That invitation, from a fellow GWA member, was spoken like a true Chicago native. By the time you end your stay at the GWA2018 Annual Conference & Expo, you too will speak like a Chicagoan:

• We end our sentences with prepositions (sorry)
• To us, LSD is not a drug, it’s Lake Shore Drive
• “Jewels” is a local grocery store chain (even though it’s really Jewel-Osco)
• “Frunchroom” is what other people call “the” living room
• We say “goes” when we mean “said”: “So he goes, ‘I like this place!’”

There’s no better way to wrap up a visit to Chicago than to visit the suburbs or get a closer look at the city. We have planned three post-convention tours to meet your expectations of seeing unique private homes and their lovingly tended gardens. You can choose from one of three options:

1. **West Suburban Delightful Delicacies**

   A full-day tour (approximately 8 a.m. to 9 p.m.). You’ll see three uniquely different private residences (one large, diversely wooded property, another with gorgeous containers and the third a sustainable, yet modern garden design with a large water feature), have lunch at Aquascape and visit the acclaimed Morton Arboretum.

   **DIANE BLAZEK**

   **Friday’s Post-Tours, Wanna Go With?**

   The contemporary yet traditional and environmentally responsible McVay garden in Batavia, Illinois, on the Post Tour West, Friday, August 17.
Why Visit Chicago’s Suburbs?

Numbers don’t lie:

- Population of the City of Chicago: 2,700,000
- Population of Chicago’s suburbs: 7-8 million (depending on which counties and suburbs are included)
- Population of the State of Illinois: 12.77 million

Conclusion: The suburbs must be a great place to live if 55 to 60 percent of our total state’s population resides in these shoulder cities. Which means those ‘burbs are also a great place to visit. But, don’t just take our word for it; these popular websites have dedicated articles to this very subject:

- 10 Reasons to Visit the Chicago Suburbs by Conde Nast Traveler
- Beyond Chicago – Attractions Outside the City by Choose Chicago
- 14 Great Reasons to Visit the Suburbs by TimeOut Chicago

Diane Blazek, Region III National Director, is executive director of National Garden Bureau and All-America Selections. She serves on the #GWA2018 Local Arrangements Committee.
Find Inspiration in Chicago

“You’re not as effective at your job if you don’t make time to find inspiration.”

– Jenica Myszkowski, COO, Papersource

If you’re looking for inspiration … join us in Chicago, August 13-16 for GWA’s biggest event of the year. The 2018 Annual Conference & Expo is a chance for you to connect, learn and grow with fellow garden communicators.

This year’s conference features a lineup of unforgettable events and experiences, including beautiful gardens, dynamic education sessions, industry all-stars like Jacqueline Van der Kloet and essential networking. As an additional bonus, attendees will have special access to the IGC ’18 trade-show, concert and keynote by Daymond John of ABC’s Shark Tank, who will speak on the “Fundamentals for Success in Business & Life.”

CONNECT

Join fellow garden communicators from across the world for special events designed to build new connections and reconnect with old friends. Whether you’re a new-bee (first-timer) or a seasoned-bee, there are lots of great ways to connect and expand your network.

We have multiple receptions, including those in conjunction with the Expo, a colorful showcase of new varieties, products and services from exhibitors changing the horticultural landscape. We also have the IGC Reception with The Marshall Tucker Band, the first-timer event, Sponsor & Exhibitors Reception and a wonderful dinner to celebrate all our honorees and Media Award winners on the 80th floor of the Mid-America Club. The Mid-America Club has amazing views over Chicago.

LEARN

Whether you are looking for advice on building your business or honing your communication skills, the program committee headed by Jo Ellen Meyers Sharp has come up with a terrific line up of speakers and sessions for you.

Round 1 Breakout Sessions. Select from:
- Running a Garden Communicating Business 2018: Kirk Brown
- Creating and Caring for Perennial Plant Communities, Roy Diblik
- Garden Inspiration: Katie Stagliano
- Tips & Tricks from Successful Bloggers: Dee Nash, Elizabeth Licata and Erin Schanen
- Our Changing Climate Panel - Tree Edition: Dan Herms, Shawn Kingzette and Phillip Douglas

Round 2 Breakout Sessions. Select from:
- Plant Exploration at the Chicago Botanic Garden: Past, Present and Future: Andrew Bunting
- So You Want to Start a Podcast?: C.L. Fornari & Ellen Zachos
- Take Control of Your Camera: Mark Turner
- Hydroponics, Aeroponics, and Aquaponics: Sue Trusty
- The Business of Garden Coaching: Sue Goetz

Round 3 Breakout Sessions. Select from:
- Introductions to New Plants: Kelly Norris & Maria Zampini
- For Gardeners Who Love to Cook: Ellen Ecker Ogden
- From Byline to Brand: Megy Karydes
- Build a Profitable Speaking Business: Melinda Myers
- Write Badly, Edit Well: Mary-Kate Mackey

GROW

This year’s tours, brought to you by the Local Arrangements Committee, headed up by Beth Botts, will feature Chicago’s finest gardens, covering a wide array of techniques and trends. Enjoy special access to amazing public gardens, as well as exclusive tours of beautiful private gardens, including:

• Lurie Garden in Millennium Park
• McCormick Place Rooftop Farm
• Shedd Aquarium Gardens
• Garfield Park Conservatory
• Farm on Ogden
• Ping Tom Memorial Park
• North Side Jewels: Historic Home Gardens & Lincoln Park tour, which includes:
  - Wicker Park
  - Lincoln Park Conservatory
  - LaSalle Street Gardens
• South Side Saga: Private Gardens and a World’s Fair Gem, which includes:
  - Garden of the Phoenix
  - Hyde Park Private Gardens
  - Midway Plaisance & Jackson Park
  - Burnham Wildlife Corridor

Plus, we are offering three Post-Conference Tour options:
- Tour A: West Suburbs (Full Day)
- Tour B: North Suburbs (Full Day)
- Tour C: Chicago Community and Foods Gardens (Half Day)

I look forward to seeing you in Chicago!

Best,

Marla
Chicago, Chicago...

As far as back as I can remember, even as a very young child, I have been passionate about music. I have always loved to sing and dance and continue to have a hard time being still, especially when the music has a good rhythm. I'm probably older than most of the GWA members, so I remember hearing Frank Sinatra sing the song, “Chicago, Chicago, that toddlin’ town…” I remember wondering what toddlin’ meant and assumed, in my child’s mind, that it had to have something to do with toddlers. So as a child I thought Chicago would be a great place for families to visit.

After doing some recent research, I discovered that back in the 1920s, which was when this song was originally written, ‘toddle’ was a dance step, which was a rhythmical modification of the foxtrot and included a hop or a bounce…too fun. The lyrics go on to say in part, “…Bet your bottom dollar you lose the blues.” As a child, I didn’t understand that ‘blues’ was a frame of mind, but now that I understand what those words mean. It sounds like Chicago is a place that could raise our happiness or contentment levels.

