara Wise
Stephanie Lucas
Colleen Zacharias

TWO MEMBERS
Kirk Brown
Eva Monheim
Peter Calabrese
Jenny Nybro Peterson
SUSAN MCCOY
Jo Ellen Meyers Sharp
Shane Smith
Erin Weston
Barbara Wise
Colleen Zacharias

THREE MEMBERS
Brienne Gluvna Arthur
Eva Monheim
Maria Zampini
Editor's note: GWA invited Lori Greene to share some of the points she made during her keynote address at the inaugural GWA NextGen summit in Philadelphia in August.

The Future of Horticulture Communications Has Arrived: Are You Ready?

BY LORI GREENE

How do you stay relevant and add value to the conversation while technology is disrupting the very idea of communication? Keeping up can be a riveting pastime, yet it helps to discover what’s most important. Here are 10 crucial trends that I spoke about at GWA’s NextGen summit. They can help you sculpt your destiny.

1. Data: The Secret to Super-Serving Your Audience
   Data is now everywhere and is a hot topic, but what does it mean for gardening communicators? It’s about really and truly knowing your audience. This knowledge can help you with much more than just your target’s demographics. You can use it to find their psychographics, as well as behavioral and transactional information. Don’t forget, there’s also nothing quite like studying your audience in person to gain ethnographic insights. Once you have all of this covered, you can create audience personas or muses to help you develop the most engaging and informative content for their needs.

2. Mobile First, Last, Always
   The numbers are staggering:
   • Two-thirds of digital media consumption is now spent on mobile.
   • There are more searches on mobile than desktop.
   • Eighty-seven percent of millennials are never without their phones.
   • There are now more tablet sales than TV sales in the US.
   • For millennials, 73 percent would rather give up alcohol than their smartphone, 33 percent would rather give up sex, and crazy as this is, 22 percent would rather give up their toothbrush.

   So, everything, and I mean everything you do, must start with mobile. Think about your headlines, your subheads, your video and your photography from a mobile mindset.

3. There’s a Screen for That
   Speaking of mobile, there is now a screen for pretty much any occasion. Your audience probably is consuming media on four different screens, so you need to develop content that works on those particular devices. Smartphones are about time and place. Tablets are more for browsing, seeing beautiful visuals and relaxing. Laptops are for working, information-gathering and viewing videos. Gaming consoles do everything, but they’re built for fun and games. And, let’s not forget that trucks, billboards, taxis and even bridges now have screens.

4. Social Media: All Grown Up
   Social media might not yet be in middle age, but most of the platforms we use every day have matured. They’re generating revenue, collecting data, morphing and improving daily. What that means for you is that you must change with them. Delete is no longer the default for Snapchat, Facebook has hashtags, Instagram just launched Stories, and Yik Yak is still big on college campuses. Do something different. If not, the effectiveness of your posts will decrease. Make incremental improvements, stay current on upgrades and keep refining your content.

5. Video is Everything
   Right now, 100-billion video views are consumed on Snapchat daily. By next year, 74 percent of all internet traffic will be video. Mobile video viewing increases 100 percent annually. So, what should you do? Double down on video production; experiment with formats, lengths, and new technology; and most importantly, learn how to tell innovative and effective stories with video.

6. Live Streaming: You’re a TV Network
   Tap a button and you can be live to the world in an instant. That is powerful. When Twitter’s Periscope came on the scene last year, it revolutionized the world of live streaming. You no longer needed expensive, specialized equipment to enable anyone to see your events and activities. If you are interviewing a high profile person, live stream it. When you’re doing an event, live stream it. While you’re planting, pruning, designing, cooking, eating, live stream it. And don’t forget Facebook Live with the platform’s audience in the billions.

7. AR/VR: Enhanced and Alternate Realities
   Augmented Reality or AR has been around for years, but it caught fire a mere month ago with the launch of Pokemon Go. Suddenly, AR was the next big thing. It’s about using a mobile device to enhance the environment around you. This is the ideal tool for horticulture communicators, as you can explain the plants, flowers and environment that you created and
your audience can watch how it developed with AR technology. Virtual Reality or VR on the other hand, is a 360-degree experience where you put a goggle-like device up to your eyes and you’re immersed in a video experience where you see what’s happening on the ground, in the sky, behind you and to the sides. This works best for storytelling.

8. Drones Are Smaller, Cheaper and More Powerful

No longer the purview of the military, drones are becoming pervasive—700,000 were sold last year, and in December 2015 alone, 45,000 were registered. Higher than the longest selfie sticks and lower than a helicopter can hover, drones record the world in a rarefied aerial zone. You take video from the air, shoot photographs and now you’re even able to live stream from above. Use drones for a different photographic perspective or to record horticultural creations from on high.

