



**WELCOME TO  
UNLIMITED OPPORTUNITIES**

**Connect. Learn. Grow.**

# WELCOME



**Welcome to Atlanta, Georgia for the 68th Annual Conference & Expo for GWA: The Association of Garden Communicators.** I am excited you are here for what promises to be our best and most memorable event yet!

We encourage you to take part in all the different networking and educational opportunities that are available over the next four days. Each of our education sessions and roundtables were selected by the Educational Program Committee for its educational value and real-world application, and we are confident you will leave Atlanta with new ideas and renewed passion for your work.

Between garden tours and receptions, there is plenty of time to connect with old friends and to grow new relationships. I encourage you to speak to at least one new person during each break, and to not sit by the same person on the buses. You never know who you will meet that may spark a new idea for you or open a door to a new opportunity! Don't forget your business cards. It's a perfect way to easily be remembered by a new acquaintance.

I'd like to close by thanking our sponsors, exhibitors, the Conference Committee, and especially the staff for all of the time and dedication they've put into making the Annual Conference the experience you have come to expect from GWA.

Enjoy the Annual Conference & Expo. Enjoy Atlanta.

A handwritten signature in black ink that reads "Becky Heath". The signature is written in a cursive, flowing style.

**BECKY HEATH**

**GWA Vice President**

Brent and Becky's Bulbs

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## SCHEDULE OF EVENTS

### FRIDAY, SEPTEMBER 16

8:00AM - 2:00PM	<b>Exhibitor Move-in</b> .....Georgia 2-12
8:00AM - 7:30PM	<b>Registration</b> ..... 1st Floor - in front of Capitol Ballroom
1:30PM - 3:00PM	<b>REGIONAL MEETINGS</b>
	<b>Region 1</b> ..... Atlanta 1
	<b>Region 2</b> ..... Atlanta 2
	<b>Region 3</b> ..... Atlanta 3
	<b>Region 4</b> ..... Savannah 1
	<b>Region 5</b> ..... Atlanta 4
	<b>Region 6</b> ..... Atlanta 5
	<b>Region 7</b> ..... Georgia 14
3:00PM - 3:45PM	<b>First-Time Attendee Meeting</b> ..... Capitol North
4:00PM - 7:30PM	<b>GWA Expo Hall Open</b> .....Georgia 2-12
5:30PM - 7:30PM	<b>Opening Reception in Expo Hall</b> .....Georgia 2-12
6:30PM - 7:30PM	<b>Executive Director Office Hours</b> ..... Registration Desk <i>Stop by to chat with Maria Ungaro, GWA Executive Director.</i>
7:30PM - 9:00PM	<b>President's Sponsor &amp; Exhibitor Reception</b> .....Skyline Terrace

# SCHEDULE

## SATURDAY, SEPTEMBER 17

- 7:30AM - 5:00PM **Registration** ..... 1st Floor - in front of Capitol Ballroom
- 7:00AM - 8:00AM **Early Morning Photo Shoot @ Atlanta Botanical Garden**  
*Buses will be staged outside business center on 1st floor and will leave promptly at 7AM.*
- 8:00AM - 10:00AM **Story Tour @ Atlanta Botanical Garden**  
*Buses will be staged outside business center on 1st floor and will leave promptly at 8AM.*
- 10:00AM - 12:00PM **Story Tour @ The Carter Center & Presidential Library**
- 11:30AM - 12:15PM **Lunch** *Box lunches will be provided as you leave The Carter Center.*
- 1:30PM - 2:15PM **Opening Keynote Presentation:**  
**A Conversation with The Weather Channel's Maria LaRosa.**  
**Facilitated by Maria Zampini**..... Capitol Ballroom
- 2:15PM - 3:15PM **GWA Annual Business Meeting** ..... Capitol Ballroom
- 3:15PM - 3:30PM **Break** ..... Capitol Pre-Function Area
- 3:30PM - 4:30PM **ROUNDTABLE TOPICS** ..... Capitol Ballroom
- Putting the Garden in Their Pockets: The Evolution & Usefulness of a Garden App
- The Art of Gardening: A Roundtable Discussion
- Green Roofs: A Sustainable Strategy
- Seven of the Earliest Gardens: Gardens of the Bible to Inspire Your Gardening
- Social Media: Beyond the Basics
- Understanding Terms like Permaculture, Biodynamics, Companion Planting & Polycultures
- Put Garden Art & Photos to Work for You
- Ultimate Lawns to Compliment Gardens
- Foodscaping: Creating a Beautiful Edible Landscape in Your Yard
- 4:30PM - 7:00PM **GWA Expo Hall Open** ..... Georgia 2-12
- 5:00PM - 7:00PM **Reception in Expo Hall** ..... Georgia 2-12
- 6:00PM - 7:00PM **Executive Director Office Hours** ..... Registration Desk  
*Stop by to chat with Maria Ungaro, GWA Executive Director.*
- 7:00PM - 8:00PM **President's Reception for New Members & Leadership** ..... Skyline Terrace



# SCHEDULE

## SUNDAY, SEPTEMBER 18

8:00AM - 1:00PM **Registration** ..... 1st Floor - in front of Capitol Ballroom

8:30AM - 9:30AM **LEARNING SESSIONS**

Creating World-Class Designs for Your Garden ..... Capitol North

Collaboration: From Co-Authoring to Ghost Writing ..... Capitol Center

Who Are You Influencing As You Create Your Social Media Presence ..... Capitol South

9:30AM - 9:45AM **Break** ..... Capitol Pre-Function Area

9:45AM - 10:45AM **LEARNING SESSIONS**

Foodscaping: A Landscape Practice that Embraces Beauty and  
Utility in Its Function ..... Capitol North

25 Ways to ~~Write~~ Communicate About a Tree ..... Capitol Center

Live Streaming Strategies in the Age of Video ..... Capitol South

10:45AM - 11:15AM **Break** ..... Capitol Pre-function Area

11:15AM - 12:15PM **LUNCH AND LEARN**

*Pick up box lunch in Capitol hallway before entering session room.*

Reinventing a Classic v. New and Novel ..... Capitol North

The Pollinator Victory Garden: Winning the War on Pollinator Decline ..... Capitol Center

Eavesdropping on Editors ..... Capitol South

12:30PM - 4:00PM **Story Tours @ Northside Gardens**

**Buses will be staged outside business center on 1st floor and will leave promptly at 12:30PM.**

- Private Garden of Candy Johnson
- Private Garden of Robin & Marc Pollack
- Private Garden of Carole McWilliams
- Private Garden of Lee Dunn

4:00PM - 7:00PM **Reception @ Gibbs Gardens**



# SCHEDULE

## MONDAY, SEPTEMBER 19

8:00AM - 12:00PM **Registration** ..... 1st Floor - in front of Capitol Ballroom

### 8:30AM - 9:30AM **LEARNING SESSIONS**

Contemporary Southern Gardens ..... Capitol North

Enticing Future Gardeners ..... Capitol South

The New Plant Roundup ..... Capitol Center

9:30AM - 9:45AM **Break** ..... Capitol Pre-function Area

### 9:45AM - 10:45AM **LEARNING SESSIONS**

Beyond the Plant Tag: Design Ideas for Writers ..... Capitol North

DIY eBook Publishing: From Plan to Manuscript to Digital  
and/or Print Book ..... Capitol Center

Designing Stunning Plant Communities that Stand the Test of Time ..... Capitol South

10:45AM - 11:00AM **Break** ..... Capitol Pre-Function Area

11:00AM - 11:45AM **Closing Keynote Presentation:**  
**Michael A. Dirr, PhD** ..... Capitol Ballroom

