We’ve just closed the books on the second wettest May in recorded history in Utah; almost daily rain for weeks on end is far from normal here in the arid west. Our gardens (and the weeds that go with them) have appreciated the extra moisture and everything is growing beautifully. It looks like this will be the perfect year to host landscape tours for #GardenComm2019. To that end, the Local Arrangements Committee thought you might enjoy a sneak peek of some of the stops we’ll visit on our conference’s story tours.

EARLY MORNING PHOTO SHOOT & HISTORIC TOUR
The Early Morning Photo Shoot is planned at the Rooftop Garden at Temple Square; this is where the Historic Tour will begin—at one of the most modern gardens in Utah. The rooftop garden is one of the largest of its kind in the United States and gives the entire structure the feel of the Hanging Gardens of Babylon. From this point, we’ll work our way back through the landscape history, as we move through the gardens of Temple Square, enjoying formal Victorian plantings and pioneer-style cottage gardens along the way. Our tour will be expertly guided by a local landscape historian.

SALT LAKE CITY SNEAK PEEK
BY CYNTHIA BEE AND THE LOCAL ARRANGEMENTS COMMITTEE

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FOOD PRODUCTION TOUR
Community-supported agriculture is a community value in Utah. On this tour, we’ll see that value in action through a number of different gardens and organizations serving humankind at every possible scale. We’ll visit the potager at the Urban Garden Company.
This month we are trying something new. Since many of you have been asking some of the same questions, I thought I would answer in this issue of On the QT.

#ANNUAL CONFERENCE AND EXPO

Q. What does the Annual Conference Base Registration include?
A. Base registration includes entry to the Expo, education sessions and Awards & Honors Dinner. It does not include the story tours, which are a separate fee. Most story tours are $50, except for the Full Day Wasatch Loop Post Conference Tour, which is $100. Making conference options a la carte does not increase your overall cost, but it gives you options on what tours you want to attend, saving you dollars. It also saves GardenComm money because we don’t have to have more buses than we need.

Q. Are there payment plans for #GardenComm2019?
A. Yes, payment plans are available. You can break your registration payments into more manageable payment amounts. Everything must be paid in full by August 23, 2019. Please call 212-297-2198 for more information.

Q. Are there scholarships available?
A. Yes! This year, three scholarships will be offered, covering #GardenComm2019 conference registration, as well as up to $1,000 in travel, in total, a $1,500 value. Ideal scholarship recipients work as garden writers, bloggers, speakers or photographers, are under the age of 40 and demonstrate a commitment to horticultural communications. Previous GardenComm NextGen Scholarship recipients are not eligible for 2019 scholarships. Scholarship applications are due Monday, July 15, 2019. Apply today!

Q. Not a GardenComm Member?
A. We are offering nonmembers a special combination rate. Receive a GardenComm Regular Membership and #GardenComm2019 base registration for just $405! (a $50 savings) To take advantage of this special offer, please contact our office at (212) 297-2198 or info@gardencomm.org.

Q. My company is interested in exhibiting. What does that entail?
A. By becoming an exhibitor, you and your organization get the essential brand exposure and direct access to over 350 key current and future thought-leaders impacting the industry. Attendees are seeking new products and tools, fresh ideas and key resources for their businesses. Find details on how to exhibit here or contact Jenn Perrone, for more information 212-297-2131. All our current exhibitors to date can be found here. We would love to include your company on the Expo floor.

Q. Can’t exhibit but want exposure to the GardenComm community?
A. There are lots of great sponsorships available. Here are our sponsorships to date.

Q. I don’t work for a company, but have some great exhibitor or sponsor ideas.
A. Send them our way! We’ll reach out. Email us at info@gardencomm.org

#GardenComm2019 is going to be an exciting few days. I look forward to seeing you in Salt Lake City, September 4-7, 2019. For registration and additional information about the event, please visit gardencomm.org.

Have questions for me? Send them my way, mungaro@kellencompany.com, and I may answer in my next “Ask the ED” segment of the newsletter. Have a great summer! 🌞
where the owners teach classes to locals. Although Utah will never be considered a breadbasket state, our local organizations are engaged on a global scale.

PLANT RESEARCH & NORTH GARDENS TOUR
Utah State University Extension has created a massive research garden, the Utah Botanical Center, just north of Salt Lake City. The Utah House is a mature, water-conserving landscape that demonstrates the ideal in sustainable, local landscaping. The plant research facilities onsite include annual flower and vegetable trial gardens as well as new introduction plants through their Sego Supreme breeding program.

NEW URBANIST TOUR
As a rapid-growth state, there's no shortage of new construction in the southwest corner of the valley. New construction comes with its own set of challenges for gardeners and this tour will be future focused. First we'll journey to the Conservation Garden Park, an 8-acre garden dedicated to teaching sustainable landscape practices. The tour concludes at the new Daybreak community, where modern planning and community creation are intersecting with landscape and lifestyle changes demanded by modern homebuyers.

SMALL-LOT CITY GARDENS TOUR
The Yalecrest neighborhood is rolling out the red carpet for #GardenComm2019. There are so many lovely gardens in the neighborhood that we'll be strolling—open-house style—stopping at whichever gardens pique your curiosity. The neighborhood is lovely blend of vintage architecture and many different garden styles. The tour ends at Utah's flagship botanic garden, Red Butte Garden, set at the foot of the Wasatch mountain range with views across the entire Salt Lake Valley.

COUNTRY GARDENS & HERBS TOUR
This tour will visit three lovely, large gardens in neighboring Utah County. Snuck Farm is a new-construction homestead that is the dream of nearly every garden enthusiast. We'll also see highly detailed, country-junk inspired gardens that show this style in its imperfect perfection. We'll finish the tour by dropping in at Ashton Gardens at Thanksgiving Point. The gardens will be hosting the annual Timpanogos Storytelling Festival during our visit so you may just be tempted to stay, then Uber or ride the commuter rail back to our venue.

POST CONFERENCE TOURS:

MOUNTAIN GARDENS TOUR – HALF DAY
We'll head up the canyon to enjoy the world-renowned beauty of Park City, Utah. Gardens in Park City are subject to high altitude, cold temperatures and herds of deer and elk. Our tour includes a stop at the Swaner Preserve and EcoCenter followed by several private gardens and homes designed in the Mountain Contemporary style. Be advised, this tour will ascend to elevations of nearly 7,000 feet above sea level.

ESTATE GARDENS TOUR – HALF DAY
Who doesn't enjoy seeing the types of gardens that can be created on grand budgets? The Estate Gardens tour will visit several grand estates in Salt Lake City's exclusive Walker Lane neighborhood. Each garden on the tour is created in a different style and filled with lovely details and spaces.

WASATCH LOOP TOUR – FULL DAY
This tour will make a loop along both the Wasatch Front and the Wasatch Back, stopping at lovely private gardens representing an array of styles. Attendees will be treated to both fabulous gardens, real mountains and incredible views.

