



The Association for
Garden Communicators

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Uniquely Utah: Five Reasons to Attend #GWA2019 in Salt Lake City

BY CYNTHIA BEE



A thriving economy, up-and-coming cultural scene and diverse natural scenery are a few of the reasons vacationers choose to visit Utah. Next September, GWA members will have even more reasons

to visit. There are some things that are simply and uniquely Utah that gardeners must experience in person.

A BEVY OF BOTANICAL GARDENS

Most of Utah's population occupies a 100-mile stretch along the Wasatch Mountain range with a collection of large and small botanical gardens peppered along the way. In fact, a half-dozen botanical gardens are within

a 30-minute drive of the #GWA2019 venue, so we'll spend less time driving and more time touring.

This variety of public gardens showcases everything from traditional landscape design to sustainable localscapes. Whether it's the acres of native plants in the rooftop garden of the LDS Conference Center, a glorious mix of medicinal herbs at Red Butte Gardens or classic formal plantings downtown, there are gardens of interest for everyone.

SCENIC DIVERSITY

On a per-acre basis, there are more preserved acres of National Parks in Utah than any other state. Your visit to #GWA2019 will provide an opportunity to see the natural beauty

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N = National Director • R = Regional Director • Date = Term Expires

REGION I

C.L. Fornari (2019 N)
The Garden Lady
Carmen DeVito (2019 R)
Groundworks Inc.
Ellen Ecker Ogden (2020 R)
Kitchen Garden Designs

REGION II

Kathy Jentz (2021 N)
Washington Gardener
Louise Clarke (2020 R)
The Morris Arboretum
Teresa Speight (2019 R)
Cottage in the Court

REGION III

Diane Blazek (2019 N)
All-America Selections/
National Garden Bureau
Beth Botts (2020 R)
Morton Arboretum
Susan Martin (2019 R)
Gardener Sue's News

REGION IV

Kate Copsey (2021 N)
Freelancer
Cheval Opp (2019 R)
Cheval's Garden Tours
Marie Mims Butler (2020 R)
Garden Speaker

REGION V

Bill Johnson (2019 N)
Bill Johnson Nature Stock
Photography Inc.
Rita Perea (2020 R-North)
International Contemplative
Garden Association
Dee Nash (2020 R-South)
Red Dirt Ramblings
Shelley Cramm
(2019 R-South)

REGION VI

Mary-Kate Mackey (2020 N)
Freelance
Anne Reeves (2020 R-North)
Moment of Delight
Jacqueline Soule
(2020 R-South)
Gardening with Soule
Tova Roseman (2019 R-South)

REGION VII

Ken Brown (2021 N)
gardening-enjoyed.com
Andrea Whitely (2020 R)
Andrea Whitely Garden
Consultant
Bob Howard (2019 R)
The Hamilton Spectator

— Salt Lake, continued from page 1



that makes Utah special. Salt Lake City perches on the edge between mountain and desert, offering the perfect base to enjoy it all.

A 30-minute drive to the west sends visitors to the salt-encrusted dry plains referred to by locals as the west desert, while a 30-minute drive east deposits visitors in high mountain meadows. At #GWA2019, we'll explore gardens in all these places.

CULTURAL CURIOSITIES

Utah is a cultural mash-up of flavors and philosophies, and Salt Lake City is the intersection of it all. Enjoy entertainment, great food and our weird liquor laws. It's easy to navigate the city with its extra-wide streets, logical grid system layout (thanks to pioneer ingenuity) and easy access to mass transit, so getting around is simple. Utahans are thrifty by nature, so expect the cost of food, entertainment and parking to be more reasonable than other metro areas.

FOOD FOREST

Self-reliance is a tightly held local value that results in production gardening at every level. Whether it's the abundance of small residential vegetable gardens, a large mix of community gardens, or the massive volunteer-assisted LDS Church commercial farms that generate millions of tons of food

for the needy each year, Utah is a great example of how gardening can bring communities together to care for one another.

SOCIAL CHANGE

Utahans have a deep and abiding love of lawn and traditional garden design that is often at odds with the realities of the climate. At #GWA2019, we'll see how Salt Lake City is transitioning to more sustainable forms of gardening, led by the efforts of our local botanical gardens. As more communities in the United States begin to experience water scarcity, lessons learned here—using the landscape to generate social change (even among the resistant)—have wider applicability.

Utah may not be one of the first states that comes to mind when you think about great gardens, but maybe it should be.* Join us in Salt Lake City, September 4 to 7, 2019, and see for yourself.

Cynthia Bee, Local Arrangements

Committee Chair for #GWA2019, works to translate the complexity of sustainable landscape design and practices into public friendly messaging through her position as Outreach Coordinator for the Conservation Garden Park.

Correction

Lauritzen was misspelled in an article about the Riggensbachs' award from the Lauritzen Gardens-Omaha Botanical Garden.





CareerNext Coming Up



It was great to see so many of you in Chicago.

For those of you who joined us, I hope you are feeling renewed and inspired from all the adventures we shared.

I am pleased to report, as we did at the Annual Membership Meeting, the vote to merge GWA into GWAf has passed. This will allow for greater opportunities for fundraising, grants and tax-deductible donations from members and vendors, and it will streamline operations. Ultimately, it will allow for even more opportunities for outreach and to provide resources

and scholarships to the next generation of garden communicators.

Our next great event is just a few weeks away. Please join us on September 15 in Des Moines, Iowa, for [CareerNext](#). Kelly Norris is lining up a day of powerhouse speakers, including many of our members. The day is designed to help students looking to grow their education into stable jobs in the industry, for veteran communicators looking to redefine career goals and the confident professionals diversifying their toolbox with state-of-the-art media awareness.

Hope to see you there.

Maria

Cultivate'19 Call-out for Speakers

Thanks to GWA's Association Outreach Committee, members are invited to submit a proposal and topics for AmericanHort's Cultivate'19 Here's the scoop:

- Submit an applications and suggest topics at the [AmericanHort website](#).
- The deadline for submissions for Cultivate'19 is October 5, 2018.
- Compensation is handled on a case-by-case basis and depends on the subject or level of experience and qualifications of the speaker.

2018 GWA Media Awards: Gold Medal Winners

The GWA Media Awards were presented at the GWA Awards and Honors Dinner, Thursday, August 16. The Silver Medal Award winners were listed in the June-July issue of *On the QT*. Here are the Gold Medal Award winners:

BROADCAST MEDIA

Best On-Air Talent

Cultivating Place: Conversations on Natural History and the Human Impulse to Garden – Radio Program
Jennifer Jewell

Best Broadcast Media

A Growing Passion – TV Program
AGP Productions, LLC

DIGITAL MEDIA

Homestead Brooklyn – Blog
Summer Rayne Oakes

PHOTOGRAPHY

Chanticleer: Now & Then – Book
Chanticleer & Lisa Roper

PUBLISHER/PRODUCER

Best Overall Book

Potted and Pruned: Living a Gardening Life
Carol Michel

Best Overall Periodical

GROW Summer 2017
Pennsylvania Horticultural Society/Blue Root Media

SPEAKING

"Beneficial Bugs in Your Garden Talk" by Jessica Walliser
– Live Presentation
Jessica Walliser

TRADE

Bailey Nurseries Press Kit
Bailey Nurseries

WRITING

Best Writing: Book

Fresh from the Garden: An Organic Guide to Growing Vegetables, Berries, and Herbs in Cold Climates
John Whitman

Best Writing: Digital

"On Ants, Aphids and Mutualism" – Blog Post
Helen Battersby, Toronto Gardens

Best Writing: Magazine

"The Conscientious Gardener: Three-part Series on the Monarch"
Kylee Baumle

Best Writing: Newspaper

"New Flavors Sprout from Nearby Seed Experiments"
Debbie Arrington



Time to Follow Up



Dear Friends,

I am sitting at my desk this morning – the day after the 2018 GWA Conference and Expo – relishing in the euphoric feeling of the tours, the educational classes and, most of all, the

networking with all the seasoned and new members, and I find that my mind is filled with new ideas and possibilities for the future. Now I need to take some time to jot them down in some organized fashion so I can refer to them when the creative part of my brain needs a reboot.

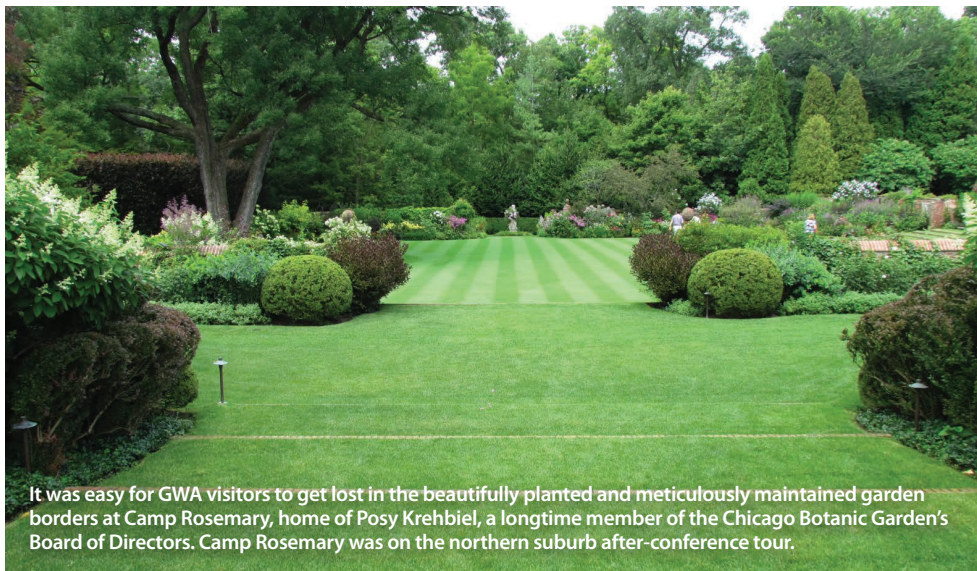
Combining the GWA Conference and Expo with the IGC Show made some logistics a bit more complicated, but the networking, the potential new members and possible job opportunities were amazingly exciting. I can't wait to hear all about the partnerships that were formed during those few energy-filled days.

Organizing a GWA Conference and Expo is normally a two- to three-year project. There are so many details to double check. I'd like to thank **Beth Botts** and all the members of her Local Arrangements Committee for caring enough about our organization and for having the courage to pick up a ball that was dropped last November, and for putting this event together in a record 10 months. They did a remarkable job and deserve a big thank you from each of us.

THANK YOU

Speaking of saying thank you, please don't forget to thank our [sponsors](#) and [exhibitors](#). Without them, many of us would not be able to afford to attend our annual conferences. And of course, each time you write, blog or speak about any of their products, please send them an email with a link to the story or post or send them some information about where you were when you gave a presentation or podcast and mentioned them.

I talked with most of the exhibitors about how we can all work together to make it easier for them to track what we are doing for them as garden communicators. This relationship has to be a partnership that is mutually beneficial to all—individually and collectively. I am hopeful that there will be a collaborative



It was easy for GWA visitors to get lost in the beautifully planted and meticulously maintained garden borders at Camp Rosemary, home of Posy Krehbiel, a longtime member of the Chicago Botanic Garden's Board of Directors. Camp Rosemary was on the northern suburb after-conference tour.

PHOTO COURTESY JO ELLEN MEYERS SHARP

effort to create a better plan so that we, as members, can easily maneuver product information through the communication highway, specifically so the consumer can easily find it and understand it. Doing so will benefit the sponsors and exhibitors and may also improve the quality of life for the consumers and their families.

STAY IN TOUCH

If you met and really connected or bonded with a new person at the conference in Chicago, I encourage you to contact them either via email, Facebook or even a hand-written note. Besides learning more communication skills, one of the best parts about being associated with GWA is the lifetime friendships that occur. It's not unusual when traveling around the country – or even the world – that those true bonds of friendship open a door for an overnight stay as you travel. So reach out and continue that bond with that new friend. Perhaps you'll even travel together someday, write a book together or build a following by doing a podcast or TV show together. Anything can happen.

