



## GARDENCOMM

Garden Communicators International

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The light-rail system's Courthouse Station is about a half block from Sheraton, the conference hotel in Salt Lake City.

PHOTOS COURTESY CYNTHIA BEE

## Planes, Trains and Automobiles: Getting Around in Salt Lake City

BY CYNTHIA BEE & THE SALT LAKE CITY LOCAL COMMITTEE



Recently, I attended a social media conference in Nashville, Tennessee. It was my first opportunity to see that part of the country, and it did not disappoint. Friendly people, beautiful landscapes and incredible music.

However, being on my own in a part of the country I'd never been left me a little off-kilter. I mean, this girl had never even used Uber before. The trip served as a reminder that knowing some key details about the area makes visiting a new place less anxiety provoking.

Our #GardenComm2019 Local Arrangements Committee teamed up to answer questions for attendees, and we hope we will ease some concerns you may have about the, uh, "uniqueness" that is Utah.

#### SALT LAKE CITY AIRPORT

The Salt Lake City Airport is just 20 minutes from downtown and only seven miles from our event venue. It is a major hub for Delta Air Lines, which often means better flight availability.

Attendees should be aware that the airport is currently being completely rebuilt and expanded. Although construction will be under way throughout out conference, the current airport is managing all traffic as usual, so construction should not cause delays or challenges.

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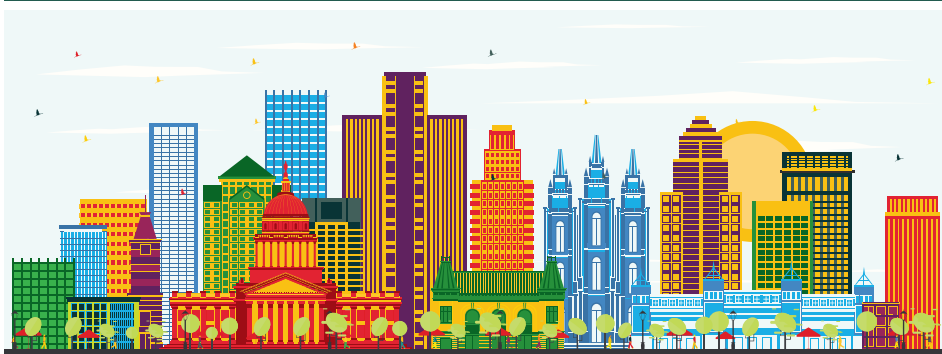
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**Andrea Whitely** (2020 R)  
Andrea Whitely Garden  
Consultant

**Bob Howard** (2019 R)  
*The Hamilton Spectator*



# The Three Best Reasons to Attend #GardenComm2019

As most of you know, the [71st annual GardenComm Conference & Expo](#) will be in Salt Lake City, September 4 through 7. It's GardenComm's biggest event of the year. With insightful education delivered by experts in the industry, tours of the best public and private gardens and many opportunities to network, the GardenComm Annual Conference and Expo is a unique opportunity to connect, learn and grow. Here are a few reasons you should attend:

## CONNECT

Make connections and network with your colleagues and peers, individuals who are as passionate about the garden industry as you. Whether this is your first or umpteenth show, there are ample opportunities to network during education sessions, garden tours, breaks and receptions.

In addition to networking with your peers, take advantage of the Garden Expo Hall to connect with our sponsors and exhibitors. We have a great list of companies who will be joining us, and they are looking forward to meeting you. And, GardenComm is excited to announce our first-ever "Meet the Editors" Pitch Session this year.

## LEARN

This year's education schedule is jam-packed with insightful and dynamic sessions from leaders in the industry, focusing on horticulture, writing, technology, business, publishing and so much more. Who wouldn't want to learn about the pitfalls of self-publishing or how to entice the next generation of gardeners?

We have an exceptional keynote for you this year. Martha Barnette is co-host of the public-radio show *A Way with Words*, heard each week by listeners in more than 300 cities across North America and worldwide by podcast. Martha will discuss the art of language and how it's used to craft stories, evoke emotions and relate to audiences.

## GROW

Be inspired by the incredible gardens Salt Lake City has to offer. The #GardenComm2019 tour line-up will feature gardens that cover an array of techniques and trends, which highlight the best of Salt Lake City's unique horticultural scene. Enjoy special access to amazing public gardens as well as exclusive tours of beautiful private gardens. Potential story tour stops include Red Butte Garden, Whispering Springs Farm owned by Young Living Essential Oils, Urban Garden Company, Conservation Garden Park, Utah State University Extension Botanical Center, Ashton Gardens at Thanksgiving Point and many more.

#GardenComm2019 promises to be an exciting time for all. I look forward to seeing you in Salt Lake City. [Visit our website](#) for registration and additional information about the event. 🌱

*Maria*





—Planes, Trains and Automobiles,  
continued from page 1

## GROUND TRANSPORTATION

- **Hotel Airport Shuttle.** The Sheraton provides free shuttle service to and from the airport from 5 a.m. to midnight; call 801-746-5200 ahead of time to request a shuttle.
- **Light Rail.** Our light rail system (TRAX) has a train that leaves from the airport station and will drop attendees off just half a block from our venue. You'll want to catch the Green Line and exit the train at the Courthouse Station. The cost to ride TRAX is \$2.50 one way.
- **Automobile.** Parking is available to guests of the Sheraton at no charge. Most downtown hotels offer free parking. Be sure to ask when booking your room.

## NAVIGATION

Getting around in Salt Lake City is easy, if you know the secrets.

- **Grid System.** The city was founded on a planning method envisioned by Joseph Smith, who never set foot in Utah territory, called the "Plat of Zion." The city is laid out on a grid system that begins at the LDS Church's Salt Lake Temple. Streets are all designated as north, east, south and west in relation to this center.
- Seven city blocks are the equivalent to one mile. So, if you're on 700 South, you're 1 mile south of the historic City Center. City blocks are larger here than in most other major cities so when we say half a block, it may be more like a full block in other places.
- **Extra Wide Streets.** One of the key planning features Smith envisioned were streets on which a horse and carriage could make a complete turn without having to go around the block. As a result, all streets in the downtown corridor are six lanes wide.

They actually had to narrow them in places to smooth traffic flow. This makes navigation for vehicles and mass transit much easier.

- **Directional Geography**

Two major mountain ranges enclose the valley. The larger mountains, the Wasatch Range, run along the eastern edge of Salt Lake Valley. The smaller mountains, the



Sheraton, the conference hotel, supports a bike-sharing program.

Oquirrh (pronounced O-ker) range, form the western border of the valley.

Using the grid system and the mountain ranges helps anyone know where they are in relation to the downtown core. As we move out to suburbia, the grid breaks down somewhat in favor of narrower streets and quiet cul-de-sacs, but major streets have retained the distinctive grid system.

- **Parking**

Parking at downtown venues is relatively inexpensive compared to other parts of the country. To find pay lots and pricing, visit [Trip Savvy](#).

## NIGHT LIFE & DINING

Don't worry. The wonky liquor laws that make it illegal to sell wine and spirits in grocery stores haven't put a damper on the nightlife in Salt Lake City. In fact, it may be the reason the scene is so vibrant. Wine and spirits may be purchased at the Utah State Liquor Store just half a block from our conference venue. The Utah State Legislature passed new laws this year that bring the alcohol content of local beers in line with those allowed in other states.

If you're headed out on the town, consider the renowned Squatter's Brew Pub, located kitty corner from the Sheraton. There are a number of other great restaurants and bars near our venue or you can hop on the light rail system for a quick 3-minute ride to the city center. Salt Lake city has a bike sharing program.

The Local Arrangements Committee is pleased to welcome you to Salt Lake City. To make you feel more at home, we're compiling a list of some of our favorite garden-related sites and businesses within walking distance of our venue as well as some of the quirky stops that give you a taste of all the City has to offer. Look for more about this soon. 🌱

**Cynthia Bee**, Local Arrangements Committee Chair for #GardenComm2019, works to translate the complexity of sustainable landscape design and practices into public friendly messaging through her position as Outreach Coordinator for the Conservation Garden Park.



## 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](http://www.ahsgardening.org/join)

# The JOY of Sharing



As we approach summer, I am looking forward to all the yummy vegetables that will be harvested out of our garden. I feel so fortunate to live in an area where the growing season is long

enough for lots of different types of veggies to grow happily and mature fully.

Of course, some crops produce way more than any one family could possibly eat or put up. When that happens, we take some to work to share with our staff. We visit the local food bank that, thankfully, accepts fresh produce and we take some to the local senior center. The folks there are the happiest of all the recipients because most of them used to work in their own garden, but no longer can. They also recognize the vegetables and know how to prepare them. Their eyes light up and the smiles are amazing.

## SHARING WHAT WE GROW

We have a similar situation with our cut-flower fields, an area that can only be seen by us. We often share the flowers with members of the altar guilds at nearby churches and take them to friends and shut-ins. We receive happy smiles and hugs, which is very rewarding.

We are blessed to find pleasure in the work we do every day. One of our greatest pleasures is *sharing* with others, whether it's vegetables, flowers, gardening advice, a shoulder or a hug. Seeing the happy eyes or hearing the smiles in the voices of the recipients is one of the things that give life more meaning.

