

On the

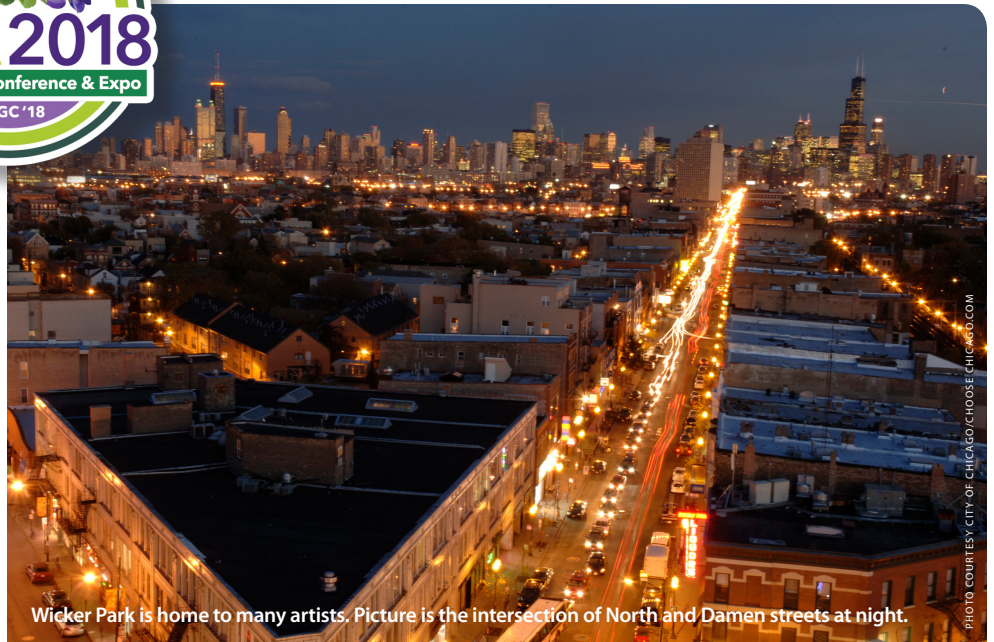


The Association for
Garden Communicators

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Wicker Park is home to many artists. Picture is the intersection of North and Damen streets at night.

PHOTO COURTESY CITY OF CHICAGO/CHOOSECHICAGO.COM

Chicago: Cultural Dynamo

DIANE BLAZEK AND BETH BOTTS



Chicago isn't just a city of gardens and skyscrapers. It's also a city of many cultures. In the booming 19th century, industry, railroads and shipping drew workers and entrepreneurs to Chicago from all over the nation and the world. Immigrants created a mosaic of ethnic neighborhoods that has been shifting and changing ever since. Although many descendants of earlier

immigrants have moved to the suburbs, the neighborhoods they created in this diverse, dynamic metropolis continue to evolve. Today,

the city proper has about 2.7 million residents in a metropolitan area of about 9.5 million.

GWA's 2018 Annual Conference & Expo will take place right in downtown, where the city's 21st century energy and its history are close at hand. Our hotel, the Hyatt Regency Chicago, is just steps from the site of the first rickety wooden fort constructed in sand dunes by the side of a shallow creek in 1803.

Our education sessions and trade show, as well as the partner IGC Show, will be held on Navy Pier, which in its 100 years has been a shipping pier, a Navy training base, a university, and most recently a convention and entertainment center and top tourist attraction.

Our awards dinner will be held in a skyscraper with beautiful views of the Lake

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Many benefits for GWA members

"Anyone who loves plants and wants to share their passion with others belongs in GWA. My skills as a garden communicator have improved because of my involvement with this organization, and I've gotten several good-paying jobs from GWA connections." – C.L. Fornari

Dear GWA Member:

I am preaching to the choir as I put my *On the QT* greeting together because as you all know, anyone who works in the horticulture and green communications industry should become a GWA member. GWA helps its members advance their careers by providing:

- Educational materials to improve communication skills, market brands and enhance photography skills
- Opportunities to discover new plants and products
- Recommendations on how to monetize an online presence and sell knowledge and skills
- Expert advice on how to get published
- Networking events with other communicators locally, regionally and nationally
- Search #WHYGWA on Twitter to learn about additional benefits

Encourage someone to join today! You will receive a \$20 credit towards your annual dues and the new member will get all the great benefits of membership (including discounted rates for the 70th Annual Conference & Expo at IGC). It's a win-win.