9. Internet of Things: Machines that Talk to You

Imagine your refrigerator letting you know that you’re almost out of milk. Think about a car that changes lanes when you touch the steering wheel. How about a doorbell that lets you see who is out front without you being anywhere near your house? Internet of Things or IOT is here right now. It’s about machines, electronics and devices communicating through a smartphone. When a car is a moving mobile center, how will you tell your story? Will you create an app that lets gardeners know when it’s time to water or plant?

10. Fail Well, Fail Fast, Just Fail

Last, but certainly not least, work on failing well. If you never fail because you haven’t tried new innovations and technologies, you’ll be left behind. Yet, you should fail fast so as not to waste limited resources. That’s the Silicon Valley mantra. Try, fail, pilot, pivot, repeat. Pilot your new ideas, and when they don’t work, shift your focus. The key is not to be afraid.

It’s a big, thrilling world out there, so have fun testing and learning. You’ll never know what will work until you try. The possibilities of exciting people through technology keep growing. How will you engage with the next generation? After all, the future of horticulture communications has already arrived.

Lori Greene is a proven, multi-platform content executive, who is highly proficient in all aspects of media, including social, mobile, television, digital and print. As founder of LPG Enterprises, Greene helps brands such as BRIC TV, Advertising Week and Brooklyn Cookie Company with digital marketing, editorial, content marketing, social media and training. Greene also teaches digital content strategies at New York University and Temple University’s Master Program. She is a speaker, panelist and lecturer on digital subjects.
Ohio Arboretum and Botanical Garden Form Alliance

The Holden Arboretum and Cleveland Botanical Garden have formed a new organization — Holden Forests & Gardens. The name is an outgrowth of the organizations' recently completed strategic plan, which lays out a vision for the future to more deeply engage visitors to the two campuses, and use combined resources to have a greater impact in the community.

"The new name encompasses both the breadth of what we do—from horticulture to conservation—and where we do it—from urban areas to home gardens and natural forests," said Clem Hamilton, president and chief executive officer of Holden Forests & Gardens.

"On our campuses, we strive to engage and inspire guests to develop a lifelong love for the environment. And in the community, we look for the best ways to share our expertise to improve our natural environments."

The alliance has launched a website and video to share more information about Holden Forests & Gardens. The beloved institutions that make up Holden Forests & Gardens, the Holden Arboretum in Kirtland, and Cleveland Botanical Garden in Cleveland, will continue to operate under those names and maintain their own websites.

Gardeners Supply Company Awards Grant

Claudia Marshall of Gardeners Supply Company, announces that the company has awarded a $10,000 grant to SeedMoney.org, formerly Kitchen Gardeners International. The Maine-based nonprofit offers grants, crowd-funding tools and technical assistance to food garden projects across the country.

For more information: Gardeners Supply Company.

Plantsmap is looking for "Plants Mappers" to assist individuals and organizations with creating profiles, plant lists, and collections. If you are interested, please attend one of the live, online demos at 4 p.m. on Tuesdays. Or arrange for a one-on-one training session. Please contact tracy@plantsmap.com for more information.
Eastern IGC Show Discontinued

IGC Show founders Jeff and Cheryl Morey have announced that the 3-year-old, eastern IGC Show will not continue. What was known as IGC East launched in 2014 in National Harbor, Maryland, and moved to Baltimore in 2015. It was in King of Prussia, Pennsylvania in 2016.

“As we begin our second decade serving the market with the IGC Show, we are shifting our focus back to the IGC Show in Chicago, making it the only event,” Jeff Morey said. “Though extensive research showed it was a prudent move, and the IGC East Show did have its distinct fans—both exhibitors and attendees—we’ve come to the conclusion that the support is not enough to go forward at this time.”

The original IGC Show, which will mark its 11th anniversary, takes place Aug. 15-17, 2017 at Chicago’s Navy Pier.

Indiana Flower & Patio Show Sold

Marketplace Events, North America’s largest home show producer, has acquired the Indiana Flower & Patio Show and the Christmas Gift & Hobby Show.

The Indiana Flower & Patio Show began in 1958, and the Christmas Gift & Hobby Show started in 1949. Marketplace Events already produces the Indianapolis Home Show.

In the October 2016 announcement, the company said it also purchased three home shows in Richmond, Virginia. The purchases are a continuation of the company’s aggressive growth strategy. The company has acquired 11 shows and launched nine others in the past two years. Of those, seven were added since Feb. 2, 2016, when Sentinel Capital Partners purchased Marketplace Events.

The company produces 33 consumer home shows in the U.S., 14 in Canada, and four holiday shows. The 51 events in 23 markets attract 14,000 exhibitors and 1.5 million attendees.

Garden Trends Report Released

Download Garden Media Group’s 2017 Garden Trends Report: Grow 365, which was released at the recent GWA Conference and Expo in Atlanta. Grow 365 identifies eight industry trends that reflect consumer demands for clean gardening, clean eating and clean air—no matter the season.
Blog spurs Pam Penick’s writing career

Did you ever wonder how the Garden Bloggers Fling, held annually in a different city, got started? Pam Penick can tell you. Back in the mid-2000s, a few people were starting to blog about gardening, including several bloggers located in Austin, Texas. Pam, who lives and gardens in Austin, was a regular reader of those blogs and decided she would start one, too. She launched her blog Digging in February 2006.

