As garden tourism has emerged in Buffalo, New York, with much publicized vigor, it has sparked intense interest in many sectors that have something to gain from incoming visitors and thousands of gardeners. Landscape and gardening businesses, hotels and restaurants, public gardens and parks, chambers of commerce, museums and garden clubs have raised their collective heads and asked: What's in this for us?

It would follow that these entities would compete for the largest share of media attention and financial gain from the garden tourism phenomenon. Instead, the Buffalo experience, now producing the country's largest garden tourism event called Garden Walk Buffalo, has proven otherwise. Garden tourism has fostered a surprising and rewarding level of collaboration among the interested entities. Garden tourism serves the greater good, and a collaborative approach apparently reaps the largest benefits.

The 2017 GWA Conference in Buffalo is a prime example of the power of this collaborative mindset.

Commercial, private, not-for-profit organizations and institutions heard that hundreds of garden writers and influencers would be coming, and they asked, “How can we help?” Visit Buffalo Niagara, clearly a believer in the power of garden tourism, provided funding and people to help organize and market the event. A committee of volunteers stepped up from Garden Walk Buffalo, Gardens Buffalo Executive Director’s...
It was so great to see so many of you in Buffalo. The city really rolled out the red carpet for us. For those of you who joined us, I hope you are feeling renewed and inspired from all the adventures we shared.

We are happy to announce that a new Member Benefit was launched in Buffalo. Spearheaded by C.L. Fornari, GWA Power Circles are meant to help you recharge by providing group support and assistance as you work towards specific goals. These small special interest groups (five to 10 people) will meet by conference call or video chat every other month at a time determined by participants. Groups will include topics, such as:

- I want to monetize my blog.
- I want to produce a newsletter to promote my business.
- I want to start a podcast.
- I want a group that encourages me to write more.
- I want to get more speaking gigs.
- I want to make great videos.
- And so on...

Head to the website to find out more and to register for a GWA Power Circle. Power up!

Hope to see you there!
Niagara, plant societies, Master Gardeners, the Buffalo Marina demo garden and our Olmsted/Wright institutional links. PlantWNY, the nursery-landscape association, and Plantasia, the landscape show, helped with funds for a reception and logistics, such as moving plants, even though our tour gardens are private gardens and not landscape customers.

The Buffalo and Erie County Botanical Garden opened its doors for an evening reception (including the renewal of wedding vows for a couple attending the conference), while Olmsted Parks and Japanese Garden, Frank Lloyd Wright’s Darwin Martin House, and the Historical Society waived their fees and provided docents to guide the guests. This openness and lack of institutional competitiveness meant that any time this I asked for help, capable people said, “Sure!”

Is this something special about Buffalo, about gardening—or both? Indeed the Buffalo region is often described as having unusually friendly people and a strong culture of hospitality, especially demonstrated every end-of-July weekend, when 400 gardens open their private back yards to thousands of strangers.

But we’re not the only friendly place. Maybe what is special is our subject matter or medium: Gardening. Maybe garden industry people, gardeners and plant-related organizations are warmer and less competitive because they work with all things green. The result may be that garden tourism is different from other kinds of tourism, fostering openness, a spirit of collaboration, less competitiveness, and more smiles? At least it worked in the organization of a GWA conference in Buffalo, and we hope it proves true for all who welcome garden tourism.

Sally Cunningham has headed up the local organizing committee for #GWA 2017 in Buffalo.
GWA members can nominate other members and peers to be recognized for their talents, accomplishments, ethics, and dedication. Once the Honors Committee receives nominations, they evaluate the merits—whether they meet requirements—and notifies the GWA Board of Directors of the recipients. This year’s committee members were Irene Virag (chair), Sally Ferguson, Denise Cowie and Stephanie Cohen.

GWA established two new honors this year. The first acknowledges accomplishments in sustainability and the second recognizes the communication by a PhD on a level that the average gardener can understand.

Right: Kirk Brown congratulates Linda Chalker-Scott, the first recipient of GWA’s Cynthia Westcott Scientific Writing Award. Linda received the award #2017 in Buffalo, New York. Below: GWA President Kirk Brown congratulates Paul Tukey, the first recipient of GWA’s Sustainability Award.

The honorees are:

**MELINDA MYERS, HALL OF FAME**
This the highest honor GWA can bestow on a person whose life and career has materially affected and advanced the mission and values of GWA.

**DANIEL GASTEIGER AND DEB WILEY, FELLOWS**
This honor recognizes a member in good standing who has demonstrated exceptionally high degrees of skill, professional ethics and dedication to the GWA mission and values. Two members may be elected Fellows each year. Sadly, the date after voting Daniel Gasteiger as a fellow, he passed away. “I noted in my report to Kirk (Brown) that it was our wish that Daniel be named posthumously as a Fellow of GWA,” Virag wrote.
Looking Back: It Took a Village

Winnie the Pooh said it best: “How lucky I am to have something that makes saying ‘Goodbye’ so hard.”

I started a list of all the individuals that I wanted to thank for assisting me with my two years as President of the newly rebranded GWA: The Association of Garden Communicators. It became unmanageable; I would surely miss someone. I will just assume that you know who you are. Also know that my gratitude overwhelms me. I encourage every member to think about ways to take advantage of the shifting paradigm of this new organization.

How can GWA help you grow your communicating skills, your level of industry awareness and your economy?

I realized that most of the credit for what has happened to this organization on its recent road to the 21st century goes to the many individuals who mentored me when we were known as GWAA: Garden Writers Association of America. That list reads like a Who’s Who of everyone you ever read in a weekly gardening column, top 10 book-of-the-gardening world, glossy magazine and influential media script. If the world has changed since print, film and live broadcast got recast, and then it’s because of this luminous group of creators. We need to constantly strive to be the influencers of good gardening practices for the newest generation.

These are the greatest gifts that can be treasured by membership in this organization.

I need to thank the other industry associations for providing me models against which GWA could develop its own benchmarks. Business skills trump passionate volunteers almost any day of the week. So, I owe Kellen and Travis, Peter, Alexandra, Ralph, Maria, Ashley, Caitlin, Alexa and Sandy for their extravagant support and superior facilitation. You make the digital universe of database management come alive. I will tell any prospective member that our association has one of the most dynamic and integrated databases within the green industry. It is my challenge to use it to its fullest capacity!

And lastly to the one woman who stuck by me, stayed with me, and supported me throughout many black nights and brilliant days along the last 50 years of our travels together. Sara is owed a beach vacation or 10 for all that she has brokered, bothered about, bit her lip over and balked at during 40 regional meetings, national expos, board retreats and weekend getaways that always turned into working vacations. The next one will be exclusively for you.

Thanks always. That’s a wrap.

Look for President Becky Heath’s message in the next issue of On the QT.
Community gardens are fairly common these days. You can find them all over the country, especially since the inception of the Garden Writers Association’s PAR (Plant a Row for the Hungry) initiative 22 years ago. But maybe you will find this community garden a bit different. Officially, it is the Fairfield County (Connecticut) Master Gardener Demonstration Garden, but it’s so much more.

The garden has a lot going for it. It is located directly on a main road and very visible to the hundreds of vehicles that pass by daily. Our deer fence gets a lot of attention and draws people in to ask about it. The garden is adjacent to the weekly farmers market, which attracts many visitors with children in hand. Kids are great fun to have in the garden, and we try to grow things for them such as stevia (sweet leaf). The children sample it and learn about something sweet they can grow at home. Homeless shelters also like stevia for their diabetic clients.

Each season we try different things. Last year we grew climbing Malabar spinach on a trellis for people who have limited space. We handed out samples (We think of ourselves as a very mini-Costco!) to encourage the public to grow it. Our local markets feature purslane as a salad green, which was growing as a weed in our cold frame. We harvested it for sampling, so visitors could taste it before they made a purchase. The 2016 addition of a three-sisters garden drew a tremendous amount of interest. Everyone got a history lesson and our recipients got the produce.

GARDENING WITH PURPOSE

For 2017, we added a straw bale garden in addition to a pallet garden, an inspiration from an episode of Joe Lamp’l’s TV show, Growing a Greener World. Both ideas have resonated with our visitors.

Everything that is grown in the garden has a purpose. We intersperse alyssum as a border plant to attract syrphid flies, also known as hoverflies, which are voracious aphid eaters. All our flowers are carefully chosen for their pollinating power or the beneficial insects they attract. Peonies, which border the garden, entice Typhia wasps that feed on Japanese beetle larvae. All of these elements make for rich discussions with the public.
We are always working to improve how we do things for better yield, happier gardeners, more enjoyable visitor education and sometimes less cost. To stop the birds from pecking at our tomatoes last year, we hung red plastic Christmas balls from the tomato cages. Of course we had to move them every week, but the pecking stopped and the crop was saved. Our visitors had the same bird problem and loved learning a solution.

This year we needed to improve insect control for our Brassicas and didn’t want to use row covers. We’re not in the garden every day, and no amount of Bt and hand picking were sufficient to effectively control this pest. We came up with custom-sized insect netting that has kept our Brassicas completely free of any pest damage, and no gardener has had to do anything except admire how great the crop looks. At harvest time, the netting simply is lifted and then replaced. The netting has protected the crop, held up to fierce summer storms and has generated lots of discussion among our visitors who leave with a handout: BINGO!

PHILANTHROPY AND COMPOST

Money is always tight. GWA Allied members have been very generous in supporting this garden: Renee’s Garden Seeds has donated annually. Coast of Maine’s yearly donation of a full pallet of bagged compost is an invaluable part of the success of our crops, as are the countless amendments donated by Espoma. Corona has helped us refurbish our wheelbarrows. Brent and Becky’s Bulbs and COLORBLENDS have helped enhance our peony border to make it a real traffic stopper, bringing people to our gates. Local garden centers, hardware stores and other suppliers generously donate when asked. In return, we openly tell our visitors about these donations and products so they can replicate what we do in their own garden and patronize these same suppliers.