The Annual Conference & Expo is great way to meet to people in the industry and fine-tune your communication skills. Additionally, for the first time, GWA conference attendees will also have access to the Independent Garden Center Show's tradeshow, keynotes and concert. This will be an enriching and educational event. Don't take my word for it. Hear from your peers on the GWA.Grows blog.

Watch your email, the GWA's Facebook pages and other social media outlets for upcoming announcements regarding registration incentives.

I hope to see you in Chicago!

Maria

GWA CareerNext

Saturday, September 15 | Greater Des Moines Botanical Garden



Photo Credit: Bill Johnson

Registration opening soon! Learn more at gardenwriters.org



Step into the tropics at the Garfield Park Conservatory.

PHOTO COURTESY CITY OF CHICAGO/CHOOSE CHICAGO.COM

Michigan shoreline that has shaped the city. Story tours will take us to private and public gardens in Chicago's neighborhoods. Here's a look at some of the places near the hotel and along the story tours.

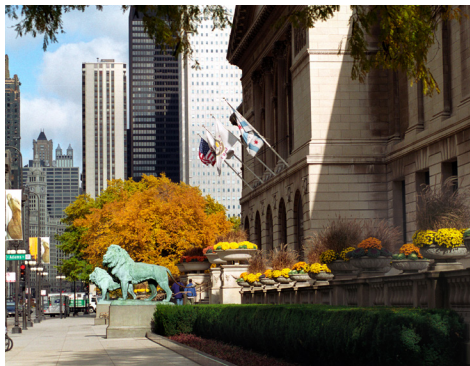
THE LOOP

The name originated in a rectangular loop of elevated train lines around Chicago's transportation hub, but it has come to refer to the entire central area of Chicago. The Loop is not only a business district, although more than 700,000 people work there, it's also the city's fastest-growing neighborhood with close to 250,000 residents, including more than 80,000 college students. They help keep it vibrant with restaurants, clubs, and entertainment.

The Loop is the destination for most visitors to Chicago (about 50 million a year). They come to see many sites: Millennium Park, with its Lurie Garden, shiny "Bean" sculpture, playful Crown Fountain and free concerts at the Frank Gehry-designed bandshell; Grant Park, with its spectacular Buckingham Fountain; famous architecture, including existing buildings by Mies van der Rohe, Daniel Burnham, Louis Sullivan and Jeanne Gang; museums, including the Art Institute of Chicago; theater, including the Goodman Theatre; sweeping Riverwalk along the Chicago River; shopping along State Street and much more.

NORTH MICHIGAN AVENUE

This area north of the river (and our hotel) is "shopping central," with department stores, luxury stores and other shops stretching for more than a mile among some of the most expensive apartments in the city. It can be congested, but can be worth a stroll for its beautiful streetside and median planters.



The Art Institute of Chicago sits along Michigan Avenue, known as the Magnificent Mile.



Chicago's Chinatown was developed in the 1920s by Chinese immigrants displaced by development of The Loop.

LINCOLN PARK

The largest park (once a cemetery) on the North Side is now home to museums, the Lincoln Park Zoo and the Lincoln Park Conservatory with its formal gardens. The neighborhoods west and south of the park are among the wealthiest in the city, even parts that were originally modest working-class neighborhoods. Our tour will include the park and conservatory and a series of private garden gems on LaSalle Street just to the south.

WICKER PARK

This 19th Century neighborhood on the North Side was once home to prosperous German and Scandinavian immigrants, followed later by Poles, Ukrainians and Puerto Ricans. After a period of decline starting in the 1960s, Wicker Park was colonized by artists in the 1990s and has since become a neighborhood of the young and affluent, known for its entertainment venues (as well as its historic homes and its gardens).