If you are not already involved at some level in GWA, I hope you'll jump in and get started by helping your Regional Director plan a Regional Meeting, join and participate on a committee, get involved in one of the Power Circles, volunteer to write a blog for *GWA Grows* (contact **Carol Michel** or **Teri Speight** to find out the details) or talk to **Jo Ellen Meyers**

Sharp about writing an article for *On the QT*. Being involved is one way to continue to network throughout the year.

MORE WEBINARS

Another way to be involved is to sign up for some of the [webinars](#) that GWA provides. It's an easy way to participate in continuing education. If you have looked at the titles and don't find something that interests you, the Education Committee would like to hear about the topic you'd like to know more about.

Please don't be shy about sharing topics that would help you because that's what we are here for. It has also been suggested that we should have more in-depth programs, such as producing three-hour writing or marketing programs that are broken into one-hour segments. Other topics mentioned were the business use of social media, videography and the business of garden communication. These would go beyond the surface of a topic. If something comes to mind, please let us know. You can always [email me](#).

I hope to see you soon at one of the upcoming events this fall. Have a great rest of the year.

Becky Heath

Board Members Elected

BY THE EDITOR

The results of the elections are in. This year, 260 ballots were cast. Total member participation was 25.6 percent, an 8.9 percent decrease from 2017.

National Directors (three-year terms)

Region IV Kate Copsey
Region VII Ken Brown*

Regional Directors (two-year terms)

Region I Ellen Ecker Ogden
Region II Louise Clarke

Region III
Region IV
Region V North
Region V South
Region VI North
Region VI South
Region VII

Beth Botts*
Marie Mims Butler
Rita Perea*
Dee Nash
Anne Reeves
Jacqueline Soule*
Andrea Whitley

* Reelected



Kate Copsey



Ken Brown



Ellen Ecker Ogden



Louise Clarke



Beth Botts



Marie Mims Butler



Rita Perea



Dee Nash



Anne Reeves



Jacqueline Soule



Andrea Whitley



About 15 GWA members gathered in Frederick County, Maryland, June 9, to tour local gardens, network and plant shop. The day included stops at Surreybrooke Garden Center, Thanksgiving Farms, lunch at The Main Cup, and private gardens including a permaculture homestead with straw-bale house.

PHOTO COURTESY KATHY JENTZ

GWA Upcoming EVENTS

ALL TIMES LOCAL.

CareerNext

Des Moines, IA

Saturday, September 15 • 8 a.m. – 6 p.m.

GWA's CareerNext defines tracks to professional livelihoods in the world of ornamental horticulture. This one-day powerhouse lineup of garden media superstars is designed for students looking to grow education into stable jobs in the industry, veteran communicators looking to redefine career goals and confident professionals diversifying their toolbox with state-of-the-art media awareness.

GWA Webinar Series: "2019 Garden Trends"

WITH KATIE DUBOW

Thursday, September 20 • 2 – 3 p.m. ET

Global trend spotter, **Katie Dubow**, will teach you how to apply new research and inside information to help you grow your brand and stay relevant. From disconnecting from digital media and reconnecting with Mother Nature, you will pick up new tricks to garner loyal fans, create new brand ambassadors and ultimately increase sales.

Can't make the live webinar? This session will be recorded and available to all registered attendees. Even if you cannot attend, register for the live event and you'll receive a link to the recording following the presentation.

Baltimore's Historic and Private Gardens

REGION II REGIONAL MEETING • Baltimore, Maryland

Thursday, September 20 • 8:00 a.m. - 5:00 p.m.

Join Region II GWA members in Baltimore for a day of exciting historic and private gardens! Participate in an early morning photo shoot before you head off to private gardens, learn intriguing historical information about Baltimore's horticulture and tour Babikow Greenhouses. Lunch will be provided and you will have the chance to win a raffle prize! Don't miss out on the dinner gathering after the program with fellow GWA friends.

Cleveland Grows! Tour in Cleveland: Exploring the Abundance of Cleveland's Top Commercial and Private Horticultural Attractions

REGION III REGIONAL MEETING • Cleveland, OH

Friday, September 21 – Saturday, September 22

You may have heard that Cleveland, Ohio is a hotbed of horticulture. Now it's time to experience it in a whirlwind tour of five of the city's best horticultural sites.

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Working in the Dirt: Inherently Therapeutic



PHOTO COURTESY DANIEL ARTHUR JACOBSON

College classmates Alena Jones (left) and Nekoma Burcham developed an award-winning proposal to establish Bellfound Farm, where women who have had some involvement in the criminal justice system can gain the skills needed for a sustainable livelihood.



A 17-acre residential farm in Indianapolis will soon be the setting for 20 females working to pull body and soul together after troubled times.

Bellfound Farm is the brainchild of Nekoma Burcham and Alena Jones, winners of the Women's Fund of Central Indiana's NEXT Fellowship Prize. They participated in a nationwide competition for comprehensive solutions to help young adult

women move from poverty to a lifetime of sustainability.

Burcham, Jones and their team are renovating a century-old Hafer Brothers' truck farm and marketplace to include a demonstration kitchen, retail and flexible meeting space, thanks to the \$250,000 grant.

"The idea was born of a culmination of realizations," Burcham said. "Indianapolis has food access issues, women involved in the criminal justice system need safe spaces to heal and defuse prior trauma, and working in

the dirt is inherently therapeutic."

About 98 percent of women in the criminal justice system have experienced trauma, and a primary reason women reoffend is lack of safe housing and lack of stable employment. "Having a safe place to live and their basic needs met allows the women to switch the focus from survival to starting to imagine a future," she said.

MENTORS PART OF THE PLAN

The program offers women aged 18 to 24 free room and board paired with personalized mental health services. The heart of the program is teaching participants the skills they need to farm cooperatively. As participants move through the program, they will have access to additional job and life-skills training. After they graduate from the two-year residency, participants will continue to have the coaching of Bellfound mentors as they earn a degree or certificate, find employment leading to a career and secure long-term housing.

Burcham and Jones met studying for a degree in sustainable management and policy through the School of Public and Environmental Affairs at Indiana University-Purdue University at Indianapolis. Burcham also worked in the university's Office for Veterans and Military Personnel.

"I was working with university students who were also military veterans, and there was a lot of farming for therapy surfacing in those spheres. At the same time, it was becoming clear that Indy was dealing with food access issues."

DEARTH OF FARMERS

In one of her food policy classes, Burcham learned that farming knowledge was being lost because fewer and fewer people pursued that as a career and that there were thousands of acres of vacant land scattered around Indianapolis.

"Bellfound is really a culmination of things that led to an inspired moment. All of these disparate points came together to form the concept of Bellfound Farm," Burcham said. "The goal is helping them move from a place of vulnerability to long-term economic security."

Each woman will spend about half her time working on the farm and half her time developing life and employment skills. Women will increase their resilience with mental health work, learn how to run a small business, identify areas of talent that could become a career and fill in any gaps they may have in education and career skills.

— Continues on page 7



PHOTO COURTESY DANIEL ARTHUR JACOBSON

As part of Bellfound Farm's residential education and training program, there will be a demonstration kitchen in the old road stand of the century-old Hafer Brothers truck farming operation on Indianapolis' south side.

GIVING BACK

Bellfound Farm, which plans to operate year-round with high tunnels and other season-extending techniques, also plans to donate and sell some of the harvested produce to make fresh food more accessible to the community.

"This small business aspect enables the women to gain real, transferable skills, as well as a different outlook on life," said Jones. "In many cases, the women we'll work with have been talked about their entire lives as a problem for society." By donating back some of the food they grow, they start to see themselves as part of a solution. "It shifts their entire mindset. That's an important goal," Jones added.

The long-term goal is for each woman in the program to become economically secure. As defined by the Indiana Institute for Working Family, that's about \$48,000 a year for a woman with two children.

"Because we work with each woman for up to seven years on her way to that goal, we also have interim measures," Burcham said. These include mental health improvement, acquiring skills for employment and crafting a future story.

The Women's Fund, a program of the Central Indiana Community Foundation, created the NEXT initiative in 2015 after discovering that nearly three of our every 10 women living in poverty in Indiana are between the ages of 18 and 24.

HOLISTIC APPROACH

The urban farm idea developed by Burcham and Jones "boldly addresses multiple barriers that this demographic faces," said Jennifer Pope Baker, executive director of the Women's Fund.

The fund was impressed by the holistic and dynamic model Burcham and Jones have created. "We know it will have a profound impact in our community and we hope other communities will be inspired to replicate this idea for the well-being of women in their cities," said Baker.

More information about Bellfound Farm is available at <https://sites.google.com/view/bellfound/home>. Why Bellfound? "Bellfounding is the art of making bells. We love that metaphor, because bell making is about reshaping a resilient element into something with a clear voice," Burcham said. "As a strengths-based program, we hope that's exactly what the women at Bellfound will be able to do."

Sharon Gamble is the resident gardener at her 1909 Indianapolis bungalow, which she named Hydrangea House. By day, she raises money for historic preservation, including cultural landscapes, for Indiana Landmarks. In her free time, she volunteers as a Marion County Master Gardener and freelances as a garden communicator.

GWA UPCOMING EVENTS

— Continued from page 5

Join us for behind-the-scenes tours at two commercial growing operations and one award-winning IGC to experience a broad botanical spectrum from perennials to woodies, orchids and tropical plants. Get the Inside Scoop when you "Meet the Trade Editors" of Ball Publishing, GIE Media and Meister Media in our panel discussion. Then tour the phenomenal private gardens of two local award-winning garden designers.

Plan extra time to visit renowned independent garden centers, public gardens and more when you visit Cleveland, Ohio. This is one Regional Meeting you cannot afford to miss!



Digging and Drinking Long Island

REGION I REGIONAL MEETING • Mattituck, Long Island, NY
Monday, October 1 • 8:30 a.m. - 5:00 p.m.

Join your GWA friends in learning different aspects of commercial horticulture on Long Island, New York. Come learn about raising ornamental and tropical plants for summer color, growing plants for a green roof, urban installations, growing grapes and making wine. The day will include tours, speakers, lunch, wine tasting and more!

Connect (& More): GWA @ The Landscape Expo (TLE)

REGION VI CONNECT MEETING • Long Beach, California
Wednesday, October 11 • 3:00 p.m.

The Landscape Expo is a regional trade show and educational conference for landscape professionals from all facets of the industry. Featuring hundreds of exhibitors and thousands of attendees every fall for the past 60 years, the Landscape Expo is the premiere event for landscape professionals in the western United States. The networking opportunities are amazing!

Oh Those Maryland Gardens!

REGION II REGIONAL MEETING • Annapolis, Maryland
Friday, October 12 • 9:30 a.m. - 5:00 p.m.

Join GWA in Annapolis, Maryland to visit the beautiful private home of Tony Dove, a *New York Times* award-winning author and highly acclaimed horticulturist. You will also get to visit Homestead Gardens, Historic London Town and Gardens, and the Smithsonian Environmental Research Center, where we will have a talk by Tony Dove and another scientist, explaining some of the exciting work taking place on the premises.

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Members Speak Out on Sustainability: Survey Redux

How far have we moved the needle since 2011?



Charting the course of GWA members' progress in sustainability.

Editor's Note: The GWA Sustainability Survey results are a member benefit. While we encourage members to use them as a basis for business and story planning, the raw data should not be shared outside the organization.

In April, the Sustainability Committee invited GWA members to take an online survey about sustainability. Twenty-three percent, 247 of us, replied—the same percentage as the first survey, which went out to members in 2011.

This year's survey included a space for members to add their own comments. The 51 responses ran the gamut of criticism, opinion, personal reflection, praise and constructive suggestions. The 2018 survey results will be used to inform and envision the Sustainability Committee's scope of work for the future.

STRUCTURE AND PURPOSE

The purpose of the 2018 survey was twofold:

- Discover how GWA members' perceptions and concerns about sustainability have changed since the original survey
- Measure members' interest in new sustainability developments that impact the green industry and related professions.



The first six questions of the 2018 survey are intentionally identical to some in the 2011 survey. The remaining questions, submitted by a subcommittee, are new.

As a group, GWA members remain very much aware of sustainability issues, have been engaged in some aspect of sustainability for more than 10 years and definitely think it's important. Growing edibles remained a high priority.