In the end, it’s about more than just the seasonal donation of nearly 700 pounds of produce. The hot days, working in the rain and cold and all the challenges we face can’t compare to the gratitude of the people we see who struggle with hunger. And that’s before we even start to measure the sense of accomplishment all the gardeners get from working with the public, mentoring interns and problem solving along the way. Community gardening doesn’t even come close to describing the experience.

Lorraine Ballato writes and gardens from her Zone 5 home in Brookfield, Connecticut. Watch for her soon-to-be-published book on hydrangeas, due out any day.

Here are the results:

**Officers (two-year term)**
- President, Becky Heath
- Vice President, Jo Ellen Meyers Sharp
- Treasurer, Maria Zampini
- Secretary, Ellen Zachos
- Immediate Past President, Kirk R. Brown

**National Directors (three year term)**
- Region II, Kathy Jentz
- Region VI, Mary-Kate Mackey

**Regional Directors (two-year term)**
- Region I, Carmen DeVito
- Region II, Teresa Speight
- Region III, Susan Martin
- Region IV, Cheval Opp
- Region V, Shelley Cramm
- Region VI, Tova Roseman
- Region VII, Rob Howard

Member participation in this year’s election was up by 7.5 percent, with 412 casting votes.

This was the first election under the new GWA bylaws, which no longer require ascending offices, except for vice president. That means that the secretary and treasurer do not have to seek higher office. There is no limit on how long members can serve in those offices.

Committee members were Larry Hodgson, chair; C.L. Fornari, Region I; Kate Copsay, Region II; Diane Blazek, Region III; Brie Gluvna Arthur, Region IV; Bill Johnson, Region V; Jacqueline Soule, Region VI and Ken Brown, Region VII.

PHOTO COURTESY JO ELLEN MEYERS SHARP

Region 3 GWA members and guests met in Indianapolis in late June for a 24-hour whirlwind tour of both public and private gardens. Highlights included the restored ruins garden at Holliday Park, several private gardens, the grounds of the Indianapolis Museum of Art and the prairie plantings at The Nature Conservancy near downtown Indianapolis. At The Nature Conservancy, members learned about the re-introduction of bison to the Kankakee Sands in northwest Indiana.

Members also received sample plants or seeds from several sponsors: All-America Selections, Bailey Nurseries, Proven Winners and Spring Meadow Nursery, Rozanne and Friends, Chick Charms, and Brent and Becky’s Bulbs. Jelitto Perennial Seed’s contribution offset the cost of the meeting space.
Editor’s note: In the June-July 2017 issue of On the QT, John Hazard covered items 1 through 3: Contract language, copyright and payment. In this issue, he explores out of print clauses, length of contract, indemnification and dealing with publishers.

4. Out of print clauses.
These clauses are usually placed in a contract so that if the publisher is actually no longer publishing a book, the author may purchase the publisher’s printing plates or software in order to, perhaps, republish the book or to find another publisher. The clause usually also provides that if a book is out of print, the copyright or licensing rights to the book will revert to the author.

In most contracts that have been drafted by the publisher, the out of print clause is vaguely worded, so that it is difficult, sometimes impossible, to tell if the book is really out of print. Publishers want to have unfettered discretion in determining if a work will remain in the company. When negotiating a loan at the bank, for instance, it is better if a publisher can say it has 50 books in its house instead of 40.

The out of print clause can apply to both written and electronic versions of the book. I recommend that authors attempt to include a clear and no-uncertain-terms out of print clause in publishing contracts, as follows:

“If at any time the Work is out of print, all rights in the Work, as given to Publisher by Author under this Agreement, will revert to the Author and Author shall become the full owner thereof. If at any time the Work is out of print, Author may, for five hundred dollars ($500.00), or a fee reasonably agreed upon between Publisher and Author, purchase the printing plates to the Work.

“For purposes of this section of the Agreement, the Work shall be deemed out of print at any time in which Publisher does not ship at least twenty five (25) paper or electronic copies of the Work in any quarter of any year to book stores or other places of sale, or in any period in which royalties paid to Author are equal to or less than (for example) five hundred dollars ($500.00). Publisher shall supply shipping figures to Author upon request. If at any time one of the above events occurs, Author shall have the right to declare the book out of print, in which case, the rights accorded to Author under this Agreement shall become enforceable and Publisher shall revert all copyrights, copyright licenses, and any attendant rights in the Work to Author.”

5. Term of the contract.
It is important for an author to understand how long the contract will continue. Does it go for the life of a copyright? Does it go for one or two years, as in the case of some newspaper column contracts? Also, does the contract contain a termination clause and is it favorable to the author?

The best termination clause allows the author to walk away from the project and retain ownership of his copyrighted work. This happens if, for example, a book is in the process of being written, but the author and publisher find it impossible to work with each other. In such a case the author will not want to allow the copyrighted work to remain with the publisher.

6. Indemnification clauses.
Read any indemnification clause carefully because you do not want to end up indemnifying a publisher for everything and anything. It is perfectly reasonable for a publisher to ask an author to guarantee that his or her work is that it’s original to the author and contains no copied material (unless by way of permission, etc.).

However, there is no point in an author indemnifying a publisher for things that are simply beyond the author’s control. For example, it is dangerous for the author to indemnify the publisher in a case where, for example, the photos it selected and used turn out to be stolen or are not the subject of an authorized license.

“Sure we’ll be happy to look at the contract changes you’ve suggested but I gotta tell ya, we very rarely agree to any changes ’cuz we gotta run ‘em by the people in corporate…” This response to an author’s questions about contract edits, amendments and other changes is
sometimes delivered in by deadpan voice and an irresponsible attitude on returning phone calls or answering e-mails. The sad fact is that some publishers do adopt this approach.

The good news is, however, that authors have a chance, even with difficult publishers, to get help with their contract questions and revisions in the form of some behavioral approaches, which, although requiring time to develop, can be effective. Always ask. Even if you are told that changes cannot be made, ask that the editor (or the person in charge) to please consider them anyway.

Don’t pull rank, but try to determine if there is someone else who might be able to answer your questions. “Would you mind if I spoke to Ms. Smith about the royalty question?” Within a publishing house, a second (and different) opinion concerning your book or article is sometimes possible, even if you’ve already been told your request can not be considered.

There is nothing untoward in having your attorney make a call to the publisher. If a bully publisher threatens to cancel the entire project unless you sign the contract now and e-mail it in PDF form in one hour, you might reasonably ask if this is the publisher you want for your book and in such a case, your lawyer can help. Most publishers are happy to talk to the lawyers of writers because they understand that a discussion of the contract can lead to positive results.

Imagine, for example, if a lawyer suggests a well-written alternative to the compensation paragraph. He would be doing the publisher a favor.

I know from experience that some publishers will not agree to alter their form contracts, but these publishers are in a minority. In many cases, I have been able to discuss and obtain changes where the final authority within a publisher is not with the editor, but with the publisher’s legal counsel or other officer. Although my work with the GWA does not include engaging in full-blown contract negotiations, I have been able to initiate dialogue with publishers over certain contract issues that ought to be, for the benefit of both parties, resolved.

That said, there are publishers who refuse to consider any changes to their contracts. In such cases, the question authors must ask themselves is whether or not it is worth it to move forward. Though this is a business decision that only the author can answer, it ought to be discussed with a colleague, advisor or lawyer.

I am always glad to assist GWA members with questions on contract issues, so please do not hesitate to contact me if you need guidance on contract terms.

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

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HOT OFF the press

Susan Betz  
*Neighboring With Nature: Native Herbs for Pleasure & Purpose*  
Fresh Start Herbs  
152 pages, $19.95  
Published July, 2017

Neighboring with Nature is a guide for people eager to foster a closer relationship within their local landscapes by planting gardens designed for their ecological and aesthetic values. When you view a native plant from an herbal perspective, you can envision even more possibilities. The diversity of native herbs can offer something of interest to satisfy the mind, body and spirit of every type of person. Along with those attributes, native and non-native herbs contribute to the development of sustainable, earth-friendly communities by attracting beneficial insects, birds and other wildlife.

Barbara Segall  
*Secret Gardens of East Anglia*  
Frances Lincoln  
144 pages, $29.99  
Published September 7, 2017

The 22 gardens selected in *Secret Gardens of East Anglia* celebrate the culture, beauty and diversity of the counties of Suffolk, Norfolk, Cambridgeshire and Essex, all of which deserve to be better known. East Anglian plantswoman Beth Chatto wrote the introduction.

Teresa Watkins  
*A Gardener’s Compendium: Volume 2 – Gardening in Time and Place*  
Xulon Press  
327 pages, $44.99  
Published July 28, 2017

A Gardener’s Compendium: Volume 2 – Gardening in Time and Place travels the globe through the ages with Teresa’s favorite garden selections on world geography, history, the United States and politics. Whether you are a gardening enthusiast, garden communicator, casual reader, writer or an avid bibliophile, you will find her choices entertaining, insightful, and eye opening, as to the original sources of popular gardening anecdotes and quotes.

Christy Wilhelmi  
*400+ Tips for Organic Gardening Success*  
Gardenerd Press  
359 pages, $7.99, digital only  
Published June 20, 2017

400+ Tips brings together the best resources from the web and around the world to help home gardeners grow better, safer and more delicious food. It’s a treasure chest of seasonal gardening advice at your fingertips.

