



GARDENCOMM

Garden Communicators International

TABLE OF CONTENTS

Executive Director's Message	2
President's Message	4
Hot Off the Press	5
New & Noteworthy	6
Academic Scholarships	7
Sustainability	8
Business	10
Regional News & Notes	11
GardenComm Blog	12
Regional Events	13
ASJA's 48th Annual Writer's Conference	13
Strategic Planning Meeting Wrap Up	14
GardenComm Honors and Awards	15
MANTS	15
GardenComm Flower Show Award	15
GardenComm Luminaries	16
TPIE	17
Call for Officer and Director Nominations	17
Member Profile/Eubanks	18
Welcome New Members	19
Helping Us Grow	19
Upcoming GardenComm Events	19
Member Profile/Schultz	20
In Memoriam/Chandoha	21
In Memoriam/Austin	22

Can't log into the website?

Visit MyGardenComm under Member Resources, [click here](#). A login screen will appear. Click "Forgot your password?" Enter your email address. A message will be sent with a secure link to set or reset your password. Click the link and choose a new password. Once complete, you may login using your email as username and your new password. For issues, please call 212-297-2198.



PHOTO COURTESY KYLE JENKINS AND OUTDOOR PROJECT/VISIT SALT LAKE

City Creek Canyon: A Short Walk from City Streets to Wasatch Mountain Bliss

BY STEPHANIE DUER



September is an ideal time to enjoy a stroll in Salt Lake City. Daytime temperatures typically begin to drop from the searing 100s to the comparatively cool high 80s. Evenings are ideal, warm enough to forego a jacket but cool enough that it feels like a delicious respite from the day's heat. Landscapes that seemed parched and limp in the heat of the summer look revived and crisp, especially when seen in the golden glow of the late-day sun. Yes, September is the perfect time of year for a walk. So, after your meetings and sessions for the day are wrapped up, consider wandering north out of the downtown area

to one of the most iconic and cherished parts of our city.

One of the best things about living here is how close we are to nature. Just a couple of short blocks north of downtown is a network of parks and canyon trails that leads you from the heart of Salt Lake City's downtown to cool canyons and breathtaking vistas—all within a 4½ mile walk.

— Continues on page 3



On the QT is the membership newsletter of the GardenComm: The Association for Garden Communicators. It is published bimonthly and distributed electronically.

© 2019 GardenComm All rights reserved

PUBLISHER

GardenComm

355 Lexington Ave., 15th Floor • New York, NY 10017
212-297-2198 info@gardencomm.org

EDITORIAL

Jo Ellen Meyers Sharp, Editor
jemsharp@sbcglobal.net

Cathy Wilkinson Barash, Copy Editor
thebloominggourmet@gmail.com

Paul Wilson, Graphic Designer
paul@paulwilsondesign.com

ADVERTISING/CIRCULATION

Jennifer Perrone

212-297-2198 info@gardencomm.org

The information contained in articles and advertisements herein represents the opinions of the authors and advertisers, and although believed to be accurate and complete, is not represented or warranted by GardenComm to be accurate or complete. GardenComm disclaims any and all responsibility for damages suffered as a result of reliance on information contained herein.

2018-19 GARDENCOMM OFFICERS

President Becky Heath • Brent & Becky's

Vice President Jo Ellen Meyers Sharp • Write for You! LLC

Treasurer Maria Zampini • UpShoot LLC

Secretary Ellen Zachos • Backyard Forager

Past President Kirk R. Brown • John Bartram Lives

Executive Director Maria Ungaro • 212-297-2124

DIRECTORS

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

REGION 1

C.L. Fornari (2019 N)
The Garden Lady

Carmen DeVito (2019 R)
Groundworks Inc.

Ellen Ecker Ogden (2020 R)
Kitchen Garden Designs

REGION 2

Kathy Jentz (2021 N)
Washington Gardener

Louise Clarke (2020 R)
The Morris Arboretum

Teresa Speight (2019 R)
Cottage in the Court

REGION 3

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 4

Kate Copsey (2021 N)
Freelancer

Cheval Opp (2019 R)
Cheval's Garden Tours

Marie Mims Butler (2020 R)
Garden Speaker

REGION 5

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 6

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)
Tova's Garden

REGION 7

Ken Brown (2021 N)
gardening-enjoyed.com

Andrea Whitely (2020 R)
Andrea Whitely Garden

Consultant

Bob Howard (2019 R)
The Hamilton Spectator

Planning the Future: How you Can Help



In January, our elected leaders and select member representatives met to discuss the exciting future of GardenComm.

For one record-breaking cold weekend in Chicago, we locked ourselves in a room to evaluate the organization's existing strategic goals and where necessary, make adjustments as we continue to progress and evolve. We discussed member recruitment and benefits, new branding and communication initiatives, professional development possibilities and much more.

After that inspiring session, I'm eagerly anticipating the impact GardenComm will have on the gardening and horticultural industry.

MEMBERSHIP

You, the members are the heart and soul of GardenComm. We plan to continue to expand the organization's reach by engaging the next generation of garden communicators and horticulturists, as well as expanding our knowledge base to new communication disciplines not previously embraced.

In early March, a powerhouse of garden media superstars, including GardenComm members and outside speakers, will spend the day mentoring young professionals at our Career-Next Summit at Magnolia Plantation and Gardens.

Whether it's through providing career connections or engaging education opportunities, GardenComm is committed to helping the next generation grow into the horticultural experts and media influencers the industry needs.

BRANDING & COMMUNICATION

As you know, we have launched a new brand to better reflect our expanding, diverse membership, which includes photographers, speakers, landscape designers, television and radio personalities, consultants, publishers, extension service agents and many others.

Our name has changed but our mission remains the same. GardenComm will continue to provide leadership, education and development opportunities for professionals in the field of gardening communication.

It has been encouraging to see the industry's reaction to our new brand. While at MANTS in Baltimore, we received feedback from individuals who said they loved the new branding. Additionally, we've launched the "[I am GardenComm](http://IamGardenComm.com)" promotional campaign to help spread the word online about our rebrand. Be sure to let us know if you are interested in participating in the campaign through a blog, video or testimonial.

EDUCATION

We are looking at ways we can better support your professional development needs. We want to provide access to more learning opportunities in formats that fit into your lifestyle.

Be sure to check out some of our upcoming webinars, such as "So You Want to Have a Podcast" with C.L.Fornari and Ellen Zachos, 2 to 3 p.m., Thursday, March 14 (EDT).

FINANCE

As exciting as these goals are, they cannot be reached without achieving financial sustainability. Our new 501c3 tax status allows us to look into additional ways that we can generate revenue both through grant writing opportunities and potential expense reductions. We are also taking a close look at dues and non-dues revenue streams.

VOLUNTEER MANAGEMENT

Are you interested in helping us achieve all the goals we've laid out? Join a committee. Don't miss your chance to build your network, demonstrate your leadership and give back to the green communications industry. Check out the website to find out more or contact Jenn Perrone (jperrone@kellencompany.com).

I look forward to the months ahead...and the years beyond with GardenComm. 🌱

Maria



—City Creek Canyon, continued

CITY CREEK PARK AND CANYON ROAD, 0.36 MILE

Begin at City Creek Park (just north of State Street) at the intersection of North Temple and 2nd Avenue. The park, which hosts concerts during the summer, is a favorite of folks looking for a pleasant place for a lunch break. Past (or through) the park, tree-lined Canyon Road leads away from the downtown area via a residential neighborhood of historic homes and a median through which City Creek flows for the final time before entering the storm-water system on its way to Jordan River.

The west sidewalk offers a surprising nature study; observant strollers will note the footprints of City Creek's many feathered and furry denizens embossed in the steps. Memory Grove Park is at the road's end, at the base of City Creek Canyon.

MEMORY GROVE PARK, 1 MILE

Dedicated to Utah Veterans, Memory Grove Park contains memorials, a meditation chapel, a pond (part of the city's stormwater retention system), City Creek and even a replica of the Liberty Bell.

The park offers both paved and rustic paths, which provide access for folks with a variety of abilities and energy levels. There are also a number of established dirt trails that follow the creek. Staircases ascend from the park. To the west, paths lead up to the Capitol, while to the east, stairs access the Avenues neighborhood—an eclectic mix of vernacular architecture along tree-lined streets, some of which are quite steep.

Walking north up the road through Memory Grove takes you higher into City Creek Canyon. The road is sinuous, with trees offering dappled shade. City Creek, which was the first diverted source of water for the Mormon pioneers who settled the area in the 1850s, can be seen and heard tumbling nearby. Although the paved road through Memory Grove is closed to auto traffic, be on the lookout for bicyclists who may be catching speed on the way down.

CITY CREEK CANYON, 3.2 MILES TO THE WATER TREATMENT PLANT

At the top edge of Memory Grove, cross Bonneville Boulevard. This one-way road, which connects the Avenues to the Capitol and Marmalade neighborhoods, is a favorite of walkers, runners and bicyclists. If you remain on City Creek Canyon Road, your walk will take you into City Creek Canyon. This gem is only a short distance from downtown, but it offers the cool, sublime respite typical of higher and more distant canyons.

City Creek Canyon is open to pedestrians daily and to cars and bicyclists on alternating days. As you follow the roadway up into the canyon, you quickly leave the city noise and heat behind. City Creek tumbles within the canyon, surrounded by box elder and western birch trees; beyond are grassy foothills. Although the road ends at the City Creek Water Treatment Facility, a path continues farther up into the canyon for several miles. While in the canyon, please observe the posted regulations as the creek provides critical drinking water for the community.

If you're in the mood to wander even farther afield within City Creek Canyon, adventurous hikers will find trailheads leading to the Bonneville Shoreline Trail. This network of trails follows the eastern rim of the ancient Lake Bonneville, offering hiking and running trails with spectacular views of the valley.

Whether you're looking for a pleasant evening stroll or a walk that will shake out those sitting-too-long cobwebs, City Creek Canyon brings the Wasatch Mountains to the backdoor of downtown Salt Lake City. 🌿

Stephanie Duer is water conservation manager with the Salt Lake City Department of Public Utilities, and a member of the local organizing committee for #GardenComm2019.

SAVE THE DATE!

REGISTER ONLINE
ASJA.ORG/2019-ASJA-ANNUAL-CONFERENCE

MAY 5&6 2019

COLLABORATION
ASJA WRITERS CONFERENCE nation

NEW YORK MARRIOTT DOWNTOWN

Building the Buzz for GardenComm



The Mid-Atlantic Nursery Trade Show (MANTS) in January was the perfect venue for the merger between GWA and the GWA Foundation (now known as GardenComm), to be

introduced to the rest of the horticultural industry. Some of the GardenComm members who greeted visitors at our booth interviewed a number of the exhibitors who had a new or a featured item, and videotaped them giving a 30-second spiel about their product. We forwarded the videos to headquarters so they send them to our members via various social media avenues.

This activity is like what a bakery does by giving out a free cookie to encourage future business. We hoped this would create a buzz about the item that was videoed, but also promote GardenComm as an organization that could have an impact for green industry products. It was a fun project and partnership, one we may consider doing at other trade-shows.