EAST GARFIELD PARK AND LAWNDALE

Immigrants, including Czechs, Russian and Eastern European Jews, settled the areas near the spectacular 1908 Garfield Park Conservatory in the late 19th century. Today, it is mostly African Americans struggling with poverty and lack of opportunity who live there. Community gardening and urban agriculture offer hope and help, and the Conservatory is a popular attraction for visitors from all over the city.

HYDE PARK

Developed as a suburb to the south of the city in the 1860s, this neighborhood later became the site of the University of Chicago. The 1893 World's Columbian Exposition, one of Chicago's formative events, took place there in parks that had been laid out in the 1870s by Frederick Law Olmsted. Today, the neighborhood is known for academics and politics (it is still the Chicago base of Barack and Michelle Obama), historic homes and beautiful lakefront parks.

CHINATOWN

This tightly packed area by the Chicago River is the city's second Chinatown, developed in the 1920s after Chinese immigrants were displaced from the Loop by development. Dozens of restaurants with cuisines from all over China can be found near Archer Avenue and Cermak Road. Our tour will go to the riverfront Ping Tom Park.

If you are coming early before the conference or staying later, use [Choose Chicago's website](#) to explore places to visit.

Diane Blazek and Beth Botts head up the local arrangements committee for #GWA2018 Chicago. Diane, GWA National Director, is executive director of National Garden Bureau and All-America Selections. Beth is a GWA Regional Director, senior writer at the Morton Arboretum and a freelance writer.

Springing Ahead into Summer



Spring this year has been a crazy season weather-wise, but a wonderful one for Regional Meetings, which have been well attended and lots of fun. There are several more Regional

Meetings coming up in the next couple of months—one in Maryland, one in New York and another in Michigan. Each offers tremendous opportunities for new garden and plant information as well as networking with other GWA members.

As you know, members and guests from all regions are invited to attend. However, for those who live within driving distance of the location of the meetings, it is truly a no-brainer to go because it's a very inexpensive way to broaden your knowledge and the scope of your garden communication career. Check the GWA website for more [information on upcoming meetings](#).

CULTIVATE'18

[Cultivate'18](#), July 14-17 in Columbus, Ohio, is always a not-to-be-missed event. The huge number of vendors displaying their products is a great draw and the educational sessions are tops.

In addition to that, Cultivate'18 and its owner, AmericanHort, have added a media room for GWA members and other media groups. This provides a spot where you can interview someone in a quiet location or have a conversation or planning session with

another attendee. You can also pick up vendors news releases and other materials there.

There will be a GWA Connect Meeting at 4 p.m. Sunday, July 15; I hope to see you there. Please note: [Registering for the Connect Meeting](#) is different from registering for Cultivate'18, so follow the information on our website carefully.

CHICAGO BOUND

I look forward to seeing you all at the [70th Annual Conference & Expo](#) in Chicago, August 13-16. **Jo Ellen Meyers Sharp** and her hard-working Program Committee have put together a group of fabulous speakers that I certainly don't want to miss. **Beth Botts** and her Local Arrangements Committee are putting the finishing touches on the schedule of wonderful public and private gardens that will give you many prospects for story ideas and amazing photographic opportunities.

EXPO AND IGC TRADE SHOW

Of course, one of the favorite things about our conference is the Expo, the trade show where we can spend time with our vendors and hear what they think is important for garden communicators to learn about so we can relay their messages to our followers—gardening consumers. We will also have the opportunity to visit the IGC vendors, attend their Marshall Tucker Band concert and hear their Keynote Speaker, Daymond John from NBC's *Shark Tank*. [Check the schedule](#) for details.

If you are planning to come to the entire event like I am, remember that the registration form will be in the format of an à la carte menu. Please read all the choices carefully to be sure you are signing up and paying for what you really want to include in your week.