Because there were so many garden bloggers in Austin, Pam and several others soon organized local gatherings so they could meet each other in person. At the same time, garden bloggers from across the country and throughout the world were also finding one another through websites such as the now moth-balled site Blotanical where bloggers could register their sites and locations.

Reading all these blogs from around the country and world, Pam came up with the idea of inviting all garden bloggers to come to Austin to meet in person. Blotanical helped get the word out, as did the garden bloggers, and the first fling was held in April 2008 in Austin. As Pam noted, “There were 39 bloggers at the first fling and nearly half were from outside of Austin, representing 12 other states. We thought that was pretty good considering at the time, most bloggers hid their full identity. We were happy they trusted us not to be ax murderers.”

Pam led the committee overseeing Garden Bloggers Fling from 2008 to summer 2016. (Toronto blogger/garden writer Helen Battersby took over as committee head in July 2016.) Following Austin, the Fling was held in Chicago; Buffalo, New York; Seattle; Asheville, North Carolina; San Francisco; Portland, Oregon; Toronto, and Minneapolis. They are currently making plans for a 10th Fling in Northern Virginia/Washington, D.C., in 2017 and a 10-year anniversary Fling in Austin in 2018.

For Pam, Digging helps her share photographs and stories of her garden in drought-challenged Austin, along with the stories and photos of the many gardens she has visited. Through her blog, Pam has connected with gardeners throughout the world. Regarding garden blogs, Pam observed, “So many people want to have a garden but just don’t know what to do. I think that’s where garden blogs can help. They offer more locally specific information than most gardening books and magazines, which may be written by people from vastly different climates and growing conditions.”

Pam knows her region well. She started gardening in Austin in 1994. “We got a house with just a lawn and I started planting and really got into it. Then I started taking design classes and looking for other ways to learn. By 2006, I felt confident enough to design gardens for other people. I was also inspired by the Lady Bird Johnson Wildflower Center to use native plants. We had a lot of challenges with droughts and so people were willing to adopt native plants that would survive the droughts.”

Pam used her first-hand knowledge of going from a lawn to a lawnless garden as the basis for her first book, Lawn Gone! Low-Maintenance, Sustainable, Attractive Alternatives for Your Yard (Ten Speed Press, February 2013). Following the success of that book, Pam wrote a second, The Water-Saving Garden: How to Grow a Gorgeous Garden with a Lot Less Water (Ten Speed Press, February 2016). She has also written for several magazines, including Garden Design.

Pam joined GWA when she received a contract for her first book in 2011. “I wanted to make use of the legal services, which were a great benefit.” Since then, she has attended several conferences and has won multiple GWA Media Awards, including Silver Awards in 2015 for blog writing and an e-zine article, and a Gold Award in 2013 for best magazine writing.

What advice would Pam give to others interested in garden writing? “I would encourage anyone interested in garden writing to get started with a blog. It could lead to magazine articles, books and other opportunities. But if blogging isn’t fun for you, don’t do it. It’ll show.”

And one more piece of advice from Pam, “Get out of your own garden, too, to have new material to write about.”

Carol Michel calls herself a gardenangelist, eager to write, speak and share about gardening wherever she goes. She blogs at May Dreams Gardens.
## Welcome New Members

### Regional Directors

- **Region I:** C.L. Fornari  
- **Region II:** Bill Johnson  
- **Region III:** Jacqueline Soule  
- **Region IV:** Kate Copsey  
- **Region V:** Kirk R. Brown  
- **Region VI:** Rita Perea  
- **Region VII:** Barbara Wise

**OFFICERS**

- **President:** Kirk R. Brown  
- **Vice president:** Becky Heath  
- **Treasurer:** Jo Ellen Meyers Sharp  
- **Secretary:** Maria Zampini

**NATIONAL DIRECTORS**

- **Region I:** C.L. Fornari  
- **Region II:** Karen Alexander  
- **Region III:** JoAnn Greco  
- **Region IV:** Andrea Bannister  
- **Region V:** Karen Greco  
- **Region VI:** Anne Cicarella  
- **Region VII:** JoAnn Greco

**New Allied Member**

**BITPro Management, LLC**  
Ms. Beth Mohlenbrock  
8124 Day Road  
Carbondale, IL 62902  
(618) 751-0550  
betmh@bitpromanagement.com  
www.bitpromanagement.com

**Messinas**  
Mr. James Messina  
55 Willow Street  
Washington, NJ 07882  
(908) 320-7009  
james@messinas.com  
www.messinas.com

**Plantsmap.com**  
Ms. Tracy Blevins  
6904 Cloudy Way  
Spotsylvania, VA 22551  
(540) 850-9297  
hello@plantsmap.com  
www.plantsmap.com

**Members Elect Officers and new Directors**

Elected officers and directors’ terms began at the GWA Annual Conference & Expo in Atlanta. After a record year of voter turnout, GWA thanks all those who took the time to cast their ballots. In addition to the elected officers and directors, GWA also welcomes two new Regional Director appointees, Carmen DeVito (Region I) and Kelly Norris (Region V), to fill one-year regional director terms for members who resigned.