This was the fifth year that GardenComm members were invited to attend MANTS' Media Breakfast and 41 people turned out. It is a very generous gesture by the management at MANTS and tourism leaders in Baltimore, which was appreciated by GardenComm members.

Individually and collectively, we try to give back by promoting the conference and the participating sponsors and vendors.

TPIE IN FLORIDA

The Florida Nursery, Greenhouse and Landscape Association (FNGLA) offered a tour of private gardens, which was arranged by our own **Sylvia Gordon**, on January 15, which was over-the-top-fabulous. Each garden was different and all were equally interesting and beautiful. The next day, we were hosted at the Tropical Plant International Conference (TPIC) and were treated royally. This is a conference that is worth the trip if you can fit it into your schedule. There is something very special about being in Fort Lauderdale, Florida, in January.

Getting together with other GardenComm members, whether it's in conjunction with a tradeshow, a regional or national meeting



is almost like getting a vitamin B-12 shot to rejuvenate the creative juices and boost the flow of new ideas for stories, articles or books. Please look at the schedule for upcoming regional meetings, Cultivate19 and our Salt Lake City Conference & Expo, and plan to be at any you can attend. We will all benefit from your presence and you will benefit as well.

EXPLORING FUNDING OPTIONS

Because of our merger, GardenComm is now a non-profit, 501c3 organization. This opens up the possibility for receiving grants for particular projects like education, which might include funding for *On the QT*, the best newsletter around. It is a very valuable part of our information highway, but is a line item in the expense part of our budget. Since our newsletter does not pay for itself, a grant to fund it would be fabulous.

Another item in our budget that falls under education is the Webinar Series. The Board made the decision that if a specific webinar doesn't have enough participants to cover all the expenses, it would be cancelled, so it doesn't affect the budget negatively. But wouldn't it be wonderful to be able to pay the presenters more than we do now without having to raise webinar costs for the members?

I feel certain that there are other areas where grants could help GardenComm become a more dynamic and helpful organization to its members and also to the rest of the citizen gardeners who are our followers.

GRANT WRITING COMMITTEE

Therefore, we are planning to start a committee of members who have had experience in writing grants, researching grants or are interested in learning more about how to obtain grants. If you fall into any one of those categories, please [email me](#) or [Maria Ungaro](#). I see a bright future for you and all the members of GardenComm and what we, as an organization, might accomplish.

AWARDS AND HONORS

This is the time of year when we would like you to think who would be a good nominee for [GardenComm's Honors and Awards](#), which are presented to members in recognition for their service to GardenComm. Please take a look at the different awards, which can be found on our website and nominate your choices.

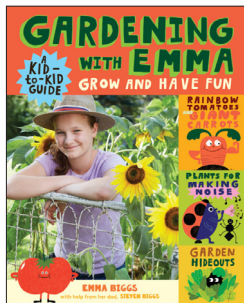
While you are there, don't forget to check your profile and update anything that isn't current, including adding your picture. It really helps for all of us to get to know each other better. Now is a good time to [signup to be on one of our committees](#). We all need to be an active part of the GardenComm Team. I am looking forward to meeting you all at an event in 2019. 🌱

Becky Heath

HOT OFF the press

EMMA BIGGS, STEVEN BIGGS

Gardening with Emma
Storey Books
144 pages, \$18.99
January 22, 2019

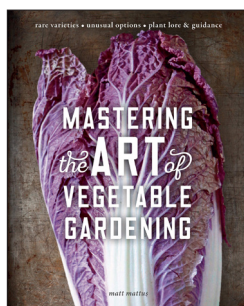


Gardening with Emma by Emma Biggs and her father, Steven Biggs, is a kid-to-kid guide with inspiring gardening ideas, including garden hideouts, bug vacuums, plants for a noise garden, fun

plants and Emma's top 130 tomato varieties. A 13-year-old Canadian gardener with a passion for growing edibles, Emma grows tomatoes on the garage rooftop, the driveway and in big wicking beds right under a big old black walnut tree.

MATT MATTUS

Mastering the Art of Vegetable Gardening
Cool Springs Press
272 pages, \$30
January 1, 2019

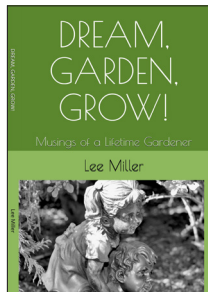


Prepare to encounter new varieties of common plant species, learn their history, benefits and, most of all, identify fascinating new edibles to grow in your own gardens. Matt's *Mastering*

the Art of Vegetable Gardening offers a wealth of new and exciting opportunities alongside beautiful photography, lore, insight, and humor that can only come from someone who has grown each vegetable himself and truly loves gardening. With more than 200 varieties of vegetables and herbs from the 50 most popular plant groups, this book has been thoughtfully curated to tell you how, where and why to grow each vegetable.

LEE MILLER

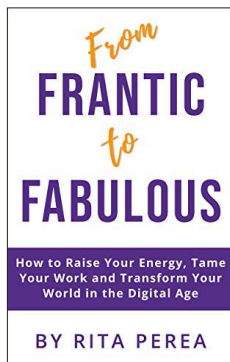
Dream, Garden, Grow! Musings of a Lifetime Gardener
Self-published
135 pages, \$16.99
December 3, 2018



Lee Miller's *Dream, Garden, Grow* shares her memories of childhood and how she grew to become a lifetime gardener. Packed with stories about life, gardening, medicinal uses of plants, garden folklore, seasonal interest, sustainable and indoor gardening, you'll laugh and learn as you explore what makes a gardening addict and the meaning behind mysterious gnomes and garden fairies. While exploring, you will also learn about moon gardens, witty garden jargon and tried and true gardening tips. Whether you have a green or brown thumb, Lee's stories will entertain, amuse and teach you inspiring gardening pointers. Lee Miller is also the author of *A Guide to Northeastern Gardening* and *Landscape Design Combination*.

RITA PEREA

From Frantic to Fabulous: How to Raise Your Energy, Tame Your Work and Transform Your World in the Digital Age
LifeWorks! Press
124 pages, \$17.99
December 29, 2018



and must dos, along with too many interruptions to accomplish them all? Or, are you one of the lucky fabulous few waking up each morning feeling self-confident, pulled together and ready to take on the world to achieve

Lee Miller's *Dream, Garden, Grow* shares her memories of childhood and how she grew to become a lifetime gardener. Packed with stories about life, gardening, medicinal uses of plants, garden folklore, seasonal

As a business leader, entrepreneur or aspiring manager, are you barely surviving at work and in life? As you navigate this rapidly changing digital world, do your days feel disjointed, chaotic and out of control? Do you feel overwhelmed with the shoulds, gottas

success? In *From Frantic to Fabulous*, Rita shares Buddha-inspired wisdom and tactical success strategies.

LISA ELDRED STEINKOPF

Grow in the Dark: How to Choose and Care For Low-Light Houseplants
Cool Springs Press
\$25, 128 pages
To be published in May, 2019

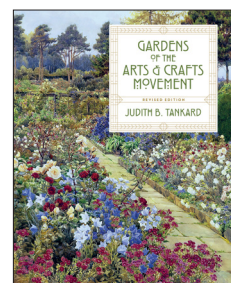


Do you live in a dark home or apartment? Finding it hard to get your houseplants to live? It may be that you are choosing the wrong plant for the conditions you have to offer. Lisa Eldred

Steinkopf has written this book for you. With a playful spin on glow-in-the-dark, *Grow In The Dark* helps you find the right low-light plant for your home. With more than 50 plants to choose from, and tips and tricks to help improve the light you have, this book is the guide you need to make your houseplant search successful.

JUDITH TANKARD

Gardens of the Arts and Crafts Movement
Timber Press
300 pages, \$45
Published November 2018



The rich legacy of the Arts and Crafts Movement has been enthusiastically hailed by historians, architects and designers. Most known for its influence on architecture and art, the movement also

played an important role in the landscape world by defining the garden as a harmonious component of the home. In *Gardens of the Arts and Crafts Movement*, Judith surveys the inspirations, characteristics and development of garden design during the Arts and Crafts Movement. She presents a selection of houses and gardens from the era, with an emphasis on the diversity of designers who helped forge a special approach to garden design. With nearly 300 illustrations and photographs and packed with examples from Europe and North America, this is an essential resource for designers and gardeners interested in the era.

NEW & Noteworthy

SNA Honors Avent

Southern Nursery Association (SNA) honored **Tony Avent**, horticulturist and hybridizer of hostas, rare bulbs and hardy aroids, with the 2019 Don Shadow Award of Excellence. The award recognizes an individual, corporation or organization that has provided exemplary service, leadership and generosity in the development, promotion and use of new and improved landscape plants. Recipients must demonstrate a sincere commitment to and passion for expanding knowledge and use of new and improved plants for the landscape. Freelance garden writer, international garden lecturer and plant auctioneer, Tony and his wife, Anita Avent, own Plant Delights Nursery and established Juniper Level Botanic Garden in Raleigh, North Carolina.

Civic Garden Center Honors Beuerlein

The Civic Garden Center of Greater Cincinnati will present its Building Community Award to **Scott Beuerlein**, a horticulturist who manages the Cincinnati Zoo Botanical Garden's outreach and is involved with plant trialing, education and community projects. He also runs the zoo's three annual horticultural symposia. The award recognizes someone whose life and work exemplifies the mission of the Civic Garden Center to build community through gardening, education and environmental

Curbelo Enrolls in Hort Therapy Program

Perla Sofia Curbelo from Puerto Rico has started the Chicago Botanic Garden's Horticulture Therapy Certification Program. The 10-month program consists of online classes and two required on-site visits in June and October. She started the program in January. Perla joined GardenComm in 2016. stewardship.

New QVC Hosts

Katie Dubow and **Kelly Norris** are the new hosts for Cottage Farms' long-running program on QVC. Katie and Kelly are both recipients of GardenComm's Emergent Communicator Award. Katie is creative director and trend



spotter at Garden Media Group, and Kelly is an author and director of horticulture at the Greater Des Moines Botanical Garden.

Abra Lee Heads to Longwood Program

Abra Lee has been selected for the Longwood Gardens Fellows Program for 2019. During the 13-month, fully funded, cohort-based residency at Longwood, fellows delve into topical issues relevant to public horticulture today, such as leadership, organizational behavior, board relations and governance, communications and other business-related content. A two-month international field placement provides a deeper understanding of these issues, equipping fellows to lead organizations into a vibrant and sustainable future. Alumni of the Fellows Program join the prestigious Society of Fellows, a global network of public garden professionals. The aim of the Fellows Program is to build leadership capacity within the public horticulture industry. Abra begins her studies in June.



he is hiking the entire Appalachian Trail. As an up-and-coming designer and plantsman, he intends to spend his days on the trail in search of unique native plants for the horticultural industry. He's grateful for all of the support

Scholarship Recipient Graduates

Isaac Luhrs graduated with a degree in public horticulture from the University of Tennessee, Knoxville, in December. In 2019

he has received from the green industry, including: Hamilton County, Tennessee, Master Gardeners; GardenComm; Perennial Plant Association; Knoxville Garden Club; East Tennessee Iris Society; Southern Nursery Association; Perennial Plant Society of Middle Tennessee and Madison County, Tennessee, Master Gardeners.