11:45AM - 12:30PM **Closing Keynote Presentation:**  
**Coach Vince Dooley** ..... Capitol Ballroom

### 1:00PM - 5:00PM **STORY TOURS:**

**Buses will be staged outside business center on 1st floor and will leave promptly at 1PM.**

*Pick up box lunches in Capitol Pre-function area before you board the bus.*

- Atlanta History Center
- Private Garden of Home Depot co-founder, Arthur Blank
- Private Knot Garden Mary Wayne Dixon
- Private Garden of Rosie Davidson

6:15PM - 7:00PM **Awards & Honors Reception (Cash Bar)** .... Capitol Pre-function Area

7:00PM - 9:00PM **2016 GWA Awards & Honors Dinner** ..... Capitol North and Center

*Sponsored by Proven Winners®  
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9:00PM - 11:00PM **#GWA2016 Afterparty** ..... Capitol South

*Sponsored by American Meadows,  
High Country Gardens &  
Schultz Communications*



# SCHEDULE

TUESDAY, SEPTEMBER 20

8:15AM - 5:15PM **Story Tour @ Athens, GA (*SOLD OUT!*)**

*Buses will be staged outside business center on 1st floor and will leave promptly at 8:15AM.*

- State Botanical Garden of Georgia
- Private Garden of Barbara & Vince Dooley
- Private Garden of Bonnie & Mike Dirr
- Private Garden of Ann & Joe Frierson

**Are you a new-bee?** Swarm to the HIVE to meet other new-bees and to seek assistance in navigating GWA Annual Conference. The HIVE is located adjacent from Georgia 2 on the first floor.



Pick up your  
**NEWbee sticker**  
at registration



# KEYNOTE SPEAKERS

## COACH VINCE DOOLEY

***Horticulturist, Author of Vince Dooley's Garden  
and former UGA Football Head Coach***



The name Vince Dooley is synonymous with college football both as a coach and Athletic Director in the nation and especially in the South. More recently, the retired University of Georgia head football coach has gained renowned recognition as one of the region's finest gardeners. Following the lead of his mentors, respected horticulturalists at the University of Georgia, Dooley has created a spectacular garden around the home that he and wife Barbara have lived in since 1964. The University of

Georgia funded and endowed a professorship in the Horticulture Department in Dooley's name. He joins both Dr. Michael Dirr and Dr. Allan Armitage who were previously honored with endowed professorships in the department. There are two plants, a hydrangea, and a camellia that have also been named in Dooley's honor. In 2010, Dooley worked with painter Steve Penley to produce the book *Vince Dooley's Garden*, which tells of the former coach's horticultural journey paired with numerous paintings and photographs of Dooley's garden.

## MICHAEL DIRR, PHD

***Woody Plants Expert, Author of Dirr's Encyclopedia of Trees and Shrubs  
and UGA Emeritus Professor of Horticulture***



An emeritus professor of horticulture at the University of Georgia, Michael A. Dirr is a legend in the horticultural world and has tremendous energy for teaching about plants, writing about plants, and especially for growing plants.

Michael worked at a nursery and garden center to pay his way through university while earning his bachelor and Master of Science degrees at Ohio State. He went on to earn a doctorate in plant physiology at the University of

Massachusetts and began his teaching career in 1972 as an assistant professor at the University of Illinois.

Michael has published more than 300 scientific and popular papers and articles. His teaching, lectures, seminars, garden study tours, and plant introduction programs have contributed enormously to greater horticultural awareness, and his book *Dirr's Hardy Trees and Shrubs* is one of Timber Press's bestselling titles.

He has received numerous awards and honors during his career, most recently the Liberty Hyde Bailey Medal from the American Horticulture Society. Today, he travels widely to lecture, teach, and form new opinions of plants.



# KEYNOTE SPEAKERS

## MARIA LAROSA

*The Weather Channel Meteorologist and Co-Host of "Weekend Recharge"*



Maria LaRosa is an on-camera meteorologist and co-host of "Weekend Recharge" that airs weekends on The Weather Channel. She has more than 12 years of broadcast meteorology experience, most recently providing the weekday morning forecast for Philadelphia on CBS 3 and The CW Philly's Eyewitness News This Morning. Prior to her time in Philadelphia that began in 2004, LaRosa was the weekend meteorologist at WXIX-TV, the Fox station in Cincinnati, Ohio. Previously, she was a meteorologist and anchor for WTVM-TV, the ABC station in Columbus, Georgia. LaRosa holds a bachelor's degree in meteorology from Penn State University. She was also a teaching assistant for the University's introductory meteorology course before graduating in 1998. LaRosa holds the new CBM (Certified Broadcast Meteorologist) Seal from the AMS, considered the gold standard of accreditation in her field. Born in New York State, LaRosa grew up in New Jersey and still considers the Garden State her home. She and her husband live in Atlanta with their three sons.

## THANK YOU #GWA2016 PLANNING COMMITTEES

**GWA thanks the 2016 Local Arrangements and Program Committees for all their hard work in making this year's conference and expo possible.**

### PROGRAM COMMITTEE

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# 2016 GWA AWARDS & HONORS DINNER

Join us for an evening of networking, friendship and celebration on Monday evening as we congratulate and honor our colleagues.

During the Awards & Honors Dinner the 2016 Honors recipients will be recognized for their excellence and service in the green communications industry.

## GWA HONORS

**Hall of Fame**  
*Debra Prinzing*

**Honorary Member**  
*Will Raap*

**Fellow**  
*Renee Shepherd*

**Emergent Communicator**  
*Katie Dubow*

**Wilfred J. Jung Distinguished Service Medal**  
*Dramm Corporation*

# GWA MEDIA AWARDS



2016 Media Awards Gold Medals will be announced at the 2016 Awards & Honors Dinner! Congratulations to this year's Silver Medal winners.

## WRITING

### **Magazine Column (Circulation <30K)**

*Ask the Expert*, Denise Schreiber

### **Magazine Column (Circulation >30K)**

*Insect ID*, Bill Johnson

### **Magazine Article (Circulation <30K)**

"Jennie Loves Dahlias", Nicole Juday

"Charlie's Garden: Gem of the Idaho Mountains", Mary Ann Newcomer

### **Magazine Article (Circulation >30K)**

"Honey Harvest", Teresa Woodard

"Up on the Roof", Regina Cole

"The Art of the Garden", Sharon Lovejoy

### **Newspaper Column (Circulation <30K)**

"Gardening in the Wild", Belinda Gallagher

### **Newspaper Column (Circulation >30K)**

"Jessica Walliser's Column", Jessica Walliser

### **Newspaper Article (Circulation <30K)**

"Dismissed and ridiculed, Virginia Tech Researchers Fought to Prove Flint's Water was Unsafe", Lauren Farrar

### **Newspaper Article (Circulation >30K)**

"Immortality and Grandpa Al's Daylilies + Midwinter Dreams of Giant Vegetables + In the Unending War with Dandelions, a Détente", Jeff Lowenfels

### **Book (General Readership, <120 pg)**

*Gardening for the Homebrewer: Grow and Process Plants for Making Beer, Wine, Fruit, Cider, Perry, and More*, Wendy Tweten & Debbie Teashon

### **Book (General Readership, >120pg)**

*The New Shade Garden: Creating a Lush Oasis in the Age of Climate Change*, Ken Druse

*The Authentic Garden: Naturalistic and Contemporary Landscape Design*, Richard Hartlage, Sandy Fischer & Land Morphology