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- **Region VII:** JoAnn Greco

**REGIONAL DIRECTORS**

- **Region I:** Jan Johnson  
- **Region II:** Kate Copsey  
- **Region III:** Beth Botts  
- **Region IV:** Barbara Wise  
- **Region V:** Rita Perea  
- **Region VI:** Jacqueline Soule  
- **Region VII:** Wendy Downing
With determination and unwavering vision, Lois de Vries is on a mission to help us all garden in a more sustainable way. She believes this is necessary for our survival: We need a healthy planet to be healthy ourselves, so we must examine the long-term effects of everything we do.

Lois wasn’t always interested in sustainability and plants. She started in astronomy, working in a planetarium for 10 years. Although she eventually realized that her dream of running a planetarium was unlikely to happen, the experience would shape her life. “After looking at the enormity of the universe, you can’t look at the cosmos and then see things on Earth the same way you always have. You have to see the earth as a large, complex system. You can’t mess with one part and not pay the price later,” she said.

After changing careers, Lois developed a varied set of skills and experiences that now help her with her mission. She has served on a local environmental commission, planning board and open space committee. Lois is a freelance writer and speaker, and was a field editor and location scout for Better Homes and Gardens and Country Gardens magazines. Since joining GWA in 2004, Lois has been blogging on Lois de Vries’ Garden Views and has launched four websites: Sustainable Gardening Institute, Sustainable Gardening Library, Lois J. de Vries, and Cultivating the Inner Gardener.

HURRICANE SANDY AND FALLEN TREES

Lois and her husband Dan Freed live on a rocky wooded property in Lafayette, New Jersey, where they raise puppies for to be guide dogs for The Seeing Eye. As a new gardener, Lois thought she was a failure when her plants died, but as her knowledge grew, she came to realize that the site was the issue. From that point on, her shady woodland garden, full of GWA trade show offerings, would flourish—until Hurricane Sandy arrived. The storm took down 45 trees—a huge emotional blow. The most heartbreaking loss was an 80-foot-tall ash tree that was the centerpiece of the ornamental garden. When uprooted, this tree took out 12 other trees, including 30-year-old rhododendrons, and left a sun-drenched, 30-foot diameter opening in the canopy.

After 30 years of gardening in the shade, Lois had sun. A friend predicted that the opening would close in 10 years and suggested not adding sun-loving plants. Sure enough, one year later, the tree and shrub branches had already grown 18 inches, and were starting to fill in the opening.

Four years after Hurricane Sandy, Lois and Dan are still cleaning up. In tandem with the cleanup, Lois did a tree inventory and found more ash trees than she thought she had—a risk because the emerald ash borer is now encroaching on New Jersey. Lois is looking forward to restoring her forest using Land for Life: A Handbook on Caring for Natural Lands from the Natural Lands Trust.

THE GWA SUSTAINABILITY COMMITTEE

At the helm of the Sustainability Committee since 2011, Lois initially wanted to connect with others who felt a responsibility to the environment. The committee grew over the years and now includes a Permaculture Subcommittee.

Lois believes, “Gardens have a big part to play in sustainability, and garden communicators can do a lot to educate people. One garden is a piece in the whole system. The more you make your garden like it was before humans developed the land, the more likely you are to draw in other natives of the natural world.”

THE SUSTAINABLE GARDENING LIBRARY

With growing frustration from sifting through the information on sustainable gardening scattered across the web, Lois took on the challenge of starting an online resource. She found that some of the online information was based on science, some was hearsay and some was just hype. She was wasting precious time looking for elusive nuggets of scientific facts for her own articles, and she knew others felt the same way.

Lois envisioned a central repository of accurate information vetted by respected organizations, which writers, researchers, and the public could access—giving them reliable information that could be verified. So, she launched the Sustainable Gardening Library—a one-stop resource for reliable information on sustainable gardening and farming.

Anne Marie Van Nest, a past president of GWA, is a freelance writer and a greenhouse grower for Niagara Parks in beautiful Niagara Falls, Ontario, Canada. She also teaches classes on tropical plants.
REGION I
The Northeast Greenhouse Conference & Expo will be held November 9 and 10 at the Holiday Inn in Boxborough, Massachusetts. This biennial conference for professionals in horticulture features educational sessions, networking and a trade show. For details and registration go to www.negreenhouse.org.