Silver Anniversary for Connecticut Gardener

Connecticut Gardener magazine celebrates its 25th year of publication in 2019. **Anne Rowlands** and her husband, Will Rowlands, purchased the magazine in 2009. Subscription-based, it comes out five times a year in both print and digital formats. It features content by and for local gardeners. Contributors include local, regional and nationally known writers.

Book Features Smith's Design

Atlanta landscape architect **Bill Smith**, ASLA, was featured in the recently published book, *Seeking Eden: A Collection of Georgia's Historic Gardens* by Catron, Eaddy and Lockhart. Smith restored the early 20th century Tudor garden, built on land in Augusta, Georgia, originally purchased by Lord Sandwich in 1799. The John Herberts of New Jersey built their home in 1928 where Mont Salubrity School was originally built. Smith used period Smithsonian images to refurbish the now famous Salubrity Hall.

Stross Book Wins Gold

The Nonfiction Authors Association named **Amy Stross' *The Suburban Micro-Farm: Modern Solutions for Busy People*** the 2018 Gold Winner for Nonfiction Books.



Walliser Named Acquisitions Editor

Jessica Walliser has been named acquisitions editor for Quarto Publishing Group's gardening imprint, Cool Springs Press. Quarto Publishing Group is a leading

illustrated, non-fiction book publisher, creating a wide variety of books and intellectual property products for global distribution, with a mission to inspire life's experiences. 🌱

GardenComm Awards Academic Scholarships

Six college students will have it a bit easier financially with scholarships from GardenComm. The Kathleen Fisher Scholarship is \$500, the other five scholarships are \$750 each. This year, there were 13 entries with many excellent candidates. The scholarship committee, made up of **Kirk Brown, Maree Gaetani, Becky Heath, Nan Sterman, Jo Ellen Meyers Sharp, Bill Thomas, Ellen Zachos and Maria Zampini**, opted to award six rather than the usual five. Each winner also received a complimentary student membership in GardenComm. Meet the Class of 2019.



TANIEL AJAMIAN

Taniel, who is from Markham, Ontario, works and studies at the Niagara Parks Commission School of Horticulture in Niagara Falls, Ontario. He and other students

maintain core areas of the 99-acre Niagara Parks Botanical Gardens, including the vegetable, rose and herb gardens. Classes run year round and range from plant identification to oral communication.

Taniel has been awarded scholarships for his achievements on the practical and academic program through the School of Horticulture. He exhibits a positive attitude and an eagerness to learn—both in and out of the program. Taniel loves to share his knowledge and experiences to educate others through teaching, writing, photography and poetry. He has a love for nature, cats and trees. [You can email Taniel](#) if you have any questions for him or are interested in his work.



LAKEN BURNS

An alumna of West Virginia University, Laken hails from Pittsburgh, Pennsylvania. She graduated *magna cum laude* in December 2018 with a Bachelor of Science in horticulture and

a minor in creative writing. In college, Laken

was the president of the Horticulture Club for a year and a resident assistant for nearly three. She is an editorial intern for *The American Gardener*, the national publication of the American Horticultural Society. Going forward, Laken plans to pursue an MFA in creative writing, a track that will continue to combine her love of horticulture with her gift for writing. When not working, she explores new places, reads, sings and spends time with her family.



KASANDRA HERNANDEZ

When Kasandra completes her Associate of Science degree in plant science and landscape technology next winter, she plans to enroll at Kent State University to obtain a

Bachelor of Science in horticultural sciences/urban forestry. Her interest in the green industry comes from her love of the outdoors as well as an immense interest in science. Kasandra hopes to continue making successful forward strides in the industry and learn from her supervisors. She knows that there are endless connections, job opportunities and associations out there and that no matter where she ends up, she will achieve her intended outcome.



PARKER STRAND

Parker, a junior at the Pennsylvania State University, is pursuing a Bachelor of Science in plant science with a focus in horticulture. He has spent five years as a garden volunteer at Winterthur Museum,

Garden and Library in Delaware as well as four seasons in the visitor services department at Chanticleer in Wayne, Pennsylvania. Parker is passionate about public horticulture, seeking to educate younger generations on the subject, and eventually wants to have a leadership position at a public botanic garden.



LINCOLN THOMAS

Since 2014, Lincoln has been writing stories, journal entries, poems and articles. When he fell in love with horticulture during a high school class in Trinity, North Carolina, Lincoln never

thought it would be the opportunity to bridge his interests in science and writing. He is studying horticulture/floriculture at Colorado State University and enjoys writing more than ever. With a student body of nearly 33,000, he is the only agriculture writer for *The Collegian*, the campus newspaper. Lincoln also runs *The ProtAGonist*, his blog about agriculture. Receiving this scholarship made it clear to him that there is a definitive bridge between science and art.



KELLIE WALTERS - KATHLEEN FISHER SCHOLARSHIP

In elementary school, Kellie sold marigolds and spider plants at the end of her driveway while her sisters sold lemon-

ade. Currently, she is a Ph.D. student in the Department of Horticulture at Michigan State University. Kellie received her Bachelor and Master of Science degrees in horticulture from Iowa State University. Her dissertation research focuses on manipulating growth, development, volatile production and ultimately the flavor of hydroponically produced culinary herbs in controlled environments by altering light intensity, temperature and carbon dioxide. She also conducts experiments to solve present problems in greenhouse production and has written popular articles for *Greenhouse Grower*, *Greenhouse Management*, *Greenhouse Product News*, *Grower Talks* and Michigan State University Extension to disperse research findings. 🌱

You're Going to Need a Permit for That!



My mind bounced back and forth like a ping-pong ball. Should I call the Department of Environmental Protection (DEP) and turn this guy in? He just told me he had drained swampland and re-routed a

stream. But wait, to this gardener I was the face of a huge national publishing firm and that would be bad public relations. Then I had a light-bulb moment. "When did you do all the work on this part of your garden?"

I casually asked him. After he said, "around 1978," I breathed a sigh of relief. That was well before New Jersey's Freshwater Wetlands Protection and Stormwater Management Rules went into effect.

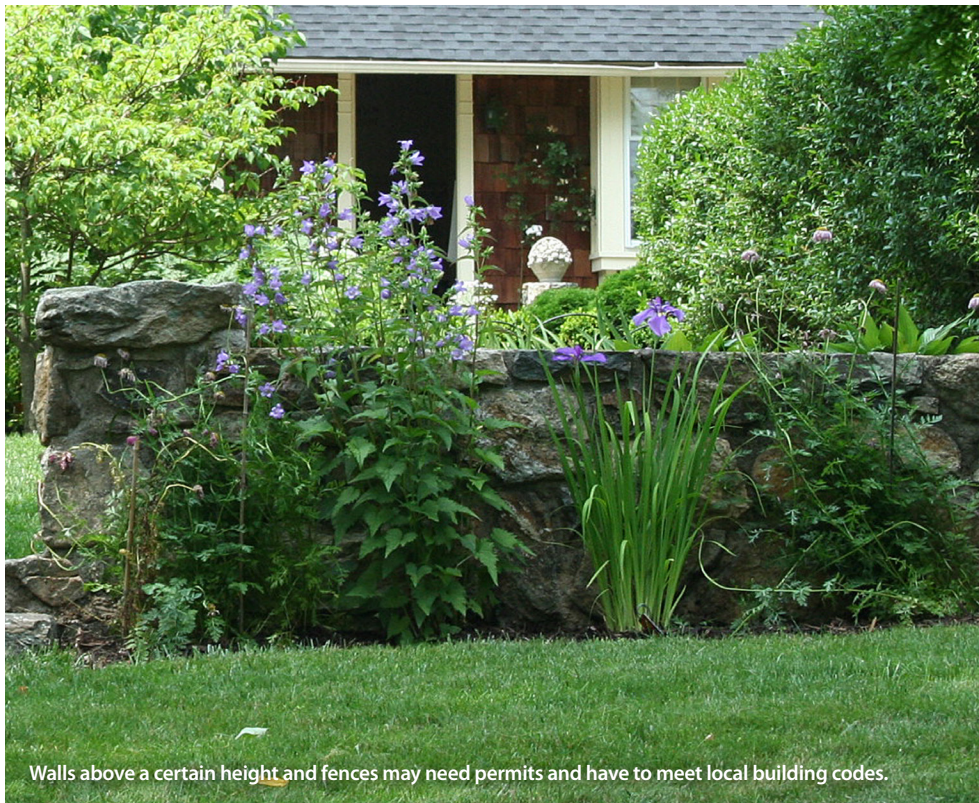
As chair of my local environmental commission, twice each month I received bulletins from the New Jersey DEP that listed new permit applications and ongoing violations, their current status and recommended remediation, if any.

IGNORANCE CAN BE COSTLY

As an avid gardener and field editor, I was distressed to see how many of these issues occurred on residential lots and how many could, and should have been avoided by a simple review of the homeowner's survey or a visit to town hall. For example, a swimming pool that encroached on a conservation easement, disturbance of the 300-foot buffer alongside a Category-1 stream, heavy construction on steep slopes and filling in a vernal pool. In New Jersey, pleading ignorance or begging forgiveness after the fact doesn't work. Homeowners are required to restore the property to its original state, or provide remediation in a location chosen by the DEP.

If you're the person who drew the design and made the recommendations, you could face not only an angry customer, but also the prospect of paying for a costly mistake.

Landscape architects will generally know what kinds of questions to ask and where to get the answers, but unlicensed designers and garden coaches may not. Local regulations can vary widely from region to region, even within the same state. In New Jersey alone, the



permitting requirement for soil disturbance ranges from 5 cubic yards in some urban areas to 100 cubic yards in many rural townships. A full-sized, 19-inch-deep pickup bed, filled level, holds about 2.5 cubic yards of soil.

IT'S A JUNGLE OUT THERE

I asked three professionals for their thoughts: Russell Stern, a New Jersey-based landscape architect and municipal planner; **Cheryl Corson**, a certified playground safety inspector (CPSI) and licensed landscape architect in Maryland; and 2018 Green Medal honoree **Pamela Berstler**, CEO of G3, Green Garden Group, a landscape design and training company in Southern California.

The consensus among all three is that the most likely trouble spots center around people not knowing what they don't know, failure to obtain required permits and not seeking guidance from local zoning officials. In the field, the three most common mistakes they see are:



Cheryl Corson



Pamela Berstler

- Moving, removing, grading or bringing in large quantities of soil without a permit
- Violations of freshwater, wetlands protection and stormwater management regulations
- Constructing walls that require a permit, are too high, have no provision for drainage, impinge on a property line or right-of-way or direct runoff onto another property

SO WHAT SHOULD YOU DO?

Corson and Berstler echoed Stern's recommended first step. "Make a

simple call to your town's zoning officer and expect to present a clear sketch of what you plan to do. Gazebos, pergolas, garden houses, sheds, patios and sidewalks all require permits, and some structures may require an impervious cover variance," he said.

— Continues on page 9



Public gardens, such as this one at the Natural History Museum of Los Angeles, are a good source of inspiration for aesthetically pleasing ideas, naturalized plantings and what grows well in a regional climate. Left: Sheds and similar garden structures may not require a permit, as long as they're not on a permanent foundation or are smaller than a specific size such as 100 square feet.