## SHARING KNOWLEDGE AND SPIRIT

As garden communicators, we share gardening advice, tricks of the trade, garden tips and honest opinions about plants and products, all of which help our readers, viewers, listeners and others become more confident and more successful in their gardens.

In my opinion, we—individually and especially collectively—brighten the lives of the people we help. It is a wonderful feeling when our sharing brings joy to others.

## AN INVITATION FROM AMERICANHORT

Speaking of sharing, AmericanHort, who is responsible for Cultivate'19, has [free admission to their trade show](#) for GardenComm



ILLUSTRATION: COURTESY / ISTOCKPHOTO.COM/STEFAN ILIC

members. This trade show is where there are more new plants, new tools and more booths to visit than any other trade show. People in the booths are willing to share information about their products and often have material for us to take home to share with our listeners and followers.

Are you seeing a pattern here? AmericanHort and the vendors of Cultivate'19 share with us; we share with home gardeners and everyone feels better because we are either helping or being helped. It's an ideal positive cycle. I can't wait to see you in Columbus, Ohio, July 13 through 16 to hear about your sharing experiences.

Preceding Cultivate'19 on July 12 is [Cultivating Columbus](#), a daylong Regional Meeting that includes private and public gardens and other activities. Each event requires a separate registration.

## SHARING SALT LAKE CITY

There is another group of over-the-top sharers—led by the amazing, **Cynthia Bee**—who are putting the final touches on our GardenComm Expo and Conference in Salt Lake City, September 4 through 7. The committee has worked hard to find amazing gardens and special places that are beautiful, inspirational and will be something we will want to share with our followers.

**Jo Ellen Meyers Sharp** and her hard-working Program Committee have put together a fabulous and varied group of knowledgeable speakers who will help us improve our

communication skills, expand our business and hone social media abilities—again, more sharing, given willingly. (See Page 6 for more about the programs and speakers.)

Our Expo is another incredibly beneficial aspect to GardenComm, where we gather with vendors and sponsors who regularly support our organization and members. These companies are the best of the best as they begin the ultimate positive cycle by sharing their resources, products and knowledge with us.

## OUR SHARING COMMUNITY

We share that information with our followers and they talk to their neighbors and friends about the plants or products they heard about from us. Those same plants and products are bought and used in consumers' gardens, which makes them successful and happy, helps exhibitors' bottom lines and strengthens our reputations and messages as communicators. The positive cycle of sharing is complete. Everyone benefits and joy abides.

In today's world, we often hear from some people wanting to know "What's in it for me?" Aren't we lucky to be members of an organization filled with extraordinary people who experience the joys of sharing in both directions on a regular basis. I look forward to seeing you in Columbus at Cultivate'19 and at our conference in Salt Lake City. 🌱

*Becky Heath*





# Keynote Speaker: Martha Barnette, Public Radio's Linguistic Maven

BY JO ELLEN MEYERS SHARP



I first met Martha Barnette when she was a college intern and I was a first-year reporter for the Indiana editions of the *Louisville Times* and *Courier-Journal*.

The editor sent the two of us to cover major flooding in small, southern Indiana towns. Even then, I was impressed by her use of visual language in describing how a man peeled sodden flooring in the kitchen. This grabbed our editor's attention and became the lead of the article.

Since then, Martha has worked as a reporter for *The Washington Post*, written editorials for the *Courier-Journal* and authored books with clever play-on-word titles. For the last 15 years, she has been co-host and co-producer for [A Way With Words](#), broadcast on public radio stations in 300 cities throughout the country.

Last fall, GardenComm started talking to Martha about being the keynote speaker for our meeting in Salt Lake City. **C.L. Fornari** secured support from George Ball at [Burpee](#) to sponsor Martha's talk. And in January, **Carol Michel** and I went to see Martha and Grant Barrett, her radio co-host and co-producer, speak in Indianapolis. It was a delightful, humorous and poignant program about words, language, crazy calls they get from their listeners and questions from the audience. The Program Committee also sought comments from GardenComm leaders after they reviewed her podcasts and videos or listened to *A Way With Words*.

## CONFERENCE PROGRAM HAS LANGUAGE THREAD

Martha seemed a good fit as a keynote speaker, especially once the conference's education programs were selected. You'll note several sessions focus on language, words and how garden communicators use them (see Page 6)

Martha explained, "*A Way with Words* is about linguistic diversity, regional dialects, word origins, slang, new words and those spoken heirlooms that families pass down



through generations. Communicating specialized information about a field like linguistics—or for that matter, gardening—and doing so in a way that engages diverse audiences can be challenging.

"I'll share what I've learned in 15 years behind the mic about crafting stories, evoking emotion and effective speaking and writing," she said.

## DEVELOPED NOT-FOR-PROFIT

Martha has a degree in English from Vassar College and studied classical languages as a graduate student at the University of Kentucky. She studied Spanish in Costa Rica at the ILISA Language Institute. She's the author of three books on word origins: *A Garden of Words*, *Ladyfingers & Nun's Tummies: A Lighthearted Look at How Foods Got Their Names* and *Dog Days & Dandelions*.

Wayword Inc., a 501(c) 3 educational nonprofit that is supported by listeners and underwriters, produces *A Way With Words*. Martha's fee is paid to the nonprofit. She holds a Certificate in Fund Raising Management from Indiana University Lilly Family School of Philanthropy.

A native of Kentucky, Martha lives in San Diego. She enjoys hiking in the mountains, and performs comedy at Finest City Improv in San Diego. 🌱

**Jo Ellen Meyers Sharp** is editor of *On the QT* and chair of the Program Committee.



# Education Sessions in Salt Lake City

BY JO ELLEN MEYERS SHARP



The #GardenComm2019 Program Committee is pleased to announce the [education sessions](#) for the meeting in Salt Lake City, September 4 to 7.

The committee received 52 proposals, which were winnowed to 15 breakout sessions, five round tables, a keynote and a couple of new educational and career building opportunities. Members of the program committee are **Katie Elzer-Peters, Kim Toscano Holmes, Noelle Johnson, Susan Martin, Denise Schreiber** and **Jo Ellen Meyers Sharp**.

#GardenComm2019 will introduce an updated version of the New Plants program presented for several years by **Maria Zampini** and **Kelly Norris**, who retired from that venture. This was usually the most popular conference program.

You'll have two opportunity to hone your pitching skills. Editors will be on hand to hear your story, photography, blog and other ideas. And a panel of editors will share their best tips on how to pitch to them.

## TRADES TO PROMOTE PRODUCTS, PLANTS

The What's New Preview session is open to vendors, sponsors and others who have any new product to introduce. Companies and organizations can talk about plants, tools, fertilizers, books, accessories and other products or services. Presenters will have five minutes to introduce three items.

All income from this program will support GardenComm scholarships. In 2019, five students received GardenComm scholarships for their college or post-graduate education.

The hour-long program will take place immediately before Expo opens and is meant to build enthusiasm and curiosity for what members will see. For more details, call Deputy Executive Director Jennifer Perrone at 212-297-2131 or [email her](#).

## A CHANCE TO PITCH

Also new at this conference is an opportunity for attendees to meet editors and pitch

them ideas. On hand for four hours will be editors for magazines, books and other forms of communication. These seven-minute sessions are not hard pitches, where you hand off a manuscript, but rather an opportunity to talk to an editor about your idea and get feedback on if and how to move forward.

This opportunity is free for members, but you will need to sign up. Details to come soon.

## EDUCATION SESSIONS

Here are brief descriptions of the education sessions.

### Business

"Being The Expert: The Benefits, the Challenges, and The Leave-Me-Alone! Moments" with **C.L. Fornari** and **Debra Knapke**, who will help you become a go-to garden expert and how to manage what can be intrusive. C.L. is a radio host, podcaster for Plantrama and prolific author. Debra is an author, blogger and a college professor.

"Exploring the Business of Garden Tourism" with **Gloria Day** and **Tony McCammon** will discuss tour organization—whether local or regional—who to hire and how to be an international tour leader. Gloria owns Pretty Dirty Ladies, a garden design and maintenance company in Pennsylvania. Tony owns Bloom Horticulture Specialists in Utah.



Teresa Watkins

air or interviewing a source for a story. Randy is a long-time public relations executive and Teresa is a well-known horticulturist and radio host in Florida. "Marketing to Culturally Diverse Communities" with **Abra Lee** and **Perla Sofia Curelo**. This session will help you understand how to reach a crossover audience in an



Perla Sofia Curelo

authentic way without using tokenism. Abra, who received a NextGen scholarship to attend the 2018 Conference & Expo in Chicago, is a long-time educator in the Atlanta area. Perla is a horticulturist and entrepreneur in Puerto Rico.

"Peaks and Pitfalls of Self-publishing" with **Susan Betz** and **Carol Michel**, who share their experiences, methods, finances, platforms and other details to make your self-publishing venture a success. Author of four books, Carol's *Potted and Pruned* received the 2018 Garden Media Award Gold Medal for best overall book. Susan is an herb specialist with two books published.

"Reinventing Your Wheel When It Goes Flat on You" with **Denise Schreiber**, who shares how to identify what you need to do to get where you eventually want to be as you reinvent yourself after life changes such as job loss or retirement. Or, maybe you are a new garden communicator and are trying to figure out your niche. Denise retired recently, but not without a lot of planning and forethought.