If you live close enough to Chicago to drive to the conference, keep in mind that parking places can be difficult to find and many can be expensive. The Local Arrangements committee and the staff have done a lot of research identifying as many parking garages as possible, many of which accept early parking reservations. For more information, check the GWA under [Events/Conferences/Parking](#).

TARGET NEW MEMBERS

There are so many people who would benefit from becoming a GWA member:

- Cooperative Extension educators who write memos, instructional material and newsletters for the local Master Gardener groups
- Master Gardeners who write newsletters, speak about gardening or answer consumer questions
- Employees of local garden centers who are in charge of their website, responsible for photography, write newsletters or provide cultural instructions for the plants they are selling
- Those who give seminars for gardeners who want to learn more about local garden products

The list goes on and on. Take a look around and you may find one, two, three or more people like the ones described; invite them to attend a Regional or Connect Meeting or to join GWA. For each person who becomes a member and gives your name as the person who recommended them to GWA, you will get a \$20 credit towards your 2019 membership fee. It is very possible for your membership to be paid in full by the next renewal date. Go for it!

The webinar presenters continue to wow their audiences and we are thrilled that GWA is becoming the recognized education source, the thought leader for garden communications and a resource for the green industry. If you have a topic you'd like to learn more about, please let any GWA officers or me or staff know.

Reminder: *Please* put your picture on the GWA website so it's easier for us to recognize you and get to know you.

Becky Heath



Choose Among Business, Horticultural and Social Media Topics at #GWA2018

BY PROGRAM COMMITTEE

The GWA Program Committee pored over nearly 80 proposals to select the best 15 for the Chicago Conference and Expo. More details about the speakers and their topics can be found at the GWA website under Events.

Seven Breakout Sessions are business focused, including how to set up your business and ways to increase revenue streams. Learn about food writing; how to be a garden coach; tips for improving your speaking skills; how to edit your own writing; what the controls do on your camera, and how to develop a marketing plan for yourself.

At least five sessions are geared toward the horticulture or food gardening geeks, starting with **Maria Zampini** and **Kelly Norris**, who will present their popular New Plant program.

Andrew Bunting, Chicago Botanic Garden's assistant director and director of plant collections, will talk about how he directs the content and curation of CBG's permanent plant collection.

In the social media vein, **Ellen Zachos** and **C.L. Fornari** will present "So You Want to Start a Podcast," taking the audience through the steps, from idea to production and the equipment needed to get there. And a panel of top notch bloggers will share stories of their successes and failures.

All Breakout Sessions are Thursday morning, August 16, 2018 at Navy Pier. Business topics also dominate the Roundtables, set for 2:45 to 3:45 p.m., Tuesday, August 13 at Navy Pier.

This year, attendees will download an app on the cell phone that allows access to all of the program information, including descriptions, speakers and locations.

Members of the Program Committee are: **Aimee Coker**, **Katie Elzer-Peters**, **Chris Freimuth**, **Noelle Johnson**, **Susan Martin**, **Carol Michel**, **Kim Toscano** and **Jo Ellen Meyers Sharp**. GWA President **Becky Heath** and Kellen representatives **Ashley Sullivan** and **Jennifer Perrone** also participated.

Updated and expanded details on the programs can be found at the [GWA website](#).

KEYNOTE ADDRESS:

Jacqueline van der Kloet on Garden Design

BY SALLY FERGUSON



Jacqueline Van der Kloet works in her garden.



In Jacqueline van der Kloet's garden designs, plant selection is where the artistry starts. She is a plant specialist known for magical combinations that subtly echo what is seen in nature. While a natural balance anchors her planting schemes, her complex designs are laced with an irrepressible playfulness that defies formality. She is quietly, delightfully stylish. The words predictable and gaudy are not in her vocabulary. In her GWA keynote address August 14, Jacqueline will walk us through her design process, from choosing plants that will

thrive in a site's habitat to how plant choices play into creating an overall atmosphere. She'll show how to design for four seasons with a succession of flowering periods from early to late in the season, followed by attractive features in winter.