ALL PHOTOS COURTESY OF LOIS J. DE VRIES

may also need errors and omissions coverage, depending on the type of work they're doing."

Even when working in an unincorporated area, state and Federal regulations may still apply, so check carefully before giving an estimate and starting work, to protect both yourself and your client. You just might need a permit. 🌱

Lois J. de Vries, founding executive director of the [Sustainable Gardening Institute](#) and the [Sustainable Gardening Library](#), will speak on Stormwater Management at the American Public Gardens Association Conference in June. She works and gardens in the forests of North-western New Jersey.

"In California, anything other than a planting plan must be done by a landscape architect. Over the years, landscape design and mindful use of water have run below the radar of many Californians, including policymakers. Major earth-moving and other construction projects were done without permits and, as a result, we now see problems such as hillside failures and towns consistently exceeding their water budgets," Berstler said.

"If you're hiring yourself out as a professional, be sure you understand the limits of your practice, embrace an appropriate standard of care and consult other experts as needed, for example, a certified arborist for tree work," Corson said. "Many of our colleagues know they should have liability insurance, but they

RESOURCES:

1. [APLD, \(Association of Professional Landscape Designers\) "Licensure"](#)
2. [ASLA, \(American Society of Landscape Architects\) "Licensure"](#)
3. [Corsen, Cheryl, "Sustainable Landscape Maintenance Manual for the Chesapeake Bay Watershed, Section 2," 2017. Chesapeake Conservation Landscaping Council](#)
4. ["Permaculture Design Course," Permaculture Institute of North America](#)
5. ["New Jersey Stormwater Best Management Practices Manual - Landscaping," February 2004, New Jersey Department of Environmental Protection](#)
["New Jersey Forestry and Wetlands Best Management Practices Manual," New Jersey Bureau of Forest Management](#)
6. ["The Watershed Approach," G3 green gardens group](#)

How Members Stay Connected & Fight Loneliness When Working Alone



When I left my full-time reporting job at a metro daily newspaper to start my own freelance writing business, a lot of people told me I'd be lonely. Granted, sometimes I do feel lonely, but most of

the time what I really miss is being able to walk down the hall and ask a co-worker what she thinks about this or that idea, discuss what's going on in the news or help solve a biz problem.

A lot of GardenComm members fall into the freelance category, working at home alone—well, except maybe for our pets, spouses and kids. Working for ourselves affords flexibility in how we manage our time. I've been freelancing for 20 years and, as I tell people, I still have my house. But when you freelance or work for yourself out of your home, it's easy to feel disconnected.

On the QT wondered how other members deal with working alone and how they manage their time and stay connected with family, colleagues, clients and community.

ANGELA TREADWELL-PALMER



Angie is founder and co-owner of Plants Nouveau, a plant introduction and marketing company that works primarily with the nursery industry. She's a wife, mother, coach, active community member and business owner who lives in Boston.

"Working from home affords me a lot of flexibility in raising my family and being a large part of my community," Angie said. "I coach and run the girl's lacrosse program in our area. I also help with the vegetable garden and I am known as the 'Tasting Tuesday' lady at the local elementary school. I would not be able to have a flexible schedule that allows me time to do those things if I worked for someone else or in an office."

She stays connected with her business partners (many are overseas) and colleagues via email and Skype. "I do miss having

colleagues to bounce ideas off of, for sure. I am fortunate to have a husband who also works in the marketing world, so I usually bounce ideas off of him. I talk to my hairdresser, too. She knows nothing about plants, so she is the average consumer and I use her reactions to gauge my marketing campaigns to consumers."

Angie said that the loneliness she feels is the hardest part of working alone. She enjoys feeding the birds in her landscape, calling them her extended office mates.

"The longer I'm home for a stretch, the more exhausting it is to me to actually have real conversations in a professional setting.

BILL JOHNSON



Bill is an award-winning photographer who lives in Minneapolis with his wife Rachel Dabill. Bill Johnson Nature Stock Photography Inc., specializes in the microphotography of insects.

But Bill, a former musician and guitar instructor, also does freelance writing. Rachel frequently accompanies him on photo shoots and to GardenComm meetings.

He has an office upstairs in the home and Rachel works away part time. He said he felt lonely when he first started his own business in 1993, but not so much now. He stays in touch with clients and colleagues through Facebook groups, via email and phone conversations. He tends to avoid a lot of social media contact with other photographers because he finds it distracting. "I can concentrate better. A lot of what I'm doing they are not, especially with photography of insects and their relationships with plants."

He has a routine in his home office—"more or less." He gets up at a certain time, opens his email, "which is less and less with the loss of so many magazines," scours photography want lists and processes digital images. "I make sure I know where everything is I shot."

He bounces ideas off of Rachel and various editors. On the rare occasion the struggle of a freelancer upsets him, "it's for about 10 minutes. But then I realize I can go outside

and observe whenever I want to. That's trained me to be more interested and observant."

BEVERLY HURLEY



Beverly is editor and publisher of *Triangle Gardener*, a six-times-a-year magazine for the Raleigh, North Carolina, area, with 35,000 copies distributed free. She started the magazine in 2009. Before

then, she spent several years in the travel industry and from 1991 to 2009, she ran her own public relations firm out of her home.

"I never looked back," Beverly said. She opted for her own business at home after her first child was born and she had a job that wanted her available 24/7. "It's not that I didn't like being with people in the office. But it can be so cumbersome in traditional organizations. There's far too much chit chatting. I can work smarter and faster at home."

Beverly recommends setting a schedule with set hours for different tasks and to set all appointments for the same day.

When she switched to a career in garden communications, "I made sure I got involved in enough places to stay in the know about what's going on."

TONI GATTONE



Speaker, author and adaptive gardener, Toni first founded a garden and gift manufacturers' rep business in the San Francisco-area. Targeting California retailers, Toni said she loved that she was able to

combine sales, customer service, management and presentation skills. Her latest book, *The Lifelong Gardener: Garden with Ease and Joy at Any Age*, will be published by Timber Press in August.

"Twenty-eight years and I've never looked back to work in corporate. I love the freedom of being on my own," she said.

She describes herself as "pretty gregarious, and I don't mind reaching out to problem solve." She founded a women's group with manufacturers' reps from different markets such as the wine industry, apparel, toys and interior design. "I honestly don't feel lonely or alone as friends and colleagues are a phone call, text or email away." 🌱

Jo Ellen Meyers Sharp is editor of *On the QT* and Vice-president of GardenComm.

REGION 1

CARMEN DEVITO

Spring is the busiest time for so many of us in garden-related professions. I know I always swear off any events during the marathon of planting and maintenance work. But this year, I am committed to changing the usual paradigm and getting out more, even when I think I don't have the time. I have decided to commit to at least one event that allows me to connect with like-minded gardeners. Our region has so many to choose from this season. Dig in and see if you get inspired to cultivate *yourself* even in the heady days of the spring season.

[Charlie Nardozzi](#) will speak at the Rowayton Garden Club in Connecticut, March 7, at the Philadelphia Flower Show, March 8 and 9, and at Canada Blooms Garden Festival, March 13. He'll be leading "Discover Cuba: Garden, Culture and History Tour," March 20 to 27. Other talks: Gardener's Supply Co., in Lebanon, New Hampshire, April 6, and in Burlington, Vermont, April 13 and 16. Charlie will also speak at the Natick Massachusetts Garden Club, April 18.

Marie Iannotti will present "The Potted Potager: Reducing Maintenance in the Vegetable Garden without Lowering the Yield," March 17 at the [Boston Flower and Garden Show](#) and on March 23, at New York's [Capital District Garden and Flower Show](#). The talk is from her upcoming books, *Grow Great Vegetables in Massachusetts* and *Grow Great Vegetables in New York*.

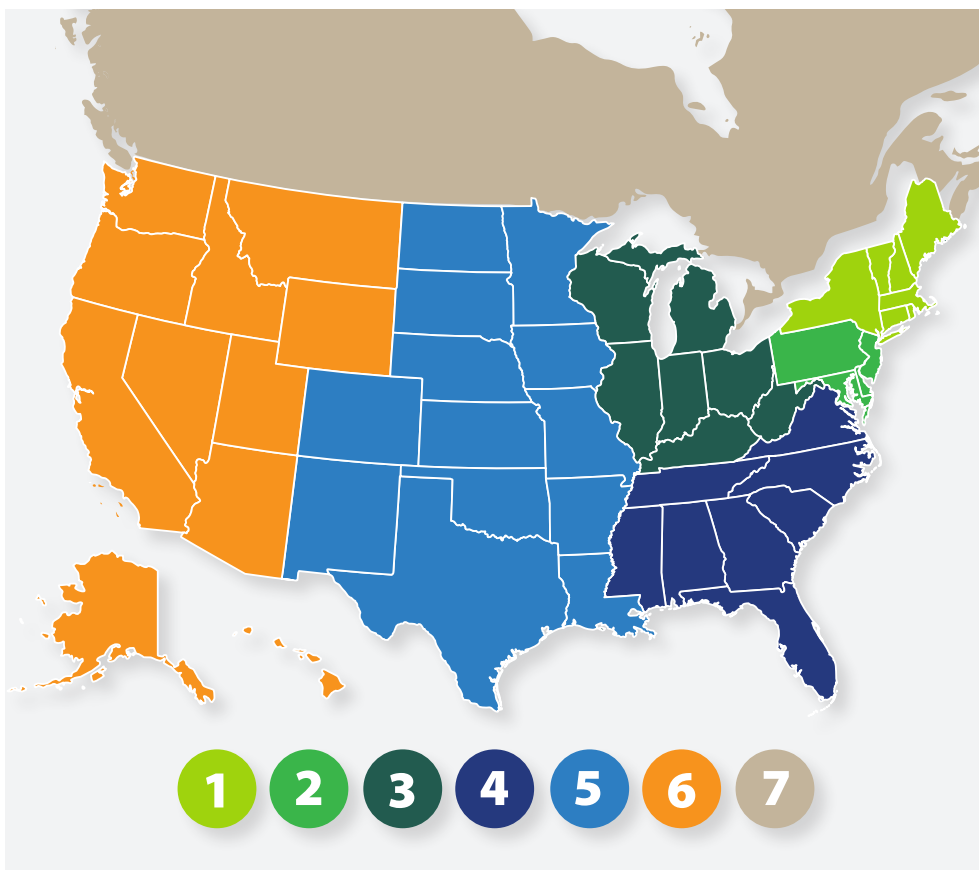
Author **Chris Woods** will present [Gardenlust: A Botanical Tour of the World's Best New Gardens](#) on Sunday, April 28 at the Cary Institute for Ecosystem Studies, Millbrook, New York, as part of the **Garden Conservancy** Open Days Program's Digging Deeper series.

REGION 2

TERI SPEIGHT

Kim Roman will speak about "Small Space Gardening," March 2, at the Maryland Home & Garden Show at the Maryland State Fairgrounds in Timonium.