If there's sufficient interest, our last stop will be at the scenic High West Distillery for a final send off. Be advised, this tour will ascend to elevations of nearly 7,000 feet above sea level.

The Local Arrangements Committee and our volunteers are excited to share the unique beauty of Utah with GardenComm attendees. We've made sure to include the full range of garden styles to ensure that there's plenty of value to share with your own audiences that will match with your local conditions.

Cynthia Bee, is chair of the Local Arrangements Committee in Salt Lake City.
Network Options Rise to Top

Springtime was a whirlwind of activity this year with lots of visitors, including overnight guests. We also shipped out orders and bouquets, provided educational seminars to various clubs and organizations and arranged garden tours for a festival. Among all the non-stop activities, we are called upon to write an article, give a speech or take part in some other creative process. Finding ways to spark a bit of creativity when I am tired or in a slump can be a challenge.

One of the ways that helps me the most is to participate in an activity out of my normal routine that includes other creative people. If the time is right, a GardenComm Connect Meeting will usually do the trick because the conversations turn to either communication or garden-related topics, and ideas begin to pop in my mind. Those Connect Meetings are always fun and worthwhile. Regional Meetings provide even more opportunities for additional creative inspiration, especially if there are good speakers and great gardens on the agenda.

BATTERY RECHARGE
But the best of all places for a personal creative reboot is the yearly GardenComm Conference and Expo. We will be in Salt Lake City for almost a whole week in September, an area that I have never visited. I’m SO excited! We’ll have so many options for educational presentations; new plant and product introduction program to see; opportunities to have a pitch an idea meeting with an editor; visits to public and private gardens, with all types of design themes or amazing plant collections, and much, much more.

This conference will be the best way to recharge our internal creative battery and it should keep us charged for a long time. I hope I’ll see you there where we can get revitalized together!

GRANT-WRITING COMMITTEE FORMED
With GardenComm now a 501c3, we are exploring our eligibility for grants and other kinds of supports that only go to nonprofits. Rob Welch, a wonderful gentleman from Michigan, chairs our newest GardenComm Committee, Grant Writing. He has had experience writing grants and is looking for others to join him in this effort. He’d appreciate help from members with grant writing experience, but he also welcomes those that would like to learn the ropes.

Rob suggests we all try to think of anyone who works for or has a connection to a larger company that offers grants. If a company comes to mind, please pass that information on to Rob and include a contact person’s name, if you have it. Grants don’t just fall out of the sky. It’s going to take some real effort. But receiving grants could also help the leadership of GardenComm provide more services to all of the members. Please put on your thinking caps and be part of the process.

GET OUT WHAT YOU PUT IN
I am sure you have heard this saying before, maybe from your parents: “Whatever you get out of an organization is a direct result from what you put into it.”

Networking has always been one of the top priorities of our membership because we know that it’s all about relationships. We also know that it’s difficult to build relationships if you don’t put yourself out there and participate. Participating on a committee is just one more way to network without having to leave your office. It is one way to meet new people from other parts of the country who you may not have had an opportunity to meet. That’s how doors are opened for prospects and projects for you.

Our most successful GardenComm members are often the ones who have put in the most time serving the organization in some capacity. I encourage each and every one of you to join one committee and experience the benefit of really getting involved. If you can’t commit one hour, one day a month during the day, we can try to find a time when you and others with similar schedules can help GardenComm. You will benefit, and so will everyone who works with you. No matter how we each communicate to our constituents, we all need to be cheerleaders for the products, our vendors, sponsors and the rest of the green industry as we spread the good news of gardening. I’d like to see us all work hard together to ensure that the rest of the green industry realizes that we are the dots that connect them and their products to the gardening consumers. Let’s do it!
It’s going down y’all. The GardenComm 71st Annual Conference & Expo is heading west to Salt Lake City September 4-7. I’ve got a few insider gems to share with my first timers (and anyone else who cares to listen). Gem dropping aside, the one hard rule every attendee must abide by is to have fun!

**KNOW YOU ARE WELCOME**

GardenComm Expo is like a reunion with your extended family of plant-loving “cousins.” As we all know when you are new to a family, reunions can get awkward real quick. But fear not, cousin, there’s no reason to be scared. Before the week’s over, you will become BFFs with many in the group. If we are keeping it all the way real (and we are because we’re family) one or two cousins may come off as odd birds. Trust me, they mean no harm. Folks will go out of their way to make you feel welcome and included. That is what a real family does.

**BE READY TO TAKE PICTURES**

The fact that you will be taking garden pictures is a given. I’m referencing personal pics. Now I’m not saying to show up in a full beat face and go Mariah Carey mode bringing 20 suitcases and endless outfit changes with you. I am saying that you are new here and everyone knows it. They will want to take a lot of pictures with you because—you’re so special. And, you really are!

Embrace your inner Kardashian and get that smize game together. Spoiler alert, if you are not the picture-taking type, know that you will end up in them anyway. So don’t blame me that you left your frizz control at home; you have been warned.

**PACK RIGHT**

I get it; you are platinum medallion status and have pre-check clearance on that flight ticket. However, TSA still isn’t your little friend. Anyone spilling dirt all over the airport can kiss those plants you snagged at the conference goodbye. They will end up in their sad, final graveyard—the big gray trashcan at the security checkpoint. To make sure your plants don’t die this tragic death, bare-root packing is the answer.

The night before you leave, shake the dirt from plants you plan to take home. Swish off what’s remaining in the toilet. Yep, the toilet. The roots will be free of dirt, it saves water, clean up is a breeze and all it takes is one flush. Wrap the damp roots in a plastic bag. Remember to recycle, so stuff a few in your luggage and be on your way.

**BRING A BUNCH OF BUSINESS CARDS**

Even if you don’t (yet) have an official garden business complete with a fancy logo and slogan, slap your name and contact info on some business cards. Bring more then you think you need and be prepared to shake hands and socialize at the conference. Introverts: This can be a challenge; I feel ya. Always remember, Google is your friend. Search five people you are dying to meet, then search five you aren’t as familiar with. Now you will have a few nice words of fellowship prepared to say. Also, use the conference app (which is bomb by the way) and you will leave Salt Lake City with exactly what you came for—lasting professional contacts.

**SHOW LOVE TO THE CONFERENCE PARTNERS**

Our GardenComm sponsors are Oprah-at-Christmastime level generous and make sizable long-term financial investments in this organization. And child, when it comes to the conference, the vendors and partners come to play. They will send you home with plants, hoses, tools, seeds, you name it. I left Chicago last year with enough items to start a pop-up garden center. But I digress.

Show interest and spend time with the companies at the Expo. Engage with them and say thank you. Enjoy the swag, but please don’t be a freebie hoarder. You know that Mama taught you better then that.

