Can’t log into the website?
Visit MyGardenComm under Member Resources, click here. A login screen will appear. Click “Forgot your password?” Enter your email address. A message will be sent with a secure link to set or reset your password. Click the link and choose a new password. Once complete, you may login using your email as username and your new password. For issues, please call 212-297-2198.

Colonial Williamsburg Will Be the Site of #GardenComm2020

BY MARIE BUTLER

“It is up to each of us to take the journey into yesterday to make sense of today.” —David Baldacci

Next year, GardenComm takes a journey into yesterday when the Annual Symposium and Expo convenes in Colonial Williamsburg, Virginia, August 9-12. We will be transported back into the 1700s without the odor, disease and danger of attack. And with air conditioning.

Williamsburg was founded as the capital of the Virginia colony in 1699, when the original capital, Jamestown, was moved 5 miles inland. One of America’s first planned cities, it grew into the center of economic, political, religious and social life in Virginia. The city became a center of learning as the College of William and Mary (founded in 1693) educated such political leaders as Presidents Thomas Jefferson, James Monroe and John Tyler. In 1773, the first hospital in America for the treatment of mental illness was founded in Williamsburg. (We’re going to fit right in!)

— Continues on page 3
On the QT is the membership newsletter of the GardenComm: The Association for Garden Communicators. It is published bimonthly and distributed electronically. 

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EXECUTIVE DIRECTOR’S MESSAGE HOLLY KOENIG

Social Media: Almost Like Being There

I attended GardenComm’s biggest event of the year, its Annual Conference and Expo in Salt Lake City. I had never ever been to Salt Lake City. Full disclosure: I actually just attended the GardenComm Board meeting—pre-conference. Unfortunately, I had to fly back to New York. BUT, I truly felt as if I was there—all week. Why? Huge thanks to all the attendees who shared their stories. I closely monitored GardenComm’s social media channels as well as the activity stream of the conference app.

What an experience that was. All day I moved along from Twitter to Instagram to Facebook to the Attendify conference app. I kept thinking, I hope the members who couldn’t make it to Salt Lake City, for whatever reason, were doing what I was doing. The posts from attendees, exhibitors and sponsors were so full of energy, excitement, smiling faces and the most stunning photography. There were common themes among the posts—friendships, networking, camaraderie and sharing.

Okay, yes, I was always admiring all the gorgeous garden hats. Thank you to those attendees who so innovatively posted video of the first-timers reception (fun!), the educational sessions and the gorgeous exhibit hall. My favorite photos, of course, were of the charming garden tours. The scenery was absolutely breathtaking. From every angle I was able to see and explore the magnificent gardens, secret passageways and the most gorgeous colors and waterfalls.

My absolute favorite photos? Kudos to Mark Turner who shared all his gloriously beautiful photos (over 60!) from Ashton Gardens at Thanksgiving Point. Here they are for all to see.

Next year? Crossing fingers. My plan is to take my own photos and post my own social messages onsite from Williamsburg. 🌻

Holly

A Reliable Resource for Garden Communicators

Founded in 1922, the American Horticultural Society (AHS) connects people with plants, and garden communicators with reliable information and valuable opportunities.

AHS member benefits include:

- Our well-respected bimonthly magazine, THE AMERICAN GARDENER, which is read and contributed to by leading garden writers
- Special admission privileges/discounts at over 320 participating gardens nationwide via our AHS Reciprocal Admissions Program
- Discounted admission to AHS programming, including our annual Great American Gardeners Award and Book Award ceremony & banquet
- The reward of knowing you’re supporting AHS’s mission to promote the people-plant connection and environmental stewardship

Join now: www.ahsgardening.org/join

SEPTEMBER-OCTOBER 2019
**AMERICA’S MOST HISTORIC AVENUE**

When the capital was moved to Richmond in 1780, the college town and county seat’s pace slowed. Many 17th century buildings survived into the 20th century. Williamsburg wasn’t very interesting to Union forces. In 1926 John D. Rockefeller’s attention and financial backing was drawn to restoring the town; this is the reconstruction visitors see today. President Franklin D. Roosevelt declared Duke of Gloucester Street, the main thoroughfare through the colonial area, “the most historic avenue in America.”

America’s history surrounds Williamsburg. Founded in 1607, Jamestown was the first permanent English settlement in the New World. One hundred four men and boys landed at a site that was easily defensible from the Spanish, had deep water to anchor their ships and had no native population. From there, the struggle against disease, starvation and the regional native tribes led to decades of famine, war and economic failure. In 1612, tobacco was introduced and eventually became a successful cash crop. Tobacco is a labor-intensive crop, so the first documented enslaved Africans were brought to Virginia in 1619. That same year, 90 additional women were recruited and shipped to the colony to establish families. A temporary peace was brought on by the marriage of Pocahontas and Captain John Roth, but life in the Jamestown colony was no Disney movie or PBS series.

**AMERICAN REVOLUTION AT YORKTOWN**

Fourteen miles from Williamsburg along the scenic Colonial Parkway is Yorktown Battlefield. Many towns claim their historical battle represents a critical turning point in one conflict or another. Yorktown’s claim is legitimate. The Colonial National Historical Park protects the land and waterfront where the leader of the British forces, General George Cornwallis, surrendered to General George Washington, leader of the combined American and French armies. This effectively ended the American Revolution in October 19, 1781. An independent nation was rising.

As settlements became more stable, the economic system of the plantation grew on cash crops and slave labor. May any preconceived notions be gone with the wind. For example, Shirley Plantation, Virginia’s first (1613), is an 11 th generation working farm and private home open for tours. From colonial times to the present, plantation tours offer a cross section of centuries of history and illustrate its evolution into modern times.

**THE LINGO**

To smooth visits into Colonial Williamsburg, a vocabulary lesson is in order. The *Oxford-English Dictionary* gives these definitions:

- **INN:** A public house kept for the lodging and entertainment of travelers, or any who wish to use its accommodations. A hostelry or hotel; sometimes erroneously, a tavern, which does not provide lodging.
- **TAVERN:** In early use, a public house or taproom where wine was retailed; a dram-shop; in current use PUBLIC HOUSE.
- **ORDINARY:** An eating-house or tavern where public meals are provided at a fixed price; a dining room in such a building. C. In parts of the United States, as Virginia: a tavern or inn of any kind. In 1751, the *Virginia Gazette* published a copy of a letter from a clergyman who made these accusations of ordinaries: “They are become the common Receptacle, and Rendezvous of the very Dreggs of the People; even of the most lazy and dissolute… Drunkenness, Swearing, Cursing, Perjury, Blasphemy, Cheating, Lying, and Fighting, are not only tolerated, (or conniv’d at) but permitted with Impunity; nay, abound to the greatest Excess.”

Please, do not feel obligated to live up these accusations while visiting Colonial Williamsburg for #GardenComm2020. Let us bring the finer lessons of the past into the future.

Marie Mims Butler is definitely a communicator. Ever try to have a short chat with her? Since retiring after 20 years in the horticulture department of the Virginia Zoo, her time is invested in her own garden in Chesapeake, Virginia. She is a board member of The Virginia Horticultural Foundation, GardenComm Region 4 Director and, very importantly, servant to her two cats, Beau and Sasha.
Upcoming GardenComm EVENTS
ALL TIMES ET

Please share info with colleagues, friends and family interested in these topics.