Have a new book? Please send details (author, title, publisher, page count, price, publication date), a short paragraph and a high res image of the cover to jemsharp@sbcglobal.net and we’ll get it in On the QT. Congrats!
REGION I
CARME DEVITO

I am excited to share this interesting and diverse list of events from our Region 1 members. We have so many great events coming up with talented and engaging speakers from New York to Rhode Island and beyond. I hope you will join us at one or more of these events and share them with your gardening circles on- and offline.

Region 1 is also host to an exciting series of events, from Honey Weekend at Wave Hill to great tours and lectures by renowned gardener Linden Miller. If you have news and events, please send them to me at cdevito66@gmail.com.

Karen Bussolini spoke on "Planting the Year-Round Pollinator Garden" at the Northeast Regional Perennial Plant Symposium on September 8 at Mass Hort’s The Gardens at Elm Bank in Wellesley, Massachusetts.

Charlie Nardozzi will be leading a Food and Garden Tour of the Loire Valley France, September 11-19th. There is an optional 3-day garden tour of Paris at the end of the Loire Valley tour.

REGION II
DENISE SCHREIBER

Travels to the bulb growing areas of Holland provide lots of colorful images of flowers and windmills for Judy Glatte. She will present a talk, "Holland in Tulip Time," filled with these images at 1:30 PM, September 30 at the Hunterdon County (New Jersey) main library.

REGION III
BETH BOTT, DIANE BLAZEK AND SUSAN MARTIN

Barry Glick presented two programs on "Woodland Plants" at the Vermont Nursery & Landscape Association’s Summer Meeting and Trade Show, Wednesday, Aug. 16, in Dorset, Vermont. See greenworksvermont.org.

Brent Horvath invites all GWA members to hear native plant expert Roy Diblik speak on September 15 as part of Ornamental Grass Day at Intrinsic Perennial Gardens, 10702 Seaman Road, Hebron, Illinois. GWA members receive a 10 percent discount on admission, which includes all tours and lunch. To RSVP, call 815-648-2788, ext. 10, or sales@intrinsicperennialgardens.com. Sponsored by Emerald Coast Growers.

Carollyn Roof will chair the second annual Friends of Pollinators Weekend, Friday, September 15, through Sunday, September 17, at Kentucky Dam Village State Resort Park, 166 Upper Village Drive, Calvert City, Kentucky. The Garden Club of Kentucky co-sponsors the event. GWA members receive a discounted fee of $35, including workshops and hands-on demonstrations. For information and registration, contact Carolyn at carollynroof02@gmail.com.

Bob Humm is a member of the planning committee for the 27th Barberton Mum Fest September 23 and 24, in downtown Barberton, Ohio. More than 12,000 garden mums donated by Aris Horticulture are planted. See cityofbarberton.com.

REGION IV
BRIE ARTHUR

Brie Arthur presented "The Foodscape Revolution" at the annual Heritage Harvest Festival at Monticello in Charlottesville, Virginia, September 8. She will host a cooking demonstration and book signing at The Cape Fear Botanical Garden in Fayetteville, North Carolina, September 21, and her home foodscape will be featured during the Fuquay-Varina Garden Club Tour, September 30 and October 1. She will do a presentation and book sale for the Charleston South Carolina Horticultural Society, October 9.

Brent and Becky Heath will again host Gloucester, Virginia’s, 8th Annual Wine Festival held in Becky’s 8-acre, Chesapeake Friendly Teaching Garden, September 23. More than 2,000 visitors attended last year, enjoying tastes of wine from 10 different wineries, shopping with 40 different vendors, sampling tasty dishes from 10 different eateries and dancing in the Music Garden to live bands that entertained the whole day. Visit the website for tickets and more information.

Brent Heath will present "Fall Finale," which is about bulbs that are planted in the fall that also bloom in the fall. This presentation will be held in the Chesapeake Lounge at Brent and Becky’s, 10:30 AM, September 30. It is free and open to the public. Also in the Chesapeake Lounge on October 5, Brent will speak to the Master Gardeners about "Bulbs as Companion Plants." The group will take a walk through Becky’s garden to practice identifying plants of all types. Danville, Indiana, is where Brent will be on October 7, giving various presentations and workshops for the Hendricks County Master Gardeners Conference (Jo Ellen Meyers Sharp will also be speaking there). On October 11, Brent travels to Seattle, where he will talk about "Bulbs as Companion Plants" for the Northwest Horticultural Society at the Center for Urban Horticulture, 6:30 PM. All of these presentations are open to the public.

Pam Beck will present “From Now to Wow: Pathways to Good Design,” a Saturday morning symposium at Green Spring Gardens in Alexandria, Virginia, October 7, sharing her design lecture, “Movement Through the Garden.”

REGION V
NAN STERMAN

Mary-Kate Mackey presented her newest book, Write Better Right Now—The Reluctant Writer’s Guide to Confident Communication and Self-assured Style, August 21, at the Lane County Fair, in Eugene, Oregon. She will also be at the Florence Festival of Books, September 30, in Florence, Oregon.
Welcome New Members

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ONE MEMBER
APLD
Cassandra Barr
Steve Bender
Tracy Blevins
Keri Byrum
Kate Copsey
Mark Cullen
Sally Cunningham
Tom Fischer
Wendy Helfenbaum
Dawn Hummel
Kathy Jentz
Igor Kafkan
Jesse Keith
Karen Kennedy
Debra Knapeke
Jeff Lowenfels
Sue Markgraf
Debra Prinzing
Marty Ross
Yvonne Savio
Denise Schreiber
Bill Thomas
Sue Trusty
Chris VanCleave
Teresa Watkins
Tom Wichman
Abbie Zabar
Maria Zampini

TWO MEMBERS
Helen Battersby
Louise Clark
Bill Johnson
Eva Monheim
Lynn Steiner

THREE MEMBERS
Ken Brown

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

ONE MEMBER
APLD
Cassandra Barr
Steve Bender
Tracy Blevins
Keri Byrum
Kate Copsey
Mark Cullen
Sally Cunningham
Tom Fischer
Wendy Helfenbaum
Dawn Hummel
Kathy Jentz
Igor Kafkan
Jesse Keith
Karen Kennedy
Debra Knapeke
Jeff Lowenfels
Sue Markgraf
Debra Prinzing
Marty Ross
Yvonne Savio
Denise Schreiber
Bill Thomas
Sue Trusty
Chris VanCleave
Teresa Watkins
Tom Wichman
Abbie Zabar
Maria Zampini

TWO MEMBERS
Helen Battersby
Louise Clark
Bill Johnson
Eva Monheim
Lynn Steiner

THREE MEMBERS
Ken Brown

Welcome New Members

Members of Region VII continue to be busy writing, travelling and speaking. Some of our accomplishments and upcoming events are listed below.

Master Gardener and garden writer Dan Cooper spoke about his book *Gardening from a Hammock* to the Cobourg Horticultural Society, September 6, in the Columbus Community Centre in Cobour, Ontario. He will speak at the Elora Salem Horticultural Society, September 27, in the Heritage River Retirement Residence in Elora, Ontario and at the Midland Horticultural Society, October 23, in Midland, Ontario.

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REGION VII
WENDY DOWNING

Welcome New Members

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Toni Gattone presented her seminar, “You Can Garden For Life with Adaptive Gardening,” twice at the California Master Gardener Statewide Conference, August 24-25. She will speak at the Novato Garden Club in Long Beach, September 13.

Dawn Hummel spoke during high tea at the Cottage & Garden Tour, September 10 in Cannon Beach, Oregon. Sunset magazine calls the tour “Best Autumn Event.”

There are two spots left on the garden and botanical tour Nan Sterman is leading to exotic Costa Rica, November 11-20, 2017. Email info@PlantSoup.com for details.

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

ONE MEMBER
APLD
Cassandra Barr
Steve Bender
Tracy Blevins
Keri Byrum
Kate Copsey
Mark Cullen
Sally Cunningham
Tom Fischer
Wendy Helfenbaum
Dawn Hummel
Kathy Jentz
Igor Kafkan
Jesse Keith
Karen Kennedy
Debra Knapeke
Jeff Lowenfels
Sue Markgraf
Debra Prinzing
Marty Ross
Yvonne Savio
Denise Schreiber
Bill Thomas
Sue Trusty
Chris VanCleave
Teresa Watkins
Tom Wichman
Abbie Zabar
Maria Zampini

TWO MEMBERS
Helen Battersby
Louise Clark
Bill Johnson
Eva Monheim
Lynn Steiner

THREE MEMBERS
Ken Brown

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Lynn Steiner

THREE MEMBERS
Ken Brown

Thanks to these GWA members for helping to grow the organization.
The diversity discussion uses many terms and some are clumsy. Others are so overused that their relevance or meaning has been diluted.

When we discussed including a panel about diversity (or lack thereof) in horticulture and floriculture at the Slow Flowers Summit held July 2 in Seattle, we knew that it might be uncomfortable or awkward, but we felt it was essential.

For Debra Prinzing (creator and host of the Summit), a white woman whose spouse of 32 years is black, adding the subject to the one-day floral industry conference allowed her to delve into a highly personal topic in a professional forum. The panel continued an earlier roundtable discussion from last year at Detroit Flower Week about lack of representation in the floral industry.

Chantal Aida Gordon, cofounder of thehorticulture.com blog and coauthor of the forthcoming book How to Window Box, (Clarkson Potter, 2018), agreed to moderate. Leslie Bennett, owner of Oakland, California-based Pine House Edible Garden and coauthor of The Beautiful Edible Garden (Ten Speed Press, 2013), joined the panel along with Rizaniño “Riz” Reyes, a Seattle horticulturist, educator and blogger as well as Nicole Cordier Wahlquist, a floral designer from Grace Flowers Hawaii, with whom Riz has collaborated.