## WRITING cont'd.

### **Book (Technical/Reference, >120pg)**

*The Hop Grower's Handbook*,  
Laura Ten Eyck & Dietrich Gehring

### **Newsletter, Bulletin, or Brochure**

*Thistle & Fig Tales*, "History of Fertilizer",  
Alice Marcus Krieg & Carmen Devito

"La Florida - Land of Flowers: Ornamental Horticulture with Florida Native Plants",  
Sue Bedry, Jodi Pushkin, & Stacy Rector

## PHOTOGRAPHY

### **Magazine (Circulation <30K)**

"Breeding a Better Apple", Rob Cardillo

### **Magazine (Circulation >30K)**

"Honey Harvest", Bob Stefko

### **Newspaper (Circulation >30K)**

"The Garden Next Door", David Calle

### **Book (General Readership, <120pg)**

*Heirloom Harvest: Modern Daguerreotypes of Historic Garden Treasures*, Jerry Spagnoli

### **Book (General Readership, >120 pg)**

*On Walnut Hill*, Roger Foley

### **Calendar**

*Simply Raw Vegetable Portraits*, Lynn Karlin

### **Cover Photo**

"Viburnum Trilobum 'Redwing'", Bill Johnson

### **Portfolio**

*On Walnut Hill Portfolio*, Roger Foley

## ELECTRONIC MEDIA

### SOCIAL MEDIA

#### Blog – Writing

GardeninginaDrought.com, Teresa Odle  
Eat Local Blog, Brooklyn Botanic Garden,  
Sarah Owens

#### Blog – Overall Site

*The Good Garden: Garden history, design  
inspiration*, David Calle

*The Art of Outdoor Living–The Blog of  
Grace Design Associates*, Margie Grace

#### E-Newsletter Article

"Gardening with Mark – June Issue",  
Mark Cullen

### ONLINE MEDIA

#### E-Zine Article

"7 Ways To Use Drifts and Masses in  
Your Garden", Benjamin Vogt

#### Website Overall

Richard Jackson's Garden, Richard Jackson  
Costa Farms, Justin Hancock

#### Video (YouTube, Vimeo)

"In the Garden with Doug Oster",  
Doug Oster

#### Podcast Series Overall

*What Makes a Flower Blue*,  
Alice Marcus Krieg & Carmen Devito

### BROADCAST MEDIA

#### TV Program – Talent

*A Growing Passion*, Nan Serman

#### TV Program – Overall

*Central Texas Gardener*, Linda Lehmusvirta

#### Radio Program – Talent

*4 Centuries of Botanical Traditions*,  
Alice Marcus Krieg & Carmen Devito

#### Radio Program – Overall

*A Way to Garden*, with Margaret Roach,  
Margaret Roach

#### Radio Feature – Talent

*"A Way to Garden*, with Margaret Roach",  
Margaret Roach

#### Radio Feature – Overall

*"A Way to Garden*, with Margaret Roach",  
Margaret Roach

#### Electronic Special Project

*Slow Flowers: The Online Directory to  
Florists, Shops, and Studios Who Design with  
American-Grown Flowers*, Debra Prinzing

## PUBLISHING

### Magazine (<100K Circulation)

*Garden Making*, Issue No. 24:  
Garden Essentials, Inspiring Media Inc.,  
Beckie Fox & Michael Fox

### Newspaper Garden Feature Page or Section

*Thistle & Fig Tales*, "History of Fertilizer",  
Pith & Vigor, Alice Marcus Krieg &  
Carmen DeVito

### Book (General Readership)

*Epic Tomatoes*, Storey Publishing  
*Blue Ribbon Vegetable Gardening*,  
Storey Publishing

### Book (Technical/Reference)

*The Seed Garden: The Art and Practice  
of Seed Saving*, John Torgrimson

### Newsletter/Bulletin/Brochure

*Growing Together*, Fall 2015 Issue,  
The Davey Tree Expert Company

### Calendar

2015 National Big Tree Program Calendar,  
The Davey Tree Expert Company

### E-Zine Overall

*Dallying in the Dirt*, Kenneth Brown

### E-Book Overall

*Think Like A Gardener*, Saxon Holt  
& PhotoBotanic.com

### E-Newsletter Overall

Buffalo-NiagaraGardening.com,  
Connie Stofko

## TRADE

### Newsletter, Bulletin, or Brochure

"Coreopsis for the Mid-Atlantic Region",  
George Coombs

### Catalog

*Sakata Home Grown Vegetable Catalog*,  
Sakata Seed America, Inc.

### Press Release, Press Kit, or Promo

"Perfect Blooms that Beg to Be  
Brought Indoors", Ferguson Caras LLC  
for David Austin Roses

### Magazine

*Bloom, December 2015, Look Book Edition*,  
Greater Des Moines Botanical Garden

### Special Projects

*2016 Winter Coloring Book*, Botanical  
Interests

# ROUNDTABLES

SATURDAY, SEPTEMBER 17 | 3:30PM - 4:30PM

Held simultaneously in the Capitol Ballroom

## Putting the Garden in Their Pockets: The Evolution & Usefulness of a Garden App

*Allan Armitage, University of Georgia*



The printed page will never die, but digital information is the new standard. Blogs and tweets are fine, but limiting. There are very few Apps for smartphones for people who touch plants – gardeners, designers, landscapers & garden centers – even fewer not selling something or full of ads. Developing an App has not been easy, but the Armitage App has evolved exponentially to include other authors and partners. If we are going to help gardeners, the information must be timely, visual and most important, convenient.

## The Art of Gardening: A Roundtable Discussion

*Dan Benarcik, Chanticleer*



In this short format, I will discuss the process behind the book. The how and the why. From the collaborating authors and editor, to the garden that inspired it. The careful eye that captured it to the production of it. Really all of the behind the scenes components that came together to bring you the book we have today.

## Green Roofs: A Sustainable Strategy

*Louise Clark, The Morris Arboretum*



Green roofs are increasingly being employed as components of sustainable stormwater management strategies. Trace green roof history from ancient cultures to contemporary use. Explore the many benefits of green roofs, from energy conservation to habitat creation to employee wellness. Examples of The Morris Arboretum's green roof experience from inception to maturity will be highlighted.

## Seven of the Earliest Gardens: Gardens of the Bible to Inspire Your Gardening

*Shelley Cramm, Garden In Delight*



Don't leave Atlanta and the Bible belt without seeing Scripture from a gardener's point of view! Enjoy a fast-paced panorama of seven prominent gardens, filled with story drama, literary layering, and landscaping know-how. Their timelessness is a welcome solace to our time-stretched lives. Let insight from these ancient settings refresh and inspire creativity in your own garden writing.



# ROUNDTABLES

## Social Media: Beyond the Basics

*Kathy Jentz, Washington Gardener*



So you are tuned into social media and are having fun pinning, posting, sharing pics, and tweeting away, but how can you expand your brand, presence, and audience as a garden communicator and take it to the next level? This talk is for those already involved in social media and looking to increase their reach and income! We will look at tips for audience engagement, what makes one post “viral” while another just sits there, and how to make your online voice rise above the virtual crowds. Finally, we will talk about actually making money via social media.

## Understanding Terms like Permaculture, Biodynamics, Companion Planting & Polycultures

*Debra Knapke, The Garden Sage LLC*



How we talk about gardens and gardening is changing. We are deluged with terms such as sustainability, ecological gardening, permaculture, biodynamics, companion planting, polycultures and more: new terms, but often integrating traditional concepts and techniques. As garden communicators, how do we make these ideas and concepts meaningful? Attend this roundtable and find out.