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Abra Lee is a horticulturist extraordinaire at the intersection of gardens, culture and style. Follow her on social media @conquerthesoil.
Editor's note: Periodically, On the QT has an article that describes GardenComm's committees and what they do to help our members.

The Sponsorship Committee is tasked with finding funds to ensure that the organization can pay its bills and stay in business to serve the membership.

Primarily the work is focused around the annual GardenComm Conference & Expo, where funds come from the horticultural industry and educational organizations around the country.

The conference is composed of three parts: the trade show (Expo), educational sessions and tours of local gardens. Trade show exhibitors and sponsors all help to support not only the four days of our conference, but the whole year. That means we have lots of sponsorships to raise.

KELLEN, MEMBERS PART OF TEAM

The Sponsorship Committee’s core members are its co-chairs—Kate Copsey and Teresa Watkins—plus the chair of the Local Arrangements Committee for the annual conference. This year, that’s Cynthia Bee. The Local Arrangements Committee chair helps us secure funding from local businesses and gardens, and is instrumental in finding places to visit as well as sponsors for breakfasts, lunches and dinners. The work of the Local Arrangements Committee helps to keep the cost of the event reasonable for all of us.

We also have representation from GardenComm membership and a person from the green industry side of the organization. That person helps us understand how we can give value to our trade members. Serving on the committee are Maria Zampini and Cheval Force Opp.

Kellen handles all of the contracts and funds. At the annual conference, the committee makes sure all the trade show exhibitors are successful and pleased with the networking opportunity to meet national and international GardenComm members. After the conference, we personally send thank you emails and surveys to the exhibitors and sponsors.

MEETS VIA PHONE

The Sponsorship Committee, like most GardenComm committees, meets monthly via conference call, where we discuss the companies for which we have personal contacts and new companies we think are worth approaching for sponsorship.

Committee members (and all GardenComm members) are encouraged to attend major trade shows to help find new companies that can benefit from being part of GardenComm — as members and as exhibitors. Finding sponsors and exhibitors is so vital to the health of our organization; they can come from local, state or national sources. Anyone interested in participating on our team, let us know, we are always open to new members on the committee. If you have questions, please email Kate or Theresa. |

National Director Kate Copsey and member Teresa Watkins have served on the Sponsorship Committee for several years and fortunately are not afraid to “make the ask.”

Sponsorships cover many unseen costs for GardenComm Conference and Expo. Last year, J. Berry sponsored the key cards for the hotel.
Earlier this year at Seattle’s Northwest Flower & Garden Festival, GardenComm bestowed its first Outdoor Living Award. It went to Nature Perfect Landscape & Design for its 2019 display garden, “Mystic Garden.” This award is already slated to be given at that show again next year.

Why not consider expanding this idea, so that GardenComm members could approach other shows around the country? Here’s how this first award came about.

A month before the NW show was to open, Seminar Manager, Janet Endsley, called me. Would GardenComm be interested in giving an award that recognized sustainable design in outdoor living?

HOW IT WORKS
The plaque cost around $100 (the money was supplied by an anonymous donor) and the plaque creation was carried out by the show (with 60,000 attendees). It also was posted on the show’s website, where even more people could see the GardenComm name. And, as Janet pointed out, GardenComm members are outstanding in their various horticultural endeavors, so finding judges among the membership would not be hard. It was a totally new idea to me. But why not take a chance?

At that point, a statement of intent and judging criteria had to be developed—fast. Many members contributed to the process. I talked with President Becky Heath and worked with Debra Knapke, chair of the Sustainability Committee, and Region 6 Regional Director, Anne Reeves, to come up with words that would represent the mission and values of GardenComm.

JUDGE SELECTION
We decided that the three judges would be looking for “a 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 judges, who are members of GardenComm, would score on beauty, inviting design appealing to all the senses; creativity, unusual use of materials, such as up cycling; and ecological education, demonstrating earth friendly practices like green roofs, water retention and use of natives plants. Those first judges, Ed Hume, Christina Salwitz and Anne Reeves, also gave invaluable feedback before and after the judging process.

At the same time, we had to comply with the needs of the show. Although the management had first asked that our award be for sustainable outdoor living, it turned out that the word “sustainable” was anathema to one of the show organizers. Therefore, that word was dropped from the name, so it became the GardenComm Outdoor Living Award. But the impulse and judging criteria remained the same. The words “earth friendly” were inserted into the judges’ work sheet instead.

Given the outdoor living parameters we have already developed, this award could be adjusted for local circumstances at shows around the country. The award could be paid for by sponsors, a donor or by money folded in to GardenComm’s marketing budget.

ADAPTABLE AND FITS MISSION
The award could have a narrower focus. For instance, when I talked about this with Denise Schreiber at the Seattle show, she mentioned that such an award could be offered at the Philadelphia show, not just to the display gardens in general, but to the educational groups that also put together displays to encourage and support newcomers—a goal that neatly fits with GardenComm’s mission.

Could this award be tweaked for trade shows? The decisions for setting up the award would rely on the local knowledge of members about the needs of their shows, just as it did in Seattle.

The hard work of coming up with the judging criteria has been done. I believe this is a fine opportunity to place GardenComm at the heart of the communities we serve. Is there interest out there in expanding our presence at shows around the country and in Canada? Giving an award seems like an easy way to do it.

Mary-Kate Mackey, author, speaker and teacher, is National Director in Region 6.
Water. We take it completely for granted, but if we are deprived of it for more than three days, we will die. It’s literally the stuff of life, yet we give little thought to what comes out of the tap because our beautiful blue planet is awash in water, enough for every living thing until there’s a crisis like Flint, Michigan, with a contaminated water supply.

“There’s no danger of running out,” said Phillip A. Arkin, deputy director and senior research scientist at the Earth System Science Interdisciplinary Center at the University of Maryland. “There’s a danger of there being not enough usable water in certain places at given times.”

Hydrology, the study of water, its distribution, quality and movement, comprises water’s many sources—from surface and groundwater to aquifers and the ocean. One source is the Oglala, part of the High Plains aquifer, which waters 30% of U.S. irrigated crops, and is currently being depleted faster than it is being recharged. Having enough water in the future is dependent on how we manage it now.

LONG, CLEANSING PROCESS

“Usable water is the result of this long chain of events,” Arkin said. Water on the surface flows into collections, where it has to be treated for people to drink or cook with. That whole system is part of a functioning society. The system can break down through several means—some preventable, others not.