Rather than focusing on diversity as the word du jour, the panelists broadened the discussion with terms such as representation, equity and inclusivity. Chantal began the presentation with this challenge: “We’re all plant people, so we’re doers. We’re going to talk about concrete things that we can do . . . to make our work more vibrant and inclusive and more inviting to this world that we are all part of and to meet even more clients and more collaborators and elevate our own work to new heights.”

DIVERSE PANEL, AUDIENCE

Each of the four presenters shared their unsung horticulture heroes and garden legends with the mostly white audience at the Slow Flowers Summit. Chantal wanted the audience to see faces of famous and not-so-famous persons of color—horticulturists and designers who deserve greater recognition in the mainstream. While symbolic, the images prompted further discussion about gardening, design and floristry gatekeepers.

Chantal singled out writer Jamaica Kincaid, author of My Garden (Book); Leslie highlighted novelist Alice Walker, author of In Search of Our Mothers’ Gardens, and Los Angeles floral designer Maurice Harris (@bloomandplume on Instagram). Riz credited topiary genius Pearl Fryar and prizewinning dahlia grower Cora Sleetcher, his childhood mentor; Nicole singled out her first floral industry employer Jim Yoshihara and her friend and collaborator Riz Reyes.

The big question, “How can the green industry be more representative of society?” sparked many in the audience to respond with ideas about expanding horticulture to be more inclusive.

And the conclusion that many took from this is that some of the big opportunities for change rest in the hands of media decision-makers and mainstream institutions to seek a more inclusive world rather than on the shoulders of underrepresented groups.

LESSONS FROM LONG AGO

We hope that solid, practical ideas for making change will inspire others to act in their own circles of influence. For example, James Baggett, who served as master of ceremonies at the Summit and is a longtime garden editor, now at Better Homes & Gardens, recalled his efforts in the mid-1980s. As a young science editor at Scholastic Inc., it bothered him that there were no editors of color at the publishing company.

“At the time, the president of Scholastic was a former Time Inc., executive named Steve Sweat. I said to him one day, ‘Out of all of our very small staff for all 42 magazines we publish, there isn’t a single person of color, although half our readers are students of color, so what on earth are we doing?’ We didn’t even know what we could be doing to reach and be more effective with our classroom audiences.”

James’ boss responded, “Let’s do something about it.” The desire to address inequality at Scholastic—and across the journalism profession—led to the company’s minority internship program. “It was tough getting it off the ground and at first we only had a couple of interns, but those who participated went on to jobs at much bigger companies,” James recalled. “And after about four or five years, we hired one of our first interns through the program to join the magazine staff. What was fascinating to me was, yes, talking the talk is one thing; but walking the walk is another and actually trying to implement and effect change became the harder part.”

FROM LEFT: Chantal Aida Gordon, Leslie Bennett, Riz Reyes and Nicole Cordier Wahlquist participated in a panel on diversity at the SLOW Flowers summit in June in Seattle.
GARDENING FOR THE PEOPLE

As communicators, it is in our power to act with intention in the choices we make about people to interview, photograph and feature in our content. Ultimately, as Leslie pointed out in her remarks at the Summit, “I’m 100 percent clear that gardening belongs to all people on this planet and that we all garden, but I just don’t understand why we only see images of white people gardening, or why it feels like it’s a practice that belongs to white people in this country. Gardening belongs to everybody. Flowers belong to everybody. We know this to be true. I don’t think the fix is easy, but let’s name it. We know there’s something missing. Let’s brainstorm about moving in the right direction.”

By not including the universe of all gardeners, nature lovers or floral arrangers, the profession will only continue to be insular and exclusive—and ultimately less relevant to the real, diverse world we live in. And we know that’s not what most of us want. Acting with intent and awareness is only going to get easier when it becomes part of the natural journalistic process of storytelling.

INCORPORATING DIVERSITY IN WRITING

After the Summit, speaker Amy Stewart, author of multiple New York Times best-selling titles, including Wicked Plants and The Drunken Botanist, shared with us her story of guest-editing the anthology called 2016 Best American Science and Nature Writing.

Amy was aware of the VIDA Count, which tallies gender disparity in major literary publications and book reviews. In recent years, the VIDA Count expanded its annual review to look at other categories of representation such as race and ethnicity, gender, sexual identity and ability.

Amy told the science and nature anthology’s publisher, Houghton Mifflin, that she intended to look at diversity among the pool of articles sent to her. And she soon realized that passively reviewing the contents of a box filled with nearly 100 articles was not enough.

“She failed in that I did not put together an anthology that demographically represented what American looks like.”

Amy compiled a list of the steps she and Scott took, sharing her conclusions with the series editor and the publisher’s in-house editor. She’s hopeful that the next person who edits the anthology will use some of her ideas for adding more voices to the genre of science and nature writing.

“As a white person, I was terrified of doing this wrong,” she said. “But that’s the risk we have to take and we have to be willing to just stand up there and say what our truth was about this and accept that we may catch a little flak for it.”

“We all agreed that a one-hour panel at the Slow Flowers Summit barely scratched the surface of what calls for a deeper, ongoing dialogue. So it is our goal to continue this conversation with you, our GWA peers, and with others in our creative professions.

“As business people, as artists,” Chantal concluded, “it’s our job to interrogate that thing we’re working on, whether it’s a story or it’s a design. Even if it’s just you interrogating it, your imagination becomes more fertile when you’ve encountered more people and more perspectives and more backgrounds and histories.”
Steven Still, a long-time GWA member and former director, retires this year from the Perennial Plant Association (PPA), an organization of growers, educators, horticulturists, plant breeders, marketers and others that he has led since its founding in 1984.

Like a lot of us, Steve credits a previous generation, his grandmother, for nurturing his love and appreciation of irises, peonies, sweet peas and many other plants that she grew in her garden “in town.” On the family’s 80-acre farm near Carlinville, Illinois, he tended the 1½-acre vegetable garden and sold the excess—cucumbers to the grocer, tomatoes to local restaurants and cream to the creamery—to earn a little extra money. Steve took some of his produce to county and state fairs, where earned blue (and other colored) ribbons. He got involved in FFA and 4-H, where he competed with other students, judged vegetables and identified plants and pests in the garden. Steve’s expertise landed him on the Illinois State vegetable judging team. He traveled to Washington, D.C., to compete nationally and to accept his awards.

EDUCATION

After high school, Steve went to the University of Illinois and was told about jobs in vegetable production, which was his interest. He attained a B.S. degree in agriculture, with emphasis on soils and crops, and went on to graduate school to study extension education. After finishing his master’s degree in 1968, he was called to serve in Vietnam.

“Although no experience in Vietnam could be said to be a bed of roses, I was very fortunate to spend my 15 months as a clerk typist in a battalion headquarters,” he said. “I owe a great gratitude to the teacher who encouraged me to take a typing course in high school. My original military training was in artillery, and I was reassigned to desk duty due to my typing ability. The most important aspect of my Vietnam experience was that I was able to take an R&R to Hawaii in January 1970 to marry Carolyn.”

Once honorably discharged, Steve’s question became: What to do now? After talking to John Gartner, a former professor at the University of Illinois, he decided to enroll for a second bachelor’s degree—this one in landscape horticulture. He was aided by a research grant to investigate using hardwood bark as a growing medium for woody and herbaceous plants, but that was at the doctoral level. Steve grabbed the opportunity and pursued this topic and earned a Ph.D. in ornamental horticulture. From his research, hardwood bark was first used as in potting media, a very common practice today.
THE STUDENT BECOMES THE TEACHER

Soon after finishing his doctorate in 1974, Steve, Carolyn and young son Steven, were bound for a teaching position at Kansas State University, known more at that time for studies in cattle and wheat. Steve spent five years teaching about woody plants, herbaceous plants as well as a course in greenhouse management. He also wrote a textbook, *Manual of Ornamental Herbaceous Plants,* in 1979 at the end of his Kansas State University professorship.

"Moving my family to Manhattan, Kansas, was a momentous opportunity for a young assistant professor in 1974 after four years of study and the initial research of using hardwood bark as a growing medium," Steve said. "Kansas State University had and continues to have an outstanding horticulture program with excellent professors and students. There was no better place to start a career in horticulture education."

While at KSU, the Stills' second son, Shannon, was born, as was their first daughter, Stephanie. In 1979, the young family moved to Columbus, Ohio, where Steve started teaching at Ohio State University and where their second daughter, Sara, was born.

After five years, the pull to teach the woody and herbaceous plant materials courses at The Ohio State University was strong. "To continue in the footsteps of professors L.C. Chadwick and Ken Reisch was a dream come true," he said. He started teaching career at OSU 1979. In 1980, the first edition of *The Manual of Herbaceous Ornamental Plants* was published.

In 1982, Springhill Nursery approached Ohio State University to suggest a research project with regulators for retarding growth on perennials could be shipped more efficiently. That idea didn't come to fruition at that time, but it lead to the notion of having a meeting to discuss problems that perennial growers face. During the summer of 1983, Steve and Ohio State University convened a three-day meeting about perennials. They prepared for about 100 participants; 250 showed up that first year. They discussed propagation, growing, marketing and solving problems related to perennials.

PPA BEGINNINGS

During the conference it became obvious that there was a need for an organization to help this part of the horticulture industry, since perennials were not a major commod-

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REGION IV

What's Out There Weekend Indianapolis, a program of The Cultural Landscape Foundation in collaboration with Indiana Landmark's Cultural Landscapes Committee, features tours of more than 20 public and private gardens and green spaces. The event takes place October 7 and 8, is free and open to the public, but registration is required. GWA members Mark Zelonis and Jo Ellen Meyers Sharp are volunteers on the committee.