Chanticleer invites you to visit this spring. Garden admission is free for GardenComm



members. Opening Day is March 27. House & Garden Tours occur at 11 a.m., Fridays and Saturdays; tours are also complimentary to members. Chanticleer will host former director, **Chris Woods**, with his presentation about his book, *Gardenlust: A Botanical Tour of the World's Best New Gardens*, March 31, at the Radnor Memorial Library in Wayne, Pennsylvania.

Louise Clarke will be the opening speaker at the [Gloucester County \(New Jersey\) Horticultural Symposium](#) at the Clayton, New Jersey, Government Service Building, April 23. Her topic, "Small Trees for Residential Landscapes," includes native and non-native selections adapted to fit today's smaller residential properties.

Denise Schreiber will speak about "Fragrant Flowers," April 27, at The Center at the Beaver Valley Mall, Monaca, Pennsylvania.

Kathy Jentz, editor of *Washington Gardener* magazine, will speak about "Water in the Landscape: Creating a Garden Oasis," at the U.S. Botanic Garden in Washington, D.C. The talk is at noon, May 31, as part of the garden's lunch-and-learn series. It is free, but [pre-registration is required](#).

REGION 3

SUSAN MARTIN

For the sixth year, **Jo Ellen Meyers Sharp** will co-teach the six-week City Gardener Program, offered by Purdue University-Marion County Extension, with **Steve Mayer**, horticulture educator, beginning March 5. On March 9, she'll be in Danville, Illinois, to present "Don't Let Deer Cost You a Lot of Doe" at the Vermilion County Master Gardener Volunteers' 2019 Garden Day. She will give four demonstrations of "Spring Container Plantings" at the Indiana Flower & Patio Show, March 11 and 12.

March 23 will find her speaking about "Fabulous Foliage" in Newark, Ohio, at the Licking County Master Gardener Volunteers' program. She'll be back in Ohio on March 26 to speak about "Sustainable Landscaping" at the Mill Creek Metro Parks' program in Youngstown. April 10, she travels to Grosse Pointe Farms, Michigan, to speak about "Growing with Life's Changes," at the Grosse Pointe Garden Center. On May 3, she will be conducting "Spring Container Planting Demonstrations" at a fundraiser for the Frankfort (Indiana) Community Library Foundation.

Melinda Myers will present a keynote on garden trends at the 13th annual [Spring into Gardening](#) event, March 9, in Paddock Lake, Wisconsin. The afternoon will include breakout sessions on plant diseases, canning and preserving, jumping worms and spring wildflowers.

Amy Stross will present programs on "Suburban Micro-Farming" at the [Clermont County Public Library](#) in Milford, Ohio, March 12, and at the [Plantwalkers Spring Gathering 2019](#) in Versailles, Indiana, April 6. She will also present "Using Permaculture Design in the Formal (Edible) Landscape," a program for horticulture volunteers, at the [Cox Arboretum](#) in Dayton, Ohio, March 16.

Carol Michel will make appearances to promote her series of humorous gardening books at a number of events in Indiana and Michigan this spring. She will kick off her speaking season at the Indiana Flower and Patio Show in Indianapolis, March 13, followed by the Growing Great Gardens conference, March 16, in Taylor, Michigan, where she will share the stage with fellow GardenComm member **Jessica Walliser**. Fans will have a chance to meet Carol as she presents for the Kentuckiana Herb Society in Borden, Indiana, March 30, the Indiana Master Gardeners on April 6 and 16, at the Frankfort (Indiana) Public Library, May 3, and for the Johnson County Master Gardeners in Franklin, Indiana, May 4.

Debra Knapke will lead a design workshop at [Fellows Riverside Garden](#) in Youngstown, Ohio, March 16, and present "How To Simplify Your Garden Without Diminishing Your Joy" at the [Gardens at Gantz Symposium](#) at Gantz Farm in Grove City, Ohio, March 23.

Bobbie Schwartz will speak about her latest book, *Garden Renovation*, at the St. Clair County Master Gardener's Spring Symposium in Port Huron, Michigan, March 16. She will also present "Design Concepts" to the Licking County Master Gardeners in Newark, Ohio, March 23, and to the Avon Lake (Ohio) Garden Club, April 3.

Nina Koziol will teach three programs at the Chicago Botanic Garden in Glencoe, Illinois, in March, including "American Home Garden Design—1830 to Present," March 19, "Grow a Cook's Garden," March 19, and "Paint Your Garden with Plants," March 30.



GardenComm's 2017 Green Medal Sustainability Award winner, **Paul Tukey**, will present [The Art of the Sustainable Landscape](#), March 24, at the Sacred Heart Campus in Louisville, Kentucky. As a longtime proponent of sustainable garden and landscape management, Tukey has overseen development and implementation of a plan for the sustainable and 100 percent organic management of the 250-acre museum campus. This is a unique opportunity to learn from someone on the cutting edge of the combination of art, garden and sustainable development.

REGION 4

CHEVAL OPPS

March is going to be a busy month for **Pam Beck** as her lecture schedule starts at the Magnolia Plantation & Gardens Annual Spring Plant Symposium in Charleston, South Carolina, March 9. Then she heads up to the Shenandoah Valley Plant Symposium in Waynesboro, Virginia, March 15. She ends up closer to home, speaking for the Gardeners of Wake County in Raleigh, North Carolina, March 19, at the J. C. Raulston Arboretum.

REGION 5

SHELLEY CRAMM

On March 4, **Judy Nauseef** will speak at the Delaware County Iowa Master Gardeners Mondays in March program, on "Native Plants for the Gardener: Sustainable Choices for Iowans." The event is held at the Savior Lutheran Church, Manchester, Iowa. On April 23, she will lead off the Linn County Iowa

Master Gardener Creative Gardening Series, April 23, speaking on "Designing Gardens that Draw Us In: Learn the Tools" at the Cedar Rapids Public Library.

Join **Jodi Torpey** at Tagawa Gardens in Centennial, Colorado, April 7, to discover ways to transform an ordinary landscape into an incredible edible garden with easy foodscaping design ideas. 🌱



GardenComm Grows: GardenComm's Blog

Want to learn more about GardenComm or do you have an interesting, timely topic to share with other members of GardenComm? Check out the [GardenComm blog](#) for weekly features by members. If you'd like to contribute a post, please contact Carol Michel at indygardener@gmail.com 🌱

REGION 1

On March 15, The Horticultural Society of New York can help you get out of your cooking rut with "[Wild Edibles: Recipes for Foraged Foods](#)." Join Chef Noah Sheetz of Chefs' Consortium as he teaches how to identify delicious foods from nature. He will be cooking with wild edibles he'll bring to class.

As part of the New York Botanical Garden's Winter Lecture Series (now in its 19th year), Margaret Roach, former editorial director of Martha Stewart Omnimedia and creator of the acclaimed *A Way to Garden* website and podcast will be speaking on March 28 about on her life in gardening and gardening media. This is sure to sell out, [so get your tickets now](#).

As part of the **Garden Conservancy** Open Days Program's Digging Deeper series, landscape architect Susan Cohen will present "[Finding Design—Landscape Architecture and the Creative Process](#)" on Sunday, March 31, at the Cary Institute for Ecosystem Studies, Millbrook, New York.

Kerry Ann Mendez has helped organize the 15th annual [Great Gardens and Landscaping Symposium](#), April 13, in Woodstock, Vermont. This inspirational and exhilarating symposium will enlighten and energize your approach to gardening. During the daylong event, great speakers will share everything from sustainable design and maintenance to growing beautiful food. There will also be a Gardeners Marketplace with plant vendors, artisans and more. This is a wonderful way to connect with fellow gardeners in the Northeast.

REGION 3

[Indiana Flower & Patio Show](#), March 9 through 17, Indiana State Fairgrounds.

Scott Beuerlein invites GardenComm members to attend the eighth annual [Sustainable Urban Landscapes Symposium](#), March 14, at The Cincinnati Zoo & Botanical Garden. Speakers include Dr. Aruni Bhatnagar, who has done important research on the relationship between the environment and heart disease and other health issues, Laura Ekasetya from Lurie Garden and Laura Kunkle from America in Bloom. Additional exciting speakers for the event will be announced soon.

Learn more about botanical names in the online course "[Botanical Names Demystified](#)" taught by botanist Chris Benda of The Morton Arboretum, beginning March 15. You'll learn:

- How plants get their scientific names
- Why these naming conventions are useful and important
- Tips and tricks for pronunciation
- Botanical names for 40 common native plants of Illinois

[Gnome Away From Home](#), March 16 through 31, Garfield Park Conservatory, Indianapolis.

"[Resilient Landscapes](#)" is the theme of Allen Centennial Garden's upcoming signature spring symposium in Madison, Wisconsin, March 22 and 23, at the University of Wisconsin-Madison. It explores cutting-edge ideas and emerging trends in horticulture and design. The focus will be on a "new garden ethic" and intuitive methods to manage landscapes with "know maintenance." The discussion, featuring a panel of local change makers and trendsetters who are pioneering resilient landscape, will cover two of our greatest contemporary public landscapes, Millennium Park in Chicago and the High Line in New York City. There will also be a special showing of the award-winning documentary movie *Five Seasons: The Gardens of Piet Oudolf*.



GardenComm Savings at ASJA's 48th Annual Writers Conference

Members of GardenComm have access to exclusive discounts to the [48th Annual ASJA conference](#) in New York.

The conference features four tracks of dynamic programming focused on journalism, content marketing, books, and the business of writing. You'll learn tips for Turning Clients into Anchors, Writing and Selling Personal Essays, How to Negotiate Like a New Yorker, Understanding Brand Voice and so much more.

With more than 1,200 members, ASJA stands as the country's leading and most prestigious association of successful journalists, authors and nonfiction and literary nonfiction writers. This is a great opportunity to talk about collaboration and networking.

Join ASJA May 5 and 6, at the New York Marriott Downtown for two days of sessions and connections, plus tips, tricks and strategic moves from seasoned journalists and authors, editors, agents, content buyers, and more.

Register [here](#) and use the code **GARDEN-COMM** to save up to \$50 off your registration fees; \$299 to attend one day, \$519 to attend both.



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

Hard Work in Windy City Forms Future of GardenComm



When I first saw the opportunity to participate in the GardenComm Strategic Planning Session in *On the QT*, I jumped at it. Though I am not a board member, the organization

has provided me with incredible access to communicators necessary to drive my career, and I wanted to give back and offer my insights to continue growing GardenComm for the future. I had the great privilege to be a part of the previous Strategic Planning Session in New York City after Kellen came on board three years ago, so I also felt that the continuity would be a benefit to the process.

While cold and blustery January winds surrounded us in Chicago, the entire process was lively and productive. Our contingency of Board and non-board members as well as Kellen staff arrived for the first half-day session to confirm our position on the newly merged GWA and GWA Foundation's mission and vision.

These themes would drive our conversation for the following day and a half, so being aligned from the start was key. We were a collection of creative communicators condensing many ideas into mere sentences, so it was a fun challenge, and that's the amazing power of this group. We are passionate and excited to continue driving GardenComm in a direction that supports our mission, members and longevity of the organization.

HIGH-LEVEL RECOMMENDATIONS

Throughout the two days in Chicago, our group of thinkers focused on creating high-level strategic recommendations to the Board. We did an assessment of organization stakeholders past, present and future. We performed a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis to determine the strengths, weaknesses, opportunities and threats to the organization. We all contributed ideas to grow the organization that were then categorized into overarching strategies. Finally, we took those strategies and offered suggestions for action items on which to execute in the coming one to three years.