WHAT'S CHANGED

The biggest surprise was that our level of skepticism regarding companies' claims about their sustainability efforts has dropped dramatically through the years, with 21 percent more of us believing that corporations use environmentally responsible materials or ingredients to make their products.

Although the top three sources of sustainable gardening information that we find credible remain the same, academic institutions (previously tied with non-profits) moved solidly into first place, showing a gain of 7 percent. Our GWA peers' credibility went up by a similar amount, but still trails far behind the leaders.

Some notable shifts occurred when it comes to our involvement in sustainable gardening

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practices, with creating habitat for bees and other beneficial insects increasing by 12 percent (with a 92 percent already committed response) to push it from sixth place to first. Creating habitat for birds notched up from third to second place, with 90 percent of responders doing this—an increase in interest of 6 percent.

HOW OUR FOCUS IS SHIFTING

Our survey results reinforce the notion that people today are more concerned than ever about the source of their food, with nearly 73 percent of member audiences responding to topics about locally grown food or growing edible plants in containers.

One unexpected outcome on the landscape side is that nearly 75 percent of audiences are interested in soil health, with ecosystem and habitat design running close behind at almost 72 percent.

Members deemed almost all of the listed consequences of climate change important to their audiences.

Finally, more than 80 percent of the members responding felt that sustainable management practices were very or moderately important in selecting GWA event venues.

READING BETWEEN THE LINES

As indicated by members' replies, our audiences are becoming more aware of and better informed about issues surrounding sustainable gardening practices, the impacts gardening and farming have on the environment (particularly soils and beneficial insects) and climate change.

As our audiences' knowledge base grows ever more sophisticated, we need to stay abreast of developments in related fields and build connections to our colleagues in associated professions, so that we can produce stories of greater depth and consequence, flesh out our own stories, and build a bigger tent for our organization.

Here is the rundown, question by question. To see more detailed results, visit: https://www.gardenwriters.org/files/galleries/2018_Sustainability_Survey_Results_Summary.pdf

Lois J. de Vries has chaired the GWA Sustainability Committee since 2011 and is Founding Executive Director of the [Sustainable Gardening Institute](#) and the [Sustainable Gardening Library](#). She works and gardens in the forests of Northwestern New Jersey.

Survey Year

2011 2018

1. I have been actively engaged in some aspect of sustainability for (choose one):

76%	80.2%	More than a decade
17%	9.7%	Five years
4%	2.4%	One year

2. In my opinion, the issue of sustainability in gardening is (choose one):

75%	76.8%	Very important
15%	15%	Moderately important
6%	6.1%	Somewhat important

3. In my professional arena, the clients/readers/viewers/consumers I interact with would like to receive (choose one):

45%	36.6%	Much more information about sustainability issues
34%	33.3%	A little more information on sustainability issues
17%	26%	About the same amount of information on sustainability issues

4. Indicate which of the following sources of sustainable gardening information you find credible (check all that apply):

85%	92.3 %	Academic institutions
86%	86.6%	Non-profit educational organizations (botanical gardens, arboreta, Sustainable Sites Initiative, etc.)
68%	64.2%	Government entities (Environmental Protection Agency, State Departments of Environmental Protection, Extensions Services, Forestry Departments, etc.)
58%	57.3%	Professional/trade associations (ASLA, APLD, PPA, IPPS, etc.)
33%	39.8%	Other GWA members
27%	25.2%	Traditional media (magazines, radio, TV, books, etc.)
24%	23.2%	Websites, blogs, social media
17%	23.2%	Growers
9%	--	Other*
6%	5.7%	Manufacturers
2%	2%	Large home store garden departments

* In the 2018 survey, a comments box replaced the "other" choice. Of the 32 comments received, the majority duplicated or expanded upon the survey's choices.

5. Indicate which of the following sustainable practices you've incorporated into your gardening activities (check all that apply): †

80%	91.8%	Created habitat for bees or other beneficial insects
83%	89.9%	Created habitat for birds
86%	84.8%	Grew edible plants, vegetables, fruits, or herbs
81%	83.2%	Did more hand weeding to cut down on herbicide use
83%	79.1%	Substituted compost, manure, seaweed, or other natural nutrients for chemical fertilizers
71%	75%	Integrated more native plants into my garden
68%	74.2%	Reduced or eliminated lawn watering
68%	71.3%	Removed invasive plants from my property
62%	67.6%	Created habitat for wildlife
68%	61.2%	Increased my use of drought-resistant plants
51%	50.4%	Planted trees to moderate the temperature of my house
38%	41%	Reused runoff from my roof and other impervious surfaces
9%	31.6%	Reduced the amount of impervious cover on my property
23%	25 %	Replaced traditional turf grass with no-mow/low-mow grass
19%	25.8%	Switched from a gas mower to an electric or reel mower
4%	2%	Installed a green roof

† In the 2018 survey, a comments box was added. Of 38 comments received, the majority expanded on the practices provided, while others offered practices that were reflective of the region/climate where the member lives.

— Continues on page 10

6. Many companies are now talking about their sustainability efforts. To you, what does that mean? (check all that apply):
- | | | |
|-----|-------|---|
| 44% | 65.5% | They use environmentally responsible materials or ingredients to make their products. |
| 48% | 54.5% | Balancing profit with concern about society and the environment. |
| 32% | 45.1% | They make products in an environmentally friendly way. |
| 50% | 39.8% | It's simply a marketing activity that has no real meaning or benefit. |
7. Which of the following topics have you incorporated (or plan to incorporate) into your garden communications? (check all that apply)
- | | |
|-------|--|
| 72% | Food gardening in containers. |
| 63.1% | Climate change and its effects on garden practices and design. |
| 52.5% | Alternative farming/agriculture methods (e.g., agroecology, biodynamic, organic, regenerative) |
| 46.6% | Urban farming |
| 34.3% | Indoor gardening/gardening under lights |
| 16.5% | Hydroponic, aquaponic, or aeroponic gardening or farming |
8. What effects of climate change do you think are important for your audience? (check all that apply)
- | | |
|-------|--|
| 81.9% | Increased number of episodes of severe weather |
| 77.7% | Weather uncharacteristic of your region |
| 68.9% | Seasonal creep |
| 63.5% | Movement of insects, birds, amphibians, reptiles and mammals beyond their "normal" range |
| 63% | Bud-blast caused by erratic freeze/thaw cycle |
| 60% | Mismatch of pollinator emergence to pollinator plant bloom times |
| 45.8% | Mismatch of insect emergence to bird nesting times |
9. To which of these story topics do your audiences respond? (check all that apply)
- a. Food
- | | |
|-------|---|
| 72.5% | Locally grown food |
| 44.7% | Food grown on small family farms, whether or not they're local |
| 43.4% | Community Supported Agriculture (CSAs) |
| 39.8% | Certified-organic food |
| 36.5% | Non-GMO, Non-GE food |
| 23.4% | I don't address these topics |
| 19.3% | Sustainability practices being implemented by large corporate food producers (cereal, wine, soft drinks, fast food, etc.) |
- b. Landscape
- | | |
|-------|--|
| 74.8% | Soil health |
| 71.5% | Ecosystem or habitat design |
| 58.1% | Stormwater handling systems (rain gardens, cisterns, permeable paving, etc.) |
| 56.9% | Lawn alternatives |
| 48.8% | Conservation of labor/energy/natural resources |
| 8.1% | I don't address these topics |
10. How important do you consider the evaluation of sustainable practices (recycling, using locally-sourced products, donating excess food to local pantries, etc.) in selecting GWA event venues?
- | | |
|-------|----------------------|
| 54.5% | Very important |
| 27% | Moderately important |
| 12% | Somewhat important |
| 6.2% | Not important at all |



TCLF Does Q&A with Staci L. Catron

The Cultural Landscape Foundation (TCLF) has interviewed **Staci L. Catron** and Mary Ann Eaddy, co-authors of *Seeking Eden: A Collection of Georgia's Historic Gardens*. [In the interview published online](#), the authors discuss their book and its exploration of Georgia's rich garden heritage and how they went about writing *Seeking Eden*.

In conjunction with the book, published this year by the University of Georgia Press, the [Atlanta History Center has opened Seeking Eden](#). The exhibit features photographs, postcards, landscape plans and manuscripts, highlighting the importance of historic gardens in Georgia's past, as well as their value and meaning within the state's 21st-century communities. The exhibit continues through 2018.

Cheryl Corson Receives Potomac ASLA's Merit Award



Cheryl Corson received a Merit Award for Communications from the Potomac Chapter of the American Society of Landscape Architects at its annual Awards Gala, May 3.

The award was for her book, *Sustainable Landscape Maintenance Manual for the Chesapeake Bay Watershed*. A 2010 federal mandate putting the Chesapeake Bay on a "pollution diet" revolutionized landscape architecture practice in this vast watershed. Green infrastructure proliferated regionally, but it's an open secret that landscape maintenance lags behind. Cheryl's manual takes that on directly. The Potomac Chapter of ASLA is dedicated to the wise stewardship of land providing community service, public education and visibility for the profession of landscape architecture.

Katie Dubow Takes Garden Trends to Italy

Katie Dubow, creative director at **Garden Media Group**, has been invited to present the 2019 Garden Trends Report at an exclusive event hosted by the Orlandelli Organization, Orlandelli Horizon. Katie manages marketing campaigns for a variety of national and international clients and continues to build new business relationships.

Held September 27, 2018 in Bologna, Italy, the Horizon conference will raise awareness of the importance of gardening and, in turn, inspire new gardeners.

"My dream is to increase the value of the green industry around the world," says Marco Orlandelli, managing director of Orlandelli Group LLC. "But I can't realize this dream alone. That's why I've created this event and brought together the top speakers in their fields."

Besides the newest trends in gardening, managers and entrepreneurs who attend the conference will learn more about consumer interaction, digital branding and creativity. Dubow is one of three speakers from three countries: America, France and Italy.

"Marco's passion for building a global green industry has inspired me to think about world-wide trends," says Dubow. "I am thrilled to be presenting our trends to a European audience for the first time."

Attendees will have the opportunity to network with other professionals in the garden industry and interact with experts. For more information about Orlandelli Horizon visit orlandellihorizon.com

Kathy Jentz Publishes Local Gardening Task Calendar

Kathy Jentz, editor and publisher of *Washington Gardener* magazine, announces the publication of the *2019 Local Gardening Task Calendar for the Mid-Atlantic*. Each month includes a list of what to do in the garden, along with gorgeous photos of seasonal flowers or scenes from area public garden. [Pre-orders available in September](#). A portion of the proceeds will go to support National Seed Swap Day.

Teresa Odle Named Editor

Teresa Odle is the new editor of *African Violet Magazine* for the African Violet Society of America. The AVSA was organized in 1946 and is the largest society in the world devoted to

a single indoor plant. *African Violet Magazine* is published six times a year.

Writers Group Honors Mary-Kate Mackey

Mary-Kate Mackey was recently recognized with a Kay Snow Writing Award. The national contest is sponsored by Oregon's Willamette Writers Association and promotes professional excellence across many categories. Her memoir essay, "Do Not Count on Rome," earned an Elizabeth Lyon Award for Nonfiction Writing.



Monheim Works on Inland Dunes Project

Eva Monheim and her colleague and former student, **Karen Steenhoudt**, are working on several projects at the

Delaware Botanic Garden in Dagsboro, Delaware. Gregg Tepper, head horticulturist at the botanic garden, supports this work. Inland dunes are rare ecotypes that occur in Delaware and Maryland and have some of the rarest plants around.

Eva and Karen have visited the inland dunes in Pocomoke, Maryland, with Delmarva Nursery owner Clark DeLong. Clark will propagate the plants found from the plant exploration, which then will be planted in a dunes exhibit at the botanic garden.

Additional plant exploration has been completed along the coastline of Delaware for a coastal exhibit, which will be executed from Karen's capstone project for her graduate studies at Temple University.