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PLANT A ROW PROFILE  

Bruce Adams

Sun Gro Horticulture
Agawam, Massachusetts

As part of GWA Foundation’s new Plant a Row Profile series, we will feature programs across the country. Want your PAR group featured? Contact Ashley Hodak Sullivan for more information.

Sun Gro Horticulture
Agawam, Massachusetts

Back in 2000, the Sun Gro Horticulture corporate office in Agawam, Massachusetts, moved to a site that included a garden. The garden was originally used for display, but eventually we transformed into the Plant a Row for the Hungry Vegetable Garden. The garden was expanded and upgraded in 2010 and has been yielding produce for our local food pantry ever since.

Over the years, the Sun Gro employees have volunteered to plant, weed, water and fertilize the garden and eventually reap the harvest. As the company has changed with time, so have our employees who volunteer in the garden. Plenty of longstanding employees have participated in the garden since the beginning, and there are always new ones willing to get their hands dirty to support the effort. Sometimes employees’ family members help out, too. It’s a community effort.

COMMUNITYWIDE VOLUNTEERS

More recently, we invited outside volunteers to help keep our PAR garden productive. Our biggest aid comes from horticultural students at nearby Westfield Technical Academy. The garden gives them hands-on training in prep and planting; we are grateful for the help. The students come in spring to help us get the garden prepped and sometimes plant, too. They also help at harvest time when we weigh in our crops and deliver them to the Westfield Food Pantry.

Like most gardens, we have bountiful harvests some years; other years, the weather and weeds get out of hand, resulting in less produce. But it’s not just about our gardening success. Our PAR garden also teaches us about working together and committing time to our local community.

In our best harvest year, we weighed in nearly 450 pounds of fresh produce, so we know our garden is making a difference. This year, we plan to do much better. We will also be installing three raised beds with lumber donated from Lucia Lumber Co. Inc., in Agawam, Massachusetts, and fencing to keep out unwanted wildlife.

Bruce Adams works in marketing at Sun Gro Horticulture.
Scholarships Send Three Students to #GWA2017 in Buffalo

Following last year’s successful #GWA2016 NextGen Scholarship, awarded to Chris Freimuth, the Foundation funded three scholarships for 2017, funded in part by an anonymous donation from a longtime GWA member.

Per this year’s requirements, the ideal scholarship recipient would be a student or a young professional under the age of 40 working as a garden writer, blogger, speaker or photographer. Each applicant was asked to submit a resume along with an essay discussing the future of garden communications.

**Jocelyn Camacho**, Bakersfield, California, undergraduate horticulture student at California State University-Bakersfield. She tutors kindergarteners through sixth grade students through California Mini-Corps and serves as an ambassador in California Migrant Assistance Program.

**Isaac Luhrs**, Athens, Tennessee, undergraduate plant sciences, public horticulture at the University of Tennessee-Knoxville. He is a horticulturist at Tickleberry Manor Goats in Maryville, Tennessee and works as an intern at the University of Tennessee Garden in Jackson, Tennessee. Isaac also received a 2017 academic scholarship from GWAF.

**Aaryn Wilson**, St. Paul, Minnesota, 2016 graduate of the University of Minnesota, with a B.S. degree in plant science. He has worked with a local elementary school, co-leading curriculum development for an afterschool farm and as a garden educator. He also works in a university’s soil science lab with professors on their research projects.

GWAF scholarship winners Aaryn Wilson and Isaac Luhrs enjoy the Buffalo Botanical Gardens reception at #GWA2017.

Lastly, GWA traveled to New Haven, Connecticut, June 10 to work on a garden that brings two cities together. It provides a central location for a community garden, playgrounds, and even a place for the adjacent school to conduct science experiments. This is a kid-owned garden that brings the whole community together. On planting day, everyone worked to build a wildflower garden, as well as a fruit and vegetable garden. This planting concluded the last of the four Gro1000 gardens for 2017.

GWA’s Alexa Haller and Caitlin Norton traveled to Rochester Hills, Michigan, to work on a garden as one of the four Gro1000 projects for 2017. This 5,000-square-foot garden is in Innovation Hills Park, and once completed will serve as a student-designed sensory garden inclusive and sensitive to those with disabilities, including autism. On May 19 fourth grade students from West Hamlin Elementary participated in gardening, tea tastings and seed ball making, place for people to enjoy!
As concerned gardeners, many of us spend a lot of time deep in the weeds of sustainable horticulture. But as garden communicators, we also need to stick our heads up from time to time to see what’s happening in the broader world of sustainability; to look for clues about how these changes impact our work.

We’ve likely reached a global tipping point in this arena. In his seminal work of that name, Malcolm Gladwell defines the tipping point as “the moment of critical mass, the threshold, the boiling point” when a new idea or behavior takes hold in the mass consciousness and spreads like a virus. He goes on to explain that things that appear to have happened all at once, actually arise from the cumulative effect of innumerable small changes. In this case, that’s taken at least five decades.

Whether the U.S. signs the Paris Climate Accord or any other formal sustainability agreement is no longer relevant because 195 other countries have. Multinational corporations that do business in those countries say it’s too late to turn back. Corporations must abide by the international agreements on sustainable development if they want to do business in any of the signatory countries. Whether driven by law, consumer demand or profit, these companies have already embedded a commitment to operating more sustainably into their corporate culture.

That seems to be the case, not just in corporate America, but also across the board in academia; construction; municipal, county and state planning; waste management; the hospitality industry, and many other enterprises. Without much hoopla, countless small changes have accumulated to move sustainability onto the table as a major factor in making strategic decisions.

Take a break from weeding your garden and see how changing attitudes toward sustainability might affect your world.

If you’d like to wander around in the weeds of sustainability for a while instead of weeding your garden, here are a few places to start:

1. AASHE (The Association for Sustainability in Higher Education) publishes a weekly Bulletin that includes university news, events, and job opportunities: http://bulletin.aashe.org/. Scroll to the bottom of the page to subscribe.

2. Greenbiz:
   a) For updates on the general state of corporate sustainability: https://www.greenbiz.com/collections/sustainability
   b) Podcast: https://www.greenbiz.com/350
   c) Job Board: https://jobs.greenbiz.com/search?search_string=&search=1&go=Find+Jobs&job_group_ids%5B19393%5D=1&location_string=&country_code=us&distance=50&posted_time=&sort_by=relevance

3. Kashi Foods’ “Certified Transitional” program that helps farmers bridge the three-year, economically difficult period it takes for their farms to become certified organic by the USDA: Kashi’s Certified Transitional Program

The recent disintegration of the Larsen C ice shelf (along the inner peninsula at far left) created a trillion-ton iceberg and brought renewed attention to melting of polar ice.

5. Coca Cola intends to double the amount of recycled plastic in all of its PET bottles over the next three years: https://cdn.theguardian.tv/mainwebsite/2017/06/29/170629PlasticBottles_desk.mp4


7. Islands present a unique opportunity to work out sustainability issues because they are a closed system of a relatively small size, population, infrastructure, etc., making it easier to test out and scale-up potential solutions.
   
a. Danish island of Samso uses 100% renewable energy for power: https://www.ecowatch.com/samso-worlds-first-100-renewable-energy-powered-island-is-a-beacon-for-1881905310.html

   https://understandsolar.com/can-learn-samso-100-renewable-island/

   b. Hawaii has a statewide plan for sustainability that accepted input from all segments of its population. The plan could easily be used as a model for other communities: http://www.oahumpo.org/wp-content/uploads/2013/02/Hawaii2050_Plan_FINAL.pdf

Lois J. de Vries chairs the GWA Sustainability Committee and is Founding Executive Director of the Sustainable Gardening Institute and the Sustainable Gardening Library. She works and gardens in northwestern New Jersey.
The Shifting Sands of Digital Data

How disappearing information is affecting your work right now

As garden communicators, our job is to inspire and inform. It’s both a calling and a pleasure that we enthusiastically share to help enrich the lives of others, and our world. It’s also a responsibility. We are teachers who act as bridges between the sciences that impact gardening, which run the gamut from botany and biology through ecology to geology and meteorology, and the general public. And as teachers, we are tasked with calling people to action. With a story about butterfly gardens, for example, we’re encouraging our audience to plant for pollinators, whose numbers have been decimated over the past 30 years. For that reason and many others, we need reliable access to verifiable, research-based information.

WE ALL DEPEND ON OTHER PEOPLE

“Anybody who is writing wants unbiased information when making recommendations,” said Casey Sclar, executive director of the American Public Gardens Association. We also need to be sure what we’re using is not unsubstantiated opinion or worse, opinion masquerading as fact, which can be tricky to discern. “It’s very difficult to distill inherent bias on the part of the source,” noted Sclar.

Scott Aker, supervisory research horticulturist at the U.S. National Arboretum and columnist for The American Gardener, agrees: “If someone’s trying to sell a product, if they have the motive to sell, they are not unbiased.”

Many of us have long relied on government sources for research-based information, and were dismayed when some government science web pages and sites, especially those at the Department of Energy and the Environmental Protection Agency, were drastically altered recently. For example, after the appointment of the EPA’s new director, the agency’s extensive climate change information website was essentially closed for reconstruction.

INTEGRITY OF AGENCY WEBSITES AT RISK

In an April 29, 2017 Washington Post article, Chris Mooney and Juliet Eilperin noted that the EPA announced “that its website would be ‘undergoing changes’ to better represent the new direction the agency is taking…” The April 28 press release from EPA Associate Administrator for Public Affairs J.P. Freire stated, “As EPA renews its commitment to human health and clean air, land, and water our website needs to reflect the views of the leadership of the agency.”