The Garden Conservancy is presenting two educational events in November in New York City. Information on all these talks can be found at: www.gardenconservancy.org.

November 10, landscape architect CeCe Haydock presents “Edith Wharton and the Villas of Rome,” 6:30 p.m., at the Library at the General Society of Mechanics and Tradesmen, New York, New York. CeCe will discuss eight Roman villas in Edith Wharton’s 1904 book.

November 16, author Andrea Wulf presents “The Invention of Nature,” at the New York School of Interior Design, New York, New York. Andrea will discuss the influence of visionary German naturalist Alexander von Humboldt.

Victoria Larson reminds fellow GWA members that only one hour outside of New York in the leafy neighborhood of Short Hills, New Jersey, is Greenwood Gardens, a beautiful escape for gardeners, artists, families and tourists. Through November 15, the exhibition “In the Garden” by contemporary artist Betty Woodman highlights six cast bronze and hand-patinated benches as well as a bronze table and two large outdoor clay flower pots. The colorful benches, which are set in and around the formal Italianate gardens, groomed pathways, sophisticated flowerbeds and secluded courtyards, create an exuberant juxtaposition to the serene environment. Greenwood Gardens is open to the public Saturday through Tuesday, from 10 a.m. until 4 p.m.

REGION II

Jenkins Arboretum in Devon, Pennsylvania, is hosting a 40th anniversary Painting Exhibition, “Land and Sky: An Exhibition of the Paintings of Valerie Craig” through December 11, 9 a.m. to 4 p.m. daily. The Opening Reception is on Saturday, November 12 from 3 to 6 p.m. There will be a Gallery Talk by the artist on Sunday, November 20 at 2 p.m. Visit www.jenkinsarboretum.org for further information.

GWA members are invited to Morris Arboretum’s Connections Beyond the Garden Lecture: “The Invention of Nature: Alexander von Humbolt’s New World” presented by author Andrea Wulf on November 9, at 2:00 p.m. The lecture will be held at the Ambler Theatre, 108 East Butler Avenue, Ambler, Pennsylvania. GWA members can get the member price of $15/person by choosing the “Member of partner organization” option and selecting “GWA member” from the drop-down menu. Reserve

— Continued on page 23
Consider the plight of the plant: It is immobile, at least to the extent that it can’t pick up its roots and move to another location. A plant cannot talk, go in search of food or run away from predators.

In order to build sustainable landscapes, we must understand how a plant sustains itself. Without that knowledge, we will continue to create gardens and landscapes that rely on the overuse of precious natural resources and synthetic inputs to survive.

“Plants breathe without lungs, digest without a stomach, see and hear without eyes and ears and think without a brain,” said Stefano Mancuso, co-author of Brilliant Green and director of the International Laboratory of Plant Neurobiology in Florence, Italy. Plants do all the things that animals do to survive, but they do them differently. It is those very differences that help plants to thrive in a world where most other organisms consider plants to be food.

A PLANT CANNOT TALK

In a recent lecture at Ohio State University, Mancuso demonstrated how plant roots make sounds. He classifies these as clicks and admits that we don’t yet know how plants produce these sounds, but research indicates that they are perceived by other plants [Gagliano, M., Mancuso, S. and Robert, D. “Towards Understanding Plant Bioacoustics.” Trends in Plant Science 17, no. 6 (2012): 323-25].

Other researchers are also exploring plant communication strategies—how plants “talk.” Suzanne Simard, a professor at the University of British Columbia’s Department of Forestry and Conservation Sciences, has spent more than 30 years researching the exchange of information or nutrients among different species of trees. In her TED Talk on July 29, 2016, she presented her case for a “massive underground communication network” among forest species. In one study, she used two isotopes of carbon dioxide and a Geiger counter to show that birch and Douglas fir trees exchange these different carbon compounds via their roots, aided by mycorrhizal fungi. In further studies she documented that the trees communicate “…not only in the language of carbon, but also nitrogen and phosphorus and water.”

Simard also found seasonal differences in these nutrient exchanges. For instance, in summer, birches send minerals to Douglas firs, while in winter the exchange is reversed. This is differential communication based on sensed need.

A PLANT CANNOT SEARCH FOR FOOD

A technical distinction needs to be made here. Plants make their own food (carbohydrates and sugars) through the process of photosynthesis. But for the purpose of this article, food refers to the nutrients that a plant takes up from soil, decomposing materials and fertilizers: nitrogen, potassium, phosphorus, other macro- and micro-nutrients and trace elements.

Animals can move to different locations to look for food. They can wait, pounce and then consume. The only plants that have evolved the ability to wait and pounce are carnivorous plants, which have adapted to absorbing some nutrients by digesting the soft parts of animal bodies. But the vast majority of plant species have had to make some deals.