“In the Midwest, our biggest problem is we’re getting too much precipitation,” said Jim Angel, former Illinois State Climatologist and co-author with Floyd Huff of Frequency Distributions and Hydroclimatic Characteristics of Heavy Rainstorms in Illinois, which, since being published in 1989, has guided state infrastructure design. “It’s used for all the design work for storm sewers and drainage and storm retention and building bridges,” he said. “It permeates throughout the construction in the state.” Angel is updating Bulletin 70, using data collected since 1989. “No surprise, the new numbers are much higher than the old. The 100-year storm increased about an inch. That’s an extra inch of water you’ve got to figure out what to do with on any project,” he said. While we must adapt to natural water phenomena as one issue, we can do a lot to prevent water waste and water pollution. For example, according to the Environmental Integrity Project’s 2019 report on 265 existing and retired coal plant sites, coal ash contaminates groundwater at 91% of sites in 39 states. Preventable factors include poorly designed waste ponds; less than 5% have waterproof liners to keep contaminants from leaking into

— Continues on page 9
the groundwater. Agriculture has been another water pollution culprit, though in recent years nutrient management plans, on-farm catchment lagoons and drainage ditches have considerably diminished inputs.

REWARDS, PUNISHMENTS
“To protect our drinking water, we continue to invest in a number of long-term strategies, including sustainable farming and stream restoration and management,” said New York City Mayor, Michael Bloomberg, Solutions require human changes, using both “the carrot and the stick.” In 2010, New York City invested in a program to help individuals track water use, which can help conserve and reduce water bills (carrot). Sticks include regulation and legislation. The 1972 U.S. Clean Water Act, initiated by a group of organized citizens, regulates discharges into U.S. waters and includes quality standards for surface waters, though it’s only as effective as oversight and enforcement.

In February, voters in Toledo, Ohio, approved a bill of rights for Lake Erie, which provides drinking water for about 11 million inhabitants. It’s evidence of a growing awareness of our need to prevent water pollution. Municipalities are moving toward more proactive management of stormwater runoff and the pollution it creates.

Twenty-five years ago, Portland, Oregon, which gets 37 inches of rain annually, was threatened with a lawsuit for polluting the Willamette River with sewer overflow. When Portland’s authorities realized there was a limit to how much upsizing they could do to the pipes, they incorporated a greener approach, including green roofs, green streets, rain gardens and bioswales, as well as asking residents to disconnect their downspouts from the storm drain system. This considerably diminished the amount of sewer overflow and simultaneously netted approximately $65 million in savings for the municipality.

Although abundant, water is a finite resource that is infinitely recycled. Every drop that goes through our homes, our bodies, our industries, and on to our crops, is only borrowed and is then returned to the hydrologic system. How we manage it will determine how clean and safe our water is.

Nancy Robson is a feature writer in Region 2 and a member of GardenComm’s Sustainability Committee.

WHAT CAN PEOPLE DO TO CONSERVE WATER?
• Waste not. Turn off your spigot while brushing teeth or shaving. Check your toilet for water leaks. Install water-saving showerheads.
• Use drip hoses, and water the garden only when necessary.
• Use little or no lawn fertilizer or pesticides. If you use them, always read and follow application directions carefully.
• Use eco-friendly household products.
• Dispose of medical waste as recommended by your municipality.
• Prevent water from leaving your property by installing planted berms, rain gardens, permeable pavers, trees, bioswales or other systems.
• Throw nothing into the storm drains, which ultimately connect to streams, rivers and the sea.
• Learn about the water system in your own area.
• Test your water for bacteria, lead, pesticides and other contaminants.

RESOURCES:
Earth System Science Interdisciplinary Center
State Climatologist Office for Illinois
Portland State University, Water as an Integrated System and Environment Research Group (WISE)
Saving Water in Oregon
USGS Waterwatch
Environmental Integrity Project
Lake Erie ‘Bill of Rights’ (also reported in the Christian Science Monitor)
National Water Quality Assessment Program

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

Nancy Robson is a feature writer in Region 2 and a member of GardenComm’s Sustainability Committee.
You might think, “Why bother talking about digital tools when our entire industry is evolving and changing so fast?” The truth is, there are many great digital tools that have been developed over the past two, three or even 10 years that can make a huge impact on your business, even if you only use them for a few years. And I’m writing from experience here. There are a few tools that I used for a year or two before moving on, yet they still helped me tremendously.

My favorite tools are those to increase efficiency, sometimes called customer relationship management programs or CRMs. The less time I have to spend on admin tasks, the more I can spend on creating, which means more billing. (Or more free time, and everyone likes more free time!) Pretty much every digital tool is cloud- and subscription-based (if not free), so they’re always being improved.

**DIGITAL SIGNATURES FOR CONTRACTS**

If you send a lot of contracts and proposals, preparing templates that only need a little bit of tweaking can save you huge amounts of time. It’s much nicer for me and my clients to e-sign documents rather than both of us needing to print, scan and email back and forth a bunch. My three favorite tools are:

- HelloSign
- Dubsado
- AdobeSign

HelloSign is the easiest to use and has a limited free option. If you are fine with creating Word doc templates that you can upload and don’t need more than three signatures per month check it out.

Dubsado is billed as the “CRM for Creatives.” It is a full proposal delivery, e-signature and invoicing tool that’s very powerful. I’m not even scratching the surface of what it can do, but it still helps me quickly respond to project inquiries much more efficiently, allowing me to send welcome packets, proposals and contracts with attached invoices for paying online in a streamlined manner.

AdobeSign is much like HelloSign, but without a long-term free trial.

**DIGITAL GRAPHICS**

Even if you work with a graphic artist, the ability to quickly create graphics on the fly or tweak standard graphics is invaluable. You don’t need Photoshop to do that anymore. If you haven’t heard of Canva.com, meet your new best friend. The free version offers tons of templates, graphics and photos to help you whip up professional-looking Instagram posts, email headers, handouts, and more. For a semi-custom look, have your graphic artist make you some logo or brand elements for use in combination with Canva’s tools. Paid versions allow you to set your brand colors, fonts and templates for easy use.

**STOCK PHOTO SOURCES**

Almost every GardenComm member has a story about someone stealing a photo and using it all over the Internet. Don’t be the person who steals. If your personal library doesn’t have what you need, look for royalty-free (does not require paying a royalty every time you use the photo) stock photos to make your graphics and illustrate your articles.

**Best Free, Royalty-free Photo Sites**

Read the licensing agreement for each photo you download. They’re all different.

- Free and royalty-free doesn’t always mean attribution-free.
  - Pixabay.com (tons of horticultural photos)
  - Picjumbo.com
  - Canva.com
  - Foodiefeed.com (lots of cooking and recipe-related photos)

**Best Paid, Royalty-free Photo Sites**

Some of these sites have month-to-month subscription plans. If you’re organized about your editorial calendar you can pay for a month and download 50 photos and then cancel your membership.