Reflecting the views of the leadership of the agency is a different objective from offering unbiased research-based data.

The University of Pennsylvania’s DataRefuge project sponsors events across the country in which volunteers identify, assess, prioritize, secure, and distribute reliable copies of federal climate and environmental data so that it remains available to researchers.

“Science is not immune from bad decision-making, just as it’s not independent from politics, and all of the negative trends we see socially,” observed marine biologist Ayana Elizabeth Johnson.
Whether academic, non-profit or governmental, all institutions are run by humans. However, the scientific method, which Johnson described as “elegant and clear” and “rational,” helps to navigate the muddy, and often narrow, agenda of any current trend. Which is why we need full scientific data sets. Predictably, much of the scientific community was up in arms about the DOE and EPA website changes.

“Is it policy difference or an antagonistic opinion to science?” asked Johnson, who helped organize the Earth Day March for Science, which saw thousands of people from 249 scientific and academic partner organizations march in 514 places around the world. “This isn’t the only country in which (the suppression or obfuscation of scientific data) is going on,” Johnson said.

Prior to the 2017 inauguration, the Union of Concerned Scientists, a March for Science supporter, downloaded government data sets on climate change and endangered species to preserve the integrity of the information. The City of Chicago did, too, by archiving EPA pages on its own website [http://climatechange.cityofchicago.org/](http://climatechange.cityofchicago.org/).

“I use a lot of internet resources,” Aker said. “Extension resources are there still. The states have very good resources for the things that I need.”

The words ‘there still’ hint at the fact that other resources are gone. Updating information based on new research happens all the time. However, retaining the data archive as a record of changes is important in data set integrity. Without that, we have no basis for comparison. For example, the EPA website now simply states the new emissions standards for cars and trucks. It does not include the former standards for an apples-to-apples comparison. Some insist that the argument over the simplified website’s changes reflect a difference of opinion. Most scientists disagree.

“When government data sets start disappearing from government websites, that’s not a difference of opinion,” insisted Johnson. For example, The Washington Post reported on May 22, 2017, that the Department of the Interior deleted a sentence from a U.S. Geological Survey press release that highlighted the link between climate change and sea level rise. “When scientists are not allowed to talk about their research, that’s suppressing evidence. Science is being sidelined in the policymaking process,” Johnson said. The USDA Agricultural Research Services never received “an edict” to delete what’s offered on its website or to change how information is vetted before it’s posted, said Aker. A science agency means that it deals in data, based on peer-reviewed research. “Anything that we put out there has to be scientifically accurate.”

**PLAYING WITH THE NUMBERS**

However, purposeful data selection can skew a conclusion. One person, who requested anonymity, confessed that while working at Homeland Security, he had seen carefully selected data used to reinforce a policy rather than basing policy on full and complete data.

Virtually every human endeavor has an agenda. For some, it’s financial, as in follow the money. For the scientific community, the agenda is, or should always be, curiosity, exploration and discovery, which is how we learned that the world wasn’t flat and the sun didn’t revolve around the Earth. For us as garden communicators, our agenda is to inspire our audiences and encourage them to live in ways that science tells us are beneficial for the earth and for us.

**CREATE YOUR OWN ARCHIVES**

So, what should we do? Cast our information-seeking nets wide and download critical material. Interview the scientists, the researchers and the collators of data. Support our state university extensions and others who do the research. And look for archival background for the data we find on the web.

“Internet archive sites such as the Wayback Machine [https://webarchive.org/](https://webarchive.org/) and research libraries that scan all of their documents are two sources," said Sclar. “Once a link to another resource is broken, the forensic work begins. The best thing is to try to find the (original) author.”

For more resources on this topic, please use the URL to activate the GWA Sustainability Committee’s web page. visit [https://www.gardenwriters.org/files/galleries/Resources_for_Disappearing_Information.pdf](https://www.gardenwriters.org/files/galleries/Resources_for_Disappearing_Information.pdf)

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.

Lois J. de Vries chairs the GWA Sustainability Committee and is Founding Executive Director of the Sustainable Gardening Institute and the Sustainable Gardening Library. She works and gardens in Northwestern New Jersey.

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Media Awards

This year’s program featured more than 60 categories in the areas of writing, photography, digital media, broadcast media, publishing and trade.

A very special thank you to this year’s judges, Ellen Zachos (chair), Beth Botts, Louise Clarke, Maree Gaetani, Linda Lehmusvirta, Chris Link, Carol Michel, Dee Nash, Rich Pomerantz, Debra Prinzing, Jo Ellen Meyers Sharp, Mark Turner, Meg Watt and Paul Wilson.

Here are the Gold and Silver Award winners, recognized for their work in 2016. To learn more about GWA Awards, please visit the website.

**GOLD MEDAL AWARDS**

**Best Magazine Writing**
“Outdoor Dining - Our Well-Tended Gardens: A Lunchroom for Wildlife”
Bill Johnson

**Best Newspaper/Newsletter Writing**
Everybody Gardens
Doug Oster

**Best Digital Writing**
“Grieving Garden: This, Too, Is a Garden”
Leesa Lawson

**Best Photography**
Private Gardens of South Florida
Rob Cardillo

**Best Overall Digital Media**
Cultivating Place: Conversations on Natural History and the Human Impulse to Garden
Jennifer Jewell

**Best On-Air Talent**
Cultivating Place: Conversations on Natural History and the Human Impulse to Garden
Jennifer Jewell

**Best Overall Magazine**
Mini Gardens & Terrariums
Meredith Corp.

**Best Overall Book**
Master Gardener Manual
Nancy Knauss, Sue Wyble, Jennifer Bair, Amanda Kirsten and Penn State Extension

**Best Trade**
Bloom, Fall 2016
Greater Des Moines Botanical Garden

**SILVER MEDAL AWARDS**

**Magazine Column (Circulation > 20K)**
The Friel World, John Friel

**Magazine Column (Circulation < 20K)**
“The Soul of a Garden,” Linda Vater
“An Affair of the Horticultural Heart: The Union Square Market,” Abbie Zabar

**Magazine Article (Circulation > 20K)**
“Design to Share,” Mary-Kate Mackey
“Opposites Attract,” Mary-Kate Mackey
“Small Trees Play a Big Role,” Mary-Kate Mackey
“Dinner from the Ground Up,” Tovah Martin
“Brave New Meadow,” Tovah Martin
“Pecans in a Nutshell,” Marty Ross

**Magazine Article (Circulation < 20K)**
*Anna’s Plant Pick: Taraxacum Officinale Dandelion - Is It a Weed?*, Anna Leggatt
Everybody Gardens, Doug Oster

**Student (Newspaper, Magazine, Book, Blog)**
“Taking the Prickly Path,” Anelle Ammons
“Footsteps of the Goddess,” Gail Hudson

**Newspaper Column (Circulation < 20K)**
Good Seasons, Lynette L. Walther

**Newspaper Column (Circulation > 20K)**
Gardening Column/Homes Section, Star Tribune, Rhonda Fleming Hayes
Garden Columns by Jeff Lowenfels, Jeff Lowenfels
Small Town Gardener, Marianne Willburn

**Book: General Readership**
The Cocktail Hour Garden, C.L. Fornari
Gardens of Awe and Folly, Vivian Swift

**E-Newsletter Article**
“For Desperate Gardeners, New Idea to Keep Deer Out of Your Garden,” Connie Oswald Stofko

**Blog (Single Post)**

**Blog (Overall)**
Toronto Gardens, Helen Battersby
Rooting for You Blog for Hartley-Botanic Greenhouses, Mary-Kate Mackey
View from Federal Twist, James Golden

**Newsletter, Bulletin or Brochure**
*Anna’s Plant Pick: Taraxacum Officinale Dandelion - Is It a Weed?*, Anna Leggatt
Everybody Gardens, Doug Oster

**Student (Newspaper, Magazine, Book, Blog)**
“Taking the Prickly Path,” Anelle Ammons
“Footsteps of the Goddess,” Gail Hudson
Rob Cardillo received a Gold Medal Award for his photography in *Private Gardens of South Florida*.

Bill Johnson won a Silver Medal Award for the cover photo of *Michigan Gardening Magazine*.

**PHOTOGRAPHY**

**Magazine (Circulation < 20K)**
- “Turk’s Cap Lily with Swallowtail,” Kim Eierman
- “October Reds,” Bill Johnson
- “Outdoor Dining - Our Well-Tended Gardens: A Lunchroom for Wildlife,” Bill Johnson

**Magazine (Circulation > 20K)**
- “Pecans in a Nutshell,” Bob Stefko

**Cover**
- GROW Magazine, Fall 2016 Cover, Rob Cardillo
- GROW Magazine, Summer 2016 Cover, Rob Cardillo
- GROW Magazine, Winter 2016 Cover, Rob Cardillo
- Michigan Gardener Magazine, September-October 2016 Cover, Bill Johnson

**Portfolio**
- Into the Light: Captured on Camera, Minnesota’s Moths re Quite Diverse, Bill Johnson

**DIGITAL MEDIA**

**Blog (Overall Site)**
- Toronto Gardens, Helen Battersby & Sarah Batterby
- GardenLady.com Blog, C.L. Fornari
- Garden Therapy, Stephanie Rose
- The New Perennialist, Tony Spencer
- Landscape Notes: Exploring Parks + Gardens + The Public Realm, Patrice Todisco

**Website: Individual (Overall Site)**
- ThePaintboxGarden.com, Janet Davis
- EcoBeneficial Website, Kim Eierman
- Susan’s in the Garden, Susan Mulvihill
- Mr. Plant Geek, Michael Perry
- OrchardPeople.com, Susan Poizner