Tuesday, Nov. 12, 2 to 3 p.m.,

“Write Without the Fight - Why You Get Stuck and How to Get Unstuck Every Time”
GardenComm Webinar with Julia Roberts
Member: $15; Nonmember: $30

Friday, December 6, 2 to 5 p.m.

Winter Wonderlands in the Heartland
Region III Regional Meeting Indianapolis

Gather at Sullivan Hardware and Garden and see how Pat Sullivan transforms it into a holiday wonderland, complete with four trains that ride to see Santa Claus at one of two North Poles through a village of animated shops. At Newfields (formerly Indianapolis Museum of Art), Jonathan Wright, the Ruth Lily Deputy Director for Horticulture and National Resources, will speak about the history of the gardens at Newfields, the transformation of the grounds with 1.5 million lights each fall to produce Winterlights and what’s in store for the future on the campus.

Did you know...
There are GardenComm members that are paying it forward by paying for memberships for young people in horticulture?

President’s Message Jo Ellen Meyers Sharp

Changing Times, Challenges and Innovative Solutions

As I take on the job of GardenComm President, I’ve been thinking about my long association with this organization. When I started writing a weekly garden column in The Indianapolis Star, Dick Crum was a garden writer with a column in The Indianapolis News. He told me I should join what was then GWAA (Garden Writers Association of America).

The first event I remember attending was a luncheon in Chicago in connection with what was then Mid-Am, maybe in the early 1990s. I met Bill Aldrich and Nona Wolfram Koivula, each of whom went on to serve as President of GWAA. The organization was flush with cash then and the thought of struggling finances was not on anyone’s radar. In fact, at one strategic planning meeting, the Board agreed to keep the membership at about 1,800, rather than try to grow the organization. That was about the time that I joined the Board as a Regional Director for Region 3. I lost my first run for National Director for the region. Eventually I won the seat and continued to serve on the Board.

Those were the days.

Today, GardenComm is like many other organizations, challenged by declining membership and low attendance at annual meetings. GardenComm’s Annual Conference and Expo is the bread-and-butter of our organization. Fortunately, #GardenComm2019 in Salt Lake City ran in the black, but brought in only about half of what we’d budgeted. I hope you’ll consider planning now to attend #GardenComm2020 Aug. 9-12 in Williamsburg, Virginia.

Financial Challenges

GardenComm will again operate in the red for 2020. Despite that prediction, the Board has some ideas to change the color to black. Here’s one that you can help with:

• Charity Buzz 1 – You may have already heard of this in some of Becky Heath’s missives. This is an auction, where the general public (and members) bids on items. Charity Buzz gets a cut and GardenComm gets the bulk. Right now, we’re working on our first auction item, a weekend at Brent and Becky’s, which includes accommodations, hospitality, tours and entertainment.

Charity Buzz looks to be a promising revenue stream, if examples from other similar organizations, including the American Society of Journalists and Authors (ASJA) are any indication. We will be announcing details soon. Our hope is that even if you can’t bid, you’ll share the opportunity with someone you know who will enjoy it.

• Charity Buzz 2 – One of the more successful bid items for ASJA is the opportunity to spend an hour or two with an author, editor or graphic artist. GardenComm members could do that, too, with our broad areas of communication, offering our expertise to the winner. Perhaps the offer could be an hour-long lesson on seasonal change-outs for containers, sharing favorite edible plants and recipes, writing or designing a pamphlet and more. Check out some of the offers on Charity Buzz for ideas. The offer should have a value of at least $500. Don’t under estimate your abilities.

Other Measures

Of course, we’re looking at cutting expenses, including some projects. And there will likely be modest increases for fees and programs. We’ve already eliminated the winter Board Meeting, opting instead for a virtual one.

We’re looking at developing more sponsorship opportunities. Kate Copsey and the Sponsorship Committee are interviewing some of our Allied Trade members on perceived value of involvement with GardenComm and how a return on investment could be calculated. This knowledge will help hone our message as we talk to potential and existing sponsors or exhibitors. We are interested in hearing any ideas you have, too. Feel free to email me.

Bill Aldrich

Note: Charity Buzz 1 and Charity Buzz 2 are two different events with separate bid items.
2019 GardenComm Media Awards
Gold Medal Winners

GardenComm congratulates the winners of the 2019 Media Awards Gold Medals, a special designation recognizing the top talent in more than 50 competition categories. Gold Medal winners were 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 Charlher, 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
“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

Magazine Article (Circulation > 20K)
“Best in Show” — Marty Ross

Book: General Readership
The Garden in Every Sense and Season
Tovah Martin

E-Book
Gardening with Native Grasses in Cold Climates
Diane Narem and Mary H. Meyer

Newsletter, Bulletin or Brochure
A New Vision for Hardy Hydrangeas
Shannon Downey

Blog
Gardening for Health! — Scott Beuerlein

DIGITAL MEDIA

Blog (Overall Site)
homegardenandhomestead.com
Randy Schultz

Video (Single Video)
“Summer Lawn Maintenance”
Mark and Ben Cullen

Website: Individual (Overall Site)
mrplantgeek.com — Michael Perry

Website: Commercial (Overall Site)
seedyourfuture.org — Susan E. Yoder

Special Project
“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 & Jonathan Parrish

Radio Program (Talent)
Bob Tanem in the Garden — Bob Tanem

Podcast Series (Talent)
On the Ledge — Jane Perrone

Podcast Series (Overall)
Plantrama — C.L. Fornari and Ellen Zachos

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

Book (General Readership)
Niki Jabbour’s Veggie Garden Remix
Niki Jabbour, Storey Publishing, LLC.

Book (Technical/Reference)
The History of Landscape Design in 100 Gardens
Timber Press

TRADE

Magazine
Bloom — Greater Des Moines Botanical Garden

AHS Adds Podcasts
The American Horticultural Society has added two podcasts to its library. “Feeding the Hungry, One Garden at a Time” is an interview with Katie Staglano of Katie’s Krops, who spoke at #GardenComm2018 in Chicago. Melinda Myers is interviewed about the “Importance of Kids Gardening.” Check out these and other podcasts.

AHS Names Interim Director
Robert Brackman has been named interim director at the American Horticultural Society. He will work closely with the AHS staff and board of directors while the organization conducts a national search to fill its top leadership position. AHS’s current president and CEO, Beth Tuttle, recently announced that she is stepping down this fall.
Reviewing Ed Hume’s list of accomplishments and awards in the field of garden communications is like reading a good novel on a winter’s evening. Each award and recognition is another chapter in an extraordinary life of generosity, dedication and sharing in his Pacific Northwest community and beyond.

**WELL-DESERVED HONORS**

Ed’s list of accolades is long and illustrious. He joined the Garden Writers Association of America (now GardenComm) in 1974 and is considered the patriarch of the Pacific Northwest GardenComm family. In 1995, he was named a GWAA Fellow, which recognized his many contributions in the field. In 2005, he was inducted into the Hall of Fame, the organization’s highest honor, which further acknowledged his trail-blazing efforts in building and promoting excellence in the field of garden communication. He has served on its Board of Directors, as both a Regional and National Director.

In 1995, Ed was inducted into the Northwest Chapter of the National Academy of Television Arts and Sciences Silver Circle for his significant contributions to the Northwest broadcast industry. In 2005, he was inducted into the academy’s Gold Circle, the first person in gardening broadcasting to be honored with both awards. Four Washington state governors—Inslee, Gardener, Spellman and Evans—have each honored Ed for his contributions to the horticulture industry in Washington.