- Shutterstock.com (most cost-effective for horticulture photos)
- Istock.com (includes shots of many well-known public gardens and public spaces)
- Adobestock.com (a good source for backgrounds and illustrations)

**CALENDAR MANAGEMENT**

Having an online calendar on which you can set available hours and let people pick a time that works for them can save tons of time. My rule of thumb is: if someone is asking me for an appointment, I send him or her the calendar.
booking link. If I’m the one doing the asking for an appointment, I send a few available times and the link so they can book however they want. If they email me a time (rather than booking online), I book the appointment in my online calendar so that it blocks anyone else from booking and sends me a reminder. The two main services people recommend are:

- AcuityScheduling.com
- Calendly.com

Both allow you take payments through the interface, which is handy if, for example, you’re a garden coach and want to collect payment at the time of booking. Both systems allow you to set different calendars for different types of appointments so you could set a “coaching” calendar and an “office hours/phone calls calendar.”

Dubsado, a CRM software, is working on developing a calendar feature, but it isn’t at the point where I know if it will replace these other calendar functions.

**SCREENCASTING**

Using screencasting tools has probably saved me more time than anything else. I used to have to make annotated screenshots, which took forever, to explain how to do things online. Or, to explain a piece of writing, I’d have to include tons of comments. Now I can make a video!

Screencasting lets you scroll through a web page or document and talk about what’s happening onscreen. I use two different Chrome browser extensions. You have to use Chrome as your web browser in order to use these two tools:

- Loom.com
- Vidyard.com

They both let you grab a link to send to clients. Loom allows you to record and download screencasts for editing.

**FILE MANAGEMENT & TRANSFER**

Most of us are using file management systems, but how many of us are using them well? As someone who has to send and receive large files, I’ve identified my two preferred methods working with file transfer tools:

- Dropbox.com
- WeTransfer.com

Each offers free versions.

**Tips for File Naming**

- When you’re trying to manage a bunch of files and so is your editor, it helps a lot if you put an agreed upon title and your last name in the file name. (Also put your name inside the document with the title of the piece.)
- Sending pictures? Name the files with your last name_1, 2, etc. and provide captions with the file names next to the captions so that the editor can easily match caption to file name.

**Tip for Sharing WeTransfer Files**

- Encourage the recipient to download the files as soon as possible. Be sure to mention that the files will only be there for a short while, and then they disappear.

**Tips for Sharing Dropbox Files**

- You can share whole folders so that recipients need to add your Dropbox to their Dropbox in order to see the files. That is great when you’re collaborating and someone will need to be able to add things back into your Dropbox.
- When I’m just sending files, I prefer to send a viewing/downloading link instead of outright sharing. That way they can’t edit my Dropbox; they download and store the files the way they want and they don’t have to give up their own Dropbox space to receive the files from me.

Again, although not everyone will need all of these tools, using just one tool or one tip can open up a smidge of extra time in your day to do more work, or, better yet, relax! 🍣

Katie Elzer-Peters juggles projects for multiple horticultural clients through her marketing agency, The Garden of Words, LLC, thegardenofwords.com.

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**EVENTS**

**ALL TIMES LOCAL**

**Upcoming**

**GardenComm**

**July 12, 10:30 a.m. – 6:00 p.m.**

Region 3, Regional Meeting
Cultivating Columbus
Columbus

**July 13 – 16**

GardenComm @ Cultivate’19
Cultivate’19
Columbus

**July 27th, 8:00 a.m. – 8:00 p.m.**

Region 5, Regional Meeting
A Behind the Scenes Look at the Green Industry
Minneapolis

**July 29th, 7:00 p.m. – 8:30 p.m.**

Region 5, Connect & More
GardenComm @ Perennial Plant Association
National Symposium
Chicago

**August 9, 9 a.m. – 5 p.m.**

Region 5, Connect & More
GardenComm @ Texas Nursery/Landscape Association Expo
San Antonio

**September 4 – 7**

GardenComm Annual Conference & Expo
Salt Lake City

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On July 25, Brent Heath will talk about “Potentials and Possibilities in the Garden” for the Massachusetts Nursery & Landscape Association Summer Conference, in Westport, Massachusetts.

Kathy Jentz will be a featured expert again at the Garlic Fest at the Takoma Park Farmers Market in Takoma Park, Maryland, Sunday, July 14. Last year’s inaugural festival was featured in the Washington Post and drew a crowd of hundreds for garlic recipe tastings, planting tips, interactive games, and more. Kathy will teach “Growing Garlic.”

Dan Benarcik will present three lectures at the Horticulture Short Course at the Phipps Conservatory in Pittsburgh, Pennsylvania, July 16 and 17. Dan is also scheduled to host a “Chair Building Workshop” at the Phipps Conservatory July 18, and again at the Adkins Arboretum in Ridgely, Maryland, July 20.

Kirk Brown will appear with two new green industry talks at Cultivate’19 in Columbus, Ohio, July 13 through 16.

If you’re going to Cultivate’19 then be sure to check out the panel with Region 1 Garden-Comm member, Summer Rayne Oakes of Homestead Brooklyn on Sunday, July 14. Discussion will be on the trends and enthusiasm for houseplants, moderated by Leslie Halleck. Afterwards, Summer will have a book signing of her book, How to Make a Plant Love You: Cultivate Green Space in Your Home and Heart. Register now.

Amy Stross will present “Grow a Beautiful, Edible Landscape in Challenging Conditions” at the Village Green Foundation in Cincinnati, Ohio, July 28. On August 15, she’ll present “Suburban Micro-Farming: Tips for a Successful, Low-Maintenance Garden” at the Ashland Public Library in Ashland, Ohio.

Susan Martin will present “Building Your Tribe: Creating Loyalty and Meaning in a Global Marketplace” at the Perennial Plant Association’s national symposium in Chicago, August 1. Members of the trade will learn how meaningful bonds are formed with customers through a diverse marketing portfolio, including social media, influencers, community events, stellar service, garden coaching and more. The following day, Susan will host the attendees for a tour of her home garden in Holland, Michigan.

Kirk Brown will partner with John Bartram at the History Fair, Saturday July 6 at Magnolia Plantation and Gardens in Charleston, South Carolina.

Pam Beck will be on the program in Asheville, North Carolina, for the 2019 Speaking of Gardening Symposium for horticultural professionals and gardening enthusiasts. The event will
be August 2 and 3 at the Doubletree by Hilton in Biltmore Village.

**REGION 2**

Mid-Atlantic gardeners and horticulture professionals are urged to register to attend the **Woody Plant Conference** on July 19 and think ahead to the **Perennial Plant Conference** at the Scott Arboretum, Swarthmore, Pennsylvania, October 18, as it often sells out.

Chanticleer offers classes on gardening in partnership with the Pennsylvania Horticultural Society. In July, you can take a “Chair Building Workshop” with Dan Benarcik or a class on “Leaf Casting” led by the Chanticleer staff. See all of the classes and register.

**USBG Exhibit Features 20 American Gardens**

From rare and endangered plants to historic estates and modern oases, the U.S. Botanic Garden showcases the collections and stories of 20 American gardens throughout its grounds.