The Board has to decide on and approve action items from the planning session, so there's nothing solid for me to report. What I think is most important to share from this meeting is the incredible passion that exists to make this the strongest organization for its members. We had a mix of professionals around the table from various disciplines, regions, ages and more. It was a respectful, passionate, focused conversation that will reap great rewards in the short and long term.

As we all feel the pain of tightening budgets, reliance on freelance income and increased need to prove ROI (Return on Investment) to ourselves, managers and industry partners, choosing which organizations to belong to becomes a high-priority decision. This was a key theme throughout the meeting, ensuring that each decision the Board ultimately makes shows benefit to GardenComm members.

UNIQUE VOICE

I am in a somewhat unique position, in that I am an Allied Trade member who also writes personally. So I have the perspective of needing to prove ROI on offering sample plants, the

high cost of participating in trade shows (not just GardenComm, but all trade shows), and the great expense of building and maintaining relationships with garden communicators. The viability of GardenComm somewhat relies on the financial support and presence of the Allied Trade members, and the Allied Trade members rely on access to the GardenComm membership. It's a wonderful symbiotic relationship, but it needs to be constantly nurtured.

I am consistently encouraged by the Board and Kellen's openness to my thoughts and opinions as an Allied Trade member. My inclusion in this planning session is a great example of their focus on earning each of our members' dues each year. It's about all key stakeholders and maturing to ensure the membership is earned each and every year. The future of GardenComm is bright. That is illuminated by the organization's commitment to growth through strategic planning, inclusion of those outside the Board and evolution to remain relevant in a changing communications landscape. 🌱

Ryan McEnaney is a communications and public relations specialist at Bailey Nursery.

GardenComm Honors & Awards for 2019

BY DEBRA PRINZING



Returning for a second year as chair, the 2019 Honors & Awards Committee comprises Nan Stermann, Melinda Myers and Rob Cardillo. Along with support from staff and board liaison President Becky Heath,

we're excited to announce the [2019 Honors & Awards categories](#). The nomination process will open and be announced via email and on-line on March 4th. The deadline for submitting nominations is May 15th. Nominations will be accepted in the following categories:

- Emerging Communicator
- GardenComm Fellow
- GardenComm Hall of Fame
- Honorary Member
- Wilfred J. Jung Distinguished Service Medal
- Cynthia Westcott Scientific Writing Award

RECORD SET IN 2018

2018 was a banner year for Honors & Awards because we received a record 20 nominations, with more than two candidates in each category and up to five in several categories.

We fully expect to grow that list for 2019. This program highlights passion and professional excellence in our organization. It is a member benefit, both to receive an award or honor, but also to have the privilege of submitting a nomination for one of your peers or an organization you respect. Please take advantage of this program and take the time to consider deserving candidates, and follow through with your submission. Each committee member is available to answer your questions during the process. 🌱

[Debra Prinzing](#), founder of [SlowFlowers.com](#), is former GardenComm President and was inducted into the GardenComm Hall of Fame in 2016.

MANTS Meet-Up

BY KATHY JENTZ



More than 50 GardenComm members attended the 2019 Mid-Atlantic Nursery Trade Show (MANTS), January 9 through 11 at the Baltimore Convention Center.

GardenComm held an official Connect meeting at the Lord Baltimore Hotel lobby bar after the first day of exhibits.

The next morning, the show management hosted a breakfast briefing for the media and GardenComm members were the majority of that crowd (*see photo*). Next, there was an informal lunch at a nearby eatery for those who just couldn't get enough networking in at the previous events.

The GardenComm booth was redesigned and emphasized the organization's new branding. Exhibitors were invited to stop by and film short videos about their new products. Traffic at the booth was steady and hundreds of flyers promoting the use of professional garden communicators to the green industry were distributed. In addition, several MANTS attendees stopped by for information on joining GardenComm. 🌱

GardenComm Creates Flower Show Award

BY MARY-KATE MACKEY



GardenComm was invited to sponsor a new Outdoor Living Award for the 2019 display gardens at Seattle's Northwest Flower & Garden Festival, which took place February 20 through 24. The

judges looked for the display garden that exhibited the most beautiful, creative and educational ideas to encourage effective use of horticulture and design for functional outdoor living environments. The award was given to "Mystic Garden" by Nature Perfect Landscape and Design

The first judges for this award, all Northwest Region VI members, reflect a wide variety of horticultural points of view. **Ed Hume**, with 54 years' experience as a major award-winning author, TV and radio show host, has judged national and international garden shows.

Christina Salwitz, known as The Personal Garden Coach, comes in as a designer, photographer, speaker and author of top-selling garden books. **Anne Reeves** is an



award-winning author, photographer and a 12-year blogger with over 2,500 posts.

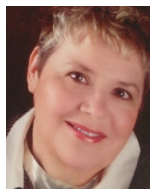
The judging criteria included consideration of inviting design, creative use of materials, such as upcycling, and demonstration of sustainable practices like green roofs, water

retention and use of natives. The new award parameters were developed with input from **Debra Knapke**, Chair of the Sustainability Committee, **Anne Reeves**, Region 6 Regional Director and **Mary-Kate Mackey**, Region 6 National Director. 🌱

PHOTO COURTESY MARY-KATE MACKEY

GardenComm Luminaries Shine as Stars: Part 1

BY MARY B. GOOD



Show business in America has its 15 EGOT winners, luminaries who have achieved this status, garnering **E**mma (television), **G**rammy (recording), **O**scar (film) and **T**ony (stage)

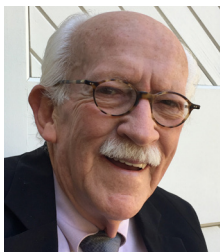
awards. These actors, directors, writers and musicians have won the grand slam of entertainment industry kudos.

We're talking about people like Audrey Hepburn, one of the greatest screen legends of Hollywood's Golden Age whose 1993 Emmy-award winning public television's series, *Gardens of the World*, was blessed with GardenComm's eminent **Elvin McDonald** as primary horticultural consultant for North America.

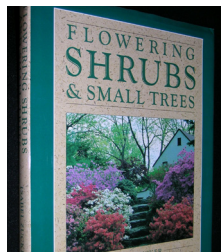
Earlier, a select group of garden writers were invited to visit with Hepburn at the Huis Doorn, a national museum and national heritage site where Audrey's mother Baroness Ella van Heemstra spent much of her childhood. 'Audrey', a white tulip named for the actress, was growing there. It was part of an April, 1990 tour of the Holland tulip fields. Our small group was led by **Sally Ferguson**, who was then the director of the Netherlands FlowerBulb Information Center, and guests of the International Bloemenbollen Centrum. The film crew for the TV series was there to catch it all.

While these glamorous and exciting highest achievements have been attained by only Audrey Hepburn and 14 others in entertainment history, similarly only six GWA (now GardenComm) superstars have achieved our industry's highest triple honors in the history of the organization. It's our own version of EGOT recognition. And like EGOT, such rarified status is tough to attain, especially the Hall of Fame, our highest honor.

The distinguished roster of members who have ascended to the Presidency, been honored as Fellows and inducted into the Hall of Fame are: **Isabel Zucker**, **Carlton B. Lees**, **Theodore O. Marston**, **James W. Wilson**, **Barbara Perry Lawton** and **Jeff Lowenfels**. Having worked with most of them, it's my honor to share their stories with our members.



Elvin McDonald



Flowering Shrubs and Small Trees by Isabel Zucker

ISABEL ZUCKER

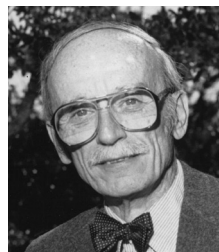
The concept to form an organization of garden communicators was devised in a hotel elevator with four writers attending an American Horticultural Society meeting. **Isabel Zucker** was one of them. It was Isabel who recommended Henry Pree be the first president in 1948, and in 1967, Isabel assumed that office.

When celebrated author and photographer **Derek Fell** first set eyes on this feisty redhead, it was in his Burpee Seed Company office, where he worked early in his career. It was July and Isabel breezed in wearing a full-length fur coat.

Isabel was a grand dame, a dynamo and a little Napoleon who didn't suffer fools gladly. She is remembered for running the board meeting with precision and focus—a force to be reckoned with. When Isabel was President, if she didn't think a new recruit was accomplished enough to belong to GWAA (Garden Writers Association of America, as it was called back in the day), she let the newbie know. Her standards for others were high, just as she demanded excellence in her own work ethic. She could literally scare the bejesus out of a garden-writing greenhorn.

Very outspoken, Isabel had a brilliant, scientific mind. As director of the National Garden Bureau, her words carried weight. When she finished writing her flowering shrub book, Isabel announced that she would not sign the contract unless the publishers agreed not to change anything, not a word, not even a punctuation mark. Try that today!

Isabel's shrub book was published in 1966. Decades later, publishers wished to re-issue the popular tome, expanding the number of descriptions and changing the photos from black-and-white to color. Isabel had already



Carlton Lees



Jeff Lowenfels with his kids.

passed away. With Derek Fell contracted to do the revision, but still under Isabel's authorship (with Fell), *Flowering Shrubs and Small Trees* was born.

Here was a wealthy woman; her husband, Myron, invented an automotive part that was acquired by the motor industry. Her home in the upscale Detroit suburb of Bloomfield Hills was more like an arboretum than a backyard garden—a photographer's paradise.

A passionate nature-lover, Isabel fought building development; in the 60s, the couple bought 70 woodsy acres along Michigan's Flint River to save the property from rapacious developers. For many years, Isabel was a benefactor of the Michigan Nature Association. After the Zuckers donated the preserved area to the association, it was dedicated as the Myron and Isabel Zucker Nature Preserve. Isabel died in 1986.

CARLTON LEES

A horticulturist, landscape architect and author, **Carlton Lees** was President of our association for the long haul, from 1971 to 1975. Here was a charming and witty gentleman whose accomplishments in our industry are staggering. A few of Carlton's most dazzling, high-powered career positions included vice president and interim chief executive officer of the New York Botanical Garden. He had been with Brooklyn Botanical Garden and was associated with *Horticulture* magazine as well as the Pennsylvania and Massachusetts horticultural societies. Carlton received the prestigious Helen Hull award for horticultural literature from the National Council of State Garden Clubs. "Gardens are necessary for our very existence," he was known to say.

—Continues on page 17

—GardenComm Luminaries, continued from page 16

Our colleague was vice president of the National Wildflower Research Center, founded by **Lady Bird Johnson**, who was made an Honorary GWAA Member of GWAA in 1985. Carlton also staged events for the New York Metropolitan Opera. In retirement, he served on the advisory committee of the world-renowned Smithsonian Institution. He was dashing, elegant and beloved by GWAA members; I can just picture him smiling, skirting through the Pearly Gates in a tuxedo. Carlton Lees left us too young, in 1989 at the age of 65, from cancer.