Rita Perea Recognized for Leadership

Rita Perea was recognized with a Certificate of Honor through the 2018 Iowa Character Awards program. This award celebrates a demonstrated commitment to the Six Pillars of Character: Trustworthiness, Respect, Responsibility, Fairness, Caring and Citizenship in the areas of leadership and character development. Rita was nominated based on her involvement with mentoring emerging leaders in an area-wide Leadership Academy.



Conservation Group Celebrates Educator Patrick Ryan

Patrick Ryan, education specialist for Alaska Botanical Garden, has been awarded the Jerry

Dixon Award for Excellence in Environmental Education from the Alaska Conservation Foundation.

The award honors innovative educators who integrate stewardship of Alaska's natural environment into their instructive efforts. These individuals, who may teach in any discipline and include experiential and outdoor educators, demonstrate a long history of service with students and outstanding, innovative contributions in conservation education. Jerry S. Dixon, a McAuliffe Fellow, is a former teacher of the gifted in Seward, Alaska. Patrick will receive the award at ceremonies October 11.

Speight Partners with Anacostia Watershed

Teri Speight is partnering with the Anacostia Watershed to find donations of tools (new or good condition) to assist with cleaning up the grounds and creating more native meadows along the Anacostia River. Having recently coordinated a workday with Akridge, a boutique commercial real estate entity, the need for tools was quite evident.

"I was asked to see if there were opportunities for the garden community to assist in this effort. When the elementary schools, community and church groups come this fall for their clean up and planting, it would be nice to have workable tools in place for them to use. I am honored to bring exposure to the Anacostia Watershed," Speight said.

The watershed recently received an improved rating, which she said was big news for those looking for ways to improve their environment. Bringing attention to this need to the gardening community is a great way to utilize the power of our words for this meaningful effort. If you have tools to donate, please contact teri@cottageinthecourt.com

GREEN INDUSTRY NEWS

Green Industry Leaders Create Strategic Plan for NICH

BY SUZI MCCOY



People in our industry love plants. Cultivars or natives, houseplants or edibles, trees or shrubs, urban forest or fairy gardens, it doesn't matter. Sharing a love for plants and our passion for our industry was the

overriding theme at the third meeting of the National Initiative for Consumer Horticulture (NICH) held in Atlanta June 27-29.

NICH (pronounced like pitch) started as an audacious idea to unite all stakeholders in consumer horticulture and get 90 percent of U.S. households gardening by 2025. Some 80 U.S. green industry leaders and innovators—from academia to commercial growers to associations—pooled their collective brainpower at the meeting and created a strategic plan to achieve that mission. It is centered on several “big ideas”:

1. Grow consumer horticulture
2. Build unified engagement across consumer horticulture
3. Ensure federal, state and other sources of funding

BIG IDEAS, BIG TENT

At the meeting, Marvin Miller of Ball Horticulture imagined a new “big idea.” He saw NICH as a big tent with open sides. “I was thinking an umbrella was too small and restrictive,” he explained. “NICH is more like a big tent so people can come under the tent and join the cause yet have the freedom to be independent for their specific objectives and operate for those specific objectives outside the tent.

We all can appreciate the opportunity to expand the use of plants and the appreciation for horticulture and grow the horticultural

community. In my mind, this is where NICH can play a significant role in bringing those with these common goals together,” he explained.

This “big tent” idea caught fire at the NICH meeting. **Casey Sclar**, NICH's Inaugural Chair and Executive Director of the American Public Gardens Association, added, “NICH welcomes all sectors to gather under this tent and creates one powerful, unified voice to promote the value of plants and ultimately grow all aspects of end-use horticulture.”

Attendees at the meeting, ranging from seasoned veterans to millennials, spanned all sectors of consumer horticulture. Because the mission is so compelling, Cammie Donaldson, executive director of the Native Plant Horticultural Foundation, joined NICH long before she attended her first meeting in Atlanta. Donaldson and several Florida native plant growers attended the meeting and agreed to support the “big tent” building process (unification) and anything else they can to move NICH forward.

COMPELLING IDEAS, GOALS

This was the first time Beth Tuttle, president & CEO of the American Horticultural Society, attend a NICH meeting. She thought it was a fantastic opportunity to meet some of the “true leaders” from across the horticultural landscape—industry, government, academia and nonprofits. Tuttle believes, “A coordinated, collective action strategy to advance consumer participation and success in horticulture is the way to instill a culture of gardening in all Americans. We are proud to be a part of this important initiative.”

For **Susan Yoder**, executive director of Seed Your Future, it was also her first experience at a NICH meeting. What im-

pressed her most was the collaborative desire and passion for the big picture. Yoder reiterated what many feel, “Without plants, people—and our planet—will not survive. Can we get people to see, appreciate, enjoy, grow, buy and talk about plants? Yes, we can!”

First-time attendee Danny Summers, managing director of the Garden Center Group, was energized by the opportunity to have an impact on what the consumer sees, understands and buys. “In my view, this is the first time we have had the opportunity for the entire industry to be singing the same song,” he said. He sent an email the very next week and asked all of his members and supporters to join NICH, pointing out the grassroots organization is not asking for money. “They need all of us on their mailing list to have more impact when working with potential funders,” Summers added.

Bob Polomski, Clemson University Extension Specialist, was another first time NICH attendee. He says NICH has done much to organize around its important mission to “grow a healthy world through plants, gardens and landscapes,” and hopes the field of horticulture will continue to grow with our collective voices driving NICH to new heights.

NICH was an eye opener for **Sylvia Gordon**, a landscape designer. “Many others think, as I do, about the importance of the end consumer,” she said. “I look forward to growing a larger industry following and the eventual connection with all consumer horticulturist.”

Peter Moe, director of the University of Minnesota Landscape Arboretum, reflected on how fortunate we are to work in a field that creates a more beautiful and healthier world. “We are excited to work together across university, association and corporate boundaries to encourage more people to participate in horticulture and learn how it will add to their quality of life,” he said.

The meeting concluded with the group motivated, passionate and action-oriented. “Our next steps will drive us closer to our end goal of creating a country where everyone loves plants as much as we do,” Sclar says.

Visit our website: consumerhort.org to learn more and get involved.

Suzi McCoy owns Garden Media Group. Please add a box or something that says For more about NICH, please see Becky Heath's article on page 19.

For more about NICH, please see Becky Heath's article on page 19.

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NICH Accomplishments

Since the first national meeting in 2015, NICH has made strides that would have seemed unimaginable just a few years ago.

- Set up goal-driven working committees amidst its organizational structure with by-laws
- Received federal funding from the USDA National Institute of Food and Agriculture and participated in recent USDA-NIFA listening sessions
- Created free-to-use marketing materials, including five infographics (#PlantsDoThat), housed on a comprehensive website
- Spread the word via press releases and articles in trade magazines, and presentations at dozens of conferences and industry trade shows
- Captured the breadth and depth from three scholarly manuscripts to many trade stories and social media posts
- Released five surveys and created a participant list of over 500+ stakeholders and supporters



A portion of sales of Proven Winners/ColorChoice Plants' Invincibelle Spirit hydrangeas is donated for breast cancer research.

PHOTO COURTESY PROVEN WINNERS/COLORCHOICE PLANTS

Hydrangea Program Exceeds Fundraising Goal

Spring Meadow Nursery has exceeded its goal of raising \$1 million for breast cancer research. Owner Dale Deppe and marketing and promotions specialist **Natalie Carmolli** made the announcement July 16 at Cultivate'18, in Columbus, Ohio.

Since 2009, Spring Meadow Nursery's Invincibelle Spirit Campaign has supported Breast Cancer Research Foundation (BCRF) by donating \$1 for every Invincibelle Spirit and Invincibelle Spirit II hydrangea sold. Funds also included those raised through Pink Day cause marketing events, which are hosted by independent garden centers across North America. So far, \$1.03 million has been donated.

A longtime GWA supporter, Spring Meadow grows more than 280 varieties of plants, which

are marketed under the Proven Winners ColorChoice brand. It plans to continue fundraising for BCRF into the future through sales of the Proven Winners ColorChoice Invincibelle Spirit II hydrangea and special fundraising events.

Texas Gardener publisher acquired

Jay White of Brenham, Texas, a horticulturist and frequent contributor to *Texas Gardener*, has purchased Suntex Communications Inc., which publishes the magazine.

Suntex publishes six issues of *Texas Gardener* a year. White and his wife Sally, purchased the publication from Chris and Deborah Corby from Waco, Texas, in July 2018. *Texas Gardener* also sells gardening books, clothing, and tools through its online shopping cart at TexasGardener.com.



Corona Celebrates 90th Anniversary

Chris Sabbarese from **Corona Tools** invites GWA members and their audiences to celebrate its [90th anniversary](#). Corona, longtime GWA exhibitor and supporter, is giving away some amazing prizes to celebrate 90 years of helping consumers and professionals achieve more, season after season.

"I would love for GWA folks to take advantage of this," he said. The deadline for entering the drawing is October 31. First prize is \$1,000 toward a garden shed that you can fill with \$1,000 worth of tools; 2nd prize is a Yeti Roadie 20 filled w/Corona tools; and third is a \$250 gift certificate to the online store.



PHOTO COURTESY JO ELLEN MEYERS SHARP

Fire Island hydranges was introduced by **Plants Nouveau**.

Plants Gain Attention at Cultivate'18

Plants Nouveau's Seaside Serenade Fire Island hydrangea (*Hydrangea macrophylla* 'Hortfire') won the best new plant award at Cultivate'18, the industry's largest new plant show in Columbus, Ohio, in July. "What an honor for us," said **Angela Treadwell-Palmer**, president and co-owner of Plants Nouveau. Monrovia has the exclusive growing rights.

J. Berry Nursery's Summer Spice hardy hibiscus took both the Reader's Choice and Editor's Choice Medal of Excellence from *Greenhouse Grower* Magazine during Cultivate'18. J. Berry Nursery has been a generous supporter of GWA by donating plants. Once again they were a sponsor and exhibitor at our annual conference. The company also is exhibited at IGC.



Every Drop Counts



"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."

— Margaret Mead

PHOTO COURTESY WIKIPEDIA.COM



As I write this, it's another 90-plus degree day here in New York and we are only halfway through the summer. Sixteen of the hottest years on record have occurred since 2001.

The trend continues!

During the last six months, temperatures are 1.39 degrees above the 20th century average of 56.3°F. The increases are due mainly to the burning of carbon-based fuels followed by agriculture, mining and wildfires. Other sources in this greenhouse gas puzzle are fracking, crop burning, landfills, air and land transportation and thawing permafrost.

As a result of increasing gases, extremely hot days are more common, as are fewer cold days. As ocean temperatures go up, water vapor increases and rises into warmer air. Warmer air holds more water vapor, which leads to record-breaking downpours and floods. The flipside of these "rain bombs" is

drought. Evaporating water sucks moisture out of lakes and rivers as well as soil.

WATER AVAILABILITY

Agriculture accounts for 70 percent of global water use. As the world population grows, there will be increased stress on all our resources. Foreseeing a future with little water, Saudi Arabia and other arid countries are buying large tracts of land in places like Ethiopia in order to grow food. Desalination projects are also being built worldwide.

The Israel Water Authority believed "desal" would meet the country's water needs until 2025. This optimistic forecasting led to reduced consumer and agricultural water restrictions and all looked well until Israel's recent drought. New regulations on water use are now in place as signs of drought are evident: The Sea of Galilee is shrinking, there are decreased river flows, and aerial views of the Dead Sea show sinkholes and abandoned tourist resorts.

Lake Chad in Africa and the Aral Sea in Asia (shown above in 1989 and 2014), have also shrunk, which is leading to population migrations and humanitarian crises. Uzbekistan's irrigated and thirsty cotton plants drew large quantities of water from the Aral Sea. Because copious amounts of pesticides were used on cotton, toxic dust and salt now blows over the remaining population causing high rates of cancers and tuberculosis. Research papers show that cotton accounts for 18 percent of all worldwide pesticide use and 25 percent of total insecticide use. Organic cotton growers, on the other hand, do not use pesticides; instead of spraying toxic chemicals, they often release beneficial insects.

FALLING WATER TABLES

The U.S., like the rest of the world, is experiencing falling water tables in its aquifers, rivers and reservoirs, especially in the Southwest and West. The Colorado River, in particular, has

— Continues on page 15

decreased water levels. Because of these reduced levels, the Hoover Dam's hydroelectric generating capacity was reduced by 30 percent due to drought in 2016.