The vignettes in USBG’s Gardens Across America exhibit represent the diversity and beauty of the more than 600 public gardens in the United States.

These gardens reflect their local communities and the amazing diversity found in the plant kingdom. The displays include signature plants and visual elements to provide visitors with a deeper understanding of the gardens’ plants, styles, origins, regional characteristics and missions.

**REGION 3**

The American Horticultural Society’s annual **National Children & Youth Gardening Symposium** will be July 10-13 in Madison, Wisconsin.

---Continues on page 15---
Mackey’s Book Translated into Chinese

Mary-Kate Mackey’s book, Write Better, Right Now (Career Press) has just been published in Chinese.

Oakes Deepens Media Presence

Summer Rayne Oakes has launched a video project 365 Days of Plants, highlighting one plant a day for the year. View videos daily on both IGTV @homesteadbrooklyn and on her YouTube channel.

After a brief hiatus to finish her book, How to Make a Plant Love You, Summer has launched a series on her YouTube channel, Plant One On Me. New episodes include seven different types of videos, including Plant Tips, DIYs, Unboxings, Houseplant Home Tours, Field Trips, Outbound and Bedtime at Botany.

She also has released the Houseplant Masterclass, the first comprehensive, online audiovisual course on houseplant cultivation, care, maintenance and more. The course includes five sections, sub-sections, four hours of audio-visual recordings, 300 full-color images and charts, access to a comprehensive care spreadsheet of more than 300 houseplants and much more. GardenComm members can get $25 off the course using code GARDENCOMM25 at houseplantmasterclass.com.

Robson Edited Book on Freelancing in Radio

Head to Wind Publishing has just published What Else You Got? Freelancing in Radio, written by NPR, CBS Radio and Voice of America producer, Mary Saner. Part memoir, part guide for aspiring radio freelancers, the book was edited by GardenComm member, Nancy Taylor Robson. Available at Amazon in paperback and eBook.

Members’ Photos in Premier Book in New Series

Houghton Mifflin Harcourt is combining some of the books from the original Taylor’s Weekend Gardening Guides and reissuing them as the Home Grown Gardening series. The first, Best Roses, Herbs, and Edible Flowers, includes photos by Cathy Wilkinson Barash, Helen Battersby, Pam Beck, Lyn Hunt, and Mark Turner.

Fell’s Willard Metcalf Oil Goes on Traveling Exhibit

American impressionist, Willard Metcalf’s original oil painting of Claude Monet’s vegetable garden, owned by Derek Fell, is to be featured in a traveling exhibition of American Impressionist art in three US locations during 2020 and 2021. The exhibit will be at the San Antonio (Texas) Museum of Art, June 12 to September 6, 2020; the Brandywine Art Museum, Pennsylvania October 12 to January 10, 2021 and the Dixon Gallery and Gardens, Memphis, Tennessee, January 23, 2021 to April 11 2021. The Metcalf painting is unusual because he had Monet’s permission to paint the garden, which had all the vegetable plots hedged with herbaceous peonies in full bloom. The painting has never previously been exhibited, but has appeared in several books about Monet’s Garden.

Corson Is an America in Bloom Judge

Cheryl Corson was named to America in Bloom’s volunteer judging team. She is a landscape architect, writer and teacher in private practice in the Mid-Atlantic region. As a certified playground safety inspector, Cheryl enjoys designing playgrounds incorporating nature and outdoor learning.

Christopher Launches Radio Program

Tom Christopher’s new radio program, Growing Greener features leading voices of environmentally informed gardening. It airs on WESU (88.1 FM) from 6 to 6:30 p.m. on Wednesdays. Tom shares pre-recorded interviews and readings from noteworthy gardening books, as well as practical tips. The broadcast airs in central Connecticut. The show can be streamed at wesufm.org. Past shows can be downloaded from the WESU archives.

Guests have included entomologist and author Douglas Tallamy, landscape designer Larry Weaver and garden communicator Margaret Roach. Tom says he’d love to hear suggestions for future guests or comments from the GardenComm membership. Contact him via email or through his website.

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BRUCE ZIMMERMAN

Bruce Zimmerman, longtime Region 7 member, passed away on May 7, 2019. Bruce hosted his popular Open-Line Gardening Show on CKTB-AM radio from 1990 through 2009, giving out valuable advice to callers in the Niagara, Ontario Canada, area.

Through his gardening show, Bruce was a passionate advocate for the Plant A Row/Grow A Row program and would organize special events in the spring to encourage gardeners to grow edibles, often giving away seeds. This was followed in the fall with other events, where donated harvests were collected, weighed and transported to local food banks. Bruce's website continues to promote Plant A Row in the Niagara Region with instructions on getting involved and a suggestion of which crops are the best for donation and locations to drop off donated produce.

HONORED FOR VOLUNTEER WORK

Bruce was honored in 2003 with the Queen’s Golden Jubilee Commemorative Medal for his dedication to the Plant A Row program. It is very revealing that his certificate, appropriately inscribed, says “Those who choose to serve as you have do so not for the accolades and recognition that may be forthcoming from an appreciative public, but because of your desire to make a difference in the lives of others. For this, the Commemorative Medal is an appropriate way of saying ‘thank you’ for sharing your time and talent.”

The city of St. Catharines, where Bruce broadcast his weekly call-in show, is appropriately known as the Garden City. Bruce was honored by St. Catharines, Ontario, in 2006 with its Trailblazer Award for outstanding leadership in creating or promoting the Garden City Image. A tireless educator, Bruce was quick to identify any opportunity to share his knowledge for the betterment of individuals, families, communities or the region.

In 2013, Bruce launched the Open-Line Garden Show podcast series, which continued for 75 gardening episodes. The multimedia podcasts featured topics, such as new plants, book reviews, garden to-do lists, garden trends and helpful tips on deer- and rabbit-resistant plants.

Bruce graduated with diplomas in both Horticulture and Environmental Management from Niagara College in Niagara-on-the-Lake, Ontario. After graduation he returned to his alma mater as a part-time teacher to share his knowledge, providing instruction in soils, perennials, annuals and biennials and indoor plants.

20-YEAR GARDEN COMMUNICATOR

As a Landscape Ontario designated Certified Horticultural Technician, Bruce worked in the nursery (J.C. Bakker & Sons), retail (White Rose Crafts & Nurseries, as store manager) and horticultural supplier industry (consumer products manager for M.K. Rittenhouse & Sons Ltd.).

While at White Rose, Bruce made the transition to working in the media and was the host of their Hobby Garden television program. This would be the start of what would become a 20-year career in garden communication.

Bruce was on the organizing team for the 1999 Toronto GWAA (now GardenComm) Annual Symposium, and shared many inspirational and educational anecdotes during the bus rides at many conferences. A member of our organization through its iterations of GWAA, GWA and now GardenComm for more than 25 years, Bruce participated in many events for Region 7, including most recently attending the Regional Meeting in March at Canada Blooms.