**BRIDGING THE MEDIA**

As a writer, Ed has written for numerous papers and magazines all over the Northwest, including a stint as garden editor for the Seattle Times. He is the author of seven books. Following his pattern of breaking new ground in garden writing, his first book *The Ed Hume Gardening Book* (Harper & Row, 1988) was the first one the publisher ever had to deal with that had both photos and drawings. “They didn’t know what to do with them at first,” said Ed. His latest book, *Gardening with Ed Hume* (Sasquatch, 2008) is considered a standard reference for Northwest gardeners and anyone who gardens in similar cool, short-season climates.

Ed’s internationally syndicated *Gardening in America* television show ran from 1965 to 2017 and was viewed by more than 50 million people across the U.S. and Japan. Its 52-year run made it the longest continuously running gardening show in the country. Its program showcased a diversity of places: The White House (three times), Hearst Castle, Harvard University, Epcot, Mount Vernon and other famous gardens in the U.S., Canada and Holland.

**BRANCHING OUT**

As many of us in the gardening communications industry know, it’s challenging to earn a living as a communicator. Ed and his wife, Myrna, extended their international adventures from the TV show into a tour business, offering tours to more than 80 countries, visiting all kinds of unique gardens and horticultural venues.

Another of Ed’s solutions to the challenge was to start the Hume Seed Company in 1977. “The experts were recommending varieties of vegetable seeds for the Northwest that weren’t available to retail customers,” he reminisced. “So, we started offering seeds that would do well in our cool, short, gardening season.”

Today, Hume Seeds still packages its seeds using machinery built in the late 1800s. “We converted the equipment to electricity years ago and now power it with solar energy from our own roof-top panels,” he said. Hume Seed has donated seed packets to world relief organization, local charities, food banks and disaster relief groups.

— Continues on page 7
TEACHING AND COMMUNITY ARE PRIORITIES

Ed was a member of the very first class of Washington State University’s innovative Master Gardener Program in 1973. He has served many community groups, and Ed and Myrna said they believe strongly in giving back to their community because it has always been a part of them.

He continues to teach every chance he gets. After transferring ownership of Hume Seeds to his son, Jeff, Ed now focuses his attention to welcoming youth and adults to the Education Garden at the company’s headquarters in Puyallup, Washington. He hosts weekly tours through the 14 fun and educational garden spaces, including the Quiz Garden, Blind Garden, Bird Garden, Flowering Plant area, Drought Garden, Native Plant area, Herb Garden, Maze, Crazy Garden and more. During each tour, children learn to plant a seed, bulb or cutting to take with them.

At the GardenComm Region 6 Regional Meeting in early June at the Hume Seed office, Ed demonstrated his passion for teaching and sharing. After showing us through the Education Garden and the seed packing operation, he sat us all down for a short presentation about how best to promote ourselves as garden experts in our particular genres of communication.

His first recommendation: “Use your own name in your business name and in your promotion efforts. Everyone will remember who you are. Who is going to remember “Mr. Vegetable” in a few years?” Secondly, he suggested we become deeply involved in our communities so we are visible, not just for our communication skills but also for our own education and exposure. “You never know who is going to be at one of your presentations,” he said.

He said that garden communicators should keep presentations simple and active so they engage everyone. “Use common plant names, and use scientific names only when really necessary. You just might interest a non-gardener in something plant related.”

Ed emphasized, “Never underestimate who might be at an event who can influence your career. You meet people who can open doors for you as a communicator, even at small presentations.”

Pat Munts is Region 6 Regional Director from Spokane, Washington.

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Correct date for TPIE

Sylvia Gordon wants to make sure GardenComm members know the correct dates for 2020 TPIE are January 22-24 in Fort Lauderdale, Florida. Members are invited to the Tropical International Plants Expo by the Florida Nursery, Growers and Landscape Association (FNGLA).

Members are invited to attend the trade show and many other activities courtesy TPIE and FNGLA. RSVP to Kate Clary, kclary@fngla.org, or call 800-375-3642.

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DATE CORRECTION:

Special Invitation

For Garden Communicators

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Lights of Magnolia

MAGNOLIA PLANTATION & GARDENS

查尔斯顿 CHARLESTON, SC
Hydropolitics: The Tumultuous Politics of Water

Hydropolitics sounds like a dry subject but it’s actually the juicy stuff of many wars. Not surprising, as access to clean water is literally a matter of life and death.

“It’s a resource that every single person, sector and constituency relies on,” said Scott Moore, Senior Fellow at the Kleinman Center for Energy Policy at the University of Pennsylvania and author of Subnational Hydropolitics: Conflict, Cooperation, and Institution-Building in Shared River Basins. We can’t survive without water, and many of our industries—automotive, paper, textiles and beverages (beer! bourbon! wine!) — depend on vast quantities. Yet Nature’s distribution doesn’t match the increasing demand. “Water is the classic example of mismatch between boundaries of Nature and how we have chosen to divvy up our world,” Moore said.

That mismatch of demand versus supply, which sometimes prompts war, also compels negotiation. “Hydropolitics today is largely about interest groups focused on different stakeholders,” said Victor Baker, Regents’ Professor of Hydrology and Water Resources at the University of Arizona. Stakeholders run the gamut from individuals, farmers and Native American tribes to developers, industry, municipalities, states and nations.

PIPPES AND CONTAMINATION

“Clean water is a political issue in a way that it hasn’t been since the 1930s and 40s,” Moore said. “In the 1930s, the federal government was trying to promote water availability through large-scale projects that would facilitate agriculture [and hydropower],” Baker said. A prime example is the Hoover Dam on the Colorado River.

In the wetter East, individual and community wells (a sometime source of cholera and typhoid) gave way to piped infrastructure, which now has issues (such as Flint, Michigan, and Newark, New Jersey). The cause of contamination of the drinking water in those areas is due “to underinvestment in infra-structure and a rollback of regulations,” Moore said.

In rural areas, such as the Delmarva Peninsula where I live, it’s less about the creaking infrastructure than contamination from both farm and developed land of the shared ground water and Chesapeake Bay tributaries. “Your region is most afflicted by pollutants that arise from pesticides and fertilizers,” Moore said.

THE FALLACY OF SUPPLY AND DEMAND

Hydropolitics strives to find equitable, science-based solutions to the conflicts over water access and quality. Negotiation is laborious and often contentious; at one point, Arizona and California were suing each other. Suing, though, is far less costly than war. The Colorado River Compact of 1922 divvied up the total annual flow of the sprawling Colorado River watershed, which feeds portions of seven states plus northern Mexico.

The annual flow, measured in acre-feet, a term borrowed from irrigation (1 acre foot = 1 acre covered by 1 foot of water), was apportioned among the seven U.S. states, but ignored Mexico. Mexico owes water back to Texas from a different watershed. Finally, 22 years later, the Mexican Water Treaty was signed and included those originally excluded downstream neighbors.

Back then, the Colorado River’s average annual flow was estimated at 15 million-acre-feet. Unfortunately, calculations were based on records from the wettest decades in the last several hundred years, so estimates were too high. “And the flows are growing less,” Baker said. Tree ring data is now used for flow calculations.

“The existing agreement is outdated, as this new plan tries to adjust to the new normal,” Moore said. Additionally, while flow is decreasing, demand is growing. The Colorado River watershed now supports 40 million people.

“Until a few decades ago, more than 90 percent of water use was agricultural in Arizona,” Baker said. “There’s a huge transition taking place from agriculture to urban use.”