## Put Garden Art & Photos to Work for You

*Betty Mackey, B. B. Mackey Books*



Got images? Taking photos at GWA? Put them into action by signing up with online art sites such as Zazzle, Cafe Press, Society6, and RedBubble. From there they can be made into consumer products and prints. Get a commission, or keep it for private orders. When we comment on each others' work it helps us all. Betty will go into the pluses and minuses of this kind of work, answer questions about the process, and show off items that were made this way.

## Ultimate Lawns to Compliment Gardens

*Jackson Madnick, Pearl's Premium*



Ultimate, dark green, barefoot soft grass to compliment gardens, with latest research & secrets in best management practices to save time. money & water along with native, sustainable grasses, that do not travel sideways, so there is no weeding, seldom or never needs water, helps lessen climate change & compliments flowers.

## Foodscaping: Creating a Beautiful Edible Landscape in Your Yard

*Charlie Nardozzi, gardeningwithcharlie.com*



Many gardeners want to grow more of their own veggies, fruits and herbs but don't want to sacrifice the beauty of their yard. Foodscaping is edible landscaping, a way to have both beauty and edibility. I'll cover some basic garden design techniques, surprising places to plant edibles in your yard, some good edible substitutes for common landscape plants and some of my favorite Foodscape plants.

*Speaker biographies may be found on the conference website: <http://gardenwriters.org/Annual-Conference-Expo>*

# LEARNING SESSIONS

SUNDAY, SEPTEMBER 18 | 8:30AM - 9:30AM

## **Creating World-Class Displays for Your Garden** .....Capitol North

**Dan Benarcik, Chanticleer**



This thought provoking discussion not only probes what we do to raise the level of Horticulture and display at Chanticleer, but what we as communicators in our own gardens, images and messages. To attempt to tell the industry what to do would not only be arrogant, but inappropriate as well. I will show how we approach issues related to the garden and its displays, questions that we ask and insight into how we make it happen. Using this approach the question then goes broader to all of us as Garden communicators, in all aspects of what we do, and how we approach creating, refining and finally producing our display, our image or our message. The talk will be richly illustrated with images from our new book *The Art Of Gardening*.

## **Collaboration: From Co-Authoring to Ghost Writing** ..... Capitol Center

**Tom Christopher, Author & Ruth Rogers Clausen, Clausen Associates**



Have you ever wished you had someone to share the work of authorship? Literary collaboration can be a rewarding experience both creatively and financially. We'll explore different types of collaboration, from co-authorship to ghostwriting and discuss the challenges and rewards of each. Learn from co-authors Tom Christopher and Ruth Rogers Clausen how to avoid the pitfalls of collaboration, while maximizing the advantages, do that the sum of your efforts become greater than the parts.

## **Who Are You Influencing as You Create a Presence on Social Media** .....Capitol South

**Seth Reed, GrowIt! & Mason Day, GrowIt!**



Ever wonder who's really checking you out online? Are you reaching your target audiences? Are your core followers actually in your target audience? Now you can find out. Using an array of tools available to almost everyone, you can now figure out not only who's viewing your content, but also how to target others in that same group. We'll explain how to use different social media platforms and digital analytics to figure out who's in your current audience, and what tools to use to acquire more views from the audiences you want. We'll go over how to use data from the sites you're already using to make more informed decisions when it comes to content and promotion.

# LEARNING SESSIONS

SUNDAY, SEPTEMBER 18 | 9:45AM - 10:45AM

## **Foodscaping: A Landscape Practice that Embraces Beauty and Utility in its Function .....**

Capitol North



***Brienne Gluvna Arthur, Brie Arthur Consulting***

Brie has fine-tuned her signature design technique of Foodscaping, a landscape practice that embraces beauty and utility. Working with public school systems, retirement communities and suburban developments, Brie is the changing the way green spaces are designed and utilized.

Encouraging everyone to “think outside of the box,” learn how pairing edibles in a traditional ornamental landscape increases bio-diversity and adds purpose to everyday spaces. She will discuss strategies to create and maintain large scale edible meadows and high impact seasonal foodscape displays. The best edible and ornamental plants are featured to inspire attendees to create purposeful landscapes that engage people of all ages.

## **25 Ways to Write Communicate About a Tree.....**

Capitol Center



***Beth Botts, The Morton Arboretum and The Garden Beat***

It's pretty easy to talk tomatoes to a gardener. But what about trees? Trees are major players in the garden and have huge environmental and economic benefits. But they may not be as accessible as vegetables or perennials to homeowners who often think of trees as little more than street furniture. This talk will offer 25 quick suggestions for topics and approaches for writers, photographers and video producers to combat “tree blindness” and help gardeners wrap their arms around their trees. I talk up trees in a dozen ways every day in my work at a major botanical garden focused on trees.

## **Live Streaming Strategies in the Age of Video .....**

Capitol South



***Chris Sabbarese, Corona Tools***

By 2020, analysts predict that 75 percent of content served on the internet will be video. Live streaming on sites like Periscope, Blab, YouTube Live and Facebook Live are making it easy to connect and engage with your audience in a fun and informative way. This session will cover the why and how to work these free networks into your video content strategy, what works and equipment needed. We'll also do some live streaming, Q&A and provide practical experience to get GWA members up and running on this exciting new technology.

Speaker biographies may be found on the conference website: <http://gardenwriters.org/Annual-Conference-Expo>

# LEARNING SESSIONS

SUNDAY, SEPTEMBER 18 | 11:45AM - 1:00PM

## **Reinventing a Classic vs. New and Novel** .....Capitol North

**David Culp, Sunny Border Nurseries**



David Culp, noted plantsman, creator of Brandywine Cottage and author of *The Layered Garden*, believes that when selecting plants we are faced with almost overwhelming choices. In this talk, he will cut through the hype and reduce the confusion with a clear look at what is new and what is unusual and what remains steadfast in the world of perennial plants. You will leave with a solid list of foundation plants as well as great ideas for tomorrow's perennial stars.

## **The Pollinator Victory Garden: Winning the War on Pollinator Decline** .....Capitol Center

**Kim Eierman, EcoBeneficial!**



Seventy years ago one of the greatest gardening movements in history graced American soil – the Victory Garden – a campaign at home to help win the war abroad. A new movement is now in order to meet a different threat to our food supply – the steep decline of pollinators. Learn how every household can create a “Pollinator Victory Garden” to win the war on pollinator decline.

## **Eavesdropping on Editors** .....Capitol South

**Kathy Jentz, Washington Gardener**

**Steve Bender, Southern Living**

**David Ellis, American Horticultural Society**

**Rochelle Greayer, Pith + Vigor**

**Jo Ellen Meyers Sharp, Write for You!**



Ever wanted to be a fly on the wall and hear what your editors are saying? Here is your chance to hear what editors are discussing amongst their peers. What are their biggest challenges and concerns? Where do they see the future of publishing? What are their biggest writing and submission pet peeves? What tools do they love and recommend? These topics and much more will be discussed in a roundtable panel of garden publication editors. Followed by a short audience Q&A.