Bill Johnson

### Photography

"Intro to Macro Photography of Insects and Plants" with award-winning photographer **Bill Johnson**, known for his up close and personal look at insects and plants.



Ed Lyon

### Plants/Hort

"Accurately Communicating Expectations of Going Native" with **Ed Lyon**, director of Reiman Gardens in Iowa. He addresses the challenges

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homeowners might face with this method of gardening. Ed provides a holistic and realistic perspective for home gardeners.



**Summer Rayne Oakes**

### Social Media

“Brand Building Through Storytelling on Social Media” with **Summer Rayne Oakes**. She has about 80,000 subscribers on her *Homestead Brooklyn* YouTube channel and followers on Instagram. Summer was a recipient of a

GardenComm NextGen scholarship to attend the 2018 Conference & Expo in Chicago. She picked up Garden Media Awards for best digital media, overall blog site and video.

“Engage Your Audience Across Multiple Platforms” with **Amy Stross, Teri Page**, Kris Bordessa and Devon Young. Learn how four bloggers-turned-authors communicate their message, educate their readers and connect with their audiences via three very different platforms: Blogs, books and social media.

### Sustainability

“How to Help Gardeners Fight Climate Change” with **Pamela Berstler**, will give writers, presenters and practitioners the framework for pairing science-based environmental solutions with simple, garden-design practices to heal the planet. Pamela Berstler is executive director of Pacific Horticulture Society, co-founder of Green Gardens Group in Los Angeles, and the 2018 GardenComm Green Medal winner.

“Selling Sustainability” with **Cynthia Bee**, outreach coordinator for Jordan Valley (Utah) Water Conservancy District, will discuss how to create and communicate signature solutions that move beyond education and become the basis for a meaningful brand with real, measurable results. Cynthia serves as head of #GardenComm2019’s Local Arrangements Committee in Salt Lake City.

### Writing

“Turn Nuggets of Inspiration into Gold” with **Eva Monheim**, former Temple University lecturer. She will teach techniques for brainstorming for short stories, articles, book topics and presentations.



**Deb Krapke**

“Mind and Find Your Words” with **Debra Knapke** and Jan Johnsen, who explore the language of garden communications, from shade and tones to scientific words to bushes and mildews. Along with serious discussions about meaning and use, there will be fun interactive activities that will get your creative communication processes working.

### ROUND TABLES

#### Creating a Keyhole Garden Bed

**Joan Calder** explains how the keyhole garden produces organic food in limited space with on-hand materials, while being self-fertilizing, moisture holding as well as air-retaining, and can be used in areas of drought or ample rain. Joan is an experienced horticulturist, author and speaker.

#### Instagram for Everyone

**Grace Hensley** covers setting up your account, gives examples of Instagram styles, shares nifty helper apps to increase your reach with new and upcoming features. A GardenComm member from Bainbridge Island, Washington, she owns Fashion Plants, a container design company.

### Making Local Lucrative

As the marketplace changes, garden communicators need to respond with new strategies to earn a living. **Noelle Johnson, Ann McCormick, Teresa Odle** and **Jacqueline Soule**, creators of *SWGardening.com*, will teach strategies for optimizing a local presence.

### Natural Beauty from the Garden

Garden communicators are a part of communicating about the natural products industry and how the consumer is moving to a greener and healthier lifestyle, where going out in the garden is considered therapy. **Janice Cox** will teach how natural products can be worked into magazine articles, blog posts, social media and hands-on classes. Janice owns Natural Beauty at Home in Medford, Oregon.

### The Next Generation of Gardeners

**Dianne Venetta** explores ways to create a garden, educate students and identify key garden champions to ensure a sustainable program. Dianne founded Bloomin’Thyme Collaborative in Leesburg, Florida, which is dedicated to cultivating schools gardens throughout the country. 🌱

**Jo Ellen Meyers Sharp** is editor of *On the QT* and chair of the Program Committee.



PHOTO COURTESY KIRK R. BROWN

More than 35 garden communicators gathered March 2, for GardenComm’s CareerNext, a day of professional development and networking. The venue was Magnolia Plantation and Gardens, America’s oldest garden. Five speakers, including **Katie-Elzer Peters, Chris Freimuth, Abra Lee, Tony Bertauski** and **Kyle Barnett**, discussed trends in the industry and defined career paths opening up for the newly arrived.



# Translating Science to Environmental Action: One Yard, One Story at a Time



Although dissatisfaction with unsustainable, high-maintenance, low-diversity, resource-intensive, polluting (not to mention boring and expensive) suburban landscapes is growing, what to do about it isn't always clear.

A lot of money, messaging, and social norms support is put on “mow, blow, go, know-nothing” landscaping. A landscaper once told me, “Unsustainable is good. That’s what keeps me in business.” I believe that we, as garden communicators, can—and should—play a big role in advancing knowledge-based, environmentally sustainable land care practices. But it is not often easy to translate science into environmental action.

Sara Stein articulated the disconnect between science and horticulture in her 1993 book, *Noah’s Garden: Restoring the Ecology of Our Own Backyards*. “Horticulture told me to cultivate the soil to control the weeds, botany told me that the more the soil is disturbed, the more weeds grow. Gardening books said that grass needs fertilizing; botany books said that grasses produce the soil fertility that other plants depend on,” she wrote. Her exploration of how “America’s clean, spare landscaping and gardening tradition has devastated rural ecology” inspired a generation to emulate natural systems. She said it way back then, “Simplicity is the problem.”

## ECOLOGICAL THINKING

After attending many lectures and workshops, and processing what many professionals said, I have transformed my vague good intentions into a system of ecological thinking. Scientists have clarified basic principles, such as the water and carbon cycles, the law of self-organization, trophic levels and the soil food web.

Ecological landscape professionals provided innovative techniques and a hard look at how gardening practices help or heal the environment. Look around. There are many opportunities to hear life-changing experts speak directly to every one of us.

One eye-opening area of research is in



**Karen Bussolini turned lawn into a sustainable landscape. The soil berm captures rainfall and the gravel path limits soil compaction. Layered native shrubs, trees and perennials support food webs, sequester carbon.**

the field of translational ecology. Some years ago I interviewed William Schlesinger, the now-retired president of the Cary Institute of Ecosystem Studies. He is a biogeochemist, world-renowned expert on carbon and climate change and frontrunner in the new field of translational ecology. Schlesinger is a passionate advocate for translating science for public audiences. “Unless the discoveries of ecological science are rapidly translated into meaningful actions, they will remain quietly archived while the biosphere degrades,” he said.

## GARDENING AND CO<sub>2</sub>

Schlesinger studied the effects of increased levels of CO<sub>2</sub> in the atmosphere, apart from and synergistic with global warming. He found that reducing fossil fuel use, using organic composts instead of synthetic fertilizers, reducing disturbance and protecting natural systems (especially wet soils) keep carbon in the soil.

An interview and discussion of “[The Carbon Connection](#),” ran in the Spring 2014 issue of *Wildflower* magazine, published by the Lady Bird Johnson Wildflower Center. His words clarified my own mission: To translate the

science of translational ecology into environmental action in the backyard (front and side yards, too).

Whatever piece of the environmental/sustainability puzzle you consider, complexity is key. But we need to reach people with stories that send them home with the message that their yards are ecosystems, and even the smallest actions matter.

For example, “If your woods are full of barberry, you’ll keep getting Lyme disease,” a research-based message from the Cary Institute of Ecosystem Studies and the Connecticut Agricultural Experiment, also adds awareness of invasive plant issues.

## LAYERED PLANTINGS

Another easy sell for our audiences (without having to bring science into the discussion) is to relate the benefits of covering ground with plants and planting in layers. It visibly creates beauty, attracts wildlife and reduces maintenance in addition to conserving resources and reducing pollution.

— Continues on page 9





© PHOTOS BY KAREN BUSSOLINI

Shadblow trees (*Amelanchier x grandiflora* 'Autumn Brilliance') provide privacy, beauty and food for early-emerging pollinators and berries for birds. Read the whole story: [Every Yard Counts](#).

Another master of translating science into messages for a public audience is Douglas Tallamy, author of *Bringing Nature Home: How Native Plants Sustain Wildlife in Our Gardens*. He reaches even non-gardeners through a common love of birds.

"Creating landscapes that make more insects is essential to keeping our bird populations," he told me. That translated to growing more native plants. His message goes beyond birds. "We're not separate from nature. Conservation has to happen where we live, where we work, where we play. Eighty-six percent of the land east of the Mississippi and 83% of the whole country is in private hands." He goes on to translate science with the actionable message, "Lawn isn't doing anything to support the four most important functions: Creating viable food webs, sequestering carbon (put it in plants and in the ground), supporting viable watersheds and preventing pollinator collapse." He proposes a discrete goal that people can focus on: "Reduce lawn area by one half. Plants will solve all these problems." 🌱

**Karen Bussolini** is a garden photographer, speaker, Northeast Organic Farming Association Accredited Organic Land Care Professional and an eco-friendly garden coach. Eco-Friendly News, Views, Clues and How-Tos available at [karenbussolini.com](http://karenbussolini.com).