MONEY AND POLITICS

Another bone of contention: Agriculture pays much less for water than other entities. “Pricing has become a big driver of political battles,” Baker said. There is also a tug of war between upstream and downstream users. “The upper states are wanting to use more water and the lower states are already maximizing their allotment.”

None of this acknowledges Native Americans’ reverence for water as a life-sustaining resource—a very different view from the water as a commodity approach. But things are changing. Native tribes with casinos now have the money to hire lawyers for big battle issues. Commissions and interest groups have begun to recognize the need to conserve, protect and apportion more equitably. Moore said the Delaware River Commission and Susquehanna River Commission have been pretty successful in resolving issues.

“And there’s now a recognition that nature was doing things that were not being recognized as beneficial,” Baker said. “The water also has value for new kinds of recreation, natural space and to get to parts of the environment that are pristine. You didn’t have people doing trips on the Colorado River. Now there are thousands.”

Nancy Taylor Robson grows vegetables, fruit, perennials and whatever else she can manage on two acres on the Eastern Shore of Maryland. Her garden articles have appeared in The Baltimore Sun, House Beautiful and other publications. She is the author of four books. A member of the GardenComm Sustainability Committee, Nancy is also a Master Gardener and Bay-Wise gardening certifier.

— Continues on page 9
RESOURCES:

The Milagro Beanfield War, the 1988 movie directed by Robert Redford, offers a visceral and compelling understanding of the issues.

Subnational Hydropolitics: Conflict, Cooperation, and Institution-Building in Shared River Basins by Scott Moore (Oxford University Press, 2018)

The Hydropolitics of Dams: Engineering or Ecosystems? by Mark Everard (Zed Books, 2013)


From Burpee’s newsletter: Water Quality Characterization of Storm and Irrigation Runoff from a Container Nursery by Mohammad Nayeb Yazdi, David J. Sample, Durelle Scott, James S. Owen, Mehdi Ketabchy, and Nasrin Alamdari (Virginia Tech). Read the article.

Hoover Dam was built to control the flow of water and generate power.
Sharon Beasley shows how she packs plants for their trip home to Oklahoma from GardenComm2019 in Salt Lake City.

The tours started with a full bus for the early morning photo shoot at Temple Square. The group of 50-plus intrepid GardenCommers participated in an unplanned group photo in prime morning light in front of the Temple for the Church of the Latter Day Saints. It was impressive.

Several folks toured fantastic gardens on the half-day after tour in Salt Lake City.


LaRene, a guide at Millcreek Gardens in Salt Lake City, sports one of the bandanas donated by Jelitto Perennial Seeds for GardenComm 2019, thanks to Mary Vaananen.
President Becky Heath presided over her final board meeting in Salt Lake City, Utah, and GardenComm2019. Stepping up to continue in GardenComm’s recent tradition of strong presidents, Jo Ellen Meyers Sharp is primed to take her place. Congratulations Jo Ellen! (Kirk Brown says this was his final board meeting.)

Grace Hensley (right, in dark shirt) has a standing-room only crowd for her round table presentation on Instagram at GardenComm2019 in Salt Lake City.

Abra Lee and Perla Sofia Curbelo presented “Marketing to Culturally Diverse Communities” to great acclaim and appreciation during GardenComm2019 in Salt Lake City.

At the beginning of the GardenComm2019 First Timers’ reception in Salt Lake City, those who were new to the GardenComm experience connected with other members of the “freshman class of 2019” at round tables. Once they introduced themselves to each other, these newbies moved on to meeting experienced mentors.

J Berry’s booth was so colorful and inviting that it did justice to the Hollywood Hibiscus that J. Berry Nursery features. What a great spot for a photo-op.
Let’s cut to the chase. Have you ever said, “I feel so icky selling?” Because I know I’ve said it and I’ve heard dozens of my colleagues say it and dozens of my clients say it.

The reality is that if we don’t sell any work, we’ll all be broke. But, it’s not like we’re used car salesmen trying to sell lemons pulled out of the bottom of a flooded river. We’re not selling crap. We’re helping people, offering products and services they want and need. And we need to act like it. Here’s how.

(As a side note, if, maybe, you’re not selling products or services you believe in, see how you can change what you’re selling so you do stand behind your offerings.)

**CHANGE THE WAY YOU DESCRIBE YOUR PRODUCTS AND SERVICES**

One way to get behind the idea that you’re really helping people rather than selling things is to focus on describing the benefits of what you offer—on your website, in phone calls, on social media posts and in your email newsletters. GardenComm member Maria Zampini always says, “Facts tell. Benefits sell.” It’s true.

You might think you’re selling an article of 600 words plus two pictures, but what you’re really selling is the opportunity for an editor to fill a magazine issue (thus giving them peace of mind that their job is done), a business the opportunity to convert viewers to buyers (increased revenue) or a gardener the opportunity to be more successful (a feeling of self-confidence). Even if money isn’t changing hands, such as when you publish a blog post, you’re still asking for someone to exchange their attention for what you’re offering (the blog post). They’re still spending something—time.

When you write a social media post introducing your new blog post, rather than saying what’s in the post, alert people to the benefit of reading it. Instead of “Check out how to grow amaryllis. It’s time to plant them,” try writing, “Enjoy a more colorful holiday season with beautiful, blooming amaryllis. I show you how to grow these super easy-care plants.” Who doesn’t want a more colorful holiday season? Who doesn’t want to grow easy-care plants that offer big rewards?

When you’re pitching SEO writing, remember to include the fact that you’re experienced working with and writing about plants, so your potential client doesn’t need to worry that they’ll have to spend extra time proofing to make sure your content is horticulturally sound.

When you’re sending your speaking one sheet, send some testimonial excerpts with a little note: “Hey, if you’re looking for a no-risk speaker that your audience is guaranteed to enjoy, I might fit the bill. Here’s what other program managers and attendees have to say.” Program managers do not want to worry that their speakers will fall flat. If you can help ease their minds that you’re a slam-dunk, they’ll pass you the ball.

**ADD CALLS TO ACTION (CTAS) EVERYWHERE**

Adding calls to action is what really bugs people who feel weird “selling.” A call to action is a direction for someone to do something. Read more, learn more, click here, contact me, book a call, please confirm and buy now are all calls to action.

You do have to ask people to take action. But they want you to ask them to take action, if they want what you’re offering. And they want you to be super clear about how they should take action.

I’ve written about this before but it bears repeating. When someone visits your website, they want to know the answers to three questions:

- Who are you?
- What do you sell?
- How can they get it?

Do not hide the buy buttons or contact information or email newsletter signup buttons/forms. Make it as easy as possible for visitors to your website to work with you or benefit from you. For example:

- On your about page, add a call to action link that says, “Learn more about my services” and link to your services page.
- On your blog posts, add a signup form for your email newsletter.
- On your services page, add call to action that says “Contact me to get started” and link to your contact page.

Try to eliminate dead ends at the bottom of pages. When people finish reading, direct them to keep going. You never want someone to visit your website or social media profile and wonder, “Does this GardenComm member want business or not? I can’t tell how to reach them.”

CTAs help people navigate your website. They’re not selly sell sell. They’re helping people find the information they came looking for.

Calls to action work when you’re talking to people, too. These CTAs are a little bit different because usually you’re asking them if you may take some action on their behalf to help them. “Let’s book our next meeting to review...” — Continues on page 11
progress.” “May I add you to my email list so you hear about my specials/upcoming talks/new books?” “Let’s talk about topics you’d like me to write about so you can stay ahead on your content calendar.” (Notice that those are all still benefits-driven questions.) These types of questions, or CTAs are not selly sell sell. They are to help people easily benefit from what you have to offer.