Another part of the lyrics says, “You’ll have the time of your life; bring all your friends, all your kids and your wife to Chicago, Chicago.” Listening to the words, the smooth voice of Frank Sinatra and the rhythm, that song has always resonated with me. As the lyrics suggest, I am so looking forward to visiting Chicago with my husband, our son and daughter-in-law, and we look forward to seeing you all there. Hopefully we will have lots of chances to hop or bounce through all the gardens, while admiring the designs and taking pictures. There is also the traditional fun ‘after party,’ where we can dance the night away, continuing the notion that “Chicago is a toddlin’ town.”

WHAT’S NEW IN THE INDUSTRY

At our Expo, there will be many opportunities for us to see and learn about new products at our vendors’ booths, as well as others at the IGC show. Networking always seems to be at the top of the list of importance at our conferences and there will be many communicators from all over the globe with whom we can meet. So remember to bring lots of business cards to share for future times to network even after we get home.

KEYING IN ON MEMBERSHIPS

Did you know that one of the main goals of many of the GWA committees is to bring in new GWA members? I want to remind you that each time a new member mentions your name as the person who encouraged him or her to become a member, you get $20 credit toward your own annual membership fee. The Communications Committee has put together 10 fabulous video-blog snapshots about GWA’s member benefits; when you look at the list, it makes no sense not to be a member. Some people have not become a member because they think there are requirements, restrictions or myths like:

1. I am not a writer.
   You don’t have to be one.
2. I have not had a book published.
   That is not a requirement.
3. I don’t have someone to sponsor me.
   You don’t need one.
4. I can’t go to meetings, so there are no other benefits. Not true, check out the member benefits on the GWA website.

The list of myths continues. C. L. Fornari put together some really creative graphics of ‘Busted GWA Myths.’ Why am I talking about this? Because if we work together as a team and everyone does their part, our benefits, our website and our job opportunities will improve, and membership dues won’t have to go up. We will all benefit from having more “worker bees” spreading the good word and sharing positive information about the benefits of gardening and using the plants and products associated with our industry. It will be a win-win for all of us as well as all of your followers.

So, call all your gardening friends who talk about gardening, blog about gardening, teach gardening techniques, photograph gardens and, yes, write about gardening, and bring them with you to exciting downtown Chicago in August!
NextGen Scholarships Available for #GWA2018

BY ASHLEY HODAK SULLIVAN

GWA and GWA Foundation are excited to announce the third annual NextGen Scholarship. This year, the three scholarships will cover the #GWA2018 conference registration fee and up to $1,000 in travel expenses ($1,500 value).

Garden writers, bloggers, speakers and photographers under the age of 40 who have not previously received the scholarship are eligible.

No longer a NextGen? Encourage young professionals in your network to apply and introduce them to all GWA and #GWA2018 have to offer!

INTERESTED IN SPONSORING A SCHOLARSHIP RECIPIENT?
Contact Ashley Hodak Sullivan at asullivan@kellencompany.com or 212-297-2198 for more information. Deadline is July 5.

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

— Christopher Freimuth, #GWA2016 NextGen Scholarship Recipient

INTERESTED IN SPONSORING A SCHOLARSHIP RECIPIENT?
A garden designer friend and I were standing by my wildlife garden—a collection of native pollinator plants plus a few benign ornamentals. “Nice ‘Alma Gordons,’” she observed, inspecting a lush mound of chrysanthemums. “‘Sheffields,’” I corrected her. “‘Alma Gordons,’” she insisted. “‘Sheffields,’” I insisted back.

We grinned and moved on. In our case, the mum cultivar, a lovely fall bloomer, isn’t invasive or otherwise problematic, so it hardly mattered who was right. (I was. I looked it up.) But what about when it does matter? When we’re speaking to our audience?

HOW FAR DOES OUR IMPACT EXTEND?

As garden communicators, our words have consequences. Through a range of media, we reach a broad, attentive audience. According to the National Gardening Survey, between 300,000 and 500,000 people read garden publications each year. A mix of garden programming reaches nearly 10 million annually.

Additionally, we design everything from backyard oases to municipal installations and vast estates. We consult on projects that will impact the health of soil, water, plant communities and ambient urban temperatures for years, or even generations to come. We advocate for plant varieties, introduce garden products and recommend horticultural practices.

We influence not only individuals, whose choices radiate out to others like pebbles in a pond, but we also consult with developers, who will decide whether to plant—or NOT!—a swath of Bradford pear trees (Pyrus calleryana ‘Bradford’) in a new development. In short, we influence what people do. That power is both a privilege and a responsibility.

GETTING THINGS RIGHT IS HARD WORK

“People believe what I say,” said Nan Sterman, Emmy-winning TV host, journalist, horticultural consultant and owner of Plant Soup Inc., in Encinitas, California. “I gotta get it right!”

Getting it right requires assiduous homework. “Whenever I write something — online or paper — I check sources,” said Cheryl Corson, a landscape architect and owner of Cheryl Corson Design, LLC, in Upper Marlboro, Maryland. “I never say anything without having at least a couple of corroborating background sources.”

By sources, Corson doesn’t mean an unsubstantiated opinion on social media, however much it may be reinforced through sharing. Sterman agreed. “Even if you hear something and want it to be true, no matter how many times you see it on Facebook, you have to check authoritative sources,” she said.

A source’s authority comes from scientific rigor, the kind you find in the U.S. Department of Agriculture and in universities that are stuffed with biologists, entomologists, climate scientists, botanists, foresters and others whose assumptions are perpetually challenged and whose research is ongoing.

ACCU RACY COUNTS

“Things are always evolving,” said Corson, who updates her knowledge through continuing education. It’s what she owes her clientele and her profession. “I’m licensed to make the world safer with better water quality and tree health. The crux (of my work) is protecting the public health, safety and welfare.”

We’d be remiss if, as one garden writer did decades ago, we were to inspire a new gardener (in that case, me) to plant kiss-me-
over-the-garden-gate without including the botanical name or the warning that it could readily self-seed, particularly since the plant comes from a genus (Polygonum orientale/Per- sicaria orientalis) that includes knotweed.

“Including the botanical name along with the common name is important,” Rose Marie Nichols McGee said. She’s the owner of Nichols Garden Nursery, in Albany, Oregon. “You can get tripped up with just common names.”

Even if we don’t get tripped up, we can confuse our audiences when we fail to carefully distinguish between plants that have similar common names, but behave very differently from one another in a particular situation or region.

For example, without the botanical name, purple loosestrife (Lythrum salicaria) could be confused with winged loosestrife (Lythrum alatum) or gooseneck loosestrife (Lysimachia clethroides). Just among these three plants, each with loosestrife as part of their common name, you can see how easily confused our audiences can be.

Although each may be a loosestrife, they are different species with different habits: Winged loosestrife is a well behaved Eastern U.S. native perennial; gooseneck loosestrife is an aggressive perennial, but has not escaped gardens to root in native areas. Purple loosestrife has escaped and is so invasive, it chokes waterways to create food deserts for wildlife. This plant ranks high on many states’ invasive species lists. It’s against state law to plant or propagate purple loosestrife in Minnesota and Indiana.

START HERE TO UP YOUR GAME:

1. To prevent confusion, refer to plants by both botanical and common names. Common names can be charming and descriptive, but they are often used to refer to more than one species.