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## RESOURCES:

[Cary Institute of Ecosystem Studies](#), a leading independent research organization in Millbrook, New York. Founded to inform public policy and foster ecological literacy. Monthly free public lectures are recorded and archived online, with articles and podcasts about rivers and streams, drugs, plastic pollution, the ecology of Lyme disease, road salt, urban ecology, the ecological impacts of climate change and other topics.

[Connecticut Invasive Plant Working Group \(CIPWG\)](#). Annual symposium and online information.

[Ecological Landscape Alliance](#). Seminars, workshops and tours throughout the year. "A Focus on Sustainability" webinars, taught by experts from across the country, are free to members.

[New Directions in the American Landscape](#). An intense annual cross-disciplinary conference held every January, two days each in the Philadelphia area and at the Connecticut College Arboretum, New London, Connecticut.

[New England Wild Flower Society](#). Classes, workshops, online learning and walks at Garden in the Woods, Framingham, Massachusetts, and throughout New England.

[New York Botanical Garden, Bronx, New York](#). Email [pubrel@nybg.org](mailto:pubrel@nybg.org) to get on the media email list.

[The Connecticut Agricultural Experiment Station \(CAES\) Pollinator Information Portal](#). Annual pollinator symposium and a wealth of research papers.

[The New York Times Science Section](#), published every Tuesday





Arthur Motté of Belgium credits an older neighbor for his interest and love of gardening.

PHOTO COURTESY ARTHUR MOTTE



**“Two years ago I had very good grades in school, and when my parents asked me what I wanted as a present, I told them I wanted a bigger garden,” said Arthur Motté, a 17-year-old gardener living near Brussels, Belgium.**

His parents’ reaction is no surprise to me. When I go to garden events I don’t see many young gardeners. So I reached out to some to understand what got them into gardening. Again and again I heard the same story: There were role models and there is a desire to make a better world.

#### ADULT ROLE MODELS

The thing I heard most was that adults inspire young gardeners. Arthur said he started gardening at the age of seven when

he became friends with an older man named Fons, whose favorite hobby was gardening. “[Fons] taught me several tips and tricks about gardening. I first helped him with his garden and later on created my own kitchen garden,” Arthur said. When Fons died, the teen continued gardening to honor him.

Just as Arthur was inspired by an older role model, 13-year-old Ty Walliser was inspired by his nona (grandmother). Ty said he gardens with his mom (GardenComm member **Jessica Walliser**) and his nona. When he goes to his

nona’s house he goes straight to the garden. He is the fourth generation of gardeners in his family.

Parents are often role models too. “Dad got me into gardening,” said Dawson Mehalko, a 14-year-old market gardener in Texas. He started at the age of five. “My dad got me into it just by exposing me to it and encouraging me in it,” he said.

George Hassall, a 13-year-old gardener in Manchester, England, was inspired by a parent, too. “When I was four, my mum and some friends started a community gardening and cookery project,” he said. The project included a community garden, orchard and cooking workshops. George won a Royal Horticultural Society (RHS) Young School Gardener of the Year competition at the age of eight.

— Continues on page 11





PHOTO COURTESY GEORGE HASSALL

**Thirteen-year-old George Hassall gardens with his mother in Manchester, England.**

Like George, Lina and Ella Martinez, sisters from Massachusetts, got encouragement from their parents. They started a flower stand when they were 8 and 10 years old, with a business loan from their parents. They say their house was known locally as the house with the flower stand. They thought it was nice that people close by enjoyed their flowers.



PHOTO COURTESY DAWSON MEHALKO

**Dawson Mehalko (right), a 14-year-old Texan, says his love of gardening comes from his father. Dawson was a guest of Steve Cornett (left) on his *Nature's Always Right* YouTube channel.**

## YOUNG ROLE MODELS

Other young gardeners can be role models, too. That's how I connected with Arthur, who I found on Instagram. "Last year I created an Instagram account to share all my beautiful moments with the world and to encourage people to start growing a garden," he said.

George also shares his joy of gardening on social media. He inspires young people in his role as a RHS Young Ambassador, where he shares his passion for gardening.

When Lina and Ella moved this past year, they passed on their flower stand to a little girl down the street who had seen it and wanted to start her own business—young gardeners inspiring other young gardeners.



© PHOTO BY DONNA GRIFFITH FROM GARDENING WITH EMMA BY EMMA BIGGS WITH STEVEN BIGGS, USED WITH PERMISSION FROM STOREY PUBLISHING.

**Lina (left) and Ella Martinez, sisters from Massachusetts, started a flower stand when they were 8 and 10 years old, with a business loan from their parents.**

## MAKING A BETTER WORLD

Another thing I hear from young gardeners is the desire to make the world a better place. "If everyone grew their own veggies, we could all work toward a better world and against the climate change," Arthur said.

George and his mother started a program called Young Operation Farmers that teaches gardening, cooking, wildlife and caring for the planet. "I believe that gardening can inspire a generation who love the outdoors and want to protect wildlife habitats and greenspaces," George said.

A better world could also include helping others. Lina and Ella think community gardens and people working together can inspire young people to end hunger by donating produce to food banks and soup kitchens.

The young gardeners don't know many kids with gardens. "I believe that some kids have an image of a gardener as someone who closely resembles a garden gnome," George said. Want to get kids into gardening? Be a mentor! 🌱



PHOTO COURTESY TY WALLISER

**Ty Walliser learned to garden from his mother, Jessica Walliser, and grandmother. He and Emma Biggs produce *From Dirt to Dishes* on YouTube, targeting young gardeners about how to grow and prepare food.**

## INSPIRED BY A CHALLENGE

The idea of running a business can be another reason to garden. "I love having my own business and I love farming, such a great combination," Dawson said. When I asked Dawson about what he grows, business was front and center. "I'm not going to grow whatever because I am running a business and it has to pay for itself," he said.

Lina and Ella made enough money from their flower stand business to repay their loan, buy a laptop computer and donate money to charity. Building a business can be very rewarding, and they think more kids should try it, they said.

Thirteen-year-old **Emma Biggs**, daughter of **Steven Biggs**, raised more than 130 tomato varieties in her Toronto garden in 2018. Her latest book, *Gardening with Emma*, helps kids find the fun in gardening, and helps adults remember how much fun gardening is. [Emma blogs about tomatoes for Harrowsmith magazine](#). GardenComm's youngest member, she co-hosts *The Garage Gardeners Radio Show* and [From Dirt to Dishes on YouTube](#).

## REGION 1

C.L. FORNARI

**Charlie Nardozi** speaks at the Fair Haven (Vermont) Library, May 15; the Springfield (Vermont) Library, June 6; and at the Stow Vermont Garden Festival June 24. For more information see [Charlie's speaking schedule](#).

**Eva Monheim** will teach two seminars in Sullivan County, New York, at the Annual Conference in Hurleyville, May 18. The first presentation is "Color in the Garden." The second, a hands-on workshop, is entitled "Enhancing the Woodland Edge."

Join **C.L. Fornari** for a talk and book launching party at the Cape Cod Museum of Natural History on May 30, as she celebrates the publication of *Sand and Soil: Creating Beautiful Gardens on Cape Cod and the Islands*.

**Karin Stanley** and Colston Burrell are co-leading [two garden tours](#) this summer. The Enchanting Gardens of Ireland, June 3-10, and *Scotland's Glorious Gardens*, June 11-16, sponsored by the Minnesota State Horticultural Society.

**Karen Bussolini** will speak to [The Horticultural Alliance of the Hamptons](#) on "Gardening With Kids: Opening Eyes and Doors," June 9, at the Bridgehampton (New York) Community House.

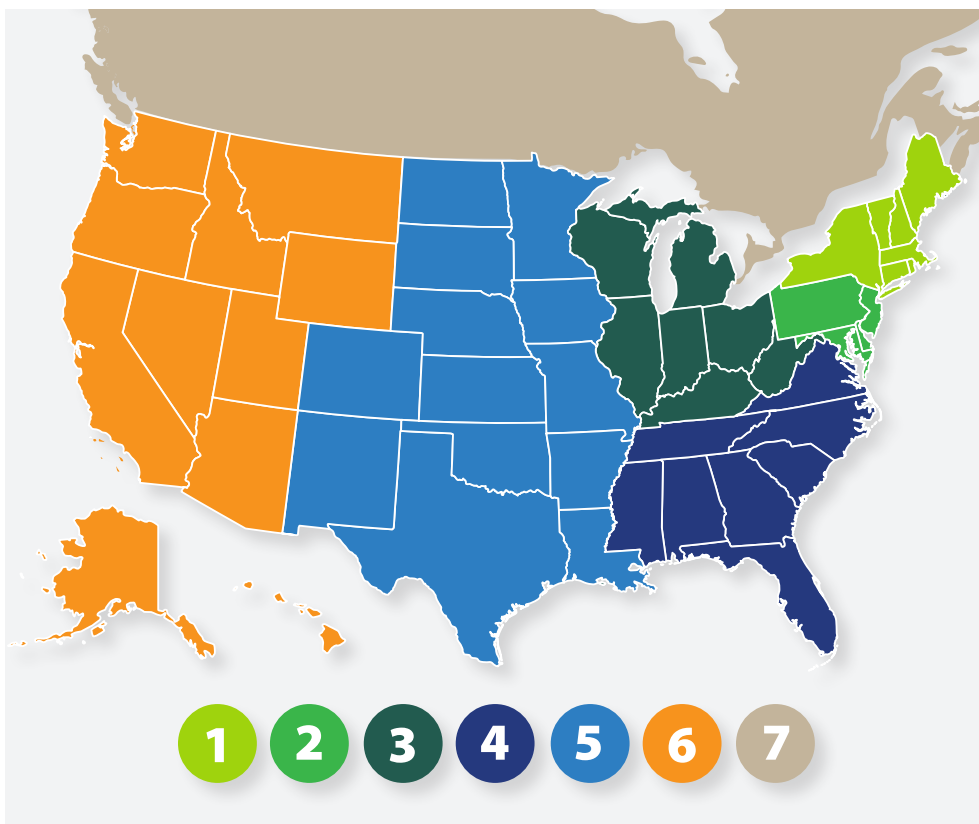
**Dan Benarcik** will be speaking and teaching a garden-chair-building workshop at Polly Hill Arboretum, West Tisbury, Massachusetts, June 28 and 29.