**IT’S ALL IN YOUR HEAD**

When you change the way you think about what you’re offering (helping, not selling) and then you change the way you talk about what you’re offering to emphasize the benefits for your clients or customers and lastly, you make it really easy for potential clients or customers to work with you, you will sell more products and services.

But not because you tried to. 😊

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

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**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 Garden-Comm blog for weekly features by members. If you’d like to contribute a post, please contact Carol Michel at indygardener@gmail.com.

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**Welcome New Members**

Tawni Anderson • (801) 450-9312
hortophile@gmail.com
Millcreek, UT

Lizzi Brosseau • ebrosseau@kued.org
Salt Lake City, UT

Christa Carignan • (202) 679-8751
ccarignan@gmail.com
Rockville, MD

Donna Alese Cooke • (845) 325-5058
Littlegivinggardens@gmail.com
Malta, NY

Karen Creswick • (801) 651-9762
kacreswick@comcast.net
Sandy, UT

Brenda Embry
naturalstateflowerfarm@gmail.com
Hindsville, AR

Carol Fowler • (913) 648-1701
carol_fowler@yahoo.com
Overland Park, KS

Marta Funk • 4.47538E+11
marta.funk@candide.eu
Bristol, BRC

Mary Ghislin • (630) 220-0734
mary-carol@homegardeningcopywriter.com
Bartlett, IL

**Greenlee & Associates** • (415) 468-1961
greenleeandassociates@gmail.com
Brisbane, CA

Wendy Hatoum • (802) 951-5812
whatinvt@gmail.com
South Burlington, VT

Bobbie Herbs • (609) 304-6738
bobbiejherbs@gmail.com
Mount Laurel, NJ

David Hillock • david.hillock@okstate.edu
Stillwater, OK

**HyR BRIX Fertilizer** • (740) 417-8012
info@HyRBRIX.com
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Jason Jorgensen • (206) 931-7429
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Seattle, WA

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JoanDCBaltWriter@gmail.com
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**Spoken Garden** • (253) 335-1903
spokengarden@gmail.com
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**Brenda Sullivan**
brsullygardens@gmail.com
Fort Washington, PA

**Sarah Sullivan**
sarahsullivan88@outlook.com
Orange Beach, AL

**The Dawes Arboretum**
Newark, OH

**Samuel C, Webb Jr.** • (412) 915-8954
westpenngardener@gmail.com
Pittsburgh, PA

**Nathan Wilson** • (770) 654-0361
Newsoutherngarden@gmail.com
Gainesville, GA

**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**

Liz Ball
Randi Baker
Katie Elzer-Peters
Charleston Horticulture Society
Sylvia Gordon
Grace Hensley
Peggy Hill
Kate Jerome
Jennifer Jewell
Susan Martin
Eva Monheim
Kelly Norris
Sharon Richardson
Denise Schreiber
Sharon Solow
Nan Stermann
Betsy Williams

**TWO MEMBERS**

Abra Lee
Jeff Lowenfels
Sue Markgraf
Shannon McCabe
Andrea Whitely
Lisa Mason Ziegler

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On the QT has changed the format for member news. Rather than list items by regions, we’re listing them chronologically.

Events, Talks and Presentations

2019 GardenComm Hall of Fame inductee Bill Thomas (Region 2) will speak at the sixth biennial North American Garden Tourism Conference, November 3 to 5 in Victoria, B.C., Canada. His topic is “How Chanticleer Partners with the Philadelphia Region for Tourism Success.”

Join Karen Bussolini (Region 1) when she presents “Sculpting Plant Communities with Elegant and Edible Foundations” at the Ecological Landscape Alliance Season’s End Summit in Grafton, Massachusetts, Thursday, November 7. The theme of this daylong conference is Taking Landscapes to the Next Level: Stepping Back and Thinking Big. For more information and registration.

Marcia Tate will present “Rock Stars! Native Plants for Rocky Spaces” to the Delaware Valley Chapter of the North American Rock Garden Society, Saturday, November 9. More information available at:

Dan Cooper (Region 7) will speak about “Exotic Flowers of Southeast Asia” to the Oakville (Ontario, Canada) Horticultural Society on November 11 and to the Bronte Horticultural Society in Ontario, November 26. His presentation is part travelogue and part weird and unusual tropical delights of Asia.

Bobbie Schwartz (Region 3) will speak to the Gates Mills (Ohio) Garden Club, November 12, about “The New Perennial Garden: Design and Maintenance.” She will also be speaking in St. Charles, Missouri, December 3, at the Missouri Green Industry Conference on “Painting with Perennials: A Landscape Artist’s Perspective” and “Xeriscaping in Temperate Climates.”

Verdant Earth Educators (Louise Clarke and Eva Monheim, Region 2) will be cohosting the inaugural Our Natural Environment (ONE) Symposium at the Tyler Arboretum, Media, Pennsylvania, Friday, November 15. Topics aimed at green industry professionals will include MS4 stormwater management, insect pests and diseases of woody plants, disaster preparedness for green spaces and reuse of trees lost to disease as a source of local urban wood.

Friday December 6, Kathy Connolly (Region 1) will present “Meadows 1-2-3” for Native Plant Trust (formerly New England Wildflower Society), 10 a.m. to 4 p.m., in Framingham, Massachusetts.

Carol Michel (Region 3) will be at the Holiday Author Fair at the Indiana Historical Society’s History Center in Indianapolis, Saturday, December 7, from noon to 4 p.m., with all three of her gardening humor books, including Seeded and Sodded: Thoughts from a Gardening Life published earlier this year.

Items submitted by:
Diane Blazek
Louise Clarke
C.L. Fornari
Andrea Whitely

Wayne Mezitt (Region 1) is pleased to invite people to Mass Hort’s Geniuses of Place Symposium, November 5, featuring renowned presenters. Check out the Massachusetts Horticultural Society’s upcoming programs.

The Morris Arboretum, Philadelphia, presents The Barnes Endowed Lecture at 2 p.m., Wednesday, November 6. The speaker is M. Patrick Griffith, Ph.D., executive director of the Montgomery Botanical Center in Coral Gables, Florida. Patrick’s talk’s is “Conservation Management of Plant Collections: Examples from a Tropical Palmetum.”
It’s time to make your Christmas wish list and get it in order before the Region 3 Regional Meeting on Friday, December 6, in Indianapolis.

Does your wish list include an opportunity to go behind-the-scenes and see a garden center that has become a holiday destination for families to gather, ride a train and visit Santa?

**YEAR-ROUND GARDEN CENTER**

If so, you’ll enjoy our first stop at Sullivan Hardware and Garden, one of the top garden centers in the region. Owner and Garden-Comm member, Pat Sullivan, will tell us how and why he decided to go all out for the holidays and how it helps him sustain his business through what is normally a slow season for many other garden centers.

While there, we may have the opportunity to ride a train to the North Pole to check in with Santa. And there’s always shopping.

**BEHIND WINTERLIGHTS**

Maybe you put on your wish list that you want to see a dazzling holiday light display? After visiting with Pat and Santa, we’ll travel a short distance to Newfields to see Winterlights. Newfields, formerly known as the Indianapolis Museum of Art, was one of our stops during the annual conference in 2011. Since our last visit, not only have they changed the museum’s name, they have also put more focus on events held in the surrounding gardens.