TED MARSTON

Kindly, fatherly and understated, **Theodore Marston's** greatest gift was connecting people. You might say he invented garden writers networking. To know him was to be encouraged to be the best you can be by writing about what you know best.

According to his wife, Dorothy, who often accompanied him to our annual meetings, Ted's creativity and imagination were boundless; he feasted on ideas.

After graduation from Iowa State University, Ted was an account exec who wrote advertising copy in Chicago. Later, he bought a rose-growing business and at one time worked for Ball Seed Company.

Known from coast to coast as a fountain of horticultural knowledge, Ted was on the board of directors of the American Horticultural Society and co-founded the Northwest Flower and Garden Show in Seattle. He authored several books and was known for his graceful writing style.

He became GWAA president in 1981, but Ted's greatest claim to fame was as founder and publisher of the critically acclaimed houseplant magazine, *Plants Alive!* In retirement, Ted led garden expeditions to many parts of the world, searching for rare plants for propagation. Before his death in 2002 following complications of surgery, Ted, 70, completed a three-year project of designing and installing a spectacular waterfall garden at his home in Kirkland, Washington.

Look for more wild and crazy tales of GardenComm's early days in Part 2 coming in the May-June 2019 issue of *On the QT*. 🌱

A member of the Wisconsin Academy of Science, Arts, and Letters, notorious storyteller and morel mushroom fancier, **Mary B. Good** has spent more than 60 percent of her life as a member of GardenComm in all its name iterations. She's currently gloating that her latest book, *Skewed Flash Fiction: A Collection of 50 Freaky-Fast Reads*, is going into its second printing.



About a dozen GardenComm members took advantage of the great offer of free admission to special tours and the trade show for TPIE in Fort Lauderdale, Florida, in January. GardenComm-TPIE organizer Sylvia Gorden is seated in a yellow jacket.

CALL FOR OFFICER AND DIRECTOR NOMINATIONS

The GardenComm Nominations Committee is soliciting nominations from members to be considered as candidates for officer and director positions on the 2019-2020 GardenComm Board of Directors.

Serving on the GardenComm Board of Directors is both an honor and a commitment. To work with other distinguished members of our industry in leading and shaping this organization is a productive and immensely enjoyable experience.

Please submit a self-nomination or recommend people whom you know will demonstrate the energy and innovative spirit we need to build on our momentum.

Officers, two-year term for:

- Vice President, Treasurer, Secretary.

National Director, three-year term for:

- Region 1, representing Connecticut, Maine, Massachusetts, New Hampshire, New York, Rhode Island, Vermont.
- Region 3, representing Illinois, Indiana, Kentucky, Michigan, Ohio, Wisconsin, West Virginia.
- Region 5, representing Iowa, Minnesota, Nebraska, North Dakota, South Dakota, Arizona, Colorado, Kansas, Louisiana, Missouri, Oklahoma, Texas, New Mexico.

Regional Director, two-year term for:

- Region 1, representing Connecticut, Maine, Massachusetts, New Hampshire, New York, Rhode Island, Vermont.
- Region 3, representing Illinois, Indiana, Kentucky, Michigan, Ohio, Wisconsin, West Virginia.
- Region 4, representing Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, Tennessee, Virginia.
- Region 5, North or South, representing Iowa, Minnesota, Nebraska, North Dakota, South Dakota (North); Arizona, Colorado, Kansas, Louisiana, Missouri, New Mexico, Oklahoma, Texas (South).
- Region 6, North or South, representing Alaska, Idaho, Montana, Oregon, Washington, Wyoming (North); Arizona, California, Hawaii, Nevada, Utah (South).
- Region 7, representing Canada & International

Please take a moment to review the [duties and responsibilities and submit a nomination](#) form.

Nominations due no later than Noon (EDT), Monday, April 1

Susan Eubanks—By the Book

Librarian Specializes in Horticulture Tomes



Ask **Susan Eubanks** what makes a good gardening book and she'll give you a direct answer: It needs to have depth of knowledge. The Plant Science Librarian at the Los Angeles County

Arboretum and Botanical Garden, Susan has noticed a distinct trend in publishing—Instagram and internet posts being turned into books—and that doesn't sit well with someone who is in the business of helping people get the right information.

It's not that she's down on social media. In fact, it was the arboretum's Instagram posts that first put her on my radar. In her experience, librarians are the most tech-savvy staffers at many institutions, and the specialized skills they bring with them are invaluable in the digital age.

Susan's Bachelor of Arts in art history prepared her for her dream career as a critic of contemporary art. But her plan did not include the natural path for a modern art critic—moving to New York when she had a love of the West. After earning her Masters of Library and Information Studies from the University of California-Berkeley and a brief stint indexing magazines and newspaper articles, she launched her long career as a librarian. That led her to work at some of the most prestigious horticultural institutions in the United States, including the Denver Botanic Garden, and San Francisco's Strybing Arboretum and Botanical Garden.

BRING IN THE PUBLIC

While at the Grand Canyon National Park Library, she was involved in opening its collection to the public for the first time. That achievement represents in a nutshell what Susan's career has been all about: Making information and ideas about nature, landscapes and horticulture available to everyone. According to Susan, we are all in the same business—finding and sharing information.

When Susan moved to Los Angeles, she found the horticultural community was much more spread out than the tight-knit ones she was used to. Joining GardenComm allowed



PHOTO COURTESY SUSAN EUBANKS.

Susan Eubanks is Plant Science Librarian at the Los Angeles County Arboretum and Botanical Garden.

her to better connect. "The synergy of writers and gardeners made for a very rich environment," she said. But Susan is concerned that we may be losing some of the old-school searching skills that are still needed to navigate traditional libraries.

Today, people assume that everything is available online and that everything should be. Specialized libraries, with their centuries of horticultural and gardening information vetted through editors and publishers, have an important place in the information ecosystem. By removing the chains that blocked access to the library stacks and creating fun and informative Instagram posts, Susan and her corps of volunteers are making the library visible and relevant to a diverse group of users.

CONNECTING WITH PEOPLE

The L.A. County Arboretum's 127 acres in Arcadia, California, once part of a Native American settlement turned Spanish rancho, is now surrounded by a modern, suburban landscape, yet it continues to connect the people with the region's land, history and environ-

ment. What started out as a collection focused primarily on a research function (the first director was the editor of a scientific journal) has evolved into a collection that serves a much broader public.

"Library patrons want integrated

information on everything from vegetable gardening to water-saving gardening practices," Susan said. "If we don't make this information available, we won't be able to breathe in 150 years." This translates to practical advice as the library's book buyer; she would buy any book that helps people make their gardens more adaptable to climate change. Also on her personal wish list is turning the classic *Agaves of Continental North America* into a glossy book that gardeners would love.

GARDEN COMMUNITY GATHERING PLACE

Under Susan's management, the arboretum's library is much more than a repository for books and research. It's an art exhibition space, a place for organizations like the Western Landscapes Book Club (one of her personal passions) to meet. And, it serves as an enormously popular place for children's programs, all serving a community that has changed as much as the land the library finds itself on.

Susan believes that horticultural institutions must continue to help connect people with information, from plant monographs to e-books and podcasts. "No one really knows what we are searching for and writers are not sure what they will write till they write it," she said.

That's the magic of walking into a library. It's all there in real life. And there is an actual person, a professional available to help you on your path to learning, delight and discovery, with no ads or pop-ups to distract you. 🌱

Carmen DeVito is a Director in Region 1, principal of Groundworks in Brooklyn, New York, and co-host of the GardenComm Media Award winning *We Dig Plants* on HeritageRadioNetwork.org.

WELCOME NEW MEMBERS

Gary Bachman • (228) 239-3023
gary.bachman@msstate.edu
Biloxi, MS

Cynthia Bee • (801) 410-6465
cynthiab@jvwcd.org
West Jordan, UT

Emma Biggs • (416) 953-1549
emmabiggs2@outlook.com
Toronto, Canada

Susan Brackney • (812) 219-6847
writer@susanbrackney.com
Bloomington, IN

Adriana Delgado • (202) 641-7014
adriana@almaverdegardening.com
Washington, DC

Lisa Ethridge • (804) 370-9489
lrethridge110@gmail.com
Alpharetta, GA

Pam Farley • (916) 425-6318
pam@brownthumbmama.com
Sacramento, CA

Kathleen Fliegauf • (908) 619-6368
kathyfliegauf@yahoo.com
Oxford, NJ

Leslie Hunter • (515) 554-5934
lhunter@dmbotanicalgarden.com
Des Moines, IA

Kim Kemper • (214) 762-0518
allisonr@jdpr.com
Waco, TX

Barb Levisay • (434) 466-4649
barb@barblevisay.com
Ruckersville, VA

Valerie Martin • (610) 955-4720
vmart0027@gmail.com
Clearwater, FL

Erin McAndrews • (757) 218-6388
mcandrews.erin@gmail.com
Felton, PA

Reggie Millette • (514) 892-5388
info@millettephotomedia.com
St. Ambroise, QC

Cheryl Monroe • (301) 908-0706
ctmonroe@xecu.net
Myersville, MD

Amanda Rose Newton • (804) 370-9489
amandarosenewton@gmail.com
W. Melbourne, FL

Robert Polomski • (864) 656-2604
bplmsk@clermson.edu
Clemson, SC

Rae Punzel • (262) 220-1251
bennuorganics@gmail.com
Kenosha, WI

Joann Vieira • (978) 602-0070
joannvieira223@gmail.com
Princeton, MA



Thanks to these GardenComm members for helping to grow the organization in 2019. For every new member you bring in in 2019, you'll save \$20 on your 2020 membership dues.

ONE MEMBER

Katie Elzer-Peters

Kate Jerome

Abra Lee

Kelly Norris

Sharon Richardson

Nan Sterman

Betsy Williams

Lisa Mason Ziegler

Upcoming GardenComm EVENTS

ALL TIMES LOCAL

March 2, 8 a.m. to 5 p.m.

[CareerNext Summit 2019](#)

Magnolia Plantation and Gardens,
Charleston, South Carolina

March 6, 4 to 5 p.m.

[Connect \(& MORE\): GardenComm @ PHS](#)

[Philadelphia Flower Show 2019](#)

Philadelphia Convention Center,
Philadelphia, Pennsylvania

March 9, 8 a.m. to 1 p.m.

[GardenComm @ Canada Blooms 2019](#)

Enercare Center, Toronto, Ontario, Canada

March 14, 2 to 3 p.m. ET

[GardenComm Webinar Series:](#)

["So You Want to Have a Podcast..."](#)

["With Ellen Zachos and C.L. Fornari](#)

Online webinar

March 22, 5 to 7 p.m. to March 23, 9 a.m. to 5 p.m.

[Woods, Writers & War,](#)

[Milledgeville, Georgia](#)

Milledgeville, Georgia

August 9, 9 a.m. to 5 p.m.

[Connect \(& MORE\): GardenComm @ Texas](#)

[Nursery Landscape Association](#)

Henry B. Gonzales Convention Center,
San Antonio, Texas 🌱



Herb Frazer (left), Teri Speight and Kirk Brown were among about 30 GardenComm members who attended MANTS in Baltimore in January.

Randy Schultz—PR Agency Rooted in Love of Gardening



Randy Schultz was destined to be a member of GardenComm. It took him a little while to get there, but ever since his first annual conference (San Antonio,

1997) Randy knew he had found his tribe.