## REGION 2

LOUISE CLARKE

**Kirk Brown** will appear as John Bartram at the annual dinner for the Baird Ornithological Club at the Berkshire Country Club, Reading, Pennsylvania, May 10. On one of his biggest collective appearances in life on the road, Kirk with John Bartram and Ben Franklin will appear at numerous lecterns at the International Master Gardeners Conference in Valley Forge, Pennsylvania, June 17 to 21.

**Dan Benarcik** will speak about "25 Plants I Couldn't Garden Without" at the spring festival at Linden Hill Gardens, Ottsville, Pennsylvania, June 8.



**Louise Clarke** leads the creative workshop "Tillandsia: You're Framed!" at [Longwood Gardens](#), June 15. She'll also present "Nature Nurtures: The Power of Plants" June 1, to the [Delaware County Master Gardeners Home Gardeners School](#) at the Education Center of Smedley Park, Media, Pennsylvania.

**C.L. Fornari** will speak on writing and presentation skills at the [2019 International Master Gardener Conference](#) in Valley Forge, Pennsylvania, June 17 to 21.

**Lois J. de Vries** of the Sustainable Gardening Institute and Library Executive Director, is the lead speaker for the panel, Stormwater Management: Turning Challenges Into Opportunities to Enhance Guest Experience, Save Money, and Reduce Environmental Impact at the [2019 American Public Gardens Conference](#) on June 18. Other panelists are Scott Aker, supervisory research horticulturist at the U.S. National Arboretum; Bruce Harkey, president and CEO of Franklin Park Conservatory & Botanical Gardens; and Robert Mottern, director of horticulture at Sarah P. Duke Gardens. Emphasis will be on treating stormwater as an environmental asset, leveraging resources and creating management features that are beautiful, engaging, and functional.

## REGION 3

BETH BOTTS

**Jo Ellen Meyers Sharp** and **Carol Michel** will present programs for the Frankfort (Indiana) Library Foundation fundraiser, May 3. Jo Ellen will demonstrate planting a spring container that will be auctioned off, and Carol will share the "Twelve Secrets to Happiness in Your Garden."

**Ellen Zachos** will teach at the [Blue Hills Foragers' Gathering](#) in Bruce, Wisconsin, May 17 through 19. This event is open to the public and will focus on foraging for wild edible plants and mushrooms, then learning to cook with the harvests.

## REGION 4

**Brent Heath** will give two presentations at the [Hahn Horticulture Garden](#) at Virginia Tech in Blacksburg, Virginia, May 10. "Bulbs as Companion Plants" and "Living Flower Arrangements" are open to the public.



**Kirk Brown** is continuing to broaden his collection of stories and characters as he explores "Landscape Design and Garden History" at a variety of Low Country, South Carolina venues. "Y'all come down now and visit the Garden Writer's Cottage at Magnolia Plantation and Gardens," he said.

## REGION 6

**Dan Benarcik** will give a talk on Chanticleer's book *The Art of Gardening*, May 15 at the Bellevue (Washington) Botanic Garden. 🌿

## Upcoming GardenComm EVENTS

ALL TIMES LOCAL

**June 6, 9:30 a.m. – 5:00 p.m.**

[Region I, Regional Meeting: Behind the Scenes: Three Private Garden Tours](#)

*Litchfield County, Connecticut*

**June 9, 9:30 a.m. – 3 p.m.**

[Region VI, Regional Meeting: Gardens at the Zoo & Ed Hume Tour](#)

*Tacoma, Washington*

**July 12, 10:30 a.m. – 6:00 p.m.**

[Region III, Regional Meeting: Cultivating Columbus](#)

*Columbus, Ohio*

**July 26-27, 7 a.m. – 5 p.m.**

[Region V, Regional Meeting: A Behind the Scenes Look at the Green Industry](#)

*St. Paul, Minnesota*

**July 29, 7 – 8:30 p.m.**

[Region III, Connect & More: GardenComm @ PPA-AAS NGB National Symposium](#)

*Chicago, Illinois*

**August 9, 9 a.m. – 5 p.m.**

[Region V, Connect & More: GardenComm @ Texas Nursery Landscape Association](#)

*San Antonio, Texas* 🌿

## REGION 2

**Chanticleer** celebrates National Public Garden Week, May 13-19, by giving out the America's Garden Capital Passport. [Learn more about the passport and get a digital download.](#) GardenComm members can plan a visit to Chanticleer anytime this spring to get a passport (while supplies last).

## REGION 3

The new [Gateway to Tree Science](#) exhibit at The Morton Arboretum in Lisle, Illinois, opens to the public June 8. The outdoor exhibit includes in-ground demonstrations with live trees studied by the Arboretum's researchers, such as how pruning affects young trees and whether it is best to plant older, larger trees or younger, smaller trees. It is arrayed along a mile-long wood chip path near the arboretum's Oak Collection.

The American Horticultural Society's [National Children & Youth Gardening Symposium](#) will be July 10 through July 13, at the University of Wisconsin Extension Pyle Center in Madison, Wisconsin. The symposium will explore sustainable gardening curriculums, green industry career resources and ways to attract support for school gardens.

[Cultivate'19](#), the largest green industry trade show in the U.S., will be held July 13 through July 16 at the Greater Columbus Convention Center in Columbus, Ohio. Many GardenComm members will attend for networking and story ideas. The show's sponsor, AmericanHort, offers GardenComm members free access to the trade show floor, with more than 650 exhibitors. Education session will require paid registration.

**Diane Blazek**, director of the National Garden Bureau and All-America Selections, will surely be seeing many other GardenComm members July 28 through August 2, when the [Perennial Plant Association's National Symposium](#) is held in Chicago in conjunction with NGB and AAS. The three-day core symposium, July 30 through August 1, features speakers Piet Oudolf and Roy Diblik, tours of Chicago, speakers, and dinners. Chicago-region tours before and after include a trip to southwestern Michigan, August 2, which will visit the garden of **Susan Martin**. Register soon for the best choice of tours.

## REGION 4

Chairwoman **Kim Halyak** announces the 4th annual [Cooper-Young Garden Walk in Memphis, Tennessee](#), May 18 and 19. Self-guided tours, 50+ imaginative, urban gardens. Speakers, vendors, shuttle. Free to GardenComm members with membership cards.

The American Horticultural Society's 2019 [Great American Gardeners and Book Award Ceremony and Banquet](#) will be at AHS Headquarters, River Farm, 7931 East Boulevard Drive, Alexandria, Virginia, June 21. Profiles of winners appeared in the March-April issue of *The American Gardener*.

## REGION 5

**Botanical Interests Inc.** will host the 11th annual [Garden Bloggers Fling](#) in Denver, June 13 through 16. Active garden bloggers from across North America and around the world, will meet for a long weekend of inspirational garden touring, socializing and networking. 🌿



# NEW & Noteworthy



Kirk R. Brown

## New Job for Brown

**Kirk R. Brown**, past GardenComm President and current member of the Executive Committee, has added another hat to his stack. He has been named the National Outreach Coordinator for Magnolia Plantation and Gardens in Charleston, South Carolina, a newly created position.

## Christ Gets New Position

Erika Christ has been named Communications and Marketing manager at the American Horticultural Society.

## Gamble Produces Indy Arts Doc

**Sharon Gamble** co-produced and narrated *Recharged: The Art of Creative Renewal*, a half-hour documentary about the 20th anniversary of the Creative Renewal Arts Fellowship, Indianapolis' innovative program of grants for sabbaticals for mid-career artists, including horticultural artists. More than 400 Fellowships have been awarded, valued at more than \$3.7 million. The program runs on Indianapolis' PBS affiliate WFYI-TV, Channel 20, in May.

## Gordon Named to NICH Board

**Sylvia Gordon** has been named to the board of directors of the National Initiative for Consumer Horticulture (NICH).

## Sharp Wins First Place Awards

The National Federation of Press Women awarded **Jo Ellen Meyers Sharp**, editor of *On the QT*, first place in a newsletter category of its Communications Contest.

The judging was based on the May-June 2018 issue of *On the QT* in the category "nonprofit newsletter regularly edited by the same person." She and the newsletter also placed first in the Woman's Press Club of Indiana judging in the same category, which allowed her to move on to the national level.

"Robust, engaging content drives this publication, from start to finish. It's a rich blend of advice and profiles, with strong ties between verbal and visual. Way to go," commented the national judges.