In its third year, Winterlights has already established itself as a holiday tradition for many families. With more than 1.5 million lights, the grounds are transformed into a sparkling light display that delights all ages.

Jonathan Wright, Ruth Lilly Deputy Director for Horticulture and Natural Resources, will tell us the story behind Winterlights and what they hope to add to it each year. At this stop, we’ll have an opportunity to purchase and enjoy a light supper and conduct a brief meeting before heading out at dusk to see the lights and depart at our leisure.

**OTHER THINGS TO DO**

If you are traveling to Indianapolis and planning to spend the night, we’ll also provide you with a list of other holiday-oriented venues to enjoy on your own on Saturday. These include:

- Garfield Park. A conservatory set up with poinsettias and holiday model railroads.
- The Circle of Lights in the center of downtown. First lit up in 1962, the Soldiers and Sailors Monument is strung with lights each year for the holiday season and draws people to downtown to enjoy other sights and sounds of the holidays.
- The Festival of Trees at the Indiana Historical Society. Saturday, December 7, the Historical Society will offer free admission to see dozens of Christmas trees decorated by local businesses and organizations. In addition, from noon to 4 p.m., the Holiday Author Fair will feature over 40 authors from Indiana. Our own (Carol Michel will be there with her gardening humor books.)
- And if you are a college football fan, the Big Ten Football championship game will take place at Lucas Oil Stadium downtown Indianapolis later on Saturday. Perhaps your favorite team will be in the big game?

Don’t live with the regret of a missed opportunity. Bring your family. Make a weekend of it. Sign up now and enjoy a unique Regional Meeting with great story ideas to kick off your holiday season. Go online for more information and to register.

Balzer Starts New Projects
Donna Balzer (Region 7) is busy developing an online class to be launched in the New Year, pondering a podcast with a younger (not yet GardenComm member) person and planning her 2020-speaking season.

Meanwhile fellow Region 7 member Steven Biggs and Donna are in discussions with a publisher about a second joint project book and says, “Watch your back, Gold-medal winning video makers Mark & Ben Cullen!” After winning the Silver Medal of Achievement in the category of Digital Media, Single Video at the GardenComm annual meeting in Salt Lake City this fall, Donna Balzer decided to go for the Gold! See the videos by subscribing to Donna’s Channel.

Battersbys Rename Source Book
In their third year as publishers of Margaret Bennet-Alder’s popular garden-diary-plus, the Toronto Gardens bloggers Helen Battersby (Region 7) and her sister Sarah Battersby have renamed it the Toronto & Golden Horseshoe Gardener’s Journal & Source Book. The new name is long overdue, as the contents have covered more than Toronto for years. And, for the second year, the updated Source Book garden directory portion is offered separately as an interactive eBook, now with lower pricing.

Clarke Taught at Morris Arboretum
Louise Clarke (Region 2) taught “Yard Safety for Homeowners” at the Morris Arboretum, October 19.

Harrison Self-Publishes
Welcome to new member in Australia, Richard Harrison (Region 7) who has recently launched his self-published book, The Export Gardener.

Whitely Launched Courses
Andrea Whitely (Region 7) recently launched two online courses, “Sensational Trees for Perth Gardens” and “Gardening Season by Season.”

Graine Lectured at Master Gardener College
George Graine (Region 4), emeritus, yet active Virginia Master Gardener, presented at the 32nd annual Master Gardener College conference in Norfolk, Virginia. His topic, “Challenges of an Older Gardener for the Older Garden,” covered adaptive gardening and gardening for a lifetime, by considering the Wabi-Sabi approach of gardening with imperfection.

Monheim Teaches at Barnes Arboretum
Eva Monheim (Region 2) has begun teaching a 14-week course, “Landscape Management: A Garden Practicum,” at the Barnes Arboretum of St. Joseph’s University, Philadelphia. The Barnes certificate program is a three-year program.

Whitely Launched Courses
Andrea Whitely (Region 7) recently launched two online courses, “Sensational Trees for Perth Gardens” and “Gardening Season by Season.”

Perea Honored at Author Advantage Live
Region 5 Regional Director Rita Perea spoke at Author Advantage Live in Austin, Texas, where she received the Author Impact Award for her message, achievements and leadership locally and in the global author community.

Segall Involved in New Projects
Barbara Segall (Region 7) is researching a new book on gardens, preparing lectures on “Gardens in Portugal” and “Garden Chasing in Japan” and hoping to add more to her blog in the next few weeks. The autumn garden is full of fruit, so the kitchen is full of preserves and pickles.

Hoosier Gardener launches newsletter
Jo Ellen Meyers Sharp has begun the free, monthly The Hoosier Gardener Newsletter. The first one was in August, shortly after The Indianapolis Star discontinued her weekly column after 30 years. She invites people to sign up. And, with assistance from Katie Elzer-Peters and her team, the Hoosier Gardener website has been redone.
Region 2 Meeting: A New Wave of Delaware Gardens

BY MARIANNE WILLBURN

The new Delaware Botanic Gardens has finally opened its gates! On Friday, October 11, 20 members of GardenComm were taken behind the scenes by its new Director of Horticulture, Brian Trader, and began a fascinating Region 2 Regional Meeting. The meeting also included visits to gardens and garden centers in and around the coastal towns of Lewes and Rehoboth Beach.

Hosted by National Director Kathy Jentz and member John Boggan of DC Tropics, the meeting started with a tour of the tropical-themed gardens and bridges of Baywood Greens, a golfing community that takes horticulture and landscaping far beyond thoughts of Caddy Shack.

Next stop, Delaware Botanic Gardens, where a tapestry of perennials and grasses designed by Piet Oudolf stretched into woodland gardens and educational areas, delighting everyone with a solid environmental vision for the future. While there, Karen Steenhoudt presented her inland dunes garden on the property—an interpretation of a rare native Delmarva habitat and a connection to Delaware’s natural heritage.

After an excellent lunch and tour of the grounds at Good Earth Market and Organic Farm, the group picked up a few treasures at Inland Bays Garden Center and then swooned over the incredible town garden and historic home of Holly and Osamu Shimizu. The Shimizus treated the group to tea and cookies in a tranquil patio garden filled with foliage, flowers and the quiet sounds of water.

Then, we were off to Mill Pond Garden, a newly public, once private garden of Mike Zajic that spans two sides of a quiet residential street. The group ended their day with wine, cheese and excellent conversation at John Boggan’s home in Rehoboth, where he talked to the group about breeding hardy begonias and the challenges of gardening in a coastal environment.

The next day, several members visited the well-known garden center, Pepper’s Greenhouse in Milton, Delaware. Many spent more than they should and are going back for a buying trip in the spring. The prizes and goody bag items for the Regional Meeting were generously provided by Organic Mechanics, Corona Tools, Proven Winners, Espoma, Brent & Becky’s, the Garden Media Group (iBulb), Gardener’s Confidence, Washington Gardener Magazine, the Morris Arboretum and Spring Meadow Nursery.

IN MEMORIAM

M. CONRAD (CONNIE) WHITE
August 12, 1925 – August 28, 2019

Connie White passed away on August 28, 2019 at home at the age of 94. A 70-year resident of Gates Mills, Ohio, she was active in civic and community organizations and served as mayor from 2004 to 2012 (noted for fighting against adding more oil wells in the town). Connie belonged to several garden groups in the greater Cleveland area, including the Garden Clubs of Gates Mills. The Garden Club of Cleveland recognized her 60 years of service in 2018.