2. Use authoritative sources. Does your favorite blogger often have great info? Terrific! But verify that by checking it against science-based sources.

3. Encourage your audience to research state and regional plant websites for additional information, including potential invasive or noxious weed status.

4. Keep learning. Things change. For example, many formerly well-behaved plants (English ivy, Hedera helix, comes to mind) are now invading native woods and forests, due in part to increases in CO2 levels over the past 35 years.

As avid gardeners, we want to inspire others to make the world a prettier place, but as garden communicators we need to remember that we’re also the bridges that span the gap between science-based research and the public’s understanding of it.

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.

RESOURCES

Resources for checking plant names:
- Horticulturalists at the U.S. Botanic Garden and the U.S. National Arboretum
- Missouri Botanical Garden Plant Finder
- Royal Horticultural Society Plant Finder
- The Plant List
- USDA Plants Database
Seven Easy Ways to Update Your Website (and Grow Your Business)

As garden communicators, most of us freelancers, our websites are our “cold pitch.” They’re where someone we met at a conference or who was referred to us goes to check us out before they get back in touch. It’s our digital resume, a sales tool and our public face.

When people come to your website they’re asking three questions: Who are you? What do you sell? How can I get it?

Does your website answer these questions quickly and simply? Maybe it’s time for an audit! If you haven’t updated your website in a while, do it now, before the summer conferences and trade shows, so your time spent there will pay you back when your new contacts hunt for you.

Your website should also help people know, like, and trust you so they feel comfortable hiring you.

You don’t have to build a new website in order to make these seven easy fixes. (There are website updates such as the secure server, GDPR compliance, and more that might require tech help. You can probably fix these seven things yourself. If not, call your web person.)

SEVEN SIMPLE FIXES
1. Identify your most desired response and rearrange the home page to reflect it

What do you MOST want people to do when they come to your website? Sign up for your email list? Book a phone call with you? Email you?

Rearrange your home page so that visitors are guided to take the action you want. The most valuable real estate is “above the fold” (a holdover from newspaper times), or the area that appears on the screen without scrolling down.

If you have certain services (speaking, a book or copy writing) you want to sell the most or guide people to the most, call those out in that area as well. Use the high-value real estate to sell the high-value (to you) actions.

2. Add your picture

You’re not just selling copy writing, photography or books on your website, you’re selling yourself. Put your picture on your about page. I’d recommend putting it on your home page, contact page and other high-traffic pages as well. This helps with the “know, like and trust” factor.

It also makes a connection between “that person I met at the conference” and you. If you are a speaker, embed a video somewhere so people get the chance to watch you in action.

3. Streamline navigation

A website that’s been added onto over the years often has a confusing navigation. Each time a new service was added, a new page was created, so now there are 15 top-line choices and three side menus. You probably have a few services you’d rather sell over others.

Perhaps you can group your services into categories so that you present three main choices rather than 15. Chances are, there are three to four things you’d really like to do out of the 15, anyway. Make those the most obvious choices.

I ended up (during my last redesign) grouping my services into three buckets: Book publishing, writing/marketing and business planning. From there, visitors to the site can click and get more specific information about the main problem they need help with; they aren’t presented with every speck of information about everything I do on the first page.

4. Insert testimonials

Testimonials also help with the know, like and trust issues. It’s a bonus if you can include pictures. At the end of every project—or in the middle if it is ongoing—ask for a website testimonial. Make sure the person you’re asking knows you want to put it on your website and/or marketing materials.

5. Remove outdated content

Scan through and make sure that any links you have are still working and relevant to what you want to sell. Take out portfolio examples that don’t reflect your current skills. If you have an inactive blog, don’t call attention to it on your home page. If you describe services that you don’t really want to offer anymore, take them down. Review your stated prices: Are they accurate? Update your pictures of yourself.
Essentially, what you portray on your website should paint an accurate portrait of who you are and what you do now, not 10 years ago.

6. **Update contact information**
   Make your email and/or phone number clickable so it is easy for people on mobile to contact you. Don’t hide the way to get in touch. If people like what they see, make sure they know how to get more. If you’d rather email than phone, put your phone number on your website in one place and the email address all over the place. Direct the traffic to the contact you’d like.

   Do you have a contact form? If all you are asking for is what you’d get if someone emailed you, take down the form and just ask them to email you.

7. **Answer the WIIFM**
   Mary-Kate Mackey, one of my gurus, always teaches WIIFM—the “What’s in it for me.” Whenever you want someone to pay attention to something you wrote—an article, a website description or any communication—it’s a good idea to address how they’ll benefit from what you’re offering or talking about so they’ll engage and take action. I highly recommend her book *Write Better Right Now* to learn more about WIIFM and how to address it.

**NEED A REDesign?**
Sometimes it’s just easier to start over. Especially if it has been six or more years since the last redesign. For large sites with e-commerce functionality (like one of my businesses requires), I get help from my web designer. We’re in the thick of that now.

For smaller sites and a DIY approach, I like SquareSpace (where another of my businesses is hosted) and Wix. These both offer affordable yearly plans, lots of tutorials, online help, and a relatively straightforward DIY interface so you can build your own new site. You can use your own domain name with SquareSpace and Wix.

A web update doesn’t have to break the bank. Sometimes it’s just about a little new copy and rearranging what’s already there.

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

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

www.ahsgardening.org/join

**Katie Elzer-Peters** runs a marketing firm, The Garden of Words, LLC. She helps with digital marketing, business planning, and book publishing for primarily garden-industry clients. She lives in Wilmington, North Carolina, with her husband and two dogs. She loves to read, run, bicycle and standup paddleboard. She has volunteered on GWA’s Sponsorship Committee.
Planète Jardin Celebrates Its First Year

A returning GWA member since March 2018, Julie Boudreau celebrates the first year of operation of the Planète Jardin magazine. Launched in 2017, it is a French publication sold by subscription in Quebec, Ontario and New Brunswick, in paper and digital formats.

Susan Harris Joins Local Entertainment Venue Board

Susan Harris of Greenbelt, Maryland, was elected to The New Deal Café’s board of directors. Susan, co-founder of gardenrant.com, says the Greenbelt music/arts venue and community living room is her “favorite place in the world.”

Bill Johnson to Appear on ‘Minnesota Bound’

News from Bill Johnson: On our NBC affiliate TV station—KARE 11 (Channel 11 on broadcast TV), there is a program titled ‘Minnesota Bound’ that is doing a video segment and interview on me and my insect photography on Sunday, August 19, at 10:35 p.m. and repeated on Saturday, August 25, at 6:30 p.m. For those of you who don’t live in the Minneapolis area where this station comes in, they’ve told me that after its airdates have passed, it will be in YouTube. I don’t know what that web address will be until after it airs. When I find that out, I’ll update everyone.

Stephen Biggs’ and Jessica Walliser’s Children Launch Weekly Video Series

Following in their parents’ footsteps, Emma Biggs and Ty Walliser have launched From Dirt to Dishes: Kids Grow and Cook, a weekly series posted on YouTube.