**Website: Commercial (Overall Site)**
- Garden Media Group Website Redesign, Garden Media Group
- The New MtCubaCenter.org, Mt. Cuba Center
- Richard Jackson’s Garden, Richard Jackson’s Garden

**Video (Single Video)**
- “Pruning Endless Summer Hydrangea,” Bailey Nurseries Endless Summer® Hydrangeas
- “Seattle Wholesale Growers Market – Lisa Waud Workshop,” Andrew Buchanan & Seattle Wholesale Growers Market

**FILM**
- “Summer Shade Using Trees,” Brian Cox & The Davey Tree Expert Company
- “Secret Hacks with Orchids on ITV This Morning,” Michael Perry

**Broadcast Media**

**Television Feature (Talent)**
- Vermont Garden Journal, Charlie Nardozzi
- We Dig Plants Interview: All the Presidents’ Gardens with Marta McDowell, Alice Marcus

**Radio Program (Talent)**
- Vermont Garden Journal, Charlie Nardozzi
- We Dig Plants Interview: All the Presidents’ Gardens with Marta McDowell, Alice Marcus

**Radio Program (Overall)**
- Cultivating Place: Conversations on Natural History and the Human Impulse to Garden, Jennifer Jewell

**Podcast Series (Talent)**
- Native Plant Podcast, John Magee
- We Dig Plants: People and Places, Alice Marcus

**Podcast Series (Overall)**
- Krieg & Carmen DeVito
- The Urban Forestry Radio Show, Susan Poizner
- The Native Plant Podcast, John Magee, Mike Berkley & Jesse Turner

**Digital/Broadcast Special Project**
- Good Gardening Videos, Susan Harris

**Publishing**

**Magazine (Circulation > 20K)**
- Cut Flowers & Bouquets, Meredith Corp.
- Country Gardens Spring 2016, Meredith Corp.

**Book (General Readership)**
- 100 Plants to Feed the Bees by Jennifer L. Hopwood, Storey Publishing
- The Cancer Survivor’s Garden Companion by Jenny Peterson, St. Lynn’s Press

**Calendar**
- 2016 National Big Tree Program Calendar, The Davey Tree Expert Company

**E-Zine**
- Plant A Star Magazine, October 2016, Kathleen White

**Trade**

**Catalog**
- Botanical Interests Gift Guide, Botanical Interests

**Magazine**
- Bloom, Fall 2016, Greater Des Moines Botanical Garden
Internships at Washington Gardener

Kathy Jentz, editor of Washington Gardener Magazine, the publication for the Mid-Atlantic and greater Washington, D.C. region, is pleased to announce the addition of two fall 2017 semester interns to the Washington Gardener Magazine family. They are Maeve Dunigan and Nicole Reisinger. Both are journalism majors at the University of Maryland-College Park, and are receiving class credit for this garden writing experience.

Pancost begins new blog

Duane Pancost has started a blog, The Geriatric Gardener, to share his research and experience with other aging gardeners who still like dirt under their nails. The 78-year-old mixes his aging experiences with his landscape education and 47 years of green industry marketing communications to help readers cope with their limitations rather than give up gardening.

Building a pollinator world

National Summer Reading programs for kids and gardening? Sure! Every year Jacqueline Soule tailors programs linking gardening and the annual topic. This year’s topic is “Build a Better World,” and Jacqueline is offering “Build a Better World for Pollinators.” The topic has proved so popular it extended beyond summer reading and she is giving the programs through the fall across Arizona. Email Jacqueline Soule for more information.

Spencer travels to Sweden

Blogger Tony Spencer of The New Perennialist travels to Lund, Sweden, in early September to attend the renowned 2017 Klinta Conference with the theme Urban Growth: Perennial Plantings Beyond Nature. The conference presents leading-edge, international speakers pushing the frontiers of global planting design.

Emmy goes to A Growing Passion

Nan Sterman is very proud to announce that in June, her award-winning TV show, A Growing Passion, added another Emmy to the trophy shelf. The American Academy of Television Arts and Sciences awards the Emmys. Timber Press will publish Nan’s new book, Hot Colors, Dry Garden, in April, 2018.

BRIEFS

Congratulations go to Carlos A. Balistrieri, who has been named the new executive director of Moore Farms Botanical Gardens in Lake City, South Carolina. He started his new position June 12.

GWA multi-award winning podcast We Dig Plants continues its series on USDA Zone gardening across the United States with a brand new, longer format for 2017. The show’s new day and times: 1 to 2 p.m. (Eastern time). Carmen DeVito and Alice Marcus Krieg will be focusing on people, plants, gardens and landscapes throughout the USA. Their new blog, We Dig Plants has all the info to tune in. If you have a great speaker or guest for the podcast please get in touch with them info@groundworksgardens.com.

Toni Gattone is excited to be writing a book with Timber Press to be published in 2019.


Brian Minter is now writing a weekly gardening column for The Vancouver Sun, the major newspaper in British Columbia. It’s a wonderful opportunity to engage those in small space environments and the “now gardening” millennials.

Ed Hume’s TV show ends

Gardening In America, Ed Hume’s television show, ends its run on KONG-TV in late August or early September. Ed’s show has run for 52 years, making it the longest, continuous-airing television show in the five northwest states. It is arguably the longest, continuous-running (same host) gardening show in the world. The northwest chapter of the National Academy of Television Arts and Sciences (the Emmys) honored Hume with its highest award, induction into its Gold Circle in 2015. Ed is the only garden communicator ever to be inducted into both the Silver and Gold Circles.
Great Gardens Begin Here

BY JAMIE GRANGIER CUMMINS

My name is Jamie Grangier Cummins, and I am the Marketing and Communications Administrator and a Sales and Member Support Representative for Master Nursery Garden Centers. My intentions in this article are two-fold. First, I will introduce you to MNGC. Second, I will leave you with a proposition that will benefit not only Master Nursery Garden Centers and Garden Writers Association members alike but will have a profound impact on the one person we all were once—the new gardener!

In the early 1950s, seven independent garden center owners partnered to secure discounts and share marketing expenses. They worked well together, so they found a fertilizer manufacturer to produce a high-quality, organic-based, all-purpose lawn and plant food, which, to this day, is known as Master Nursery Formula 49. The owners considered themselves “Masters of their craft.” They certainly were because more West Coast members joined, and more Master Nursery branded products followed. In late 1993, membership rose to over 160 garden centers. Today, Master Nursery Garden Centers is a multi-million-dollar, member-owned cooperative of over 530 independent retail garden centers in 46 states and 2 provinces in Canada.

Master Nursery is one of the largest not-for-profit cooperatives in the country, focused solely on providing new and commodity green goods and hard goods to our members and subsequently to their consumers. Members receive generous discounts, rebates, and dating programs from over 130 premium vendors, some of which are Garden Writers Association members who attend, exhibit and sponsor events at the Annual Conference & Expo. In addition, members have exclusive access to the Master Nursery private label brands, which are all premium products developed specifically for home gardeners that are not available at mass merchant retailers. To learn more, please visit www.MasterNursery.com and www.BumperCrop.net.

On behalf of Master Nursery Garden Centers, I am reaching out to the GWA membership to let you know that our 530-plus IGCs are here to work with you. With that being said, let’s get to the heart of the matter! We’re all gardeners, and we love what we do. Nothing makes us happier than putting on a pair of old boots, planting a seedling and watching it grow. We all received our introductory knowledge from somewhere. Long story short: We need new gardeners to come to us for their answers!

Yes, I said “us,” meaning the collective “we” of Master Nursery Garden Centers and the Garden Writers Association. Sounds like fun, doesn’t it? Master Nursery would love to see collaboration between garden writers and our IGCs. Together, we can ensure that new gardeners have enjoyable and ultimately successful gardening experiences. Time in the garden is time well spent, and for many gardeners it is a family activity.

Therefore, our member garden centers are continually looking for green industry communicators who can share their knowledge and expertise to enhance new gardeners’ experiences—whether it is through workshops, talks, articles, blogs, etc. We will be providing the MNGC membership the link to GWA-Connect so our garden centers may search for you by state and garden writer type. If you are interested in working with a Master Nursery Garden Center in your area, email me at Jamie@masternursery.com, and I can provide you with a listing of MNGC members. You may also visit the Garden Center Locator on our website.

Again, we are pleased to make this introduction between garden writers and Master Nursery Garden Centers. We look forward to working with you soon. Who knows, along the way, you may discover our Master Nursery branded products, and they may spark some additional inspiration for you!

Jamie Grangier Cummins has a master of arts in English and is the marketing and communications administrator and a sales and member support representative for Master Nursery Garden Centers.
New Opportunities on the Horizon

Students asked the manager if there were jobs available in this industry. He said a resounding, “Yes! The company is always looking for good talent—including Ph.Ds. who can help in the research for new mushroom substrates and setting standards for handling and storage.” Although the lion’s share of mushrooms grown in the U.S. is grown in Pennsylvania (also known as the mushroom capital of the world), other states and countries are also expanding this industry, especially in rural areas where the substrate materials for growing these fungi are readily available. Look for notable increases in positions in every sector of this industry, including mushroom production for the breakdown of bio-industrial wastes.

I have one student who is working at a new startup mushroom farm in Ambler, Pennsylvania. She loves working with the owner. Local farmers markets and restaurants are the main distribution points for this burgeoning business. The owner expects to hire additional help this fall as her business continues to expand. The relevance of mushrooms is not going away any time soon. They were added to the stock market two years ago.

Types of jobs: Entrepreneurs, managers, pickers, packers, distribution specialists, PR and marketing, Ph.D. researchers, web designers, content providers, developers, chefs, composting specialists and the list goes on.