Her career as a garden communicator ranged from newspaper garden columnist, garden editor, researcher of local landscape design and landscape history, freelance writer and photographer. She joined GWAA (now GardenComm) in 1984 and served on the Board of Directors, representing Region 3. Besides being an avid gardener, she raised Sealyham terriers and Araucana chickens and enjoyed foxhunting with her late husband, Robert.

Memorial contributions may be directed to The Holden Arboretum, 9500 Sperry Road, Willoughby, Ohio 44094, or The Garden Club of Cleveland, P.O. Box 241064, Pepper Pike, Ohio 44124.

Got the short end of the stick?
Barking up the wrong tree?
Stop beating around the bush, and join GardenComm.

Find solutions to professional problems…not to mention alternatives to tired, plant-based clichés.
**IN MEMORIAM**

**NANCY BEAUBAIRE**  
November 24, 1946 – October 5, 2019

Nancy Beaubaire passed away October 5, 2019, after a decade-long battle with glioblastoma. She studied English at the University of Minnesota and received a master’s in horticulture at Purdue University, where she studied the medicinal qualities of borage.

She was best known as editor of *Country Living Gardener* and *Organic Gardening* magazines, co-founding editor of *Fine Gardening* magazine and as a freelance editor. Nancy also contributed to many publications. She authored and edited *Native Perennials: North American Beauties* for the Brooklyn Botanic Garden series. In addition, she was an editorial, horticultural and media relations consultant as well as a lecturer and teacher. She joined GWAA in 1995 and served as a Regional Director (Region 2) from 2003 to 2005. Nancy retired as special events coordinator from Bowman’s Hill Wildflower Preserve.

Survivors include her husband, Steven Cohen; father, Glenn Beaubaire; stepdaughters, Jodi Cohen and Kimberly Hyman; siblings, Susan, Bonnie and Thomas Beaubaire; granddaughters Beatrix and Sadie. Her sister-in-law is Stephanie Cohen.

When her death was posted on the Garden Comm Facebook page, several members commented on how much of a proponent she was for the organization. "My girlfriend and I heard Nancy speak at the nursery conference at Penn State in 2001 and she said if you were doing any kind of writing or speaker, you should join Garden Writers, and we did. Thank you, Nancy," wrote Denise Schreiber.

Contributions may be made in her name to GardenComm Scholarship Fund, c/o Jennifer Perrone, Kellen Company, 355 Lexington Ave., 15th Floor, New York, New York 10017.

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**ROSALIND CREAMY**

The *Kitchen Herb Garden: Growing and Preparing Essential Herbs*  
Tuttle Press  
112 pages, $9.99 paperback  
Published, November 2019

From Rosalind Creasy—a name synonymous with edible landscaping and the garden-to-table movement—comes an accessible guide to cultivating and preparing herbs. Creasy takes you from seeds to stove top and from preparing the soil to elegant dining suggestions—all with easy-to-follow instructions and inspirational ideas every step of the way.

Each section of this book presents vivid photos and practical information, including:

- How to design and grow an herb garden in just about any space—from a spacious plot to a tiny balcony—and in just about any climate
- A tour through many beautiful private herb gardens, including some of Creasy’s own, as well as the garden of herb luminary Carole Saville and others
- A fully illustrated encyclopedia of edible herbs—from old favorites like basil, rosemary and sage to more exotic herbs like lemon verbena and Mexican tarragon
- A savory selection of healthy herb recipes for side dishes, such as blends, butters and vinegars, main dishes from around the world and even cocktails and desserts
- Maintenance and organic pest control methods
- A list of resources for seeds and supplies
- A guide to growing, cultivating and preparing hops

This herb guide is full of practical tips and tricks presented in a beautiful format with Creasy’s photography—perfect for the gardener, aspiring gardener or home chef.

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**RICHARD HARRISON**

The *Export Gardener*  
Richard Harrison Publisher  
236 pages, $19.99 paperback  
Published April 25, 2019

A clumsy Australian (who doesn’t know a weed from a wisteria), travels to England and decides that Sevenoaks in Kent is the ideal place to start a gardening business in the UK. What could possibly go wrong? He chops down the wrong tree, falls in the odd pond and discovers that stinging nettles and shorts are not a good mix. Richard Harrison shares his humorous adventures as the export gardener.
Grateful for #GardenComm2019’s Sponsors & Exhibitors

Need a refresher on all the amazing products you saw at GardenComm’s 2019 Annual Conference and Expo? Couldn’t join us and want to see what you missed? Here’s a reminder of the generous exhibitors and sponsors that made #GardenComm2019 possible in Salt Lake City. These exhibitors definitely got people talking about their great products and services. For more information about the companies and their products, click the company name for a link to their website. GardenComm thanks all this year’s exhibitors and sponsors.

Winner of the 2019 Wilfred J. Jung Award for distinguished service from an allied trade member, Bailey Nurseries was a featured exhibitor at #GardenComm2019 in Salt Lake City. Ryan McEnaney (second from left) played give-away-hydrangeas while his mother Terry McEnaney, president of Bailey, flew in for the banquet at the Sheraton to accept the award. With Ryan are (from the left) Kim Toscano, Denise Adams, Debra Knapke and Maria Zampini. 

All-American Selections & National Garden Bureau
Exhibitor
New Varieties Showcase & What’s New Preview Session Sponsor

National Garden Bureau, a not-for-profit organization, is your source for the newest flower and edible varieties introduced each year by the top breeders around the world. NGB is dedicated to helping you bring knowledge and inspiration to the gardening community with “Year of The” Programs, educational tips and All-America Selections Winners. All America Selection winners are “Tested Nationally & Proven Locally.”

Contact: Diane Blazek

American Meadows/High Country Gardens
Exhibitor
Contributing Sponsor: Awards & Honors Dinner, After Party

American Meadows is the industry’s leading online retailer of wildflower seeds, perennial plants and flower bulbs in North America. American Meadows is also the foremost authority in wildflowers with more than 30 years of horticulture experience. We inspire gardeners of all abilities to create memories that will last a lifetime.

Contact: Michael Lizotte

Arborjet, Inc. / Ecologel Solutions, LLC
Exhibitor

Arborjet and Ecologel have partnered to bring to market the most effective and environmentally responsible plant health care solutions, which are backed by years of research. Ecologel’s leading water conservation and plant nutrition products are broadening the scope of Arborjet’s trusted revolutionary plant health care solutions. Our newly expanded team of experts will have your needs covered and your questions answered, helping you decide which solutions are right for you.

Contact: Sarah Spatola

Bailey Nurseries
Exhibitor

Bailey Nurseries is a fifth-generation, family-owned horticultural company, serving customers worldwide. Headquartered in St. Paul, Minnesota, along with operations in Oregon, Washington, Illinois and Georgia, they are known for producing and distributing top-quality horticultural products, marketing support services and sought-after genetic breeding work. Bailey Consumer Brands—Endless Summer® Hydrangeas, First Editions® Plants and Easy Elegance® Roses—are widely recognized as premier products in the industry.

Contact: Ryan McEnaney

Ball Horticultural Company
Exhibitor

Ball Horticultural Company is an internationally renowned breeder, producer and wholesale distributor of ornamental plants. A family-owned business since it was founded in 1905, Ball has introduced many innovative, award-winning varieties. The company has worldwide production, sales and marketing through its many subsidiaries on six continents.