Bruce will be remembered for never missing an opportunity to share his love for gardening, to promote the gardening community and encourage more people to be successful in their gardening pursuits. Bruce leaves his wife Juleigh and two daughters Zebrina and Calluna.

— Larry Hodgson
GardenComm Renews Kellen Contract

BY BECKY HEATH

GardenComm has signed a contract with Kellen Company to administer the organization effective on June 1, 2019, and will terminate on December 31, 2019. Thereafter, this agreement will renew automatically on the first day of each January unless otherwise modified by the mutual written consent of the parties or terminated by either party.

Maria Zampini, Kirk Brown, Jo Ellen Meyers Sharp, Ellen Zachos and I worked on the contract renewal. Ellen led the process, which included Executive Director Maria Ungaro and other Kellen staff.

We wanted a contract that met our needs while trying to be as frugal as possible. To that end, we have updated Kellen’s scope of services to ensure that staff is spending more time on activities that are in line with our strategic objectives.

CHANGES FOR COMMITTEES

The biggest change will be for the committee chairs. From this point forward, Kellen will only be on the calls with the “core” committees: Communications, Finance, Leadership, Local Arrangements, Membership and Sponsorship. For other committees, someone will need to take minutes and send them to the members of the committee, as well as to the Kellen office.

Since no one from Kellen will be on the other committees’ calls, one of the chairs of those committees will need to serve as host, using the host code for conference calls, which is not difficult.

KELLEN SUPPORT FOR COMMITTEES

• Maintain committee records, as needed.
• Maintain the calendar of all committee meetings and committee rosters. Chairs should coordinate committee meetings through the office and update the office on new additions to the committee.

• Maintain active list of committee members, officers and board liaisons with all necessary contact information.
• Identify and secure meeting locations, if necessary. Kellen Company’s offices are suitable for committee meetings.
• Assist with agendas and briefing materials. Provide support and guidance to committees and committee chairs, as needed.
• Ensure communication between committee chairs and Board of Directors.
• Facilitate technology for meetings, such as conference calling, video conferencing and up-to-date e-mail lists.
• Advise or review committee plans. Determine if the committee is meeting the Board’s directives and timing.
• Facilitate intra-committee communication to enhance effectiveness of committees and avoid duplication.

Becky Heath is President of GardenComm: Garden Communications International.

ROSALIND CREASY

The Italian Vegetable Garden
Tuttle Publishing
112 pages, soft cover, $9.99
June 25, 2019

The Italian Vegetable Garden includes everything to inspire you to start an Italian garden—a beautifully illustrated guide to growing Italian varieties, a concise encyclopedia including must-have/must-try vegetables and herbs and a selection of recipes that showcase these delicious garden gems. When writing this book, edible landscaping guru Ros Creasy visited gardens, gardeners and chefs who shared many of their creative ways of growing and cooking these special varieties. The book is full of lavish, mouth-watering photos that make you feel like you’re right there, ready to grow, cook, savor and delight in Italian vegetables. The Italian Vegetable Garden is a sumptuous and inspiring book.

C.L. FORNARI

Sand and Soil: Creating Beautiful Gardens on Cape Cod and The Islands
David R. Godine
192 pages, hard cover, $29.95
Published June, 2019

C.L. Fornari’s eighth book includes information about creating landscapes near the sea, gives solutions to common problems, and offers lists of plants that thrive in this part of New England. The book is illustrated with photos by C.L., and it covers the newest plant introductions and problem pests.

SUMMER RAYNE OAKES

How to Make a Plant Love You: Cultivate Green Space in Your Home and Heart
Optimism Press
208 pages, hard cover, $25
To be published, July 9, 2019

Summer Rayne Oakes keeps over 1,000 live houseplants spanning over 500 species in her Brooklyn apartment. But this isn’t an interior design book about hanging ivy on your windowsills. It’s about the real reasons that it’s good for you to bring plants inside. Taking care of other living beings is a basic human need. Urban millennials with weaker community networks than previous generations just don’t have the chance to do that. This book ties together all the known benefits of taking care of plants (lower blood pressure, lower stress and cleaner air) with a bigger, less obvious benefit: Taking care of plants makes you a more life-giving person. Through colorful vignettes that draw us into the mysteries and hidden stories of our plants, Summer shows how our chlorophyllous friends can serve as a gateway to a greater life.
GRAHAM CHARLES GEORGE ARGENT
May 15, 1941 – April 24, 2019

Graham Charles George Argent, known as George to the botanical community, died on April 24 in Ullapool, Scotland, at age 78. A rhododendron expert, he was nicknamed “Edinburgh’s Indiana Jones of botany.”

George was the quintessential botanist, with the wide variety of skills and knowledge needed to thrive in a botanic garden research community and with a range of experience that would be hard to repeat today. He significantly enhanced the global reputation of the Royal Botanic Garden Edinburgh as a world leader in plant research, cultivation and conservation.

PLANT RESEARCHER EXTRAORDINAIRE

In 1974, George was appointed Tropical Botanist at the Royal Botanic Garden Edinburgh (RBGE), where he began his research on the plant family Ericaceae, which includes heathers, blueberries and his own specialty, the genus Rhododendron. His focus was on the tropical ‘Vireya’ rhododendrons from South East Asia. Over the next 40 years, he authored more than 130 new species and varieties from a range of plant families, and published over 100 scientific papers, culminating in his seminal book, *Rhododendrons of Subgenus Vireya*, first published in 2006, with a second edition in 2015.

During his time at RBGE, he undertook more than 50 expeditions across the tropics, bringing back thousands of preserved herbarium collections and introducing over 2,000 living plants. He will probably be best remembered for the largest and best-curated collection of ‘Vireya’ rhododendrons anywhere in the world.

Eight species in seven plant families have been named in his honor: *Acalypha argentii*, *Aeschynanthus argentii*, *Callicarpa argentii*, *Musaargentii*, *Nepenthes argentii*, *Globbaargentiana*, *Begoniaargentii*, and *Begonia georgei*.

In 1997 he was awarded the Royal Horticultural Society’s Loder Cup for his major contribution to rhododendron research; in 2002 he received the American Rhododendron Society’s Gold Medal for a major contribution to international rhododendron research and in 2013 the David Fairchild medal for plant exploration.

After official retirement from RBGE in 2004, his research on the Ericaceae and Musaceae of South East Asia continued unabated.

WIDE SPHERE OF INFLUENCE

George was renowned for his kindness and generosity. He had a mischievous sense of humor and at times enjoyed testing institutional boundaries. He never seemed to lose his enthusiasm for foreign travel; his expeditions to some of the most remote places on Earth—often carried out on a shoestring—were a rich source of anecdotes that amused his contemporaries and inspired younger generations of researchers.