Jacqueline will illustrate her talk with images from her own garden in Weesp, Netherlands, outside of Amsterdam. She'll also explore gardens she has designed for several private clients and for celebrated international projects, including the Keukenhof, Chicago's own Lurie Garden, Shinko Central Park in Yokohama and Disneyland, Paris.

Of course, anyone familiar with Jacqueline's work knows that flowering bulbs will play a significant role. She intends her talk to be a mini-master class on how she mixes bulbs, shrubs and perennials to create the fantastic, evolving combinations that are her signature.

Former GWA Regional Director, **Sally Ferguson** is co-owner of Ferguson-Caras Public Relations.

PHOTO COURTESY JACQUELINE VAN DER KLOET



The 3-Ps of Sustainable Paving: Permeable, Porous and Pervious— Is There a Difference?



Butterfly weed (*Asclepias tuberosa*) blooms beside the permeable paving path that meanders through the Prairie Legacy Garden at the Niagara Parks Botanical Gardens in Niagara Falls, Ontario Canada. TerraElast permeable paving allows rainwater to drain into the soil.



Knowing where and how fast rainwater flows on your property is important for sustainable gardening. The permeability of our hard surfaces plays a major role in managing water

flow. Permeable, porous and pervious surfaces allow water to percolate into the soil. Permeable surfaces have a big impact on water retention, water quality and water conservation—on and off our properties. Permeable paving can lower water and sewer bills, lessen soil erosion and result in cleaner groundwater.

Any permeable surface is beneficial, because impervious surfaces quickly shuttle rainwater off the property and into storm sewers. Choices in hard-surface permeable materials range from very permeable (crushed

stone or pavers with large void spaces), to quite permeable (new-technology ceramic pavers, porous concrete or permeable asphalt) and somewhat permeable (dry-laid pavers).

“The top two benefits of permeable paving are controlling the quantity of stormwater runoff, which reduces erosion, and lowering associated stormwater fees,” said David Hein, principal engineer for Applied Research Associated in Toronto, Canada.

EXCITING NEW PRODUCTS

New products, such as pervious concrete, are becoming more prevalent, “due to municipal mandates on how much land needs to be set aside for stormwater management, particularly in new developments,” said Mark Walker, director of business development with Kuert Concrete in South Bend, Indiana. “Municipalities do not want stormwater



PHOTO BY LORNE FAST

TerraElast, installed for the main pathways of the Niagara Parks Botanical Gardens Legacy Garden in the summer of 2013, continues to provide great drainage for the pathways and surrounding beds. It maintains puddle-free surfaces, which mean no surface ice.

“Many people use the terms permeable and pervious interchangeably, but there is a difference with pavers. Pervious and porous pavers allow water to percolate through them (and through the void spaces between pavers), while permeable pavers just allow water to flow through the mortar gaps around the pavers.”

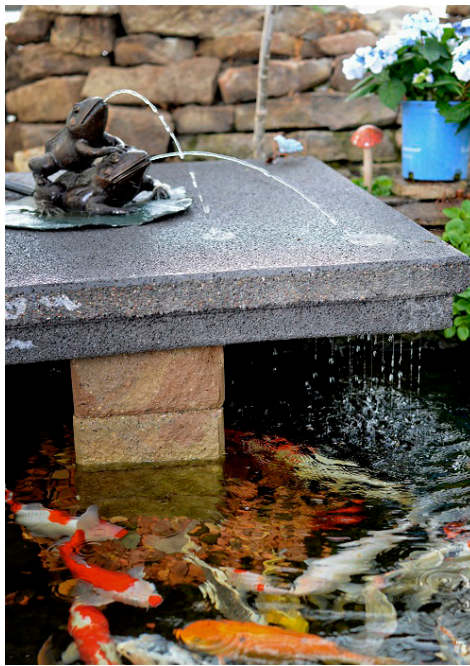
flowing from your property into the streets, and eventually back to the undersized, outdated sewage treatment processing plant.” Some city bylaws now limit the amount of impervious surface area to 15 to 35 percent in residential or commercial developments.