They’ll be posting a new video every Thursday, alternating between Emma’s gardening videos and Ty’s cooking videos. Emma, 13, is the daughter of Steven Biggs of Toronto, Ontario, Canada, and Ty, 12, is the son of Jessica Walliser of Sewickley, Pennsylvania.

Ty came up with the idea of doing a video series together when Emma interviewed him for a sidebar in her upcoming book, Gardening with Emma from Storey Press. “Emma was as enthusiastic as he was, and together the kids came up with the concept for the videos, the title of their channel and the format for the videos. They’re now busy learning about filming and editing, too,” Walliser said.

She and Ty made the trip to Toronto in spring to film the video intros in Emma’s garden. “That was the first and only time the kids have met in person—so far,” she said.

Walliser said that she and Biggs were surprised to see how great these kids already are on camera.

“Ty and Emma would be thrilled to have the support of GWA members, whether it’s by watching their videos, subscribing to their YouTube channel or sharing their videos with their own kids and grandkids,” the parents said.

Sally Cunningham Received Ambassador of Year Award

Sally Cunningham, a member of the Local Organizing Committee for #GWA2017’s meeting in Buffalo, has received the Buffalo Ambassador of the Year award from Visit Buffalo Niagara.

The recognition was part of Visit Buffalo Niagara’s Beacon Awards and the celebration of National Travel & Tourism Week in May. The awards honor individuals and organizations that provide superior service throughout Erie County. The tourism group for bringing the GWA Conference and Expo to Buffalo in 2017 also honored Cunningham.
Lauretzin Gardens Honors the Riggenbachs

Veteran garden writer and GWA Fellow Jan Riggenbach of Omaha, Nebraska, and her husband Don were honored by Lauretzin Gardens on April 27 with the 2018 Arborvitae Award “for their lifetimes of nurturing a greener Midwest through cultivation and the written word.” The celebration was timed to coincide with Arbor Day and included the planting of a ‘Butterflies’ magnolia near Lauretzin’s Festival Garden.

The Riggenbachs, who have planted more than 700 varieties of trees on properties they’ve owned, selected the magnolia as one of their favorites due to its fragrance, deep yellow color, late bloom time, hardiness and Midwest connection. In the early 1990s, Jan interviewed breeder and co-inventor Philip Savage of Bloomfield Hills, Michigan, about his work.

‘Butterflies’ magnolia is a cross between Magnolia acuminata and M. denudata. The tree reaches about 15 to 20 feet tall and 10 to 15 feet wide in full sun to partial shade and is hardy to Zone 5 (possibly Zone 4 with protection).

Mary-Denise Smith Will Be in the UK for a Year

Beginning in July, Mary-Denise Smith will be spending a year in the United Kingdom, seeing gardens and forests from Cornwall to Wales to Norfolk to The Hebrides at their glorious best. To find out what to see when, she subscribed to newsletters from gardens and gardeners large and small, and followed Historic Houses on Twitter. The calendar is full of interesting events from Plymouth to the Isle of Mull. Mary-Denise said she is house/cat sitting every place she can. Getting a sitting gig determines where she goes and how long she stays. Two days on a canal boat in the Midlands? Sure! An entire month in a posh neighborhood of London? You bet! You can follow along; Mary-Denise will post pictures and commentary on her blog, CrumbsOnTheTable.com, beginning the morning of July 2, and will tweet pithy comments on @CrumbsNRubble.

Charlotte Germane is at Tudor Place

Charlotte Germane, formerly the digital communications manager at the American Horticultural Society, is now communications coordinator at Tudor Place. This historic house and garden museum was built by Martha Washington’s granddaughter in the Georgetown section of Washington, D.C. The gardens contain many unusual heirloom species. Please contact Charlotte to arrange a special tour.

Susan Martin has been selected to receive the 2018 Garden Media Award from the Perennial Plant Association. This award distinguishes one garden communicator whose educational and promotional efforts have resulted in a heightened public awareness of the perennial plant industry. Susan works as a full-time freelance horticultural marketer, writer and speaker at Gardener Sue’s News.

James Augustus Baggett has accepted a senior editorial position with Garden Gate Magazine and Active Interest Media in Des Moines, Iowa, where he will write and produce content for the six annual issues of Garden Gate, as well as a handful of annual special interest publications. He’ll shape curriculum and recruit talent for teaching on-line garden courses. Fellow GWA members Debra Lee Baldwin, Karen Chapman, Ed Lyon, and Brie Arthur have all taught classes, so far. He’s also writing and producing segments for an upcoming garden TV show. His new contact information: jbaggett@aimmedia.com and 515-875-7035.

Katie Dubow Gets 40 Under 40 Recognition

Katie Dubow, creative director of Garden Media Group, has been named a member of Greenhouse Product News’ 40 Under 40 Class of 2018. Awarded by the leading business publication for horticulture professionals, GPN recognizes trailblazers under the age of 40 who exemplify superior leadership, creativity, innovative thinking, excellence and compassion throughout the field of horticulture.

“I have admired the 40 under 40 group each year from the sidelines,” Dubow said. “I am fortunate to work alongside these innovators to encourage people to use gardening in a way that makes them truly happy. Being in this industry brings joy to my workplace, my clients and my life daily.”

Their horticultural industry peers, based on personal and professional accomplishments, nominate class members. “This year’s class is made up of 40 young rising stars who shine in their careers as well as their personal lives,” said Tim Hodson, GPN’s editorial director.

“These down-to-earth superstars have established themselves as current and future leaders of the horticulture industry. I believe our industry is in very good hands for many years to come.”

Advertising Federation of Minnesota Honors Ryan McEnaney

Ryan McEnaney of Bailey Nurseries has been named a 32 Under 32 Winner by the Advertising Federation of Minnesota. Since its inception in 2013, this award has celebrated the next generation of original thinkers who drive forward to redefine the future and those who aren’t afraid to disrupt the status quo.

McEnaney, who represents the fifth generation of ownership at family-owned Bailey Nurseries, is the company’s public relations and communications specialist. He serves as the leading spokesperson for Bailey’s three consumer brands: Endless Summer® hydrangeas, First Editions® plants and Easy Elegance® roses.

“I am truly humbled and grateful to be selected by Ad Fed as one of this year’s 32 winners,” McEnaney said. “We work in this industry of beauty, so to be able to help others create a sense of pride in their own gardens constantly inspires and challenges me to find creative ways to engage with our varied audiences.”
While reading *The New Yorker*, I was surprised to find a lengthy article on stink bugs that included a full page illustration of this Crusader-like insect. One commonly seen is the brown marmorated stink bug (*Halyomorpha halys*). After further research I learned that stink bugs were accidently introduced from Asia into Pennsylvania in the mid-1990s.

**STINK BUGS DAMAGE PRODUCE**

As temperatures get warmer, stink bug generations increase and they continue to move further northward into Canada and Europe. Unlike ticks, they do not bite and are not a human health threat. Stink bugs feed on more than 300 host plants, including apples, pears, corn, cotton, tomatoes, soybeans, peanuts, lima beans and blackberries, causing extensive crop damage. Stink bug damage makes crops unmarketable.