According to the World Resources Institute, 11 percent of hydroelectric capacity and 47 percent of the world's thermal power plant capacity are located in water-stressed areas. As population grows, there will be greater and greater water demands from agriculture, industries and cities.

As temperatures increase, more winter precipitation will come as rain instead of snow. The result is earlier runoffs followed by below-average water flows in the hotter summer months. Water will evaporate faster, and in places like Montana, warm waters will stress rainbow trout and decrease their numbers. Fishermen in Montana are already experiencing temporary river closures, which have hurt recreational businesses. Warmer temperatures in Montana and other western states also enable more generations of pine beetles, which weaken trees and increase fire risks.

FOOD, WATER CONCERNS

California is heating up, too, and water is scarce. One of the practices to save water in California's Central Valley is to use oil wastewater to irrigate fruit and nut trees. According to EcoWatch, a test of the wastewater sold by Chevron to the Cawelo Irrigation District contained acetone and benzene. There is growing concern from multiple organizations, such as Food & Water Watch, that more research needs to be done in order to understand the potential health consequences of using this wastewater—even though it is mixed with fresh water.

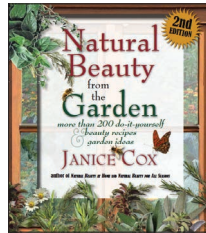
Clean water is a basic requirement of life and we need to conserve it. Drought-tolerant landscape design, improved irrigation technologies, reuse of water and changing our behaviors help lessen our carbon footprint. GWA is an organization of gardeners and media specialists including writers, photographers, bloggers, TV and radio personalities and teachers. Members in large horticultural companies participate in our conferences and provide us with current information. As a group we have influence and ways to speak out to help others learn how to save water and the planet.

Garden photographer **Dency Kane** is a Climate Reality Leader, trained by Al Gore. You can read more about her at dencykanephotography.com

HOT OFF the press

JANICE COX

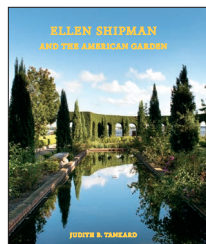
Natural Beauty From the Garden
Ogden Publications
320 pages, \$24.95, softcover
Published in 2018



Cox's popular DIY beauty book, *Natural Beauty from the Garden* has been released as a second edition. There are more DIY recipes and garden tips. If you are living a healthy lifestyle, she has added more suggestions how you can work your body care products and ingredients into your life. "Your skin is your largest organ, so making smart choices with the products your use is the key to health and wellness," Cox says.

JUDITH B. TANKARD

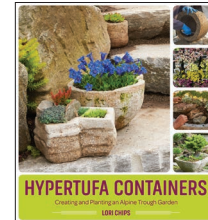
Ellen Shipman and the American Garden
University of Georgia Press
320 pages, \$39.95, hardcover
Published February, 2018



Between 1914 and 1950, Ellen Shipman (1869–1950) designed more than 600 gardens in the United States, from Long Island's Gold Coast to the state of Washington. Her secluded, lush formal gardens attracted a clientele that included Fords, Edisons, Astors and du Ponts. Shipman's imaginative approach merged elements of the Colonial Revival and Arts and Crafts movements, with a unique planting style, enlivened by Impressionistic washes of color. Published in association with the Library of American Landscape History, Tankard describes Shipman's remarkable life and discusses her major works, including the Cummer Museum of Art and Gardens in Jacksonville, Florida; Stan Hywet Hall and Gardens in Akron, Ohio; Longue Vue House and Gardens in New Orleans, and Sarah P. Duke Gardens at Duke University.

LORI CHIPS

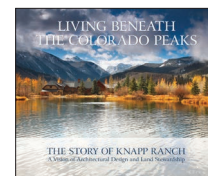
Hypertufa Containers: Creating and Planting an Alpine Trough Garden
Timber Press
256 pages, \$24.95, paperback
Published July 3, 2018



Hypertufa containers, also known as troughs, are rustic, striking, versatile and perfect for small Alpine plants. A mix of cement, perlite, peat and water, they are simple and affordable to make at home. *Hypertufa Containers* details everything home gardeners need to know to make their own troughs and successfully garden in them. Plant portraits include growing and cultivation information along with potting tips. The book features step-by-step instructions for making hypertufa containers in a variety of shapes and sizes with color photography. *Hypertufa Containers* is for container gardeners, rock gardeners and people looking for a new DIY project.

SARAH CHASE SHAW

Living Beneath the Colorado Peaks, The Story of Knapp Ranch
Knapp Press/Gibbs Smith
288 pages, \$70, hardcover
To be published September 11, 2018

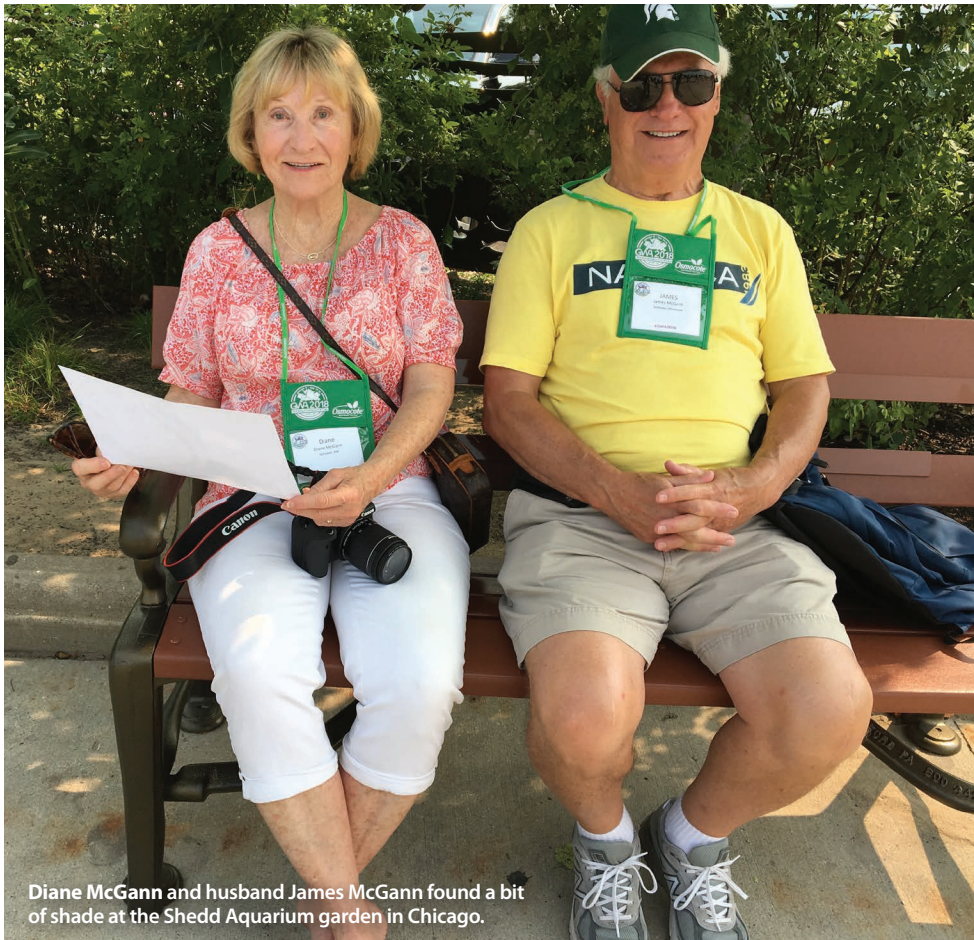


Shaw details the journey of Betsy and Bud Knapp, the powerhouse publishing couple behind *Architectural Digest* and *Bon Appetit* magazines, as they fell in love with a property high in the Colorado Rocky Mountains. Guided by concepts of patience, simplicity, quality and responsible use, they built not only a home, but also a sustainable working ranch, a model for land management and conservation, a research hub for horticulture and climate science as well as a center for educational studies.

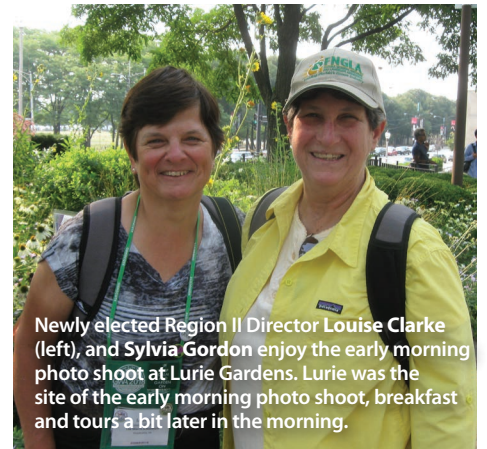


On the West Suburban Delightful Delicacies tour, at the home of Susan Beard, Marie Mims Butler (left) and Noelle Johnson took advantage of several gathering places to sit, visit or view the gardens.

PHOTO COURTESY BARBARA WISE



Diane McGann and husband James McGann found a bit of shade at the Shedd Aquarium garden in Chicago.



Newly elected Region II Director Louise Clarke (left), and Sylvia Gordon enjoy the early morning photo shoot at Lurie Gardens. Lurie was the site of the early morning photo shoot, breakfast and tours a bit later in the morning.

PHOTO COURTESY KATHY JENTZ



Photographer Mark Turner aims his camera on plants and insects at Lurie Garden. Lurie was the site of an early morning photo shoot, breakfast and tours a bit later in the morning.

PHOTO COURTESY JO ELLEN MEYERS SHARP

PHOTO COURTESY KATE COPSEY



Newly elected Region IV Director Kate Copsey said her David Austin Roses, packed in a UPS box, made it home to South Carolina before she did.



GWA Region I Director C.L. Fornari (left) and GWA Secretary Ellen Zachos tell what you need to know to launch and sustain a podcast in one of the education programs.

PHOTO COURTESY JO ELLEN MEYERS SHARP



National Garden Bureau frames former GWA President Kirk Brown and his wife Sara Brown to promote 2019 as the Year of Salvia.

PHOTO COURTESY JO ELLEN MEYERS SHARP



The Farm on Ogden, part of the Chicago Botanic Garden's Windy City Harvest, has established an aquaculture operation in partnership with Lawndale Christian Health Center to get fresh produce and fish in an economically challenged area of the city.

PHOTO COURTESY JO ELLEN MEYERS SHARP



Teri Speight snaps photos at the Garfield Park Conservatory, a lovely fixture remaining from Jens Jensen's design. Jensen, a landscape architect, designed many Chicago parks, as well as residential and commercial properties throughout the Midwest.

PHOTO COURTESY KATHY JENTZ



Kellen's #GWA2018 on-the-ground team Sandy Stevens (left), Maria Ungaro and Ashley Hodak Sullivan take a rest in Lurie Gardens. Lurie was the site of an early morning photo shoot, breakfast and tours a bit later in the morning.

PHOTO COURTESY KATHY JENTZ

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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
Shelley Cramm
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 Leggat
Kerry Ann Mendez
Carol Michel
Eva Monheim
Peggy Anne Montgomery
Tara Nolan
Rita Perea

Jacqueline Soule
Nancy Szerlag
Jodi Torpey
Helen Yoest
Maria Zampini

TWO MEMBERS

Tom Johnson
Teresa Speight
Jean Thomas

THREE MEMBERS

Kathy Jentz
Susan Martin
Jo Ellen Meyers Sharp
Teresa Speight

FOUR MEMBERS

Kirk Brown



PHOTO COURTESY JO ELLEN MEYERS SHARP

Nearly 150 members and industry affiliates attended Cultivate'18 as part of their GWA member benefit. About two dozen members volunteered to work the GWA booth throughout the show. Several gathered for a Connect Meeting July 15. Brent and Becky's Bulbs, Proven Winners, Proven Winners Color/Choice Plants and Corona Tools provided giveaways to the group.

NICH has a Niche for Garden Communicators

BY BECKY HEATH



I was introduced to the National Initiative for Consumer Horticulture (NICH) at Cultivate'17. I decided to attend the NICH conference in Atlanta in June 2018 because I hoped that in a year's time, the

organization had come up with some magic that we as garden communicators could use to help encourage non-gardeners to take their first step.