# LEARNING SESSIONS

MONDAY, SEPTEMBER 19 | 8:30AM - 9:30AM

## Contemporary Southern Gardens .....Capitol North

**Tom Johnson, Magnolia Plantation and Gardens**



Most public gardens in America have been plagued by financial concerns and how to drive tourism in the current economy. Many have developed ways to cut expenses and increase visitation to meet the changing needs of today's guests. Visitors to public gardens today are looking for value and experiences. Gardens that are thriving now are those who are invested in improving the customer's overall personal experience. They have not only survived, but have implemented a plan for future success. I will discuss these gardens and how they have evolved focusing on what today's consumer is looking for. The gardens discussed will be: The Carter Presidential Center and Callaway Gardens in Ga. ; Bellingrath Gardens and The Mobile Botanical Gardens in Alabama; LSU experimental stations at Hammond and Burden Center and Brookgreen Gardens and Magnolia Gardens in South Carolina. Even though these gardens are in different states, and even have different purposes, each has found a way to thrive in today's world.

## Enticing Future Gardeners .....Capitol Center

**Angela Treadwell-Palmer, Plants Nouveau**



Talking about how beautiful a plant is, how pretty the flowers are or how this new plant will make your neighbors jealous won't cut it anymore. Gen C, or today and tomorrow's conscious consumers, want to know more. Website, tag and plant article descriptions will need to change to meet the needs of future consumers. What should we be writing? What will entice them to buy the plants and put them in their gardens?

## The New Plant Roundup .....Capitol South

**Kelly Norris, Greater Des Moines Botanical Garden**

**Maria Zampini, UpShoot LLC**



You want new plants? You got 'em and more! New is always what customers ask for first—horticulture thrives on innovation. We'll share with you the newest plants to hit the green runway, stylishly curated from the latest introductions coming to market in 2016 and beyond. Whether they are new or new to you plants, we'll provide you the what and why about annuals, perennials, shrubs, trees, tropicals and more poised to make the news.

Speaker biographies may be found on the conference website: <http://gardenwriters.org/Annual-Conference-Expo>

# LEARNING SESSIONS

MONDAY, SEPTEMBER 19 | 9:45AM - 10:45AM

## **Beyond the Plant Tag: Design Ideas for Writers** .....Capitol North

*Karen Chapman, Le Jardinier*

*Christina Salwitz, The Personal Garden Coach*



Give your readers more than just a plants vital statistics; empower them with unique design ideas. Join two very distinct personalities, Karen Chapman and Christina Salwitz, for an unforgettable adventure as they share some of their favorite foliage treasures and explore plant combinations in a new way. As professional designers and certified horticulturalists, Karen and Christina combine artistry and passion with solid plant knowledge. This energetic talk will give you the tools to understand how each design works, enabling you to tailor the information to your climate and audience, selling more plants one leaf at a time.

## **DIY Book Publishing: From Plan to Manuscript to Digital and/or Print Book** .....Capitol Center

*Katie Elzer-Peters, The Garden of Words*

*Claire Splan, Author & Freelance Editor*



Why give up control and 85 percent of the profits to a traditional publisher when ebook self-publishing offers you more freedom, quicker publication, and a bigger royalty (or even all the profits)? Learn how to write for an ebook audience; get your manuscript edited, designed, and proofread; handle images and formatting, and select the right publishing platform. We'll address basic legal issues of self-publishing as well as evaluating the pros and cons so you'll know whether self-publishing is right for you.

## **Designing Stunning Plant Communities that Stand the Test of Time** .....Capitol South

*Claudia West, North Creek Nurseries*



Plants are the foundation of healthy ecosystems and they bring beauty and joy to our lives. But great plants alone don't automatically create lasting ecological benefits in our gardens. Thomas and Claudia will talk about spectacular perennials and grasses and how to use them in stable, layered, natural combinations that increase the ornamental, functional, and ecological value of your landscape.

*Speaker biographies may be found on the conference website: <http://gardenwriters.org/Annual-Conference-Expo>*

KEY: Business Communications Horticulture Publishing Sustainability Technology Writing



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- Up to 9 hours of battery life

# GARDENS & TOURS

SATURDAY, SEPTEMBER 17

7:00AM to 8:00AM ..... Early Morning Photo Shoot @ Atlanta Botanical Garden  
*Buses will be staged outside business center on 1st floor and will leave promptly at 7:00AM.*

8:00AM to 10:00AM..... **Atlanta Botanical Garden**  
*Buses will be staged outside business center on 1st floor and will leave promptly at 8:00AM.*



10:00AM to 12:00AM ..... **The Carter Center & Presidential Library**





# GARDENS & TOURS

SUNDAY, SEPTEMBER 18

12:30PM - 4:00PM ..... Private Garden Tours

*Buses will be staged outside business center on 1st floor and will leave promptly at 12:30PM.*

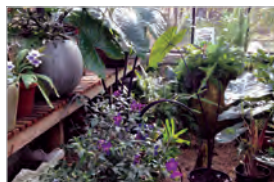
## Private Garden of Candy Johnson



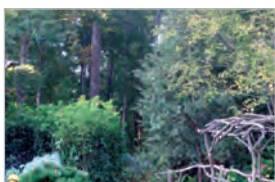
## Private Garden of Robin & Marc Pollack



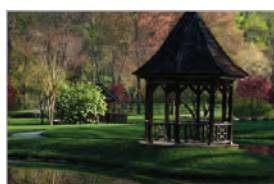
## Private Garden of Carole McWilliams



## Private Garden of Lee Dunn



4:00PM - 7:00PM ..... Reception @ Gibbs Gardens





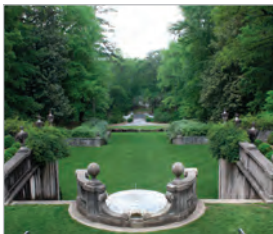
# GARDENS & TOURS

MONDAY, SEPTEMBER 19

1:00PM - 5:00PM ..... **Garden Story Tours**

*Buses will be staged outside business center on 1st floor and will leave promptly at 1:00PM.*

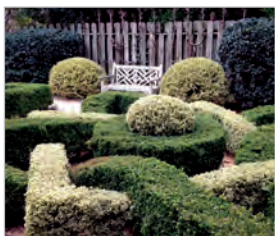
## Atlanta History Center



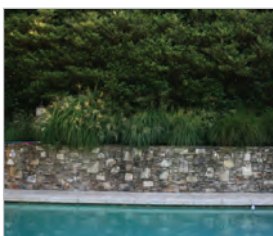
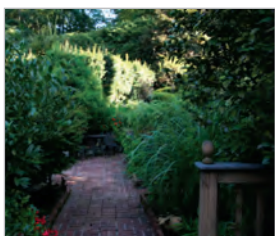
## Private Garden of Home Depot co-founder, Arthur Blank



## Private Knot Garden Mary Wayne Dixon



## Private Garden of Rosie Davidson



# GARDENS & TOURS

TUESDAY, SEPTEMBER 20

8:15AM - 5:15PM **(SOLD OUT!)** ..... **Story Tour @ Athens, GA**

*Buses will be staged outside business center on 1st floor and will leave promptly at 8:15AM.*