He is remembered with great fondness by the many botanists with whom he freely shared his immense taxonomic knowledge and by the numerous horticulturists given the opportunity to see species in their natural habitats. He is also remembered by a succession of talented botanical artists he nurtured, for whom he secured funding and who drew and painted some of his most interesting discoveries—both from living plants in the glasshouses and dried specimens in the herbarium.

— Cathy Wilkinson Barash, edited from The Scotsman
2019 GardenComm Media Awards Silver Medal Winners

GardenComm congratulates the winners of the 2019 Media Awards Silver Medals, a special designation recognizing the top talent in more than 50 competition categories. These winners will now be entered for judging in the Gold Medal round, where awards will be given for the best of each award class. Gold Medal winners will be announced during the 2019 Awards & Honors Dinner at the GardenComm Annual Conference & Expo in Salt Lake City, Utah. GardenComm Media Awards is the only national online media awards program for the gardening communications industry. Held annually for more than 20 years, the GardenComm Media Awards recognizes the top professional horticultural communicators in the areas of writing, photography, digital media, broadcast media, publishing and trade.

A very special thank you to this year’s judges, Dee Nash (co-chair), Carol Michel (co-chair), Helen Battersby, Kylee Baumle, Marianne Binetti, Rob Cardillo, Jim Charlier, Katie Dubow, Jennifer Ebeling, Kevin Gragg, Susan Harris, Jennifer Jewel, Bill Johnson, Linda Lehmusvirta, Elizabeth Licata, Mary Ann Newcomer, Doug Oster, Kathy Purdy, Mary Schier, Jo Ellen Meyers Sharp, Jessica Walliser, Diana Weiner and Ellen Zachos.

**WRITING**

**Magazine Column (Circulation < 20K)**
- "Retail Revival" - C.L. Fornari
- "Foraged: Edible New Mexico" - Ellen Zachos
- "Vive New Landscape Ideas" - Scott Beuerlein

**Magazine Article (Circulation < 20K)**
- "The End of an Era? The State of Citrus in the Citrus State" - Lynette Walther
- "Horticulture is Weird - Plantology is Cool" - Susan E. Yoder
- "Floral Industry Gets the GMO Blues" - Brenda Silva

**Magazine Article (Circulation > 20K)**
- "Harvesting Hope" - Teresa Woodard
- "Best in Show" - Marty Ross

**Newspaper Article (Circulation < 20K)**
- "Discover the Magic of the Winter Garden" - Theresa Forte
- "These 5 Trees Take You on a Biblical Journey of Grace and Growth" - Shelley Cramm
- "Century-old Landscape Emerges at Marianne University" - Jo Ellen Meyers Sharp

**Newspaper Article (Circulation > 20K)**
- "Vertical Vegetables" - Tracy Walsh

**Newspaper Column (Circulation < 20K)**
- "It’s Just a Matter of Time," "A New Garden Can Raise More Questions than Plants at First," "Of Oil Lamps and Seaweed" - Lynette Walther
- "Gardening in the Poconos" - Pamela Hubbard

**Newspaper Column (Circulation > 20K)**
- "Bountiful Harvests Come from Small City Lot" - Susan Mulvihill
- "When Gardeners Get Growing in Shared Gardens" - Mark and Ben Cullen
- "Star Tribune Home and Garden – Gardening" - Rhonda Flemington Hayes
- "Jeff Lowenfels Garden Columns" - Jeff Lowenfels

**Magazine Column (Circulation > 20K)**
- "A Not-So-Secret Garden" - Joseph De Sciose

**Book (General Readership)**
- Gardens of Corfu - Rachel Weaving and Marianne Majerus
- The Gardens of Bunny Mellon - Roger Foley

**Blog (Overall Site)**
- savvygardening.com - Jessica Walliser, Tara Nolan and Niki Jabbour
- homegardenandhomestead.com - Randy Schultz
- hereshegrows.com - Heather Blackmore

**Blog (Single Video)**
- "Summer Lawn Maintenance" - Mark and Ben Cullen
- "How to Buy Plants at the Garden Centre" - Mark and Ben Cullen
- "Little Jobs in the Garden: Deer-Proofing Watermelons & Pulling Garlic" - Donna Balzer and Ian Robert Jones

**Website: Individual (Overall Site)**
- miplantgeek.com - Michael Perry

**Website: Commercial (Overall Site)**
- springmeadownursery.com - Spring Meadow Nursery - Stacey Hirvela, Cull Group
- seedyourfuture.org - Susan E. Yoder

**Special Project**
- "Designing Abundant Containers" - Karen Chapman

— Continues on page 19
“Have You Checked your Trees Lately? A Routine Check-up of Trees Saves Lives & Property” - Bob Polomski

**BROADCAST MEDIA**

**Television Program (Overall)**
Southern Gardening Television - Gary R. Bachman, Tim Allison and Jonathan Parris

**Radio Program (Talent)**
The Organic Gardeners - Doug Oster and Jessica Walliser
Bob Tanem in The Garden Radio Show - Bob Tanem

**Podcast Series (Talent)**
On the Ledge - Jane Perrone
Plantrama - C.L. Fornari & Ellen Zachos
Hothouse Podcast - Leah Churner

**Podcast Series (Overall)**
Plantrama - C.L. Fornari & Ellen Zachos
The Native Plant Podcast - John Magee

**PUBLISHING**

**Magazine (Circulation < 20K)**
Pacific Horticulture – Spring 2018: Volume 79, Number 02 – Lorene Edwards Forkner

**Magazine (Circulation > 20K)**
GROW Summer 2018 – Blue Root Media/ Pennsylvania Horticultural Society
GROW Fall 2018 – Blue Root Media/ Pennsylvania Horticultural Society

**Book (General Readership)**
Niki Jabbour’s Veggie Garden Remix – Niki Jabbour
Design-Your-Garden Toolkit – Michelle Gervais

**Book (Technical/Reference)**
The History of Landscape Design in 100 Gardens – Timmer Press

**TRADE**

**Catalog**
2019 Program Guide - Bailey Nurseries
Bailey Nurseries 2019 New Varieties - Bailey Nurseries
Endless Summer® Hydrangeas Trade Catalog - Bailey Nurseries

**Magazine**
Bloom - Greater Des Moines Botanical Garden

**WELCOME NEW MEMBERS**

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</table>

* Student Member  ** Allied Trade Member

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  Charleston Horticulture Society
Sylvia Gordon  Kate Jerome
Jennifer Jewell  Jeff Lowenfels
Sue Markgraf  Susan Martin
Shannon McCabe  Kelly Norris
Sharon Richardson  Denise Schreiber
Nan Sterman  Betsy Williams

**TWO MEMBERS**
Abra Lee  Lisa Mason Ziegler