As noted above, mycorrhizae have become the communication pathway between plants in the forest. While we do not truly know the percentage of plant species that have relationships with mycorrhizae, the most recent estimates are
“Plants breathe without lungs, digest without a stomach, see and hear without eyes and ears and think without a brain,” said Stefano Mancuso.

95-97 percent. Why do mycorrhizae and plants help each other? Because they each receive something in return. In exchange for plant-produced carbohydrates, mycorrhizae funnel nutrients to plant roots.

Other plants have made a similar deal with nitrogen-fixing bacteria. Here, the trade is plant-produced carbohydrates for bacteria-produced nitrogen. The bottom line: If you can’t go to the food, have the food come to you.

A PLANT CANNOT RUN AWAY FROM PREDATORS

What do you do if you can’t escape from a threat? Make yourself unpalatable. The existence of secondary compounds that can deter insect predation has been well documented. In his book Brilliant Green, Mancuso states that a plant will produce “indigestible or even poisonous” compounds to stop herbivorous insect feeding. And, to conserve resources, these compounds are synthesized “exclusively inside the leaf that’s under attack and in the leaves next to it.”

If predation continues, a plant may send out a call for help. Jessica Walliser, horticulturist, writer and devoted bug lover, says that “pest-infested plants emit semio-chemicals known as herbivore-induced plant volatiles” to attract predatory insects to eat or parasitize the pests. In effect, the plant “calls for help,” emitting specific volatiles to match the predator to the pest.

In his Ohio State lecture, Mancuso suggested that this sensing of and satisfying differential needs—be it exchange of nutrients or calling in the cavalry—is akin to animal consciousness or sentience: He uses the term “plant intelligence.” Not everyone agrees with his belief, but it’s an intriguing line of thought.

Debra Knapke is a teacher, lecturer, garden designer, photographer and gardener in Columbus, Ohio, who has been communicating with her plants for as long as she can remember. She is the co-author of five books and blogs at Heartland Gardening.

The 2016 GWA Annual Conference & Expo was a much-anticipated gathering. This conference of like-minded people, who are actively involved in sharing the love of all things green and growing, was like a family reunion of sorts, and I was the first-timer. People I’d only met on social media and others who knew of me welcomed me with open arms.

In my excitement to meet my mystery roommate Arlene, who had not arrived, I missed the initial newbie meet and greet. Thanks to Kathy Jentz, who was covertly making sure I was okay, I did not miss the trade show; what a trade show it was! From roses to camellias to hydrangeas, all of my favorite vendors were represented. And the sample plants—oh my! Dining with new and old friends was a great opportunity to relax and take a breather.

I eagerly anticipated Saturday, as the first tours included the Atlanta Botanical Garden to see the Chihuly exhibit, the Jimmy Carter Presidential Library and Museum Center and the Atlanta History Museum. There, I found a piece of art in the midst of the woodlands that stood for peace; it made me pause and reflect on the gratitude of the moment.

WHAT I LEARNED FOR THE NEXT CONFERENCE

A few of the wonderful takeaways (other than the beautiful plants):

- Rest up in advance and be on time. Things move quickly.
- Don’t underestimate the long-time members. They are fast, skilled and are more than willing to share (Thank you, Ruth Clausen!).
- Invest in a good alternative-charging source for your digital devices.
- Make friends with the Kellen team; that was quite important.
- Step out of your comfort zone and become a conversation starter. This is no time or group of people with whom to be shy.
- Bring an umbrella or pack a rain poncho. The best thing about being caught on a bus and missing private garden tours because my umbrella was on my bed at the hotel was getting to know a seasoned member or two. Private moments are priceless.
- Be prepared to meet just about anyone such as renowned plantsman Michael Dirr.
- Consider and attend the lectures that really speak to you. The programming was awesome (Way to go education team!). I wish I had more time to ask questions of the presenters, but everyone had to keep to the schedule. That harkens back to rest up and be on time.

The best way to enjoy the conference and the organization is to get involved and spread the word. I know that I will continue to share the wonderful experience of what I saw, learned and what I hope to experience at future events. The best way other garden communicators can get excited about joining GWA is to hear other people’s experience.

Now I’m off to rest up for #GWA2017!

Teresa Speight attended her first GWA conference in Atlanta.

Teresa Speight is a native Washingtonian, who started gardening as a youngster with her parents. After taking the Master Gardener course in Fredericksburg, Virginia, she became one of the founding farmers of the Eitt Farm—the first transitionally organic CSA in Stafford County, Virginia. For seven years she was head gardener for the city of Fredericksburg, ran an environmental club for children and taught vermicomposting. As a Steward if this Earth, Teresa speaks on shade gardening and saving our earth.
OBITUARIES

BRUCE BUTTERFIELD

Bruce Butterfield, 67, a long-time resident of the "Northeast Kingdom" of Vermont died on Sept. 5, 2016. Bruce was born June 18, 1949, in Illinois and grew up in New Jersey. He moved to Burlington, Vermont, in the late 1960s, graduated from the University of Vermont in 1973 and made the Green Mountain State his home. Bruce was deeply committed to living simply and treading lightly on the planet. He was a free thinker who valued self-sufficiency, independence and integrity.