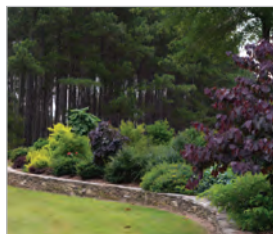
## State Botanical Garden of Georgia



## Private Garden of Barbara & Vince Dooley



## Private Garden of Bonnie & Mike Dirr



## Private Garden of Ann & Joe Frierson



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# EXHIBITORS

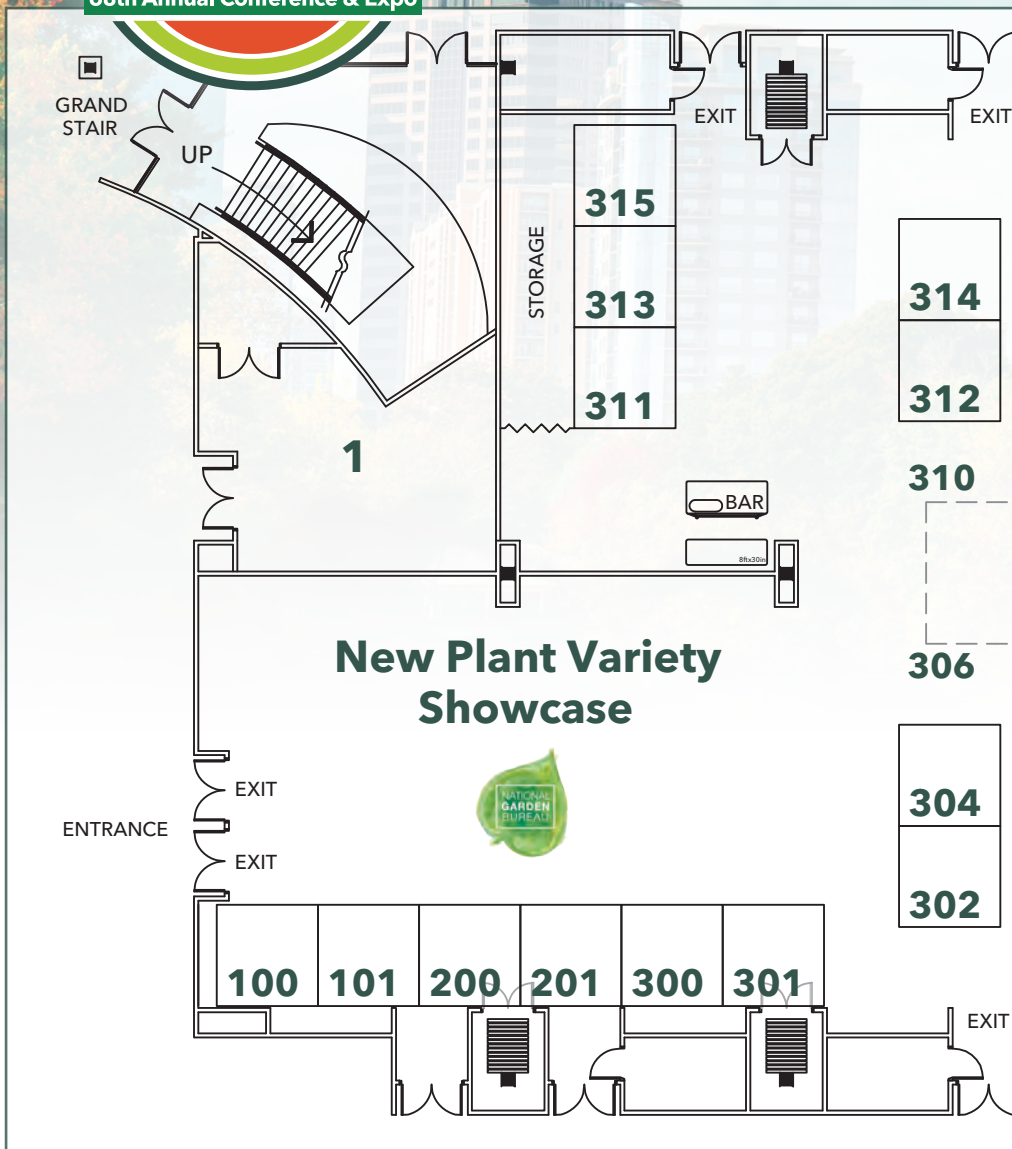
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## NEW PLANT VARIETY SHOWCASE

The #GWA2016 New Varieties Showcase will include a spectacular selection that is sure to be the must-haves on any gardener's list. These plants can help grow your business and your customers' experience in the garden. All plants included in the showcase must demonstrate unique or improved characteristics than those currently on the market, and must be available for sale, now or in the future, by at least one GWA exhibitor.

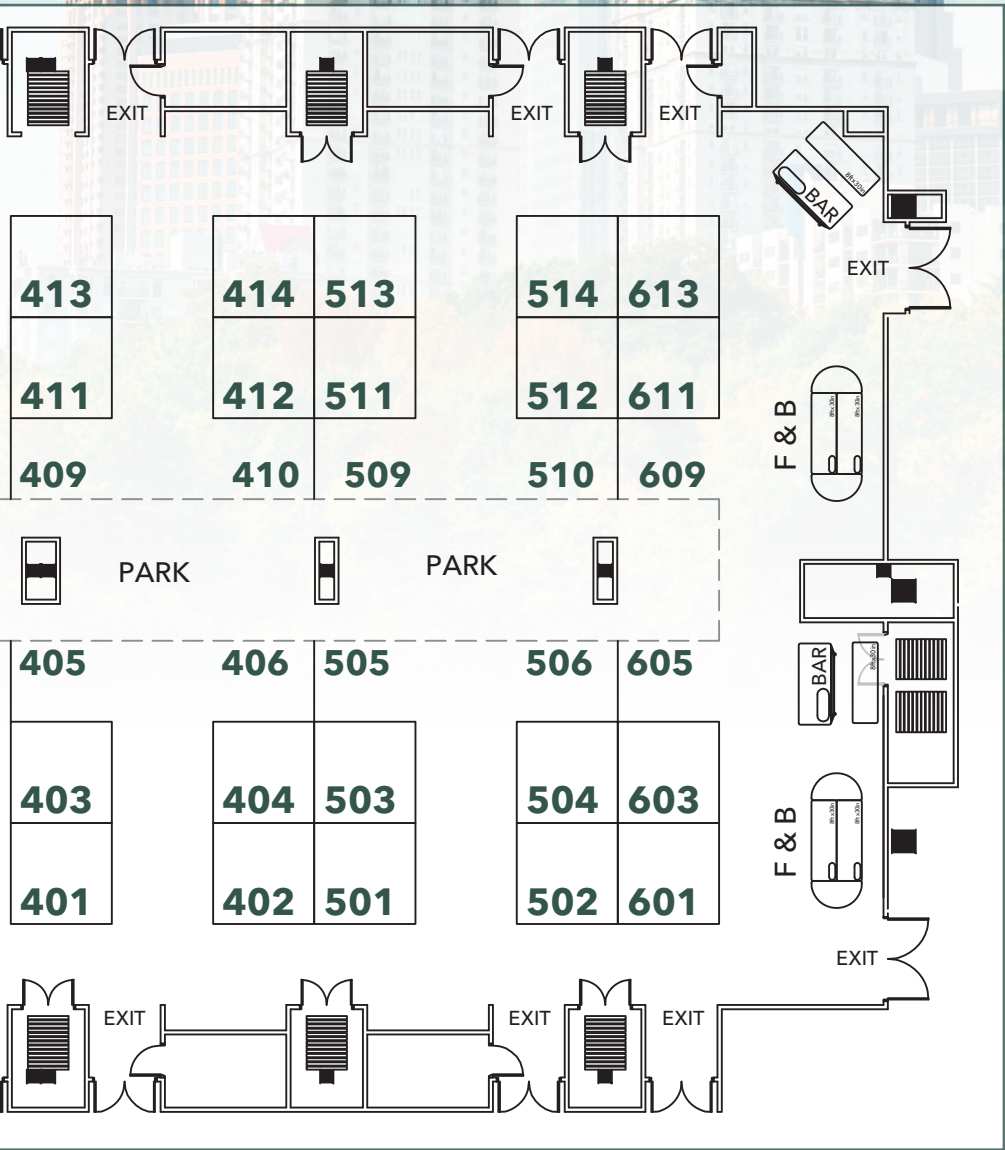
*Sponsored by National Garden Bureau*







# FLOOR



# EXHIBITOR & SPONSOR PROFILES

 <b>GWA 2016</b> 16th Annual Conference & Expo SUPPORTING SPONSOR	<b>All-America Selections &amp; National Garden Bureau ..... 200</b> <i>New Plant Variety Showcase Sponsor</i>
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National Garden Bureau, a non-for-profit organization, is your source for the newest flower and edible varieties introduced each year by the top breeders around the world. NGB is dedicated to helping you bring knowledge and inspiration to the gardening community with “Year of The” Programs, educational tips and All-America Selections Winners. All-America Selection winners are “Tested Nationally & Proven Locally.” Learn more at [all-americaselections.org](http://all-americaselections.org) and [ngb.org](http://ngb.org).