NICH GOALS

- Help get 90 percent of the U.S. gardening by 2025
- Help craft a new value proposition for horticulture to get Americans to fall in love with plants
- Help create a unified, strategic plan
- Help set industry-wide priorities
- Help promote the value of horticulture
- Help shape the national agenda
- Help ensure federal, state and other funding for consumer horticulture research and education, including aligning with Specialty Crop Research Initiative priorities in the USDA Farm Bill

Many of the committee chairs are names we recognize: **Casey Sclar**, NICH inaugural chair and executive director of the American Public Gardens Association; **Debbie Hamrick**, NICH economic chair and director of specialty crops North Carolina Farm Bureau; **Suzi McCoy**, NICH marketing chair and president of **Garden Media Group**.

Immediately, I knew people who cared about the industry were involved. Others who attended were from all over the country—professors, researchers, Master Gardeners, people affiliated with public gardens and a few from horticulture-type businesses.

Researchers and extension agents gave presentations about their research, priorities and goals for the future. The published overall goal of NICH: "Establish the foundation to position NICH as the united front to stimulate economic growth in consumer horticulture and communicate to industry leaders and decision makers how NICH will benefit all sectors of consumer horticulture."

We broke into small groups to discuss specific goals and tried to list ideas of ways

to achieve those goals. Some of the thoughts were:

Grow Consumer Horticulture

- Identify the barriers to sector growth
- Push a "get started" campaign
- Develop language that resonates with new and existing audiences
- Inventory and evaluate existing networks to spread the consumer horticulture messages

Unify Engagement Across Consumer Horticulture

- Identify, prioritize and recruit stakeholders and audiences, including those currently under-represented
- Develop a simple message about what NICH is and isn't
- Enlist industry stakeholders to craft, develop and push a key, unified message

Ensure Funding

- Expand the search for funds beyond state and federal funding
- Campaign to educate government decision makers and grant deciders
- Conduct economic data research "seed-compost" to generate impact

LOTS OF QUESTIONS

I asked lots of questions, including "When the unified message is crafted, what is the plan of how this will be communicated to non-gardeners?"

I think we as garden communicators understand that participating in garden activities can improve our mental and physical health and that it could help consumers eat healthier if they grow some of their own food. I agree with the goals and understand that it could have a huge beneficial effect on the entire green industry.

But I'll be honest. I had a hard time trying

to figure out why they wanted me to wait until 2025 to begin "preaching the gospel of gardening." They were very patient with me and explained that they felt non-gardeners we hope to convert would have more faith in the message if it were backed up by research.

NICH does not have dues. It only wants time and help. The NICH website has some great graphics (#PlantsDoThat), which may be useful for various educational needs. NICH plans to have a PowerPoint presentation that can be downloaded and amended to fit the particular topic of the presenter.

IN CONCLUSION

I don't fully understand why this organization wants to take from 2016 until 2025 to reach the goals, including speaking with one voice with other sectors of the horticultural industries. However, I still feel like NICH is a vital part of the combined effort to rally consumers to see plants as worthwhile and even necessary to their health and well being.

I hope at least one person from each of the separate horticultural organizations, including GWA, will volunteer for a committee to help make decisions on the topics of research that will be chosen, find ways to fund the research and begin the plan of action to get the word out to the masses.

I'm sure you remember the Dairy Industry's slogan "Got Milk." Someone smarter and more creative than I am will surely think of something as easy to understand and get the point across as those two words did. Let's all work on it together.

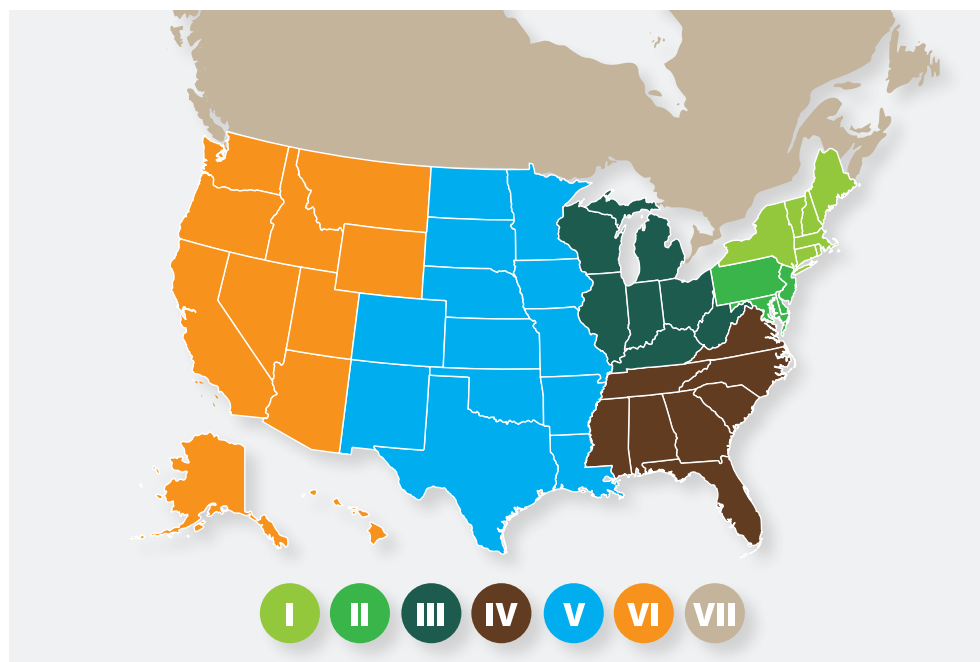
Becky Heath is president of GWA and president of Brent and Becky's.

For more about NICH, please see Green Industry News on page 12.



Help grow our industry. Join the initiative.
www.ConsumerHort.org

REGIONAL NEWS & NOTES



REGION I CARMEN DEVITO

By the time you read this, the heat and humidity of summer will be behind us and we can enjoy the comfortable days and cool nights of autumn, which is my favorite time to visit gardens, take a class and recharge after the intensity of spring and summer work.

This fall, our region has diverse events designed to challenge and inspire you from solving tricky gardening dilemma to lectures on important American horticulturists and one that caught my eye—a lecture on a blue garden. Get out and enjoy at least one of these offerings; bring a friend or two and make a day of it.

Diana K. Weiner encourages gardeners to embrace fall as a time to plant and rejuvenate their landscapes. September 5, at Cornell Cooperative Extension Sullivan County in Liberty, New York, her “Fall Gardening Seminar” will focus on autumn tree and shrub planting, an effort the nursery industry has encouraged for years. September 25 at the Mamakating Library in Wurtsboro, New York, her topic is “Flower Garden Bedtime” giving tips and tricks on dividing, reseeding and bulb planting to make spring gardening chores

On September 15, **Lori Chips** presents “Troughs: Gardening in the Smallest Landscape,” based on her recently released book *Hypertufa Containers: Creating and Planting*

an Alpine Trough Garden with Timber Press. This talk at [Hollister House](#) in Washington, Connecticut, will include tips on using hardy succulents and ways to keep them thriving.

Karen Bussolini and **Christine Froehlich-Sanguedolce**, along with Nancy DuBrule-Clemente, owner of [Natureworks](#), an all-organic garden center, will present a daylong symposium, “Solving Garden Design Dilemmas,” October 20, in Northford, Connecticut. Register for this day of interactive, in-depth, before-and-after scenarios.

Barbara Paul Robinson will present “[Heroes of Horticulture: Americans Who Transformed the Landscape](#)” at Westchester Community College in Valhalla, New York, on Thursday, October 25. <https://www.gardenconservancy.org/education/education-events/rocky-hills-heroes-of-horticulture>

REGION II TERI SPEIGHT

Region II is keeping the GWA name in the forefront of the public, cultivating long-term relationships in our communities and around the world. Here is what we are doing:

Sharee Solow will expand her venues internationally on September 18, for “Ten Gardens and a Flower Show” at the Algarve Garden Club in Portugal. After spending three days in members’ gardens, Portugal will be added to

her growing list of international design inspiration talks available for booking.

Eva Monheim will be presenting a talk at the Garden Clubs of America’s National Symposium at Longwood Gardens in Kennett Square, Pennsylvania, in September. Her talk will be about journaling, writing and photography. She will discuss the importance of documentation for personal and professional use, including blogs. Eva will also talk about the benefits of belonging to a professional like GWA: The Association for Garden Communicators.

REGION III SUSAN MARTIN

Brent Heath will give several seminars and workshops in Ohio, at Toledo Botanical Garden in Toledo and Simpson Garden Park in Bowling Green on Monday and Tuesday September 10 and 11.

Carol Michel will present “Tidbits and Treasures from Old Time Garden Books” to the Southwestern Indiana Master Gardeners at their general meeting, September 11, in Evansville, Indiana.

Bobbie Schwartz will speak about her latest book, *Garden Renovation: Transform Your Yard*, at Woodside Event Center in Broadview Heights, Ohio, September 11, and for the Northern Ohio Perennial Society, September 25. Additionally, her garden will be on tour for the GWA Region III Event, [Cleveland Grows!](#) on September 22 and for the Northern Ohio Perennial Society on September 23.

Mark Dwyer will present “Woody Plants for Fantastic Foliage” at the [Wisconsin Master Gardener Conference](#) in Eau Claire, on September 22.

Jo Ellen Meyers Sharp will present the keynote at the [Starke County Master Gardeners’ 10th Annual Botanica Symposium](#) in Massillon, Ohio, September 22. She’ll talk about preparing to be a downsized gardener. She’ll also present “Party in the Garden” to the group.

Scott Beuerlein will deliver the keynote presentation, “Why Flowers, Plants & Trees Matter,” at the [America In Bloom Symposium and Awards Celebration](#) in Lexington, Kentucky, September 27 to 29. Chief industry economist Charlie Hall will present “Monetizing the Value of America In Bloom.”

— Continues on page 21

Brent Heath will be at Wegerzen Gardens in Dayton, Ohio, October 4. He's instructing the Ohio State University Master Gardeners of Montgomery County on the various ways to create a "Living Flower Arrangement."

REGION IV

BARBARA WISE

On September 18, **Brent Heath** will share his experience of enjoying bulbs and other plants in containers and will help the visitors of Cheekwood Botanic Garden in Nashville, Tennessee, as they create a "Living Flower Arrangement" with five layers of bulbs, which they will take home to enjoy. On October 13, Brent will be with the visitors of the [Thomas Jefferson Center for Historic Plants](#) in Charlottesville, Virginia, as he shares his vast knowledge of all types of bulbs in "Bulbs as Companion Plants."

Arlene Marturano will present a workshop, "Cool-season Bucket Salads at Home and School," at the [South Carolina Montessori Alliance Conference](#) in Swansea on October 20.

REGION V

RITA PEREA

The Growing Saints Garden Club welcomes back [Shelley S. Cramm](#) to speak on "Herbs of the Bible," September 21, at Preston Hollow Presbyterian Church in Dallas, Texas. Shelley will reveal how to let the ancient words of the Bible grow vividly before you in your own garden, no longer distant and irrelevant but present and fragrant.

If you're in the Denver metro area September 22, please drop by [Tagawa Gardens](#) in Centennial, Colorado, during Garden Harvest weekend for **Jodi Torpey's** newest small batch preserving class, "Easy Freezy." Discover dozens of creative ways to use the freezer for preserving garden-grown fruits, vegetables and herbs.

REGION VI

TOVA ROSEMAN

Mark Turner will teach his quarterly course, "Take Great Photos With Your iPhone," at Whatcom Community College in Bellingham, Washington, on three Tuesday evenings, September 25 to October 9.

Christy Wilhelmi will speak at the [2018 Heirloom Exposition](#) in Santa Rosa, California, September 11 to 13.