Contact: Katie Rotella

Bloomin’ Easy by Van Belle Nursery
Exhibitor

Bloomin’ Easy® allows anyone to create the outdoor space they desire. Unique, exclusive new varieties and after-purchase support make success as easy as Plant, Water and Relax.

Contact: Kevin Cramer

— Continues on page 18
Botanical Interests Seed Company
Exhibitor

Botanical Interests is celebrating 25 years in the garden seed and product industry! Our goal has always been to inspire and educate gardeners so they can create beautiful and prolific gardens. Not only is the seed inside our packets high quality and Non-GMO Project Verified, our packets are designed to provide the information gardeners need to be a successfull!

Contact: April Shelhon

Botaniworld
Exhibitor

Botaniworld is a horticultural information and products company dedicated to helping new gardeners learn how to garden like a pro. Our Garden Tutor site and associated products provide a hands-on course for beginning gardeners. We are exhibiting to showcase the site and to speak with other garden writers about ways to work together.

Contact: Angus Junkin

Brent & Becky’s
Showcase Sponsor: Attendee Bags

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

Contact: Becky Heath

Burpee
Showcase Sponsor: Keynote Speaker

Burpee is proud to have delivered the finest quality, non-GMO varieties in home gardening for over 140 years. We are a company of gardeners and for gardeners, and we guarantee each and every product. Grow confidently knowing that Burpee’s team of horticulture experts is with you every step of the way.

Contact: Gaynor Hannan

CobraHead
Supporting Sponsor: Lapel Pins

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

Contact: Noel Valdes

Corona
Supporting Sponsor: Tour Transportation

Corona was born in the orange groves of southern California in 1928. It began with a simple tool that revolutionized the citrus industry. For over 90 years, we’ve been designing quality garden and landscape tools for professionals and gardeners: Hard-working individuals who take pride in a job well done look to us for tools with lasting performance—season after season. Corona is part of a larger global collective of superior garden tool brands including Burgon & Ball. Based in Sheffield, the steel capital of the UK since 1730, Burgon & Ball’s English garden tools will be available in the USA, distributed by Corona.

Contact: Chris Sabbarese

Crescent Garden
Supporting Sponsor: Education Session

Crescent Garden products combine timeless designs with breakthrough innovation for successful, inspired gardening. Backed by a 10-year warranty, our 100% recyclable and food-safe planters have elevated the standard in lightweight decorative containers. Our Trudrop self-watering system has changed the way people approach container gardening maintenance. We help you grow.

Contact: Barbara Wise

David Austin Roses Limited
Exhibitor

David Austin Roses is the internationally recognized and award-winning breeder of English roses.

Contact: Rebecca Reed

Dramm
Exhibitor

Friends Sponsor: Tour Transportation

Dramm, located in Manitowoc, Wisconsin, has been a leader in watering tools and accessories for over 75 years. Dramm develops a full line of high quality Rain Wands™, sprinklers and watering tool accessories that are stylish, comfortable and come in six eye-catching colors. Dramm also produces an all-natural line of Drammatic® Organic Liquid Fertilizer for Organic or Conventional Gardening, OMRI listed.

Contact: Amanda Taddy

Iseli Nursery
Exhibitor

Iseli Nursery is a wholesale grower of premium, quality dwarf conifers, Japanese maples and companion plants. We share our plants with home gardeners via independent retail centers and landscapers.

Contact: Sandy Dittmar

J. Berry
Exhibitor

Contributing Sponsor

Over the past 13 years, J. Berry has expanded by leaps and bounds. In addition to the finished wholesale nursery business, the company now includes new Young Plants and new Genetics Divisions. All divisions are focused on bringing innovation to the market and providing infinite possibilities to consumers via superior packaging and marketing of plants that exceed performance expectations. The company’s unique multi-pronged position as a breeder, nursery and small plant producer ensures that only top quality plants join the J. Berry product offerings. J. Berry Nursery is the home to exciting consumer plant brands including Black Diamond® and Emerald Empire® Crapemyrtles, Déjà Bloom® Azaleas, the tropical Hollywood™ Hibiscus collection, Summer Spice™ Hardy Hibiscus and Crown Jewel™ Begonias.

Contact: Tamara Felux

Orbit/ b-hyve
Supporting Sponsor: Networking Breaks

With facilities worldwide, Orbit is the world leader in manufacturing and supplying irrigation, misting and home improvement products to homeowners in 40 countries across five continents. Our manufacturing capabilities span the scope of national and international product development and design, skilled engineering resources and state-of-the-art injection molding facilities.
In our pursuit of creating products that exceed customers’ expectations, we have meticulously defined and refined processes to ensure providing the best quality products at the best value to our customers. But like any leading company, we’re not satisfied resting on past achievements. Orbit is dedicated to constantly improving our current lineup and bringing new products to better help our customers realize savings of time, water and money.

**Contact:** Brad Wardle

**Osmocote Smart Release Plant Food/Bloomington Brands**

**Contributing Sponsor:** Name Badges

Osmocote® is a control- or slow-release plant food. Each granule contains nutrients, such as N, P and K, which are essential to plant growth and vitality. The unique resin coating releases the nutrients via osmosis, which means plants get what they need, when they need it. Osmocote® Plant Food is the planter’s plant food.

**Contact:** Bob Stohler

**Plantskydd**

**Exhibitor**

Plantskydd is effective, longest-lasting and rain-resistant plant protection against damage from deer, rabbits and voles. Three formula-tions: liquid, powder concentrate and granular. 100% Organic. Safe for people, pets and plants. Plantskydd is the #1 choice of professional growers, foresters and landscapers. Manufactured in the USA. 100% money-back guarantee.

**Contact:** Alaya Boisvery

**Plant Development Services, Inc.**

**Exhibitor**

Working with the nation's top growers and breeders, Plant Development Services brings plants to market that solve landscape challenges and have a high impact on the marketplace. With its comprehensive grower networks, Plant Development Services reaches all regions and market channels. Plant Development Services boasts top-ranking brands, including: Encore Azalea®, Southern Living® Plant Collection and now the Sunset Western Garden Collection.

**Contact:** Aimee Coker

**Proven Winners® ColorChoice® Flowering Shrubs**

**Exhibitor**

**Showcase Sponsor:** Awards & Honors Dinner

You’ve heard the name, and maybe you’re wondering what the fuss is about. Simply put, every shrub that bears the Proven Winners® name has been trialed and tested to ensure it outperforms everything else on the market. Spring Meadow Nursery, a licensed partner in the Proven Winners brand, has introduced over 300 proprietary woody plant varieties, including standard bearers like 'Limelight' hydrangea and Wine & Roses® weigela, and game-changers like At Last® rose and Bloomerang® reblooming lilac.

**Contact:** Natalie Carmolli

**Thanksgiving Point**

**Exhibitor**

Thanksgiving Point is a 501c(3) non-profit farm, garden and museum complex that draws upon the natural world for transformative family learning.

**Contact:** Josh Berdnt

**UpShoot, LLC**

**Friends Sponsor:** Tour Transportation

UpShoot, LLC is a boutique, horticulture-marketing firm offering expert sales, marketing and licensing of new plant introductions to licensed growers and plant breeders. We market gardening-related products to retailers, garden media and consumers.

**Contact:** Maria Zampini

**Web Biome**

**Exhibitor**

**Contact:** Neil Watson

**Wild Valley Farms**

**Exhibitor**

At Wild Valley Farms, we are dedicated to helping you grow big healthy plants with: All Natural, Innovative, Soils and Fertilizers.

**Contact:** Albert Wilde