**VIRUS SPREADERS**

Heavier rains, warmer average temperatures with earlier spring seasons, hotter summers and milder winters provide perfect conditions for carriers of vector-borne diseases. Climate records in Europe since 1970 show that temperature increases have occurred just prior to upsurges of tick-borne encephalitis in central and eastern Europe, as well as Sweden.

Ticks are on the rise not only because of increased temperatures and humidity, but also due to reforestation and increasing host populations, such as mice, chipmunks and white-tailed deer. Two common vectors of disease in the U.S. are the black-legged tick (*Ixodes scapularis*) found east of the Rockies and the western black-legged tick (*Ixodes pacificus*) found west of the Rockies.

The black-legged tick spreads Lyme disease (the most common vector-borne disease in the U.S. and Europe) as well as babesiosis and Powassan virus. After a bite the Powassan virus can be transmitted to humans in just 15 minutes, which is extremely fast. Powassan has lasting neurological impairments and kills 10 percent of those infected.

Other ticks include the aggressive lone star tick (*Amblyomma americanum*), which is found in the southeastern and eastern U.S. This aggressive tick is distinguished by a white dot on its back. The American dog tick (*Dermacentor variabilis*) is found east of the Rockies and limited areas of the Pacific coast. It transmits Rocky Mountain spotted fever and tularemia. The Rocky Mountain wood tick (*Dermacentor andersoni*) is found in the Rocky Mountain states, and southwest Canada from elevations as high as 4,000 to 10,500 feet. This tick also causes Rocky Mountain spotted fever and co-infections with other pathogens. It is rapidly fatal if not treated within the first five days of symptoms.

**MATE NOT NEEDED FOR REPRODUCTION**

A new East Asian tick (*Haemaphysalis longicornis*), also known as longhorned, bush or cattle tick was identified in 2017 on a sheep in Hunterdon County, New Jersey. It was found again this past April in Watchung Reservation in Union County, New Jersey—40 miles from the Hunterdon County farm site. The ticks tested at the farm were not carrying diseases, but the fact that the ticks overwintered and were found 40 miles away is causing concern. These ticks do not need a mate to reproduce and can basically clone themselves. New tests are under way on Watchung Reservation’s ticks, and results are pending.
NOT JUST HUMAN VICTIMS

Ticks feed on and draw blood from deer, chipmunks, moose, mice, sheep, cattle and horses, among others animals. Moose, young and old, are becoming bombarded by thousands of ticks and are dying. Calves are the most vulnerable due to blood loss. Foresters who track older moose in Maine and Minnesota often observe them rubbing against trees in order to rid themselves of these hungry hordes. The moose don’t stand a chance as their fur becomes white and raw and they weaken.

With the tick population on the rise, we need to be especially vigilant. Eric Powers, a wildlife educator on Long Island, New York, specializes in ticks. In 2002 he started a bobwhite quail program in schools. Why bobwhite quail? They love to eat ticks. They are begin reintroduced because the quail population on Long Island has dwindled due to development, hunting and feral cats. Town officials are buying bobwhite quail from hatcheries, and teachers have set up incubators in their classrooms. When the quail are ready to fly, groups gather and release them into parks, woods, preserves and recreational areas. It is one small way to beat the tick tide without pesticides.

TREE KILLERS

Although ticks cause animal and human health harm and stink bugs cause agricultural problems, other biological invaders are causing major threats to tree health.

Tree-killing beetles, such as the emerald ash borer (Agrilus planipennis) southern and mountain pine beetles (Dendroctonus frontalis, D. ponderosae) and the Asian long-horned beetle (Anoplophora glabripennis), are forging into new areas and leaving destruction behind. The hemlock woolly adelgid (Adelges tsugae) is an insect sucking the sap out this tree’s life from the U.S. Northeast to the West Coast.

SEEKS INFO FROM READERS

In the next On the QT I’d like to look into how insects and climate change are affecting forests and ornamental trees. Please e-mail me with any experiences you have or may have had with tree insects and mention your locations. E-mail me at: dencykane@photographer.net

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

GrowIt! Works Again with National Wildlife Federation

GrowIt! partnered with the National Wildlife Federation again this year to help promote the Garden for Wildlife Program during Garden for Wildlife Month in May. The National Wildlife Federation’s Garden for Wildlife program is celebrating 45 years of helping Americans create beautiful spaces that provide wildlife with food, water, cover and a place to raise their young. Every year, thousands of people on GrowIt! helped spread the #Garden4Wildlife message.

“GrowIt! is the go-to mobile community for people searching for plant and gardening information. Gardeners can create a full habitat in their garden by providing food, water, shelter and a place for wildlife to raise their young. “Both plants and animals play an extremely important role in our local communities. Our goal is to inspire more people to think about wildlife when they are out in the garden,” said co-founder Mason Day.

Marketplace Events Acquires Shows in Seattle and Tacoma

Marketplace Events, the largest producer of business-to-consumer home shows in North America, has purchased two shows from O’Loughlin Trade Shows, the largest producer of consumer shows in the Pacific Northwest. O’Loughlin Trade Shows will continue their long tradition of producing Boat, RV, Food and Sportsmen’s Shows.

In the deal announced May 29, Marketplace Events will operate the Northwest Flower & Garden Festival in Seattle and the Tacoma Home & Garden Show.

The current staff, including Janet Endsley, of the Northwest Flower & Garden Festival will join Marketplace Events and continue running the show. The show will celebrate its 30th year in 2019. Featuring more than 20 gardens each year, it has long been regarded as the preeminent garden show in the Northwest.

The Tacoma Home & Garden Show will be operationed out of Marketplace Events’ Vancouver office, under the direction of veteran Show Manager Tyson Kidd and Assistant Show Manager Stephanie Gatzionis. The Tacoma show is the state’s largest combined home and garden event.

This is the third acquisition of the year for Marketplace Events. The company has acquired or launched 25 shows since being purchased by Sentinel Capital Partners in February 2016.

**PPA heads to Raleigh**

The Perennial Plant Symposium is the only yearly symposium devoted entirely to perennials. This industry-focused conference brings together more than 500 professionals for networking, learning and special events. The symposium moves to a different region each year, giving participants a unique experience and insight into the region’s perennial scene.

This year’s symposium takes place July 30 through August 3 at the Hilton North Raleigh/Midtown, in the Raleigh-Durham, North Carolina, area. Explore outstanding local gardens, visit vibrant retail garden centers and tour innovative production facilities. Hear and engage with industry experts from around the world. Most importantly, spend time with the best in the industry. Visit ppa2018raleigh.com for more details.
KERRY MICHAELS  
*The Landscapes of Anne of Green Gables: The Enchanting Island that Inspired L. M. Montgomery* by Catherine Reid, photography by Kerry Michaels  
Timber Press  
280 pages, $24.95 (hardcover)  
Published April 15, 2018

Kerry Michaels was the primary photographer for *The Landscapes of Anne of Green Gables*, which looks at L. M. Montgomery’s deep connection to the landscapes of Prince Edward Island and inspired her to write the beloved series. Using Montgomery’s journals, archives, and scrapbooks, author Catherine Reid explores the many similarities between Montgomery and her unforgettable heroine, Anne Shirley. The book includes Montgomery’s hand-colorized photographs, the illustrations originally used in *Anne of Green Gables* as well as contemporary and historical photography.