MANY USES IN THE HOME LANDSCAPE

Permeable pavers are versatile and have many uses. Walker recalls discussing permeable pavers with a vice president of a local bank a few years ago. The bank officer asked, “Mark, if water doesn’t lie on pervious pavers, then ice wouldn’t either?” Reducing winter icing on walkways clearly would be a big benefit for the bank. Now, when this bank remodels an entranceway or builds a new branch, they use pervious pavers. At his home farm, Walker uses pervious pavers around his water pump, under the windmill, under the

The Benefits of Permeable Paving:

- Reduces surface runoff
- Controls stormwater
- Traps suspended solids
- Filters solids from the stormwater and improves water quality
- Virtually indistinguishable from impermeable surfaces
- Protects watersheds and trees
- Is an important component in low-impact development (LID), an engineering and land planning approach to manage stormwater runoff as part of the green infrastructure of the property. LID emphasizes conservation and the use of on-site natural features to protect water quality.



The most exciting innovation in permeable paving is a precast pervious concrete paver called Percoa, said Mark Walker.

hose bib and around his dog's outdoor water bucket, where it used to be a muddy mess.

OVERCOMING CHALLENGES

"Pervious pavers have proven successful in colder climates," said Walker, who has been working with the Chicago Green Alleyway program for four years. "They use pervious pavers down the center of their alleyways, with snow plows, garbage trucks and the daily traffic of residents accessing their garages traveling through these alleys. There are no issues with plows and there are no issues with frost-heave." Started as a pilot project in 2006 by then-Mayor, Richard M. Daley, Chicago's Green Alley program has installed more than 100 Green Alleys.

Like any product, permeable pavers need maintenance. Over time, sediment from stormwater can clog their pores and reduce their infiltration rate. "Maintenance should include vacuum sweeping at least four times a year, followed by high-pressure hosing to free pores in the top layer from clogging," the University of Florida Extension advises.

Anne Marie Van Nest is a past president of GWA and member of the Sustainability Committee. She is a freelance garden writer, teaches classes on tropical plants during the winter, and is a greenhouse grower for Niagara Parks in Niagara Falls, Ontario, Canada.

RESOURCES

Using Low-Impact Materials: Permeable Surfaces www.asla.org/permeablematerials.aspx

Porous pavement – One Drop at a Time
http://www.delafleur.com/168_Elm/PDF_files/05_ppvmt.pdf

Chicago Green Alleyway Program
https://www.cityofchicago.org/city/en/depts/cdot/provdrs/street/svcs/green_alleys.html

LEED Certification
<http://www.perviouspavement.org/benefits/leed.html>

Build Green Factsheet – Permeable Surfaces
http://buildgreen.ufl.edu/Fact_sheet_Permeable_Surfaces.pdf

Stormwater and Pervious/Permeable and Porous Pavers
<http://stormwater.wef.org/2013/10/pervious-permeable-porous-pavers-really/>

GWA Upcoming EVENTS

ALL TIMES LOCAL.

GWA Webinar Series: "Making Great Videos (Without Breaking the Bank)" with Doug Oster
Thursday, May 31 • 2 - 3 p.m. EDT

Emmy Award winner Doug Oster demonstrates how to make fun and engaging videos without breaking the bank and while working solo. Video is a great way to connect with your audience and he shows how easy it can be. You don't need an expensive camera; a good smart phone will do the job.

Connect: Lilypons & Gardens Tour
Region II Regional & Connect Meeting
Frederick, Maryland
Saturday, June 9 • 9 a.m. - 5:30 p.m.

Join GWA in Frederick, Maryland as we spend the day visiting the Lilypons Water Garden, Surrey-brooke and Thanksgiving Farms, culminating in a trunk show and GWA Connect meeting at Mad Science Brewing Company.