He came to gardening via vegetables and is still a vegetable gardener at heart. In his early 20s, living in a townhouse with no garden space, Randy grew tomatoes in 5-gallon containers. He always enjoyed growing plants, but “growing a plant that gives you something to eat...now that’s a bonus.”

After graduating from San Diego State University with a degree in journalism, Randy went into corporate communications. He worked steadily in Los Angeles for insurance companies and real estate holding companies, but in 1988, with a wife and new baby, Randy moved to Albuquerque, New Mexico, in search of a more family friendly place to live. Alas, there was no job in Albuquerque.

AGENCY IN ALBUQUERQUE

Thus, Schultz Communications was born. In a flash of genius, Randy created *The Consumer’s Guide to Planet Earth*, a directory for writers

and editors seeking information on healthy and organic products. The birth of *The Consumer’s Guide* coincided with the 20th anniversary of Earth Day. There was passion in America for all things environmental: Recycling, cloth diapers as well as organic food and gardening.

Randy published the guide twice a year for five years. By 1995, the initial wave of media enthusiasm had subsided, and Randy was ready for something different. Looking back over five years of data, he realized that the garden

section of *The Consumer’s Guide* had always been its strongest. There were staff garden writers at most mid- to large-sized newspapers and they needed content. So Randy launched a PR firm focused on the home and garden industries. It was the perfect way to combine his skill as a communicator, his lifelong love of gardening and his experience in the PR business.

Schultz Communications continues to grow, representing clients including High Country Gardens, Summit Responsible Solutions, Nature Hills Nursery and Logee’s. In 2013 Randy added a new branch to his business. He wondered if *The Consumer’s Guide* would make a viable online resource. *Home, Garden & Homestead* was originally intended to be a directory for editors and writers, but the garden communications industry had changed. There weren’t as many staff writers or newspaper garden columns. It made sense to create a site that spoke directly to the consumer.

WEBSITE LAUNCHES

Randy plans for [Home, Garden & Homestead](#) to be the most popular home and garden destination on the internet. “Why not start big? *At Home, Garden & Homestead*, beginners

can find info on how to grow a tomato and experts can dig deep into subjects like how to cook with their rose hips,” he said.

What Randy enjoys most about being content editor of *Home, Garden & Homestead* is that he can hire his fellow GardenComm members, pay them for their work and publish it. Giving back to an organization that has done so much for him gives Randy great pleasure.

As chair of the GardenComm Membership Committee for several years, Randy believes it’s important for our organization to evolve. As the business of garden communications has changed, our skill sets must also change. “Today’s garden communicator needs many more entrepreneurial skills,” he said.

Randy jokingly refers to himself as unemployed, but what he means is that as an entrepreneur for 30-plus years, he wouldn’t want to work for anybody else. “The percentage of our membership made up of freelancers gets higher every year. We need to help our members develop the skills they need for the modern marketplace.”

GARDENCOMM LIKE A FAMILY

So what does GardenComm do for Randy Schultz? Professionally, the relationship is a win-win. Schultz Communications provides a service to both individual and allied members, while *Home, Garden & Homestead* both employs GardenComm members and benefits from their expertise.

Personally, the GardenComm membership has become part of Randy’s extended family. Each conference is not only an opportunity for professional development, but also includes the fun you’d expect at a family reunion.

“Anyone who plugs into GardenComm will have that same wonderful experience,” Randy said. “If they put something into GardenComm, they’ll get so much back. In this day and age, when almost everything is a text or an email, when people don’t even pick up their phones, getting together at a conference or a small regional meeting is really important. It’s especially important for gardeners, because we’re nurturing people. We coax life out of the bare ground! The personal connection is essential.”

Look for Randy in Salt Lake City in 2019. He’ll be happy to say hello. 🌱

GardenComm Secretary **Ellen Zachos** is the author of seven books, including *The Wildcrafted Cocktail* and *Backyard Foraging*. She is the co-host of the Plantrama podcast with **C.L. Fornari**, and writes about wild foods at [backyardforager.com](#).

David Austin

February 16, 1926 – December 18, 2018

“There is nothing more exciting than having 350,000 seedlings growing that no one has ever seen before”

— David Austin

David Charles Henshaw Austin was born in Albrighton, in Shropshire County, England on February 16, 1926, and grew up in a farming family. A self-taught horticulturist who upended the rose market by creating more than 240 hybrids that were distinguished by their broad color range, ambrosial fragrances and multiple annual blooms, he died on December 18 at his home in Albrighton. He was 92.

David spent six decades obsessively pursuing his ideal of what a rose could be by developing varieties that combined the fragrances of the so-called “old roses” that he adored—but that had largely disappeared from modern gardens—with the rich palette and repeat flowerings of the stiff and lightly scented hybrid teas and floribundas that had long become dominant in nurseries, flower shops and home vases. “My emphasis has always been on charm and beauty rather than sheer brilliance of colour,” he said in a 2002 interview in *Gardens Illustrated* magazine.

ENGLISH ROSES

With time and extraordinary dedication, David created his first rose in 1961, ‘Constance Spry’ (Ausfirst). Named after a renowned English gardener, florist, cookbook coauthor, it had large rose-pink blossoms that smelled of myrrh. By 1969, he had refined the breeding process and launched his first range of repeat-flowering English Roses, the name he coined for his ground-breaking varieties that fused the old with the new. He reasoned that the French have the Gallica roses, the Scottish the Scots, so why shouldn’t the English also have a group of roses to call their own—especially with the rose being so intertwined in England’s culture and history.



Industry professionals said nobody would buy these “old-fashioned roses” and recognition of his English Roses was slow at first. But his fortunes changed significantly in 1983 when he introduced three varieties at the prestigious Chelsea Flower Show in London, including ‘Graham Thomas’ (named for his good friend and mentor, the much-revered horticulturist), a yellow climbing rose with a fresh tea fragrance. The response from the press, as well as the general public, to ‘Graham Thomas’ was overwhelming and David credited it with being the rose most responsible for the recognition and success of the English Roses. Unknowingly, he was responsible for creating the world’s first horticultural brand.

With whimsy and an appreciation of the arts and history, David gave memorable names ‘Charles Darwin’ (with lemon-scented, yellow cupped blooms), actress ‘Dame Judi Dench’ (orange blooms with ruffled petals), flautist ‘James Galway’ (a climber with dense pink rosettes) and author ‘Roald Dahl’ (whose orange-red buds open up to peach rosettes). “He used to say that the easiest way to kill a rose was to give it a bad name,” Michael Marriott, the senior Rosarian at David Austin Roses, said in a telephone interview.

AWARDS AND ACCOLADES

He would become one of the world’s leading rose breeders. His English Roses—there are more than 240 varieties to date—are

considered the benchmark for modern roses. From its base in Albrighton, David Austin Roses sells English Roses in 30 countries through mail order and retail, and to florists.

David’s extravagant rose displays became a fixture at the Chelsea Flower Show, where on at least one occasion, he greeted Queen Elizabeth II as she made her rounds. His roses brought him 24 gold medals at Chelsea. In 2007, he was awarded the Order of the British Empire (OBE) for services to horticulture, and he received the highest award of the Royal Horticultural Society, the Victoria Medal of Honour.

David was also a writer; his first book, *The Heritage of the Rose*, was published in 1988. The first edition of *The English Roses* came out in 1993. He published a collection of his own poems in 2014 entitled *The Breathing Earth*, which draws on his life experiences and his love of nature.

“Nothings speaks of England more than his roses, whether climbing over a door, tumbling with heady scent from a trellis or providing a classy splash of colour in a border,” wrote Stefan Buczacki, a horticulturist and former host of a British gardening show, in *The Daily Mail* after David’s death.

Cathy Wilkinson Barash, from *The New York Times*, *Washington Post*, and *The Daily Mail*

Walter Chandoha

November 30, 1920 – January 11, 2019

On January 11, 2019, **Walter Chandoha**, a world-renowned photographer and writer, known as the forefather of cat photography, passed away at the age of 98. Walter was also—and more importantly—a very good friend of mine; it was a great honor to have known him.

When I was a kid, from the late 50s into the late 60s, I remember my folks buying what was considered the most popular calendar in the country—the latest cat calendar, which was all Walter Chandoha's photography. Being a cat person myself, it was always great to see a new picture every month. Then, at some point, they were no longer being published and I never knew why.

The birth of my lifelong interest in photography was during that same time frame. In the early 90s when I started to get published, I would notice the photo credits on the other photos along with mine. One day, I saw this name that I'd forgotten—Walter Chandoha. Having a unique name, I wondered if it was the same photographer who did the cat calendars. To my amazement, it turns out that it was.

FIRST MEETING

Fast forward to 2009 in Raleigh, North Carolina, where the Garden Writers Association (now GardenComm) was having its annual symposium. At the hotel bar one evening, there was a gathering of a lot of photographers who would only see each other at these meetings. Sitting across from me was an older man. I hadn't yet heard his name, but after asking around, I found out that it was Walter. I had to get up, go introduce myself and tell him how much I'd admired his work throughout the years. I mean, this guy was a living icon.

As I got alongside him, the chair next to him became empty. As I reached out to shake his hand, he grabbed my hand, pulled me down into the chair and said "I know who you are," and I said "I know who you are too," which he immediately followed up with, "Betcha you thought I was dead, didn't you?" His comment sort of startled me and then we laughed. He told me that the cat calendars ended because during that period, his wife was the cat wrangler who would position all the cats so he could get the shots taken. He said that there were a lot of photos with her hands



caught in the image as the cats wouldn't sit still long enough. She had become ill and passed away, so he didn't have a wrangler anymore. He realized that he could shoot plants by himself and it would possibly be less stressful, and so his work in the horticultural field began. Walter distinguished himself as a horticulture photographer as well as a cat photographer. He was named a GWA Fellow in 1997 and was inducted into the GWA Hall of Fame in 2006.

My wife and I had the good fortune to visit with him this past summer at his home in New Jersey. I am so grateful to have had that opportunity. I'm going to miss him terribly.

OFFICIAL OBITUARY

The following lines are taken from an obituary that the funeral home placed. "Chandoha's universally appealing cat, dog and animal photographs have appeared in over 300 magazine covers, thousands of human interest features, pet food packaging and in countless iconic advertisements.

"Throughout his career beginning in the 1950s, his work was featured consistently in the

advertisements and promotions of the major camera companies including Kodak, Hasselblad, Nikon, Polaroid and Graflex, to promote their brands to both consumers and professionals. He had a longtime collaboration with Kodak, and his work was featured multiple times on the enormous 18'X 60' Kodak Colorama at Grand Central Station in New York City.

"Chandoha's photographs were also featured at Kodak's massive World's Fair pavilion, which was amongst the most visited of the fair with over 51 million visitors in 1964 and 1965.

"He has had 33 books published since 1951 featuring his cat, dog, animal and garden photography. Andy Warhol used his photos from the book *All Kinds of Cats* as source material for Warhol's cat illustrations in 1954.

"He just finished his 34th book, to be published by Taschen in the spring of 2019."

Rest in peace, my friend.

—Bill Johnson