Lainie Vreeland will present Creative Container Gardening Workshop at the [Wilbur D. May Arboretum & Botanical Garden](#) in Reno, Nevada, September 22

Debra Prinzing will share the Slow Flowers story in her lectures and creative writing seminars around the country during September and October. Here is her lineup: PepperHarrow Farm Workshop in Winterset, Iowa, September 8; MoKan Farmer-Florist Connection in Kansas City, Missouri, September 11; Denver Botanic Gardens' Bonfils Stanton Lecture Series, September 13 and 14; the Association of Specialty Cut Flower Growers' annual symposium in Raleigh, North Carolina, September 26; and the Enchanted Maine Floral Workshop in Gorham, Maine, September 30 to October 2.

REGION VII

WENDY DOWNING

Jan Johnsen will speak on September 14 at the [the APLD International Design Conference](#) in Toronto, Ontario. Her talk "The Spirit of Stone" is based on her book of the same name.

Sabrena Schweyer, FAPLD, will also be a featured speaker at the conference on September 14. She will share the insights and experiences of her firm, Salisbury-Schweyer Inc., in her presentation, "Green Infrastructure – A Designer's Perspective."

Dan Cooper will be speaking about his book, *Gardening from a Hammock*, September 20 at the Ennismore (Ontario) Horticultural Society, and November 19 at the Port Hope (Ontario) Horticultural Society. He will also speak about *Tropical Flowers of Southeast Asia*, October 10 at the Collingwood (Ontario) Garden Club.

Tony Spencer, aka *The New Perennialist*, is on the move in early September with a trip to England to attend the Beth Chatto Symposium on Ecological Design in Essex. He returns to a string of speaking gigs at hort societies in Ontario, another naturalistic design workshop at the Toronto Botanical Garden, followed by a speaking engagement in early October at the Bellevue Botanical Garden in Washington. While in the area, he plans a visit to the fabled garden of plantsman/writer Dan Hinkley.

GWA UPCOMING EVENTS

— Continued from page 7

GWA Webinar Series: "Speaking Skills and Booking More Gigs" WITH C.L. FORNARI Wednesday, October 17 • 2:00 - 3:00 p.m. ET

There are two things to consider when you want to increase your income by speaking. The first is how to improve your presentations so that your audience isn't just pleased, but is thrilled by your talk. The second is knowing how and where to market yourself as a speaker. This talk will give attendees specific ways to improve their presentations and provide details about how to generate bookings. Some topics covered include: How to add humor to a talk, how to create unique performances, body language, unfortunate habits and creating a speaker's one sheet for marketing.

"Homage to Olmsted" North Carolina Arboretum and Biltmore Tour

REGION IV REGIONAL MEETING • Asheville, NC
Thursday, October 18 - Friday, October 19

Join your GWA friends at the North Carolina Arboretum on October 18 for a day of learning in one of the most beautiful natural settings in America! The North Carolina Arboretum invites you to spend the days both prior and after our formal meeting at the garden. Please mention you are attending the GWA meeting and follow the delightful entry road to the Education Building. On the following day, join us at Biltmore for a self-guided visit of the breathtaking Biltmore House and Gardens, Antler Hill Village and a complimentary wine tasting at the winery.

Connect (& More): GWA @ Desert Green XXII

REGION VI CONNECT MEETING • Las Vegas, NV
Thursday, November 1 - Friday, November 2, 2018

Join GWA members **Jacqueline Soule** and **Noelle Johnson** for "Greener Horizons: Innovations in the Green Industry." This is Desert Green's 22nd year of great education and industry exhibits for landscape designers, master gardeners, nursery operators, turf management people, university researchers and landscape maintenance personnel. This two-day, desert-gardening immersion will be held at the Texas Station Hotel & Conference Center.

Building Your Garden Communications Brand

REGION I REGIONAL MEETING • Boxborough, MA
Thursday, November 8

Participants in this program will learn ways to build their brand as garden communicators. Topics will include developing a loyal audience, where to focus your time and attention, adding garden communications to other types of horticultural businesses and making sure all aspects of your work build on each other.

Attendees will need to register separately for the Northeast Greenhouse Conference as attendance at this trade show is not included in the regional meeting registration.

REGIONAL EVENTS

REGION I

September 8 and 9 – [Hollister House Garden Study Weekend VIII: A Passion for Plants](#), Southbury and Washington, Connecticut. The symposia features **Kelly Norris** and **Barbara Paul Robinson** among the speakers, a rare plant sale, and Garden Conservancy Litchfield County Open Day.

On September 12, furniture designer and historian John Danzer presents [A Place of Repose: Preserving America's Garden Furniture History](#) at the Museum of Arts & Design in New York City.

[A Celebration of Blithewood Garden: 115 Years of Beauty on the Hudson](#), an afternoon lawn party and moderated panel discussion in the evening, will be held September 22 at Bard College in Annandale-on-Hudson, New York.

Please join your GWA colleagues October 1 for a daylong opportunity to learn different aspects of commercial horticulture for [Digging and Drinking on Long Island, New York](#). At this Region I meeting, you'll learn about growing ornamental and tropical plants for summer color, plants for a green roof and urban installations as well as grapes for making wine. The day includes tours, speakers, lunch, wine tasting and more.

On October 24, Sarah Vance will speak on ["The Renewal of the Blue Garden"](#) at the New York School of Interior Design in New York City.

Printmaker Andrew Raftery will discuss ["The Autobiography of a Garden"](#), a set of 12 engraved plates that depict the artist working in his garden in Providence, Rhode Island, November 2, at the Museum of Arts & Design in New York City.

REGION II

Supporting member **Ernst Conservation Seeds** will host the 11th Eastern Native Grass Symposium at the Bayfront Convention Center in Erie, Pennsylvania, September 17 to 19. This year's event, ["Form & Function: Grasslands and Meadows in the Converging Landscape"](#), will feature nearly 30 renowned presenters and four field tours highlighting the progressive use of native grasses and forbs in designed and natural landscapes. For more information, [email Randy Ferguson](#), or call 800-873-3321.

REGION III

The [2018 Michigan Master Gardener College](#) will be held on September 14 and 15 in Belleville, Michigan. The event includes a full day of tours followed by an educational symposium with headliner Bill Cullina, executive director and president of Coastal Maine Botanical Gardens. **Pam Bennett** will present "Herbaceous Plant Disorders" and "There's an App for That!"

Maria Zampini and **Susan Martin** have planned an action-packed Regional Meeting – [Cleveland Grows!](#) – in Cleveland, Ohio, September 21 and 22. They invite you to join them for behind-the-scenes tours at two commercial growing operations and one award-winning independent garden center to experience a broad botanical spectrum from perennials to woodyies, orchids and tropical plants.

Get the inside scoop when you "Meet the Trade Editors of Ball Publishing, GIE Media and Meister Media" in our panel discussion. Then, tour the phenomenal private gardens of two local award-winning garden designers. Online registration for this event is now open.

Bob Humm invites GWA members to attend the [28th annual Barberton Mum Fest](#) in Barberton, Ohio, September 29 and 30. Longtime GWA supporter **Aris Horticulture**, headquartered in Barberton, has donated 17,000 chrysanthemums and asters to create more than 1 million mum blooms in a rainbow of colors for the event. Admission is free to this family-friendly festival.

[4th annual Landscape Below Ground Conference](#) presented by The Morton Arboretum and the International Society of Arboriculture, will be held October 15 to 17 in Lisle, Illinois. The program will include the latest research on: tree root development and management, construction damage and preservation, tree root system biomechanics, root structure and stability, tree production, planting and establishment, infrastructure conflicts and solutions, managing urban soil environments and planting site design.

REGION IV

Jennifer Pollard, executive director of [Lockerly Arboretum](#), Milledgeville, Georgia, announces upcoming programs. The mission of the arboretum is to inspire an understanding and appreciation of horticulture, nature and heritage.

- September 8, Lockerly Under the Stars, the signature annual fundraising event in the meadow at Lockerly Arboretum, featuring dinner and dancing under the stars, as well as the best silent auction in town. Registration: \$50 for members, \$60 for nonmembers, and \$40 for those 40 years old and under.
- September 22, Night Hike/Nocturnal Animals, free family friendly event to experience Lockerly at night.
- October 13, Family Fun Day; free event. Features hay rides, kids-n-clay, guided hikes, geocaching, bees, dig for shark teeth, rock painting, corn hole, hoof rolling, and fishing in the pond.

REGION V

[2018 Fall Fling: All about Tulips](#), September 25, Pavilion Auditorium on the Avera Hospital Campus, Yankton, South Dakota. Includes how to select quality tulips and other spring bulbs, how to plant them, maintain them as perennials and how to arrange flowerbeds. Presenters include Mike Hofman, director of the Orange City, Iowa, Tulip Festival, which celebrates its 79th year in 2019. **Brenda K. Johnson** is among the Fall Fling organizers.

REGION VII

The annual [Hamilton and District Chrysanthemum and Dahlia Society Show](#) takes place at Royal Botanical Gardens, Burlington, Ontario, September 29 and 30. This juried exhibition showcases the many varieties of these beautiful, fall-blooming plants, as well as having a number of floral design entries. Come out and enjoy the show and the sights, sounds and smells of RBG. Free with admission to the gardens.

— Continues on page 23

The Garden Conservancy has a host of Open Days and Digging Deeper events this fall:

Open Days — *No reservations required, rain or shine.*

- September 8, [Two private gardens in New Haven County, Connecticut](#)
- September 9, [Four private gardens in Litchfield County, Connecticut](#), in conjunction with the Hollister House Garden Study Weekend
- September 9, [Four private gardens in Fairfield County, Connecticut, Putnam and Westchester counties, New York](#)
- September 16, [Three private gardens in Fairfield County, Connecticut](#)
- September 22, [Five gardens in Dutchess County, New York](#), also benefitting Innisfree Garden
- September 23, [Four private gardens in Ulster County, New York](#)
- October 13, [One private garden in Dutchess County, New York](#)

Digging Deeper Program - Exclusive and site-specific programs, including informal talks, tours, and demonstrations with experts of every stripe, invite Open Days participants to take a closer look at the garden world. Certain programs may require additional fees and advance registration.

- September 9, 3 p.m., [“Art and Science in the Garden”](#) with landscape designer Laura Tuttle Stabell at the Harris Garden in Wilton, Connecticut
- September 16, 4 p.m., [“Garden Bounty with Chef Seen Lippert”](#) at Sleepy Cat Farm in Greenwich, Connecticut.
- September 22, 10 a.m., [“Amazing Annuals – Usual, Unusual, and Where to Find Them”](#) at Copperheads in Dover Plains, New York
- September 22, 2 p.m., [“Made by Hand – Ceramist Christopher Spitzmiller’s Garden and Art”](#) at Clove Brook Farm in Millbrook, New York
- September 23, 1 p.m., [“Unusual Edibles – Treasures for Garden and Table”](#) at Hortus Conclusus in Stone Ridge, New York.
- October 13, 1 p.m., [“An Autumn Afternoon with Linda Allard”](#) at Highmeadows in Washington, Connecticut.



Abra Lee



Mackenzie Nichols



Summer Rayne Oakes

Scholarship winners for #GWA2018

Six people applied for #GWA2018 NextGen Scholarships. The board read and evaluated the applications, which includes a resume and an essay discussing the role of the next generation in garden communications. Here are the winners:

Abra Lee, conquerthesoil.com,

Decatur, Georgia

Mackenzie Nichols, nicholsmackenzie.com,

New York, New York

Summer Rayne Oakes, homesteadbrooklyn.com,

Brooklyn, New York



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



Region IV Connect Meeting Held Before Slow Flowers Conference

Horticulture professionals from the District of Columbia, Maryland and Virginia gathered June 28 at Green Spring Gardens in Alexandria, Virginia, for the Slow Flowers Meet Up.

More than 40 cut flower farmers, garden communicators, public garden employees, floral designers and others in the local green industry strolled beautiful gardens and discussed the Slow Flowers movement. **Debra Prinzing**, former GWA president and a member of the GWA Hall of Fame founded the Slow Flowers initiative.

The Connect Meeting was prior to the Slow Flowers Conference and American Institute of Floral Designers Symposium in Washington, D.C.

GWA and GWA Foundation to Merge

Members voted 188 to 6 in favor of merging GWA: The Association for Garden Communicators with Garden Writers Association Foundation. The announcement was made at the GWA business meeting on August 15 in Chicago.