Jo Ellen credits GardenComm members who contribute articles and photos to *On the QT*, graphic designer **Paul Wilson**, who makes the newsletter look so good, and **Cathy Wilkinson Barash** for her copying editing skills.

## Jentz Starts Podcast

**Kathy Jentz**, editor of *Washington Gardener* magazine, has launched a new podcast about the not-so-serious aspects of gardening. The short, fun segments are easy to listen to while waiting in line at the store or during your kid's soccer practice, and you just might learn something new along the way. Listen to *Paper Flowers and Plastic Flamingos* wherever you download your podcasts.

## Michel Wins State, National Awards

*The Christmas Cottontail: A Story for Gardeners of All Ages*, written by **Carol J. Michel** and illustrated by Ty J. Hayden, recently

received third place for Children's Books – Fiction in the National Federation of Press Women's Communications Contest.

Entries in all categories, which cover all aspects of communications, are first judged at the state level. First place state winners are then eligible for entry in the national contest. *The Christmas Cottontail* was initially judged by the Woman's Press Club of Indiana, which awarded it a first place.

In addition, Michel's second book of humorous and light-hearted essays on gardening, *Homegrown and Handpicked: A Year in a Gardening Life*, received a second place award from the Woman's Press Club of Indiana in the category of Nonfiction Books for Adult Readers – Humor.



## Mieseler Announces Herbal Newsletter

**Theresa Mieseler** of Shady Acres Herb Farm invites you to [subscribe to her email herbal newsletter](#). You are invited to sign-up for the free issues featuring seasonal growing and gardening tips, what's blooming, Q&A, recipes and Theresa's events.

## Schweyer Named to Board

Sabrena Schweyer has been appointed to the board of directors of the Great Rivers and Lakes Permaculture Institute, which covers the six state region of Kentucky, Ohio, Michigan, Indiana, Illinois and Wisconsin. Great Rivers and Lakes Permaculture Institute is a professional development organization for permaculture practitioners across many fields.



Sabrena Schweyer

## AHS Announces Book Awards

Forty-six books published in 2018 were submitted for the American Horticultural Society's Book Award. Several GardenComm members judged the books: committee chair **Mary Ann Newcomer**, **William Aldrich**, **Catriona Tudor Erler**, **Augustus "Jenks" Farmer**, **Brian Thompson** and **Deb Wiley**.

GardenComm member **Niki Jabbour's** *Veggie Garden Remix* (Storey Publishing) was one of three winners. Other winners: *Designing with Palms* by Jason Dewees (Timber Press) and *The Food Explorer* by Daniel Stone (Dutton Books).

— Continues on page 15



## AHS Honorees Announced

Kayri Havens, director of plant science and conservation and senior scientist at the Chicago Botanic Garden is receiving the **American Horticultural Society's** highest honor, the Liberty Hyde Bailey Award, for her achievements in plant conservation.

Sally McCabe, associate director of community education at the Pennsylvania Horticultural Society, received the Jane L. Taylor Award, given to an individual, organization or program that has inspired and nurtured future horticulturists through efforts in children's and youth gardening.

The Horticultural Society of New York received the Community Greening Award, given for exemplary contributions by an individual, institution or company that demonstrates the application and value of horticulture to create livable communities that are greener, healthier and more equitable.

Rizaniño Reyes, owner of RHR Horticulture and Landwave Gardens of Seattle, Washington, received the Emerging Horticultural Professional Award.

The Landscape Design Award recognizes an individual whose work has demonstrated and promoted the value of sound horticultural practices in the field of landscape architecture. It was awarded to Suzanne Edney, founder or Custom Landscapes, and posthumously to

landscape architect Harriet Bellerjeau for her volunteer work at the JC Raulston Arboretum in Raleigh, North Carolina.

Gary Bachman, extension-research professor of horticulture at Mississippi State University, received the B.Y. Morrison Communication Award.

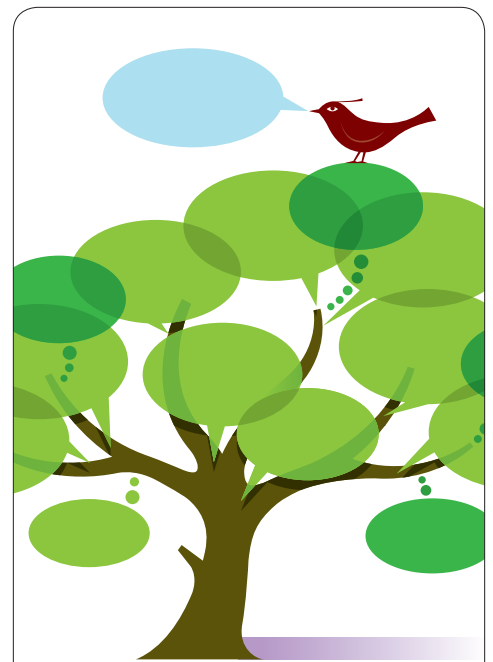
John Wott, director emeritus of Washington Park Arboretum and professor emeritus of urban horticulture at the University of Washington, received the Professional Award in recognition of his achievements throughout his career to cultivate interest in horticulture.

The Teaching Award was given to Charlie Hall, professor and Ellison Chair at Texas A&M University, for his ability to share his horticultural knowledge with others and contribute to a better public understanding of the plant world and its important influence on society.

Ira Wallace, co-owner of Southern Exposure Seed Exchange in Mineral, Virginia, received the Paul Ecke Jr., Commercial Award in recognition of her commitment to the highest standards of excellence in the field of commercial horticulture contributes to the betterment of gardening practices everywhere.

Marthe Haubert was posthumously awarded the Meritorious Service Award for her volunteer work with the AHS.

The recipients will be honored June 21 at Great American Gardeners Awards Ceremony and Banquet at AHS headquarters. 🌱



### 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](mailto:indygardener@gmail.com) 🌱

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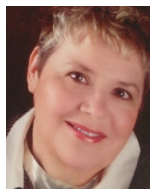
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NEW YORK MARRIOTT DOWNTOWN

# GardenComm Luminaries Shine as Stars: Part 2

BY MARY B. GOOD



In Part 1, we looked at some of the early members and leaders of GardenComm. You can find that article in the [March-April 2019 issue of \*On the QT\*](#). Part 2 looks at more recent leaders.



**Barbara Perry Lawton**

## BARBARA PERRY LAWTON

We lost the great Barbara June 20, 2017. She was an award-winning writer, and had been working pretty much up to the time of her passing. This prolific writer piled up more than 1,500

published articles to her credit, enough to wallpaper her entire home in Kirkwood, Missouri, mostly due to her 20-year stint as garden columnist for the *St. Louis Post Dispatch*.

A Timber Press author, Barbara was highly visible as a speaker, writer and photographer. She was a member of the St. Louis Press Club and the American Society of Journalists and Writers. She was well known for her longtime association with the Missouri Botanical Garden and other auspicious horticulture groups.

In 2007 Barbara was honored by the Missouri affiliate of the National Federation of Press Women with its Lifetime Achievement Award. Barbara also acquired an unusual honor in 2007, that of "One of 24 Ageless and Remarkable St. Louisans." She was named a Fellow in 2001 and was inducted into our Hall of Fame in 2008.

And remarkable Barbara was. An avid horsewoman, this 1991-92 GWA President was a go-getter, outgoing, smart, and enthusiastic, and a mentor to other members. She remains a model to other female hort writers, aspiring to follow in her admirable footsteps. Always to be respected and leading the pack, that was Barbara.

## JAMES WILSON

Jim was a gifted storyteller born in Vicksburg, Mississippi. Helping his family grow and sell vegetables saw them through the Great Depression and laid the groundwork for



**James Wilson**

his future career as a horticulturist. But not before Jim served as a fighter pilot in the Air Force and got his B.S. in agriculture from the University of Missouri through the GI Bill.

Jim began his career working for Ferry Morse Seed Co., and at his peak spent 13 years as cohost of the popular PBS series, *The Victory Garden*, where he was a familiar and welcome face in America's living rooms. He wrote 14 books on gardening

Warm, friendly, and charismatic, this Southern gentleman always seemed to have a smile on his face and a twinkle in his eyes. The man could light up a room. In 2002, the American Horticultural Society named him a Great American Gardener, and in 2004 he received the All-America Selections Lifetime Achievement Award. You may not have known that Jim had an affinity for catfish fishing, which probably kept him grounded.

It seemed so fitting that Jim had a namesake variety of sweet bay magnolia (*M. virginiana* 'Jim Wilson'), as well as the GardenComm Mentoring Award named in his honor. Jim, one-time national spokesman for Plant a Row for the Hungry, maintained a mutual admiration for Jeff Lowenfels, who founded Plant a Row. Jim was President from 1976-77, named a Fellow in 1988 and inducted into our Hall of Fame in 1995. Jim died August 1, 2010, in his sleep at age 85 at his home in Columbia, Missouri. His longtime companion, Jane Mandel, frequently attends GardenComm meetings.



**Jeff Lowenfels**

## JEFF LOWENFELS

After Jeff got mugged and shot as a Northeastern University law student in Boston, it prompted a life-altering move to Alaska. He made a new life with his beloved Judith and raised a family—far from his former digs in Scarsdale, New York, where all his relatives still live.