STACI CATRON  
*Seeking Eden: A Collection of Georgia’s Historic Gardens*  
University of Georgia Press  
488 pages, $49.95 (hardcover)  
Published April 15, 2018

*Seeking Eden* promotes an awareness of, and appreciation for, Georgia’s rich garden heritage. Updated and expanded here are the stories of nearly 30 designed landscapes, first identified in the early 20th century publication *Garden History of Georgia, 1733–1933*. *Seeking Eden* records each garden’s evolution and history, as well as each garden’s current early 21st century appearance—beautifully documented in photographs. Dating from the mid-1800s to the early 20th century, these public and private gardens include 19th century parterres, Colonial Revival gardens, Country Place–era landscapes, rock gardens, historic town squares, college campuses and an urban conservation garden.

ELIZABETH LICATA  
*100 Things to Do in Buffalo Before You Die*  
Reedy Press  
160 pages, $16 (paperback)  
Published April 15, 2018

It’s time to discover Buffalo, New York, the city that combines the sophistication of the Northeast with the affability of the Midwest. From world-class modern art to the world’s best chicken wings, Buffalo offers visitors a rich banquet of intriguing history, iconic architecture, lush scenery, fun food and relentless nightlife. Stand in the mist of Niagara Falls, kayak the Buffalo River, stroll through a neighborhood of Victorian homes, eat at a downtown hotspot and finish up with a dose of blues, Americana, chamber folk, jazz or alt-rock. With a cityscape featuring masterpieces by Frank Lloyd Wright, H.H. Richardson, Louis Sullivan and Frederick Law Olmsted, Buffalo is a nonstop visual feast. Gardeners should know the city is renowned for Garden Walk Buffalo, the largest free garden tour in the U.S., as well as an Open Gardens program, 16 other regional walks and a comprehensive network of parks and nature preserves.

JOHN MARKOWSKI  
*Seed, Grow, Love, Write: One man’s unexpected and slow journey to fulfillment*  
CreateSpace Independent Publishing Platform  
276 pages, $16.95 (paperback)  
Published May 23, 2018

Part self help, part a hilarious jaunt through one writer’s life, *Seed, Grow, Love, Write* leaves every reader laughing, crying and, as author John Markowski says, “chewing” on something different. Grow with Markowski as the amateur taxidermist, his wife (and editor) dad, and petty thief. You meet his grandfather, the amateur taxidermist, his wife (and editor) and blog readers including “Allison in Ohio.” In this book, Markowski shows that a life lived without passion isn’t really a life at all, and you’ll close the book reinvigorated to find your own passion and not apologize for it. Meanwhile, you’ll have had a grand time getting there.  

KERRY MICHAELS  
*Modern Pressure Canning: Recipes and Techniques for Today’s Home Canner*  
by Amelia Jeanroy, photography by Kerry Michaels  
Voyageur Press  
192 Pages, $24.99 (paperback)  
Published June 5, 2018

Kerry Michaels photographed this book, which has everything the home canner needs to know to use a pressure canner safely and effectively. Written by Amelia Jeanroy, recipes are organized by topic, so finding just what you want is easy whether it’s fruit pie filling, soup stock, dilly beans, tomato sauce, creamed corn or applesauce. With Michaels’ full-color photography throughout, pressure canning never looked so good.

PAT CROCKER  
*The Herbalist’s Kitchen: Cooking and Healing with Herbs*  
Sterling Epicure  
440 pages, $24.95 (hardback)  
Published June 19, 2018

First and foremost, *The Herbalist’s Kitchen* is a cookbook, with 200 fresh and delicious, health-supportive recipes. But it goes beyond food with information and preparations for 40 herbs—from angelica, bergamot, calendula and chamomile to lavender, tarragon, thyme and turmeric—that work not just in the kitchen, but also as tinctures, infusions and essential oils.

“Family Leaf Management Program” lures him into gardening, a love further strengthened by “The Markowski Mulch,” a grand event that happened each July. There are stories of his time as a mailman, private investigator, new
Welcome New Members

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Helping Us Grow!

Thanks to these GWA members for helping to grow the organization this year. For every new member you bring in, you save $20 on your 2019 membership dues.

ONE MEMBER  
Jennifer Brennan  
Karen Bussolini  
Ben Cullen  
Sally Cunningham  
Perla Sofia Curbelo  
Rosemary Dobson  
Katie Elzer-Peters  
Lorraine Flanigan  
Roger Foley  
C L Fornari  
Charlotte Germane  
Laura Grant  
Kim Halyak  
Becky Heath  
Anna Leggatt  
Susan Martin  
Kerry Ann Mendez  
Carol Michel  
Eva Monheim  
Peggy Anne Montgomery  
Tara Nolan  
Teresa Speight

TWO MEMBERS  
Kirk Brown  
Tom Johnson  
Jean Thomas

THREE MEMBERS  
Kathy Jentz  
Jo Ellen Meyers Sharp  
Teresa Speight
REGION I
JAN JOHNSEN

There are so many exciting events happening in Region 1 in July and August. Our members are busy visiting gardens, speaking and holding classes. What an impressive bunch! Here is the rundown of some of our members’ activities:

Karin Stanley’s garden sculptures are featured at the New England Sculptors Association Exhibition show at the Massachusetts Horticultural Society’s Gardens, Elm Bank, June 29 through September. Her work also will be shown at the Fuller Craft Museum, Brockton Massachusetts, in June and July and at the Stewart Clifford Gallery in Provincetown, Massachusetts, this summer. Karin will be on her garden tour in Ireland and Scotland in July.

On Sunday, July 15, Summer Rayne Oakes of Homestead Brooklyn will host the NYC Plant Swap & Chat 2018 (#NYCPlantSwap18) at Project Farmhouse. Attendees bring at least one potted or bare root, pest-free plant for trade. All ticket sales benefit Project Farmhouse community education initiatives.

C.L. Fornari will present to the Perennial Plant Association Northeast Regional Symposium at Massachusetts Horticultural Society at Elm Bank on August 21.

REGION II
KATHY JENTZ

Kathy Jentz, editor of Washington Gardener magazine, is holding a curated garden photo exhibit at Meadowlark Botanical Gardens in Vienna, Virginia. The 17 photos in the show were taken in Washington, D.C.-area gardens. Both inspirational and educational, this show represents the best of garden photography in the greater metropolitan region. Meadowlark Visitor Center hours are 10 a.m. to 7 p.m., daily. The photo show runs through July 31.

Lois J. de Vries, executive director of the Sustainable Gardening Institute, will be looking for new enhancements for the Sustainable Gardening Library and attempting to connect with 18,000 other GIS-Mapping geeks at the Esri Annual Users Conference in San Diego July 9-13.

REGION III
SUSAN MARTIN

Kelly Norris will present “What Consumers Want,” and participate in the annual Town Hall Meeting at AmericanHort’s Cultivate’18 in Columbus, Ohio, July 14-15.