When the merger is complete at the end of 2018, the surviving organization will be Garden Writers Association Foundation. This organization will be a 501(c)(3), which will open up new fundraising avenues and possibly allow certain member, exhibitor and sponsorship support to have tax advantages.

The merger also provides an opportunity change the name of the organization. To that end, the board, committee members and other leaders had a brain storming session to walk through the goals of increasing membership, increasing revenue and increasing meeting/conference participation.

Current GWA President **Becky Heath** and Garden Writers Association Foundation President **Kirk Brown** will create a committee to guide the merger process. The board looks at this as an opportunity to examine who we are, what we want to be, what to call ourselves and develop a brand. The process will start with an analysis of GWA's strengths, weaknesses, opportunities and threats, and conclude with a brand audit.

Funding will come from unencumbered funds in the Foundation, which has the mission of supporting the education of members and communicating with the public about what our members offer and their value. Under Kirk's direction, a committee of members and nonmembers has already analyzed the foundation's mission and purpose and made recommendations on how to carry those goals forward.

Heat Did Not Deter Enthusiasm in Holland (Michigan)

BY SUSAN MARTIN



PHOTO COURTESY SUSAN MARTIN

The Region III meeting in June included a trip to Chris Hansen's garden near Holland, Michigan.



Professional garden communicators and plant enthusiasts from seven states and one Canadian province met in Holland, Michigan, June 30 for a full day of horticultural fun.

The day began with a behind-the-scenes tour of the local farmers market, where attendees met with four vendors to learn the stories of their businesses. A farm specializing in organic beans, a woman who grows and dries her own flowers to make unique crafts, an heirloom tomato specialist and a local perennial grower took part in the tour.

GARDEN TOURS

After lunch at the market, we moved on to visit three private gardens, including those of world-class plant breeders Chris and Hans Hansen as well as local landscape designer Cami Geschwendt. Chris recounted the incredible tale of how his extraordinary rock garden was built as he gave his guests a tour, pointing out his favorite hardy succulents along the way. Hans, an avid collector with unique plants from around the globe, was happy to show off his diverse collection to fellow plant lovers. Lastly, the Geschwendt family garden was a

one-of-a-kind stop that featured out-of-the-box design ideas, a four-season tree house, a pontoon boat turned tiny house and a 1940 Buick Special that had been converted into a water feature alongside the backyard pond.

PERENNIAL HOT SPOT

Braving a heat index of 104° F, we powered on to Walters Gardens, our last stop, where we enjoyed popsicles in their expansive display gardens. This was an invaluable opportunity to observe and photograph more than 1,000 varieties of perennials growing in a garden-like setting. Guests were delighted to leave with plenty of new sample plants.

Thank you to our many sponsors for this event who donated their time, snacks, sample plants, seeds, tools, park passes, catalogs and other literature: Holland Farmers Market, Holland Area Convention & Visitors Bureau, Windmill Island Gardens, Stonehouse Nursery, Rijnbeek and Son Perennials, Walters Gardens, Chris Hansen, Hans Hansen, The Geschwendt Family, **Proven Winners**, **Spring Meadow Nursery Inc.**, **All-America Selections**, **Corona Tools**, **Burpee Gardens** and **Bailey Nurseries**.

Susan Martin is a Regional Director for Region III.

Team *Spirit!*

BY C.L. FORNARI



When I got on the hotel elevator in Chicago, I had my *Team Horticulture* shirt on. The young woman who was in the elevator looked up from her cell phone and asked, "What is Team Horticulture?"

I briefly explained that I was attending a convention of people who communicate about plants and gardens. "I love plants," she responded. "I was just checking my CSA app to see what they are delivering this week." This was, of course, an opening to tell her about the *Plantrama* podcast that **Ellen Zachos** and I co-host. She immediately found it on her phone and subscribed right on the spot.

That is the power of a T-shirt. It starts conversations with the very audience we want to reach.

WINDY ROAD TO SUCCESS

I have to admit, however, that the road from deciding that GWA should have some team-building shirts and executing that plan was a somewhat tortuous route. It's necessary to have a company that will print the shirts, take the orders, ship them anywhere, and take care of the taxes in every state along the way. It was important that GWA not have to put out any money upfront.

Secondly, our members have strong opinions and definite preferences. One person wants dark colors but another only wants lighter shades. One wants a crew neck but another wants a V-neck. Some want form-fitting shirts while others want them loose. Making our members' desires mesh with what a T-shirt company offers—at a price that people think is reasonable—was a challenge. I have a closet full of test shirts from several companies that proved to be unsuitable.

Another trial was working with our logo, which contains several shades of green from dark to light. So on a lighter shirt, one part of the logo might not show up, but on a darker garment, another section would fade into the background.

And finally, we get to the problem of sizing. Most of these shirts are made in Asia, and are sized for Asian people. So while a ladies XL would normally be loose on me, the shirts



from the affordable, nicely printed company I finally landed on currently run small.

SPREAD THE WORD

But like designing a garden, somehow it can all fall into place if you're patient. [Right now we have Team Horticulture shirts on sale and a portion of the price goes to GWA.](#) Soon to come will be *Plant Pusher* (and proud of it!) shirts.

The company I settled on, TeePublic, is working on getting shirts that are more appropriately sized, and next year they will offer printing on the front and back of their shirts.

As this teambuilding and conversation-starting effort grows, please post photos of you wearing your shirt with #WhyGWA. Tell the stories of how connections were made or conversations started by the simple act of wearing a T-shirt.

C.L. Fornari is National Director for Region I and a member of the Membership Committee. She blogs at gardenlady.com.



Tourism Plans for 2019

Here's your opportunity to entice fellow GWA members to consider one of the trips you'll lead in 2019. Members will be able to peruse the list and decide to take a trip, possibly inviting family or friends along.

Please keep the information brief and pertinent. Use this listing as an invitation to your website or other source, where interested parties can get all the details. If a detail is not known, put TBA.

If you have a photo of a pending trip, please consider submitting it to illustrate this January-February 2019 feature in *On the QT*. Photos need to be at least 500KB; 1MB is better. And please provide a caption for the photo to include what/where is in the photo and photo credit.

Lastly, please put GWA travel in the subject line, submit as a Word document or in the body of the email. Deadline for this feature is October 22, 2018.

What to submit:

- Who is conducting/leading the tour?
- Where are you going?
(Can be main area, region, city, country... no need to list every stop.)
- Dates.
- Fee/estimates: Please give a range or base amount for the total. Convey cost details on your website.
- More information:
(website, email, phone numbers... however you want people to reach you).
- Brief write up (50 words max).

IN MEMORIAM

CAROLYN HARSTAD

October 25, 1936 - July 24, 2018

Carolyn Harstad, one of the founders of the Indiana Native Plant and Wildflower Society (INPAWS), passed away July 24 in Mankato, Minnesota. She was 81.

For nearly a year, Carolyn had battled pancreatic cancer. She pulled from the same resources she drew on to fight breast cancer three decades ago. The diagnosis came just months after the June 7, 2017 death of her husband, Peter T. Harstad. Peter was chief executive officer of the Indiana Historical Society from 1984 until his retirement in 2001, when the couple moved to Minnesota where several of their children and grandchildren lived.

INPAWS, founded in 1993, celebrates its 25th anniversary this year. "As co-founders, Carolyn and I watched INPAWS grow during its 25-year history," said Ruth Ann Ingraham of Indianapolis. "Paid memberships now approach 1,000, Facebook followers exceed 10,000, and seven active chapters cover Indiana from Lake Michigan to the Ohio River. Each of us lends a hand or a shovel, one way or another, to fulfill Carolyn's vision and help Hoosiers understand the vital role native plants play in the web of life."

A Master Gardener, Carolyn put her love of native plants into three popular books. *Go Native* *Go Native: Gardening with Native Plants and Wildflowers in the Lower Midwest* was published by Indiana University Press in 1999. *Got Shade?* followed in 2003 and *Got Sun?* in 2013, also with IU Press. She was regular contributor to *Minnesota Gardener* magazine, where some of her favorite stories were about state fair activities with her grandchildren, harvesting apples with her husband Peter, helping with a garden wedding for her grandchild and discovering ways to grow some vegetables among her perennials and shrubs in the front garden. She was a popular speaker about native plants and shade gardening, and an accomplished photographer.

And while all of these accomplishments are worth noting, I think of Carolyn as a wonderful teacher about native plants, their names, their history, attributes and faults. It was not uncommon to see her petite frame, donned in duck boots and brandishing a shovel, salvaging native plants from construction sites (always with permission) throughout the state.

Not too long after I started writing *The Hoosier Gardener* column, Carolyn invited me to visit in her garden, a green, thriving swath of nature in dense shade. There I learned about hepaticas. Plants remind us of people and places and whenever I see hepaticas, I think of Carolyn in her Indianapolis garden on Lieber Road, introducing me to the little native spring bloomers she so loved.

Hepaticas bloom in her son Dave Harstad's sweet memories of her, too. He gave me permission to share his Facebook post. He wrote about walking the woods with his mom and described her nature perfectly.

"But when she found her favorite wildflower, hepatica, it was different. She'd lose her breath a little, and look at it intensely and quietly and without blinking. She was just overwhelmed by the delicate beauty of those fleeting little purple or white or pink flowers. She just loved it. And like so many things in her life, she passed her passions onto those around her.

"If you look for hepatica now, you won't find it. It's dormant until the spring. When it blooms it's a trailblazer, confidently pushing through the brown leaves and snow before almost anything else. You won't find it in a crowded grouping, or in a formal garden. And it won't be showing off like an orchid or a rose. Hepatica will be on its own, usually on the high ground but also comfortable in low areas, small and understated.

"If you find it, and then take the time to really look at it, you'll see my mom was right: Hepatica is unbelievably beautiful. It just may become your favorite flower. Like all flowers it loves the bright sunshine that makes its way to the forest floor in early spring. But what makes it special is how it bravely endures the cold of early spring nights without complaining or wilting. And it doesn't express any regret at how ephemeral its life is."

— Jo Ellen Meyers Sharp



Pacific Hort Leader Receives Green Medal Award

BY LOIS J. DE VRIES

Pamela Berstler is this year's recipient of the 2018 GWA Green Medal Sustainability Award, which recognizes the life, vision and work of an honoree who embodies the highest ideals of leadership in promoting sustainable gardening. Recently named Executive Director of the [Pacific Horticulture Society](#), Pamela also manages G3 (Green Gardens Group) near Los Angeles.

PHS has been expanding environmental and horticultural literacy on the West Coast for 50 years, with partners from British Columbia to Baja California.

WATERSHED EXPERT

G3, an EPA WaterSense Partner and Professional Certifying Organization, conducts outreach and education on the watershed approach to landscaping for homeowners



and professionals throughout the U.S. and Canada. Pamela has written and published six *Watershed Approach to Landscape* guidebooks for various California agencies to form the foundation of their landscape standards.

Since 2004, G3 has conducted thousands of one-on-one technical sessions to help property owners reduce landscape water demand and eliminate runoff as well as 500 workshops

on sustainable landscape transformation. In 2017, she created the biennial Urban Soil Summit in Los Angeles.

APLD LEADERSHIP RECOGNIZED

Earlier, as owner of an award-winning Flower to the People, a residential design/build firm, she co-hosted the Discovery Channel's, *Rally 'Round the House*, during which she installed 30 gardens in 52 weeks. Pamela is a former president of APLD's California Chapter; G3 was awarded the APLD 2016 National Leadership in Sustainability Award.

Judges for this year's Green Medal were Sustainability Committee members **Debra Knapke**, a horticulturist, speaker, author and champion of ecological and sustainable garden design; **David Ellis**, American Horticultural Society Director of Communications & Editor of *The American Gardener* magazine and **Marcia Tate**, a photographer whose focus is native plant and habitat gardening.

Lois J. de Vries has chaired the GWA Sustainability Committee since 2011 and is Founding Executive Director of the [Sustainable Gardening Institute](#) and the [Sustainable Gardening Library](#). She works and gardens in the forests of Northwestern New Jersey.

GWA CareerNext

Saturday, September 15 | Greater Des Moines Botanical Garden



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