Jeff, who did his undergraduate work at Harvard, has had a long and successful career in environmental law with Alaska's largest legal firm and has pursued gardening as a serious hobby. Somewhere along the line, with a fistful of dirt in one hand and a legal pad in the other, Jeff got tagged as "America's Dirtiest Lawyer," which tickled him. With that old hat, this organic gardening pioneer acquired a new tag, "Lord of the Roots," when he embarked on his book-writing path with Timber Press devoted to soil nutrients, microbes and fungi.

This talented writer finished his latest book the very day we spoke via cell phone, and was about to send it off to New Society, his Canadian publisher. He was also preparing to compose his weekly garden article for the *Anchorage Daily News*, a column he's written for 44 years without a lapse in submission. (Top that!). He is a confident, driven, white tornado, a self-professed shy guy (who believes that?), who says he needs more fingers to get through the day.

The Anchorage resident is the only one of our elite triple-threat writing stars still alive and kicking, active, attractive and in-demand as they say. Jeff, who turned 70 on March 10, is a 39-year member of our association, including President from 1993-95. He was named a Fellow in 1998 and inducted into the Hall of Fame in 2004.

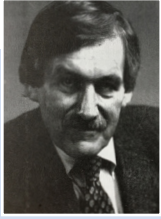
Jeff said the annual symposium held in Anchorage, Alaska, in 1994, spawned Plant a Row, the phenomenally successful program to help feed the hungry, now under the GardenComm umbrella. It's quite the long commute to the meetings in the lower 48, but Jeff still cranks it.

The glacier that formed a backdrop to many of the photos taken at the annual meeting there has long-since melted, and Jeff knows Alaska is the canary in the coal mine, up close and personal to the ravages of global warming. He is dedicated to planting natives in the last state not environmentally polluted with non-native plants.

Maybe Jeff can't see Russia from his house, but he can see the Aurora Borealis, three active volcanoes, giant cabbages growing in the

—Continues on page 17





Many credit the late Ted Marston with inventing networking for garden writers. To know him was to be encouraged to be the best you can be by writing about what you know best. (We were unable to locate a photo of Ted for the March-June 2019 *On the QT*, so we're including it now.)

PHOTO COURTESY DOROTHY MARSTON/ARBORFUNDATION.ORG

shadow of the Midnight Sun and the insidious, creeping destruction of climate change in this gorgeous and edgy environment that he calls home.

So fellow garden communicators: If you aspire to greatness like these triple-threat, best-in-the-business communicators, who have been called to be Fellows, Presidents and Hall of Fame stars, do something great. You don't have to live at the top of the world to be at the top of your game. 🌱

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.

# WELCOME NEW MEMBERS

## Taniel Ajamian\*

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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  
Kate Jerome  
Jennifer Jewell  
Kelly Norris  
Sharon Richardson  
Denise Schreiber  
Nan Sterman  
Betsy Williams

### TWO MEMBERS

Abra Lee  
Lisa Mason Ziegler

# Proteas and Primroses: Barbara Segall



*Horticulturist*, *The Suffolk Gardens Trust* newsletter and, until recently, *The Herb Society's* magazine, *Herbs*. She also edits books and has contributed chapters and entries in several titles.

In her own right, Barbara has written no less than 12 books. In 1992, her first book, *The Holly and The Ivy*, a celebration of Christmas (published by Ebury Press and Clarkson Potter), received a Quill and Trowel Award from then-named Garden Writers Association of America. In addition, Barbara is the author of *The Christmas Tree Book*, *The Herb Garden Month-by-Month*, *The Gardens of Spain and Portugal*, *Pots and Plants*, *The Practical Kitchen Garden*, *The Ultimate Herb Gardener*, *A Handful of Herbs*, *The Herb Workbook*, *Beautiful Borders*, *Gardens By The Sea* and her latest, *Secret Gardens of East Anglia*.

## FOND MEMORIES, LONGTIME FRIENDS

The GWA Annual Symposium held in Washington, D.C., in 1992 was Barbara's first and she remembers it fondly. "When I was informed of the Quill and Trowel Award, I decided to attend the symposium to receive the award. I made friends with so many delightful U.S. and Canadian garden writers, whose continuing friendship I value greatly. For many years I attended the symposia annually and enjoyed in-hall sessions and garden visits alike.

"In recent years, my attendance has been less regular. The last was in Atlanta, where I was delighted to meet Andrea. For me, as I live in the UK, the main factor is that the symposia and meetings move around the country, and I know that whenever I do decide to attend, I will not be a stranger."

Barbara has many fond memories of GWA conferences, including, "Some cracking events, such as the sumptuous buffet supper and dancing to a superb jazz band in the Conservatory at Longwood (ace dancing partners included Michael Marriott and Larry Hodgson). Oh, and the fabulous fountains, my first visit to Chanticleer, sustainable roof gardens in Chicago, the array of vegetables and herbs at the Fetzer Vineyard gardens in California, and visiting Niagara Parks."

Even the most accomplished writer has author-mentors and she offered this: "My mother and grandmother both had green fingers and showed me how to plant in the ground and in containers. I was fortunate to have a wonderful horticulturist, Anke Way,



GardenComm is truly an international organization with members located right across the globe, so it's really not so surprising that at a meeting in Atlanta, you could see a lady from Suffolk,

England, befriend a fellow garden communicator domiciled in Perth, Western Australia.

Martin Luther King Jr., and Margaret Mitchell, now there's an unlikely combination and yet these two vastly different figures in American history are responsible for forging a wonderful friendship, oh yes, and there was the GWA conference in the summer of 2016.

**Barbara Segall** and I first met in 2016 while sitting around the table at a Region 7 pre-conference meeting. After a less than five-minute encounter, I knew we would be friends. Sometimes in life, you just know.

After all of the last-day-of-conference sad farewells, Barbara, **Michael Leach** from Ohio and I set off on a wonderful adventure exploring Atlanta for a day. We walked in the footsteps of Martin Luther King Jr., his home, his church and the interpretive center, which gave us an incredible insight into the life of this great man. After a quick bite of lunch, our

fun-filled day continued by public transport to Margaret Mitchell's house, paying homage to this great writer, viewing a film about the making of *Gone With The Wind* and a thorough checking out of the gift shop. A delicious dinner with some of Barbara's friends in a Middle Eastern restaurant in downtown Atlanta completed a memorable day.

Barbara, a quintessentially English gardener, who, when asked what her favorite plant was, said "Hard to choose a favorite at any time, but in spring tulips, daffodils, primroses and hellebores as well as camellias. They all bring color and beauty when we need a visual lift at the end of winter."

I smiled at this because none of these grows very well in Perth, Western Australia, where I live. This prolific writer hales from Durban, South Africa, where "the climate is sub-tropical and the vibrant colors of foliage and flowers there are always exciting," reminisced Barbara.

## PROLIFIC AUTHOR

Primrose Cottage in Suffolk—and you can't get more English than that—is home now, and she has lived in the United Kingdom for almost 50 years. These days, Barbara primarily writes and edits magazines, including *The*

PHOTO COURTESY BARBARA SEGALL



as a college lecturer. I am an avid reader of garden books and so there are many mentors, including Christopher Lloyd, Fergus Garrett, Norrie and Sandra Pope and, in particular the late Beth Chatto, whose mantra 'right plant, right place' is always in my mind."

#### ACTIVE IN MANY GROUPS

Now, you see that right there, that's why Barbara and I are so different and yet have so much in common. One of my first garden reads was by Beth Chatto, and I always, always speak *ad infinitum* about right plant, right place.

In addition to her GardenComm membership, Barbara is a member of the International Dendrology Society, the Herb Society, the Suffolk Gardens Trust (she edits its bi-annual newsletter), the East Anglian Garden Group and is a Liveryman of one of the City of London's Livery Companies, the Worshipful Company of Gardeners.

She has a professional membership in the Chartered Institute of Horticulture, for whom she edits a magazine called *The Horticulturist*. She is a founding member of the Garden Media Guild (formerly the Garden Writers Guild), and for many years served on committees, editing its magazine and at one time, as chairman. Barbara blogs at [thegardenpost.com](http://thegardenpost.com), where she writes about growing herbs, vegetables and fruit, as well as annual and perennial flowers. She also covers travel and food, especially if related to gardens and growing fresh ingredients.

Gardeners and garden communicators, I have found, are always planning for and looking to the future and what the next season holds, and Barbara is no exception. She's "beyond excited," as she will be lecturing and demonstrating in Japan in June 2019 at the Barakura English Garden School. She is also discussing and researching two new books, articles and lectures for 2020 and beyond.

Post-conference encounters have been the most wonderful opportunity for me to form next level friendships with incredible people and I feel so honored, and completely overwhelmed by her body of work, to include the delightful Barbara Segall from Primrose Cottage as one of them. Distance is definitely no barrier to GardenComm friendships. 🌱

**Andrea Whitely** is a garden consultant near Perth, Australia, and serves as Regional Director for Region 7.

## Thomas Powell

January 20, 1929–April 3, 2019



One of the most beloved of garden writers, Thomas Powell died at age 90. Though few people ever saw Tom in person (he never listed a telephone number or email address, only a post office box number), he had a monthly presence in public libraries and the homes of many garden writers for 48 years. Tom passed away peacefully on April 3, 2019 at Apple Rehab Watch Hill in Westerly, Rhode Island. He was the husband of the late Betty

Powell. Working for most of his life from a tiny apartment in Manhattan, he and Betty founded the *Avant Gardener* newsletter in 1964, which reached a monthly circulation of 10,000 copies at the peak of its popularity.