FOOD FORESTS AND CITY ORCHARD PROJECTS

Food forests are small microcosms of intense plantings on open space or added to existing woodland. They provide additional value with locally grown foods. Creating a woodland that is layered from top to bottom with all sorts of fruiting plants that are edible to humans and animals changes how we farm and how we harvest. It also changes how we eat, what we eat and when we eat it.

Food forests are not a new concept. They were part of everyday life up until the early part of the 20th century. A fine example is when families went American chestnut picking in fall. Due to the chestnut blight in the early and mid part of the 20th century, picking ceased. But now chestnut picking has come back to many regions of the country and there is money to be made.

In the city of Philadelphia, there is a non-profit group called the Philly Orchard Project (POF), which was started by a landscape architect. POP has planted more than 1,000 fruiting trees and shrubs in and around the city. The orchards are planted on public land, cemeteries and church properties. The plantings are usually done in collaboration with other non-profit organizations funded by grants and private donations. The food stays in the neighborhoods where it is grown—usually food deserts.

The POP model has been replicated in other cities with similar outcomes. These organizations rely heavily on volunteers, but they also hire key personnel as the organization grows.

Types of jobs: Volunteer coordinators, web designers, content providers, educators, propagators, developers, directors, horticulturists, landscape architects and grant writers.

GREEN PROPERTY MANAGEMENT

One student who took my food crops course this past spring is working toward his food-systems certificate in tandem with his architecture degree with an emphasis in building management. He said that as a future building manager he needs the skills to make sound decisions regarding the best ways to use buildings’ and properties’ open spaces.

He plans on initiating a rooftop farm to mitigate storm water and add food to the local economy. In addition, he will cool the buildings’ exterior walls by growing vine crops. Interiors will have green walls for culinary production as well as plants used for adding oxygen to the atmosphere.

Management of these services will take specially trained individuals; my student will be one of the first graduating in the field of green property management. He says that it's a no brainer. People need to know a little bit of everything to make the right decisions and to manage with the most efficiency. The knowledge he has gained will also help in hiring competent employees for the farm management and maintenance of green spaces.

MUSHROOMS, MUSHROOMS AND MORE MUSHROOMS

On a recent trip to Phillips Mushroom Farms in Kennett Square, Pennsylvania, which I wrote about in GWA Blog post, we heard from the general manager that its business has doubled in the last three years and keeps expanding yearly. Mushrooms are not only good for eating but they are an added-value crop for sourcing new medications for cancer treatments. Mushrooms are high in vitamins, low in fat and they can fill the void for vegans as a meat substitute.

At Temple University, I work with students on a daily basis discussing job prospects. This has helped me spot trends in horticulture that most might not be aware of. I believe these new opportunities will change how we view horticulture. Students are more creative in their approach to job expectations and are more likely to jump onboard a new horticultural opportunity such as a start-up. Many are likely to apply for internships knowing that they might lead to full-time employment. And, internships can be for any age adult with all levels of experience—not necessarily requiring university status as a prerequisite.

Non-majors taking horticulure classes and acquiring certificates in food systems are readying themselves for positions that combine horticulture with other fields of study. There is definitely an uptick in unique and creative positions that include horticulture knowledge as part of the job requirements. The impetus for these new positions comes from the realization that our environment has finally become a mainstream thought rather than an afterthought. In addition to the environment, people are grappling with higher healthcare costs that are driving the population to eat more healthfully and make healthier life choices.

The topics below are high-growth areas that are beginning to experience strong employment growth.

Horticulture
The American Horticultural Society has named Beth Tuttle as its next president and CEO. Tuttle, who will join AHS in Alexandria, Virginia, on October 30, brings more than 25 years of experience as a nonprofit leader, organizational consultant and brand strategist.

"Beth has exceptional leadership experience from her work in cultural, educational and advocacy organizations as well as a personal passion for gardening and the natural world, so we are thrilled to have her join us," says Amy Bolton, chair of the AHS Board of Directors.

Tuttle is President and CEO of DataArts, a respected national resource for in-depth data about the finances and activities of cultural nonprofits. Before joining DataArts in 2013, she was managing director of METStrategies LLC, which provides strategic counsel, planning and branding services to cultural, philanthropic and social benefit organizations.

A well-known thought-leader in the museum and cultural sector, Tuttle is co-author of Mag
gentic: The Art and Science of Engagement (AAM Press, 2013), a best-selling study on the practices of high-performance museums. She has served as deputy director and chief of external relations and planning for the Smithsonian's Hirshhorn Museum and Sculpture Garden, and senior vice president for communications for The Freedom Forum and Newseum. In the advocacy arena, Tuttle has worked with America's Promise Alliance, which is dedicated to helping young people achieve success.

A graduate of Brown University, Tuttle is a certified Master Gardener Volunteer who helped to establish the community and school garden at George Washington Middle School in Alexandria, Virginia. In becoming the 33rd president in the AHS's 95-year history, she succeeds Holly H. Shimizu, who has been serving as interim executive director following the February departure of Executive Director Tom Underwood.
In Memoriam

Jerry Baker
June 19, 1931 – March 2, 2017

Jerry Baker was an American author, entrepreneur, public speaker, and product spokesperson, who wrote numerous books on gardening, home hints and health topics. He called himself America’s Master Gardener®, creating his famous DIY tonics using common household products like beer, baby shampoo, castor oil, and mouthwash.

Baker began his career in the 1960s as an undercover cop in Detroit, Michigan, posing as a gardener, tree trimmer, landscaper and seed salesman. He left the police force and eventually went to work as a horticulture buyer for S. S. Kresge Corporation. His interest in gardening led him to local radio and TV appearances in the Detroit area. He eventually became a frequent guest on Dinah Shore’s daytime TV show, Dinah’s Place. The exposure he received prompted him to write his first best-selling book, Plants Are Like People, in 1972. Baker also began the national craze of talking to your plants with the publication of his second best-selling book, Talk To Your Plants, in 1973.

In the 1990s and 2000s, Baker had his own series of gardening shows that ran on public television stations in the U.S. and Canada. PBS used them as pledge-drive specials; the programs featured Baker’s down-home wisdom and commonsense solutions to gardening problems. From 1987 to 2007, Baker hosted his own national call-in radio show called On the Garden Line.

— From jerrybaker.com

William Riley Marken
September 2, 1942 - August 11, 2017

William (Bill) Marken, 74, of Los Altos, California, died August 11, 2017, at home surrounded by his family and listening to Bob Dylan. He lived life to its fullest until the end, especially after his diagnosis with pancreatic cancer in November 2015. A lifelong Californian, Bill was born in Morgan Hill to Harry and Emma Marken, and grew up down the street from his future wife of 52 years, Marilyn Tonascia Marken. Early jobs in the orchards of the Valley along with visits to his father’s plant nursery inspired a lifelong love of gardens and nature.

After attending Occidental College and graduating from University of California-Berkeley in 1964, he applied for a job, any job, at Sunset Magazine. Somehow his application caught the eye of the magazine’s gardening editor, who placed Bill temporarily on the landscaping crew while waiting for an editorial job to open up. After a while, Bill moved over to the editorial side and was assigned the massive revision of Sunset’s Western Garden Book (which came out in 1967), while still working half time in the garden. From those humble beginnings, Bill had a 30-plus-year career at Sunset, eventually becoming the Editor-in-Chief in 1981. During his term as Editor-in-Chief, from 1981-1996, Sunset had its highest ever circulation.

Upon leaving Sunset, after it was purchased by Time, Inc., Bill remained involved in magazine writing and editing, but also enjoyed delving into the new (then) online world, working for Garden.com and eHow.com, among others. Until last week, Bill was consulting for Garden Design magazine, as well as writing the occasional article—most recently “Lessons from a Three Generation Edible Garden” for the summer 2017 issue.

Despite a full professional life, Bill made time for many other interests. Having traveled to Lake Tahoe since a young boy, he felt strongly about preserving the lake and was on the Board of the League to Save Lake Tahoe for 16 years and served as its president for 4 years. Bill went back to school at the age of 65 and received his Masters of Liberal Arts from Stanford University in 2012.

Bill is survived by his wife Marilyn, daughters Catherine Marken Boyle and Liz Marken Fiorentino, sons Mike and Paul Marken and 12 grandchildren—all who live nearby.

—Shared from the 2017-08-15 San Francisco Chronicle eEdition

Additional areas for up and coming demand for jobs and opportunities are:

- Performance-based landscapes for highway infrastructure
- Integrated Pest Management (IPM) growers for organic operation
- Aquaponics for residential and commercial use
- Composting productions and the diversity for new and improved products, including mushroom compost and its other byproducts
- Vermiculture, developing more pleasing designs of the bins and housing for these systems
- The production of biochar for the improvement of soil and regeneration for fire-dependent species

This list is by no means complete, but it shows very strong areas of interest from scientific professionals and students. I can’t wait to see what is coming next.

RESOURCES

- Mushroom Market Analysis
- American Mushroom Institute
- Philadelphia Orchard Project
- 20 Urban Food Forests Around the World
- Rutgers’ Rain Garden Certification Program
- National Association of Realtors’ Field Guide to Green Property Management
- Green Property Management
- Philly Urban Creators
- Greenville County Soil and Water Conservation
- North Carolina Certified Rain Garden Specialists

Eva Monheim is an assistant professor of horticulture at Temple University. When she’s not in the field with her students, she’s on the grounds of Longwood Gardens teaching woody plants and arboriculture to professional garden students. Her commitment to education is tireless, and her dedication to mentor students is paramount. A former newspaper columnist, she is an award-winning artist who loves dabbling in photography.

---Continued from page 27---

— From jerrybaker.com