 <b>GWA 2016</b> 16th Annual Conference & Expo SUPPORTING SPONSOR	<b>American Meadows &amp; High Country Gardens ..... 301</b> <i>Afterparty Sponsor</i>
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American Meadows is the industry’s leading online retailer of wildflower seeds, perennial plants and flower bulbs in North America. American Meadows is also the foremost authority in wildflowers with more than 30 years of horticulture experience. We inspire gardeners of all abilities to create memories that will last a lifetime!

High Country Gardens is a pioneer in sustainable gardening. Specializing in eco-friendly, drought resistant plants that provide habitat without requiring large amounts of water, High Country Gardens has successfully changed the nature of gardening in the west and beyond. Our mission is to improve the earth one garden at a time!


Learn more at [americanmeadows.com](http://americanmeadows.com) and [highcountrygardens.com](http://highcountrygardens.com).

<b>AmericasMart Atlanta ..... 603</b>
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AmericasMart® Atlanta is the nation’s leading home furnishings, area rug and gift wholesale marketplace. Leading its annual tradeshow lineup are the January and July Atlanta International Gift & Home Furnishings Markets which are the ignition switch for global retailing with retailers from every U.S. state and as many as 70 countries discovering trend-making product in over 7.2 million square feet of space in the heart of Downtown Atlanta. AmericasMart’s outdoor living and lifestyle product collection, The Gardens® is the first permanent showcase of its kind, presenting trendsetting gardening items, casual furniture and gifts for outdoor enthusiasts weekdays and during Markets. [www.AmericasMart.com](http://www.AmericasMart.com).

<b>Anthony Tesselaar USA..... 310 &amp; 312</b>
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Anthony Tesselaar Plants’ portfolio is small by design, given rigorous selection and trial standards that result in high-quality, dramatic plants that are also environmentally friendly and exceptionally easy to grow. Brands include Flower Carpet roses, Tropicanna, Storm agapanthus, Volcano phlox, Fairy magnolia, Festive cordyline, Sweet Spot roses and new Pacific Coprosmas. Learn more at [tesselaar.com](http://tesselaar.com).

 <b>GWA 2016</b> 16th Annual Conference & Expo SUPPORTING SPONSOR	<b>Bailey Nurseries ..... 506</b>
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Bailey Nurseries is a fifth-generation, family-owned whole sale nursery, widely recognized as one of the largest in the United States. They grow over 1,500 varieties of plants and supply more than 4,500 customers worldwide. Baily is also known for their consumer brands: Endless Summer® Hydrangeas, First Editions® and Easy Elegance® Roses. Learn more at [baileynurseries.com](http://baileynurseries.com).

# EXHIBITOR & SPONSOR PROFILES

## **Ball Horticultural Company..... 401**

Ball Horticultural Company is an internationally renowned breeder, producer and wholesale distributor of ornamental plants. A family-owned business since it was founded in 1905, Ball has introduced many innovative, award-winning varieties. The company has worldwide production, sales and marketing through its many subsidiaries on six continents. Learn more at [ballhort.com](http://ballhort.com).

## **Bloomin' Easy/Van Belle Nursery ..... 510**

Van Belle Nursery propagates and grows premium branded plants for North America. Their own brand, Bloomin' Easy, bring modern genetics to today's gardeners and homeowners. Learn more at [bloomineasyplants.com](http://bloomineasyplants.com).

## **BrazelBerries..... 410**

BrazelBerries is a branded collection of innovative new berry varieties that are perfectly suited to patio pots but also equally beautiful in the landscape or garden. Typically smaller stature with gorgeous ornamental qualities, these easy-to-grow plants offer dual benefits or beauty plus healthy and tasty, fresh summer berry harvest. Learn more at [brazelberries.com](http://brazelberries.com).



## **Brent & Becky's Bulbs ..... 403**

Brent & Becky's family has been flower bulb experts since 1900. Today, their extensive selection of bulbs, other perennials, annuals and seeds can color your landscape for 12 months! Utilize their expertise to help design and install large quantities, up to 10,000-30,000 per hour! Call 877.661.2852 or visit [brentandbeckysbulbs.com](http://brentandbeckysbulbs.com) for more information.



## **Botanical Interests**

Botanical Interests is a family owned garden seed and product company specializing in NON-GMO herb, flower, and vegetable varieties for the home gardener. Our goal is to inspire and educate the gardener in you so that you can create beautiful and prolific gardens. Not only is the seed inside our packets the highest quality available, our packets are designed to give you the information you need to be a more successful gardener! Visit us at [botanicalinterests.com](http://botanicalinterests.com).



## **CobraHead**

Since 2002, the CobraHead Weeder & Cultivator has been the ultimate garden tool for weeding and gardening. The CobraHead is a multipurpose hand tool for use in gardening, horticulture and agriculture that is superior to all similar tools on the market. Our team at CobraHead has designed a line of gardening products to help all landscapers and gardeners weed more efficiently. Our goal at CobraHead is to offer you the best tool in earth. Our line of CobraHead Weeder & Cultivators will make weeding easier and put the joy back in gardening. Learn more at [cobrahead.com](http://cobrahead.com).



# EXHIBITOR & SPONSOR PROFILES



## Corona

Since the 1920s, Corona has been designing tools built for strength and lasting durability, season after season. Our product line features: hand tools, hand pruners, hedge shears, toppers, saws, tree pruners and a full selection of long-handled tools including shovels, rakes and wheelbarrows. Corona serves agriculturists, landscape professionals and gardeners. See our full line and more at [coronatoolsusa.com](http://coronatoolsusa.com).



## Davey Tree Expert Company ..... 409

**GWA Foundation Raffle Sponsor**

The Davey Tree Expert Company's more than 8,600 employees provide tree care, grounds maintenance and environmental consulting services for the residential, commercial and government markets throughout the US and Canada. Davey has provided proven solutions for a growing world since 1880 and has been employee-owned for 37 years. Learn more at [davey.com](http://davey.com).

## David Austin Roses Limited ..... 513

David Austin Roses are the internationally recognized and award-winning breeders of English roses. Learn more at [davaudainroses.com](http://davaudainroses.com).



## Dramm Corporation ..... 306

Dramm celebrates 75 years of design and manufacturing this year! Dramm develops an all-natural line of Drammatic Fertilizer and a full line of high quality watering and cutting tools that are colorful, stylish and comfortable. Visit our booth to see Dramm's full assortment of products. Learn more at [dramm.com](http://dramm.com).