Spending most of his time indoors writing, his work in horticultural circles was widely admired and honored with awards for best writing from the Garden Club of America, Massachusetts Horticultural Society and twice from the Garden Writers Association of America.

"He was very proud to be a part of Garden Writers," said **Betty Mackey**, who published one of his books. A longtime member, Tom was named a Fellow in 2003.

*Avant Gardener* was prized as a concise compendium of horticultural industry articles and news, covering science, trends, new products, publications and, most of all, plants. Tom continued as editor and publisher until 2012. Following a stroke, Tom transferred rights to publish the *Avant Gardener* to **Derek Fell**, who converted it to a full color monthly internet publication.

Tom's writings also included two books: *Aphid in Your Eye: Adventures in the Orchid Trade* in 2012 by B.B.Mackey Books, which includes examples of his witty humor and reflects his carefree personality. *The Avant Gardener: A Handbook & Sourcebook about What's New & Useful in Gardening*, co-authored with Betty and published by Houghton Mifflin in 1975, was one of the first sourcebook guides published.

Not only did Tom write about plants, he owned a greenhouse of orchids in New Jersey, and was a main supplier for numerous New York flower shows. He also was a volunteer fireman and had assisted in the fighting of Wanamaker's department store fire in July 1956. Tom enjoyed his summer home in Westerly, Rhode Island, and was an active member of The Westerly Yacht Club, loving to sail all around the Watch Hill area.

— **Derek Fell**

# Jeremiah Gettle: Saving Seeds and Culture



Jere Gettle holds mammoth red mangel beet, which may weigh up to 40 pounds. It is used primarily as livestock feed.

PHOTO COURTESY JERE GETTLE



"We don't eat as many turnips and rutabagas as we used to," says **Jeremiah Gettle**. Those foods are remnants of an agrarian past, which has faded, along with many of the family farms that used to be

America's livelihood.

Jeremiah sells seeds for these heirloom crops and thousands of other vegetables, flowers and herbs that are part of our history. In fact, he has spent his entire professional life in pursuit of the rarest and most beautiful heirloom seeds, building a substantial business on a way of life that he and his seeds inspire.

Baker Creek Heirloom Seeds, the catalog he started as a hobby at 17, now includes three commercial farms, from Connecticut to California. The catalog and [his online store](#) help fund The National Heirloom Expo, a venue that attracts international food activist Vandana Shiva, and botanical explorer Joseph Simcox, a leading expert on rare food plants.

Jeremiah has been called an evangelist, an apostle and a savior of seeds, but his person-

ality is down to earth. He prefers to be called Jere. Growing up on the land his parents homesteaded in Mansfield, Missouri, he likens his early days to *Little House on the Prairie*. After a couple years of home schooling, he was essentially unschooled and allowed to pursue his own interests.

## GRANDMOTHER SEEDED INTEREST

"I had my chores on the farm in the morning, but was left to roam the mountains, fish, snow mobile and read whatever I was interested in," he said. He credits his Mexican grandmother with igniting his love of seeds through the stories and traditions she passed on to him.

Today Jere, his wife, Emily, and his young family eat a strictly plant-based diet that is rooted in his Seventh Day Adventist background. They may look like an ad for a new back-to-the-land movement, but it isn't a gimmick. It's founded on the ideals of food independence, fairness and a belief that animals are more than just protein. The ethics of sustainability surround Jere and his growing team of employees, farmers and followers.

The animals, people and beautiful produce figure prominently in the Whole Seed Catalog, whose 2019 edition ran more than 300 pages.

A natural extension of his seed catalog business was *Heirloom Gardener* magazine, which he published from 2003 to 2016. In its pages, he linked like-minded folks, and spread the word to a broader community. That's how Jere connected with GardenComm, looking to find other writers and publishers. While the magazine is no longer under his auspices, he enjoyed the meetings and the rapport with fellow members.

After the *New York Times* published a piece about him, an agent came knocking with a multi-book deal from Hyperion. Now, with two books under his belt, Jere has returned his focus to finding, growing and selling the best heirloom seeds from all over the world. Given a choice, he said he would spend as much time traveling as gardening, believing that there's a lot more to discover in the world of seeds.

— Continues on page 21



## LEARNING FROM OTHER CULTURES

One of his favorite places to travel to is Southeast Asia. “Thailand and Cambodia have a great diversity of tribal peoples living off the land. Some of their gardening practices are considered non-scientific, but the variety of produce they grow is enormous. China also has a wide range of produce but does not have a seed catalog industry, as we know it. People typically buy seed from hardware stores or markets,” he said. In fact, Jere believes that varieties from China have great potential to succeed in American gardens, due to the similarity of their climates. Eight out of the 10 best sellers in his catalog are from Asia, with Chinese pink celery and purple bok choy in the top three.

The Whole Seed Catalog is still at the core of the business. It is the work of many people, including the seed experts who write the stories that fill its pages. Intending it to be a newsstand item, it is more than a list of seeds

with photos. In its pages are stories that range from the dangers of agro-chemical mergers to the power of purple produce. The resulting catalog inspires farmers, gardeners and professional botanical explorers to send him seeds from all over the world, including war-torn Iraq and Syria.

If this catalog is Jere’s bible, then he has certainly converted me to the pleasure of growing your own food from seed. The heirlooms he has helped save are open pollinated, meaning you can save your seed from year to year; you don’t have to buy new seed. That’s one step toward food security in a very uncertain age. In fact, he reports that the biggest growth in his company came during the recession of 2008-2009.

During our recent interview, Jere was in the packinghouse, overseeing the 3,000-plus seed orders that get sent out daily in high season. Jere isn’t just selling those seeds, but also giving away tons of seed to individuals and

non-profits like Convoy of Hope.

Following in the tradition of his heroes, food historian and author William Woys Weaver and activist and co-founder of Seed Savers Exchange Kent Whealy, Jere believes that there is no point to doing all this work unless you get to experience the pleasures of seeds by growing, tasting, and cooking with them.

He admits that his work also has a spiritual component. “It is a way to stay connected in nature and allows more time for spiritual thoughts and reflection.” It’s pretty clear to this fan that Jere Gettle is selling and saving more than just seeds.



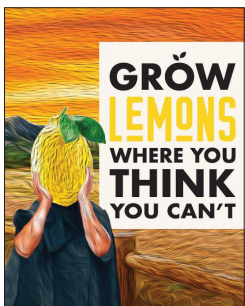
**Carmen DeVito** is a Regional Director for Region 1, principal of Groundworks in Brooklyn, New York and co-host of the GardenComm Media Award winning *We Dig Plants* on [HeritageRadioNetwork.org](http://HeritageRadioNetwork.org).

# HOT OFF the press

## STEVEN BIGGS

*Grow Lemons Where You Think You Can't*  
No Guff Press

140 pages, \$23.95 CAN  
February, 2019



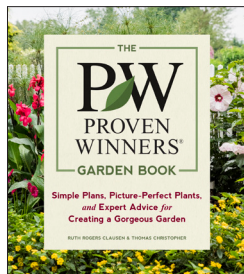
This is a guide to growing lemons in garden zones where they don’t usually survive. Covering everything from lemon varieties to location and watering, pruning and shaping, overwintering, dealing

with pests and more (including insights from fellow citrus enthusiasts in Canada, the US, and the UK), this book will give you the confidence you need to grow and harvest fresh lemons wherever you live.

## RUTH ROGER CLAUSEN and THOMAS CHRISTOPHER

*The Proven Winners' Garden Book*

Timber Press  
192 pages, \$19.95  
February 19, 2019



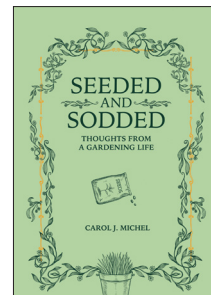
Proven Winners shares its expert plant knowledge and creative design ideas in its first book, *The Proven Winners Garden Book*. This definitive guide starts with lessons on how to prepare

a space, tips on choosing the right design and a primer on buying the right plants. Twelve garden plans provide simple design ideas that will add curb appeal to your home garden. There are an additional 25 container recipes that add color and pizzazz to gardens of all sizes, even on balconies and patios. The creative combinations include holiday themes, solutions for shade and other concerns, poolside ideas and much more.

## CAROL MICHEL

*Seeded and Sodded: Thoughts from a Gardening Life*

Gardenangelist Books  
121 pages, softcover, \$14.99; hardback, \$24.99  
February, 2019



*Seeded and Sodded: Thoughts from a Gardening Life* is Carol Michel’s third book of humorous and light-hearted essays on gardening. It, along with *Potted and Pruned: Living a Gardening Life* and *Homegrown*

*and Handpicked: A Year in a Gardening Life*, completes a trilogy of gardening humor, each with 36 chapters. Like the first two books, *Seeded and Sodded* is purposely styled to look like an old gardening book just waiting to be discovered on a bookshelf or in a potting shed.