Long before community gardening became a trend, Bruce worked closely with Tommy Thompson and the Burlington-based, non-profit Gardens for All, later known as National Gardening Association. In that role, he created more than 1,000 community gardening plots in Burlington. Thanks to Bruce, Burlington still has more community gardens per capita than any other city in the country.

Bruce continued working with Gardens for All and was eventually named market research director. In that role, he became a nationally known and respected name in the gardening industry. For 35 consecutive years, he produced the National Gardening Survey, a comprehensive study of consumer gardening practices, trends and product sales. This gave Bruce a unique understanding of who gardeners are, what they need and want, why they buy the products they do, where they shop, how gardening trends have changed and where they are headed. Many depended upon his knowledge, insight and experience. (FYI, the Survey will continue; further information will be announced.)

At his home in the Northeast Kingdom of Vermont, Bruce loved planning and managing his 11 acres. He cut his own firewood and enjoyed sugaring with friends and neighbors. He cut and milled the wood used to construct his home and barn, and filled the surrounding landscape with edible and ornamental shrubs and trees.

Bruce’s gruff exterior belied his sharp intelligence, quick wit and passion for knowledge. Like a man from earlier times, he was honest, hard working and self-effacing, with a gentle demeanor and kind spirit, and always ready to help someone in need. He will also be remembered for his generosity to people and causes.

Bruce would want to acknowledge the friendship of his neighbors: Judy Jacobs; Chris Boyle; and Clifford, Karen, Eric, Stuart and the LaPoint family.

Memorial donations may be made to KidsGardening.org to honor Bruce’s commitment to gardening as a way to improve the planet. An NGA initiative started in 1982, KidsGardening.org has recently become an independent non-profit dedicated to creating opportunities for children to learn through the garden and is located at 132 Intervale Road, Burlington, Vt. 05401.

—Maree Gaetani and Kathy LaLiberte

ANSTACE ESMONDE-WHITE

Anstace Esmonde-White died Aug. 16, 2016 at age 96. For 14 years, starting in 1986, she and her husband Larry cohosted public television’s From a Country Garden, which aired on more than 80 PBS stations in the United States. Produced by WPBS of Watertown, New York, it was filmed at Evergreen Farm, their five-acre, Kempville, Ontario, Canada property. They also appeared frequently on Canadian CBC TV and Radio giving gardening tips.

They made a charming on-screen couple relaying gardening experience and advice as they developed their ornamental and vegetable gardens. Retired, in their 60s and undertaking the gardening chores themselves lent credibility to the show, which appealed to garden enthusiasts of all ages. It was a reality gardening show; perfection was not necessarily the goal. One or more of their Labradors might run through or start to dig up a bed, partly destroying Anstace and Larry’s careful planting and mulching.

Anstace, in her signature spring green coveralls, would laughingly call to Larry to come see what the dogs/children/or other interferences were up to. From a Country Garden was among the first TV shows to promote food gardening, and often ended the show with Anstace calling to Larry to come and have lunch; try the dish prepared from one of the plants showcased that week combined with other edibles and herbs from the garden. What began as a hobby became her lifelong mission: To educate people on the importance of knowing where their food comes from.

Anstace and Larry were long-time GWA members. In May of 1990, they opened Evergreen Farm to GWA members during a Regional Meeting in Ottawa. We enjoyed tours of their house and gardens and were treated to a proper tea before we left. They were honored as Fellows in 1995.

The couple was active in local horticultural societies. Larry died three years ago at age 95. Childhood sweethearts in Ireland, married in Mosul, Iraq, and living in Canada, their love affair spanned 85 years and several continents.

—Phil Reilly and Cathy Wilkinson Barash
your place online: Morris Arboretum or by phone 215-247-5777, ext. T25.

REGION III
Chalet Nursery & Garden Center in Wilmette, Illinois, has a series of free garden seminars and workshops, according to Jennifer Brennan, manager of education. Seminars are free; just drop in. Workshops require pre-registration and carry a materials fee. Holiday Demonstration weekend—November 19 and 20—features demonstrations on a different topic every 30 minutes; outdoor seasonal planter workshops will be held November 29 through December 3. Go to chaletnursery.com or Chalet’s Facebook page for details.

November 20 is the date for a program on the hemlock woolly adelgid, an insect that has decimated Eastern hemlock forests, at the West Virginia Botanic Garden in Morgantown, W. Va. See wvbg.org.