August 26, Kerry Ann Mendez will offer a three-hour Flower Gardening Class at the Grand Garden Show on Mackinac Island, Michigan. She will present two inspiring lectures: “The Budget-Wise Gardener: Plant the Best for Less!” and “Save the Pollinators: Attractive Landscapes for Pollinators and Homeowners.”

REGION IV
CHEVAL OPP

Helen Newling Lawson will present “Behind the Plant Tag: The Art and Science of Bringing a Plant to Market” at the Georgia Master Gardener Association State Conference at The Galloway School, Atlanta, July 14.

Julie Moir Messervy will give two lectures, “Home Outside” and “The Designer’s Way,” at the Speaking of Gardening 2018 Symposium in Asheville, North Carolina on August 10 and 11.

Kelly Norris will be in Asheville, North Carolina, for the Speaking of Gardening Symposium, August 10-11 for a lecture and book signing.

REGION V
RITA PEREA

C.L. Fornari will speak to the Tulsa Herb Society July 16 and 17.


Pat Crocker celebrates her new book, The Herbalist’s Kitchen, in her presentation “Drink Your Herbs” at the Herb Garden Salon, Minnesota Landscape Arboretum. Tonic herbs, switchels and shrubs will be demonstrated.
REGION VI
MARY-KATE MACKEY

Noelle Johnson will present “Gardening for Birds,” July 3, and “Creative Container Gardening,” August 27. Both classes will be at the Desert Botanical Garden in Phoenix, Arizona.

Susan Morrison will speak at Annie’s Annuals & Perennials, Richmond, California, at 11 a.m., August 18. Based on her new book, The Less is More Garden: Big Ideas for Designing Your Small Yard, Susan’s presentation will focus on strategies and plant choices appropriate for space-challenged gardeners.

Mary-Kate Mackey will moderate a panel, “Horticultural Timelines: What Works, What Doesn’t” at the Farwest Show, August 22, Portland, Oregon.

REGION VII
KEN BROWN

Pat Webster will present “Creating a Personal Landscape: The Story of Glen Villa” at the 112th Ontario Horticultural Association Convention in Kingston, Ontario, July 27. As keynote speaker, she will share how she transformed an attractive garden into one that reveals the history of the land and the people who have lived on it, showing some of the garden rooms that make this property unique.

As part of promotional tour for her new book, The Herbalist’s Kitchen, Pat Crocker will present two topics on herbs at the Heartwood Gathering in Ganaraska Forest, north of Toronto, August 10, 11, 12. “Black Magic” highlights the healing benefits of black herbs and “Cannabis Edibles and Health” shows how to activate and cook with cannabis.

Debra Prinzing will present the “Slow Flowers Forecast” August 18-21, at the 2018 Trend Summit in Vancouver, B.C., a gathering of influencers focused on lifestyle trends and the flower industry’s response to consumer shifts.

REGION I

The Garden Conservancy Open Days program, Digging Deeper series, has four upcoming programs:


August 4, “Confessions of a Prairie Plant Addict” at the Abeel House Prairie in Catskill, New York.

REGION III

July 13-15, Learn about how to make—not take—photographs at The Emotional Landscape workshop at the Chicago Botanic Garden in Glencoe, Illinois. The goal is to bring greater awareness to the photo-making process using land, sky and water to transform an emotional experience into a visual one.

August 8, the Rotary Botanical Gardens in Janesville, Wisconsin, will host a Horticultural Therapy Symposium. This summer symposium features topics for home gardeners, occupational therapists, activities professionals, special educators, social workers, other clinicians and master gardeners. CEUs are available and certificates will be awarded to participants upon completion of the symposium.

August 18, discover the power of nature writing to connect you to your environment, your community and yourself at the Writing & Walking in Nature workshop at the West Virginia Botanic Garden in Morgantown. Attendees will learn how to keep a field journal, practice the art of walking mindfully and write with rich sensory descriptors while walking through the gardens.

August 28, Gain insight and story ideas about “Gardening for Aging Adults” at the Chicago Botanic Garden. Too often as we age, limitations in strength, mobility, and stamina can reduce our enjoyment of our yards and gardens. Learn how to extend gardening enjoyment into the golden years and adapt the landscape to become more hospitable to older adults.

August 30, the Cincinnati Zoo & Botanical Garden will host its seventh annual Plant Trials Day Symposium. This year’s speakers include GWA members Tony Avent, Bobbie Schwartz and Steve Foltz as well as Andrew Bunting and Greg Paige. Topics will include the full gamut of plants from new varieties to woodies and tropicals, as well as plant exploration adventures and garden renovation. This program typically sells out, so register early.
2018 GWA Media Awards Silver Medal Winners

GWA congratulates the winners of the 2018 Media Awards Silver Medals, a special designation recognizing the top talent in more than 60 competition categories. These winners will now be entered for judging in the Gold Medal Round, where awards will be given for the best of each award class. Gold Medal winners will be announced during the 2018 Awards & Honors Dinner at the GWA Annual Conference & Expo in Chicago, Illinois.

GWA Media Awards is the only national online media awards program for the gardening communications industry. Held annually for more than 20 years, the GWA Media Awards recognizes the top professional horticultural communicators 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 (co-chair), Dee Nash (co-chair), Anelle Ammons, Kenneth Brown, Karen Chapman, Aimee Coker, Carmen DeVito, Katie Elzer-Peters, Grace Hensley, Niki Jabbour, Joe Lamp’l, Chris Link, Mary-Kate Mackey, Carol Michel, Charlie Nardozzi, Mary Ann Newcomer, Rebecca Reed, Jan Riggenbach, Jo Ellen Meyers Sharp, Mark Turner, Jessica Walliser and Paul Wilson.

WRITING

Magazine Column (Circulation > 20K)
The Conscientious Gardener: Three-Part Series on the Monarch, Kylee Baumle
Humane Backyard Column, All Animals Magazine, Nancy Lawson

Magazine Column (Circulation < 20K)
Ask the Expert, Pennsylvania Gardener Magazine, Denise Schreiber

Magazine Article (Circulation < 20K)
“Pick Your Own,” Mary Schier
“Walks to Remember,” Diane McGann
“Your Customers are Talking,” Mason Day
“All-American Poppies + Web Extra: California Poppies Bloom en Masse After Wild Fire;” Nan Sterman

Magazine Article (Circulation > 20K)
“A Cut Above;” Teresa Woodard
“A Farm in the Sky;” Heather Blackmore
“Orchids: The High Art of Pretending;” Judy White
“Can We Embrace the New Natural Garden;?” Belinda Gallagher

Newspaper Article (Circulation > 20K)
“New Flavors Sprout from Nearby Seed Experiments;” Debbie Arrington

Newspaper Column (Circulation < 20K)
Good Seasons Column: “Your Wildlife Hedge Fund,”
“What Can We Do About the Cost;?”“Stop the Bio-Drain;” Lynette Walther
Good Seasons Column: “The Winter Habitat in Your Garden;”“The Bonnet House;”“Identifying and Rooting Out Invasive Plants;” Lynette Walther
Get Growing Column: “Listen to the Goldenrod; Winter is Coming;”
“Hurrah for Heucheras;” “Gardens Give Gifts All Year Long;” Gloria Day