## Ernst Benary of America ..... 504

Ernst Benary of America, a 171 year-old, family-owned company is an internationally renowned breeder and producer of flower seed. Benary was the first company to introduce a hybrid begonia over 100 years ago and has bred some of the most award winning series on the market. Learn more at [benary.com](http://benary.com).

## The Espoma Company ..... 411

The Espoma Company has been the pioneer of natural gardening solutions since 1929. Espoma provides an extensive selection of natural products that work in harmony with nature and are safe for people, pets and the planet. Learn more at [espoma.com](http://espoma.com).



## Friends of the Garden

**Athens Tour Lunch Sponsor**

Joining the membership support group is the easiest way to become more involved in the activities of the State Botanical Garden of Georgia. This charitable organization allows its members to support the Garden's work and mission while gaining a closer connection to the people who make it grow. Friends receive discounts on the majority of events and programs offered at the Garden as well as special invitations to advance plant sales, horticultural talks and trips to other regional attractions. The Friends' quarterly newsletter provides additional information about upcoming Garden events and features current articles by our knowledgeable Garden staff. Visit [botgarden.uga.edu](http://botgarden.uga.edu).



# EXHIBITOR & SPONSOR PROFILES

## Garden Debut ..... 503

Garden Debut merges a blend of “great new plants and trusted selections” to create a selection of “superior plants for your home landscape.” Learn more at [gardendebut.com](http://gardendebut.com).

## Garden Works ..... 609

We are a small 100% American owned business that manufactures quality gardening tools, gloves and accessories. Visit our booth to see many of our “Made in the USA” products and learn more at [gardenworksusa.com](http://gardenworksusa.com).



## Gardener's Confidence Collection by McCorkle Nurseries ..... 314

The Gardener's Confidence Collection® is an easy-care collection tested for bloom performance, multi-season appeal, and disease resistance. The collection offers versatile and beautiful ornamental shrubs, vines, and edibles. These plants are bred to be trustworthy performers and are worthy of a gardener's confidence. Welcome to a garden you can count on. Learn more at [gardenersconfidence.com](http://gardenersconfidence.com).



## Gibbs Gardens

### *Reception Sponsor*

Gibbs Gardens, less than an hour from Atlanta, is nestled in the foothills of the North Georgia mountains. The Gibbs family developed more than 220 acres of gardens. This 300-acre estate, now open to the public, has a 25-year-old manor house that overlooks the mountains and gardens. Enjoy the serenity of nature and stroll along the streams with many waterfalls or around the water gardens with 22 reflecting ponds. Refresh yourself with the beauty and fragrance of thousands of plants, flowers, and millions of bulbs that provide a wide array of color, shape and texture for the 16 garden venues. The grounds include Japanese Gardens, the largest in the nation; Water Lily Gardens, the nation's largest display of 140 varieties in a natural environment; 20 million Daffodils; and Manor House Gardens with seven flowering terraces covering 150 feet change of elevation from the Manor House to the Valley Gardens. Visit [gibbsgardens.com](http://gibbsgardens.com).



## Greenview Fertilizers by Lebanon-Seaboard Corp. .... 406

GreenView® lawn and garden products are manufactured by Lebanon Seaboard Corporation – a privately-held, family-owned business located in Lebanon, PA. Lebanon Seaboard has been manufacturing products for the consumer and professional markets since 1947. Consumer brands include the new Natural Start® plant foods as well as other GreenView fertilizer and grass seed products. Lebanon Seaboard also manufactures and distributes Lyric® Wild Bird Food and Preen Garden Weed Preventer. Learn more at [greenviewfertilizer.com](http://greenviewfertilizer.com).

## High Caliper Growing System ..... 501

High Caliper Growing is the leading manufacturer of fabric containers for the horticulture industry. We produce the Smart Pot, Smart Pot-Pro, Root Control Bag, Pond Pot, Pot Pruner, Compost Sak, High Caliper Tree Collars and the Big Bag Bed family of raised beds. Learn more at [treebag.com](http://treebag.com).

# EXHIBITOR & SPONSOR PROFILES

## **Irish Eyes Garden Seeds..... 413**

Irish Eye Garden Seeds is a provider of organic, short season vegetable seeds, potatoes, garlic and shallots. Learn more at [irisheyesgardenseeds.com](http://irisheyesgardenseeds.com).

## **Iseli Nursery..... 405**

Iseli Nursery is a wholesale grower of premium quality dwarf conifers, Japanese maples, and companion plants. We share our plants with home gardeners via independent retail centers and landscapers. Learn more at [iselinursery.com](http://iselinursery.com).

## **J Berry Nursery ..... 201**

In March 2006, Jim and Jonathan Berry, founded J. Berry Nursery with the vision of bringing high-value plants to the market. Jim's lifetime of horticulture experience, combined with Jonathan's successful career as an entrepreneur, made their vision today's reality. J. Berry Nursery is committed to "Discovering and Delivering Great Plants." The company's extensive trialing process ensures all new plant genetics introduced outperform the competition in production, at retail, and for the customer. Learn more at [jberrynursery.com](http://jberrynursery.com).

## **JRT Nurseries ..... 404**

JRT Nurseries Inc. propagates millions of plants from its 2 state-of-the-art tissue culture labs. With strong connections to the top hybridizers and breeders in the world, JRT partners with them to bring their latest new varieties to market. JRT also grows an extensive palette of liners and container-sized plants. Learn more at [jrtnurseries.com](http://jrtnurseries.com).



### **Jobes**

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Organic is more than a label on a product. When you work at Kellogg, it's a family name we represent. That's why it's our commitment to make sure every soil, fertilizer and planting mix product in both our Kellogg Garden Organics and G&B Organics brands complies 100% with the USDA's National Organic Program standards. A lot of companies may hide disclaimers or just ask you to trust that the claims they're making are real. Learn more at [kelloggarden.com](http://kelloggarden.com).

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Schultz Communications is a full-service public relations, advertising and marketing agency that provides services primarily to companies in the home and garden industry. We help our clients spread the word about their products, and we serve as a source for information about home, lifestyle and gardening trends. Learn more at [schultzpr.com](http://schultzpr.com).

## **St. Lynn's Press ..... 300**

St. Lynn's Press is an independent book publisher based in Pittsburgh. We publish books on organic gardening, sustainability and eco-green topics. All of our books are printed on FSC certified recycled paper using soy or vegetable-based inks. Learn more at [stlynnspress.com](http://stlynnspress.com).

## **Star Roses and Plants/Conard-Pyle..... 412**

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**Tree Care Industry Association ..... 402**

The Tree Care Industry Association (TCIA) is a non-profit, trade association of more than 2,200 commercial tree care firms. The mission of TCIA is to advance tree care businesses and improve safety within the industry, while also providing homeowners with relevant information to help maintain the health of their trees. Learn more at [tcia.org](http://tcia.org).

**Visit Buffalo Niagara ..... 514**

Buffalo is in the midst of a once-in-a-lifetime transformation. The seeds of rebirth that were sown years ago by forward thinking Buffalonians are bearing fruit, from our restored architecture and revitalized waterfront to our bustling neighborhoods and wide variety of new hotels, restaurants, breweries and distilleries.

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Weeks Roses breeds and grows a wide variety of rose bushes including hybrid teas, grandifloras, floribundas, climbers, Rosa rugosas and R. foetidas, shrubs, groundcovers, miniatures, and trees. All of the new introductions – and several popular favorites grown by Weeks Roses in California – are available at home center stores, independent garden centers, and select mail-order and online vendors nationwide. Learn more at [weeksroses.com](http://weeksroses.com).



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