"Nature by Design," the holiday art exhibit at the Matthi Botanical Gardens in Ann Arbor, Michigan, runs from November 26 through January 1. Art—in a variety of media that explores the colors, patterns, textures, and shapes of the natural world around us—done by members of the University of Michigan and local communities will be on display. Learn more at lsa.umich.edu/mbg/

Sue Markgraf invites all members to mark their calendars for the Region III annual meeting and press event Saturday, March 18, opening day of the Chicago Flower & Garden Show at Navy Pier. Tony Abruscato, owner of the show and president of Flower Show Productions, will sponsor the meeting, including the continental breakfast and lunch. Get a sneak peek at the show, bring a camera for photos before the crowds arrive, and network with fellow garden communicators. Watch your email and the GWA website for details and registration information. Questions? Contact smarkgraf@greenmarkpr.com.

REGION IV
The Florida Nursery, Growers & Landscape Association (FNGLA) invites GWA members to participate in a no-cost, full-day tour on Tuesday, January 17, 2017, in conjunction with the Tropical Plant Industry Exhibition show (TPIE). GWA’s Board of Directors will be meeting the day before. This is an opportunity to immerse yourself in South Florida’s tropicals, see the show and explore South Florida’s agriculture offerings. FNGLA has also planned events for the show’s opening day, “Garden Communicator Day,” at TPIE with special access, tours and happenings to benefit you. Access the promotional postcard with more details. If you are interested in attending, contact Jennifer Nels jnels@fnгла.org, Sylvia Gordon, info@lsgsg.com or call FNGLA, 800-375-3642.
Why GWA? I’ve asked myself that question several times since joining two years ago, even as I prepared to travel to the GWA conference in Atlanta. I’m not a happy traveler and unless it’s a family emergency, there has to be something pretty special to lure me away from home. The chance to tour great gardens and meet up with fellow gardeners seemed pretty special, so I overcame my aversion to travel and made arrangements to attend my first GWA conference.

I arrived in Atlanta with two goals: Meet people and have fun. The conference delivered well on both. In many ways, it was like a family gathering. One of the first people I ran into was Larry Hodgson, who I first met at the Gesneriad Society almost 30 years ago. I knew many other people from GWA regional gatherings, which made it easier to mingle and meet new people. There were also people I only knew from social media. One evening at dinner, I discovered that two of the women I was chatting with were Carol Michel and Dee Nash, bloggers I admired and respected.

During the trade show and reception I met David Calle, a blogger who was one of the Gold Medal Award winners. When I checked out his blog, it put my own to shame. I found myself occasionally asking, “Who am I? Why am I here?”

WRITING IS HARD WORK

One reason I joined GWA is that I’m starting to think about retirement. I hope to “retire” into a second career that’s more horticulture-related than my current one, although I’m not entirely certain what it might be. One tentative step in that direction has been my garden blog, DC Tropics. I happened to meet Kirk Ryan Brown at MANTS in Baltimore a couple of years ago, and when he heard I was a garden blogger, he told me I belonged in GWA. I asked him to sell me on it; Kirk is an awfully good salesman for the organization.

Blogging taught me that writing is hard work. Blogging can also be very solitary work. GWA has introduced me not just to fellow garden bloggers but also to professional writers. It reminded me that people are making a career of something that has been entirely a hobby for me—so far. I found myself telling others at the conference that I hadn’t quit my day job. It was both inspiring and encouraging meeting people whose day job is garden writing.

The conference wasn’t without its hitches, but isn’t this when you really get to know the people you’re with? I was on the bus that got stuck, forcing us to miss the one garden I really wanted to see. We arrived at Gibbs Gardens too late to see anything of it, and just in time for more rain. Being both hungry and dehydrated, it took just two glasses of wine to become that guy who gets drunk at a party and starts spouting taxonomy. I was in fine form during the bus ride back to the hotel, and I can only hope my bus mates found my rants about classification and nomenclature entertaining!

FUN TRADITION

Despite the hitches, I enjoyed myself with that family gathering feeling always just below the surface. Monday night, the awards dinner was followed by a party with karaoke. Karaoke? This is apparently a GWA tradition, and despite my low expectations, I found that several members can actually sing. But more than that, it was fun, and it was a great way to wrap up the conference.

And then it was Tuesday. Where had the rest of the conference gone? Weren’t there seminars in there somewhere, receptions, garden tours? Wasn’t there a trade show? How did all these plants end up in my hotel room? I suddenly had a new crapemyrtle cultivar with nearly black leaves and several plugs of a new and supposedly hardy gardenia cultivar from Mike Dirr. Wait, Mike Dirr? And it’s Tuesday? (Tuesday was the hottest day, and I was a bit exhausted and overheated by then.)

Riding back to the hotel, chatting with somebody who had come all the way from Australia, it hit me: This is what I want to do. I didn’t want to go back to work, not just because I was having a fun vacation, but because these people loved what they were doing, were passionate about their work, and I wanted to be one of these people. I think I want to quit my day job.

That’s where GWA comes in, I hope. Retirement will start a new chapter in my life, much like college graduation, and the possibilities ahead of me are endless. Where do I go from here? I hope GWA will help show me the way.