Newspaper Column (Circulation > 20K)
Everybody Gardens Column, Doug Oster

Book: General Readership
The World of Laura Ingalls Wilder: The Frontier Landscapes that Inspired the Little House Books, Marta McDowell
The Northern Gardener: From Apples to Zinnias, 150 Years of Garden Wisdom, Mary Schier
Homegrown Pantry, Barbara Pleasant

Book: Technical/Reference
Sustainable Landscape Maintenance Manual for the Chesapeake Bay Watershed, Cheryl Corson
Fresh from the Garden: An Organic Guide to Growing Vegetables, Berries, and Herbs in Cold Climates, John Whitman

Blog (Single Post)
“Hymn to a Quieter Mind;” Leesa Lawson
“On Ants, Aphids and Mutualism;” Helen Battersby
“How to Really Save the Bees;” Nancy Lawson

Blog (Overall)
Backyard Forager, Ellen Zachos
Paper Garden Workshop: A Spirited Place to Learn Garden Design, Lisa Orgler
Cold Climate Gardening: Three Posts, Kathleen Purdy

Newsletter, Bulletin or Brochure
“Seven Ways to Find More Room for Plants;” Kathleen Purdy
“The Renaissance Collection;” Diana K. Weiner

PHOTOGRAPHY

Magazine (Circulation > 20K)
“Mists of Time;” Rob Cardillo
“itty-bitty Veggies;” Bob Stefko
“A Cherry Life;” Bob Stefko
Baltimore Style, “Collectors Eden: Lowry Garden;” Paula Simon

Magazine (Circulation < 20K)
“Pollinators Pleasure;” Bill Johnson
“Under-used Perennials;” Bill Johnson
“A Farm Full of Flowers;” Jackie Fox

Newspaper (Circulation < 20K)
“Heirloom Tomatoes;” Theresa Forte

Book (General Readership)
Chanticleer: Now & Then, Lisa Roper
Houseplants: The Complete Guide to Choosing, Growing, and Caring for Indoor Plants, Chelsea Steinkopf
**DIGITAL MEDIA**

**Blog (Overall Site)**
Homestead Brooklyn, Summer Rayne Oakes
Paper Garden Workshop Blog, Lisa Orgler

**Website: Individual (Overall Site)**
donnabalzer.com, Donna Balzer

**Website: Commercial (Overall Site)**
Richard Jackson's Garden, Richard Jackson's Garden & Jigsaw Media

**Video (Single Video)**
“Plant One on Me: Cacti Care Tips - Field Trip!,” Summer Rayne Oakes
“Plant Clinic Tip: Mulching,” The Morton Arboretum

**Special Project**
GrowIt! Q & A Feature, GrowIt! Garden Socially

**BROADCAST MEDIA**

**Television Program (Talent)**
A Growing Passion, Nan Sterman

**Television Program (Overall)**
Central Texas Gardener, Linda Lehmusvirta
A Growing Passion, Nan Sterman & AGP Productions, LLC

**Radio Program (Talent)**
Cultivating Place, Conversations on Natural History & the Human Impulse to Garden, Jennifer Jewell
GardenLine on WXTK, C.L. Fornari

**Radio Feature (Talent)**
Cultivating Place, Conversations on Natural History & the Human Impulse to Garden, Jennifer Jewell

**Radio Program (Overall)**
Cultivating Place, Conversations on Natural History & The Human Impulse to Garden, Jennifer Jewell

**Podcast Series (Talent)**
Plantrama, C.L. Fornari & Ellen Zachos
Gardening in Zones 1-12, Alice Marcus Krieg & Carmen DeVito

**Podcast Series (Overall)**
Slow Flowers Podcast, Debra Prinzing
Gardening across the USDA Zones 1-12, Alice Marcus Krieg & Carmen DeVito

**PUBLISHING**

**Magazine (Circulation > 20K)**
Gardening Simplified, Stacey Hirvela & Spring Meadows Nursery
GROW, Summer 2017, Pennsylvania Horticultural Society/Blue Root Media
GROW, Fall 2017, Pennsylvania Horticultural Society/Blue Root Media

**Magazine (Circulation < 20K)**

**Book (General Readership)**
Cool Plants for Cold Climates: A Garden Designer's Perspective, Brenda Adams & University of Alaska Press
Potted and Pruned: Living a Gardening Life, Carol Michel
The Chinese Kitchen Garden, Wendy Kiang-Spray & Timber Press

**Book (Technical/Reference)**

**Newsletter/Brochure**
“A Vision for Roses,” Stacey Hirvela, Shannon Downey & Spring Meadows Nursery
“Be Inspired,” Jennifer Calhoun, Bates Meron Sweet Design & Benary

**SPEAKING**

**Live Presentation**
‘John Bartram: America's First Gardener at the Inland Empire Garden Club,” Kirk Brown
“Houseplant Rescue: Save It, or Say Goodbye!,” C. L. Fornari & Ellen Zachos
“Beneficial Bugs in Your Garden Talk by Jessica Walliser,” Jessica Walliser

**TRADE**

**Catalog**
2018 First Editions® Plants Catalog, Bailey Nurseries

**Calendar**
“Every Tree Tells a Story,” The Davey Tree Expert Company

**Magazine**
Bloom, The Great Des Moines Botanical Garden

**Newsletter/Brochure**
“2017 Gardener’s Idea Book,” Proven Winners

**Press Release, Press Kit or Promo**
“Bailey Nurseries Press Kit,” Bailey Nurseries

**Special Project**
Slow Flowers Journal, Debra Prinzing
Record Honors nominations

The 2018 Honors Committee received a record 20 nominations for GWA Honors and Awards, with more than one nomination in each category and up to five nominations in several categories.

Chair Debra Prinzing worked closely with fellow committee members Nan Sterman, Melinda Myers and Rob Cardillo, along with support from staff and board liaison President Becky Heath, to review, read, consider and evaluate all nominations during the course of spring 2018.

“We were so encouraged by the caliber of those nominated and the passion for professional excellence in our organization,” Debra says. “We had some very challenging choices to make, but the team worked well together. So well that we have all agreed to serve again in 2019 under Becky, and we encourage everyone to take a moment to start thinking of deserving candidates worthy of nomination next year!”

HALL OF FAME
James Baggett

HONORARY MEMBER
Sam Kass, Trove
Former White House Chef and Senior Policy Advisor for Nutrition.

FELLOW
Dan Benarcik, Chanticleer
Betty Mackey, B B Mackey Books
Peggy Anne Montgomery, American Beauties

EMERGENT COMMUNICATOR
Kelly Norris, The Greater Des Moines Botanical Garden

WILFRED J. JUNG AWARD
Corona Tools

CYNTHIA WESTCOTT SCIENTIFIC WRITING AWARD
Jeff Gillman, University of North Carolina Charlotte Botanical Gardens

SUSTAINABILITY GREEN MEDAL AWARD
Pamela Berstler, G3, Green Gardens Group

REGISTER TODAY!
Learn more & register at www.gardenwriters.org