GWA Webinar Series: Make More Money: How to Get Started With Email Marketing
with Katie Elzer-Peters

Wednesday, June 20 • 2 - 3 p.m. EDT

Algorithms, lists, views, stories, STRESS! Social media is a tool, but it's getting more expensive. You also don't control it. What can you control? Your email list! Katie Elzer-Peters will show you how to get started with email marketing for yourself and how to pitch it to clients so you make more money doing what you love.

A Solstice Celebration at Cornell
Region I Regional & Connect Meeting
Ithaca, New York
Thursday, June 21 • 8 a.m. - 5 p.m.

On the longest day of the year, the Cornell Botanical Gardens are open sunrise to sunset. GWA members are encouraged to take advantage of the early morning light to visit and photograph gardens before coming to the Botanical Gardens Summer House for coffee, registration and a great day at Cornell. The day ends with an optional dinner at Cultivare.

Rocks, Eats and Tweets
Region III Regional Meeting
Saturday, June 30 • 10 a.m. – dusk
Holland, Michigan

Join fellow garden lovers in a relaxed day touring one of West Michigan's largest farmers markets, three outstanding private gardens, and ending with a photo op in the extensive perennial display gardens at Walters Gardens. Whether you're into organic produce, rock gardening, specimen trees, plant collecting or garden photography, there's something for you on this tour.



How to Start a Podcast


PHOTO COURTESY PLANTRAMA.COM

Plantrama's C.L. Fornari, left, and Ellen Zachos in their respective recording spots, 2,000 miles apart.



C.L. Fornari and I worked for the same plant identification app for several years, and when that company stopped buying new content, we decided to start a project together.

We had done a live event called Houseplant Rescue, where people brought in houseplants desperately in need of attention. It was a lively discussion, and C.L. and I had as much fun as the audience did. We often disagreed, and we enjoyed the repartee that came with spontaneously challenging each other.

DEFINE YOUR AUDIENCE

We knew we wanted to reach a new audience, one that doesn't look for information in traditional books and articles. The podcast was C.L.'s inspiration. From the beginning, she suggested we NOT call Plantrama a gardening podcast. Why? Because people don't necessarily consider themselves gardeners these days. They may love and grow plants, they may pursue plant-based experiences, but the term gardener does not appeal.

Before we recorded anything, we sat down to define our audience. This is an essential step. If you don't know to whom you're talking, how do you know what to say? And how do you approach sponsors if you can't present them with a snapshot of your audience?

WIRED FOR SOUND

C.L. and I are both Mac people, so Garageband was a natural choice for our recording

software, since it was pre-loaded onto our laptops. The application is fairly easy and intuitive, and the learning curve wasn't too steep.

C.L. had a good set of headphones and a mic that she uses for her weekly radio show. To keep our sound consistent, I bought the same mic: an Audio Technica ATR2100-USB Mic that costs under \$65 on Amazon. I also bought a Tonor adjustable mic arm that clamps to my desk and a windscreen to help with reduce the sounds of popped Ps and Bs (under \$20).

Before we record each episode, we outline the show. It's essential to us that the podcast feel conversational, and to preserve the spontaneous flow, we don't follow a script. We select four or five topics in advance, and do our research independently. When we record, it's as fresh and new to us as it is to our audience.

SET A SCHEDULE

Since C.L. and I live 2,000 miles apart, we can't record in a shared location. But we've come up with a method that works well for us, and produces a clean and clear podcast.

- First, we initiate a Skype video conversation. We do NOT record via Skype because the audio isn't reliable. Next, we each open up Garageband and record our own track. C.L. records her audio, I record mine, and we use the video to keep an eye on each other. We can see when one of us is about to interrupt, or laughs or gives the time-out sign.
- Initially I tried recording without headphones, but that proved to be a disaster. C.L.'s audio bled onto mine, and you could hear an echo as her voice came through on

both tracks. Fortunately, a \$20 pair of Logitech headphones did the trick. Once C.L.'s voice came directly into my ears, it was no longer picked up by my mic. Lesson learned.

- After recording, C.L. sends me her track via Dropbox, and I edit it together with my track and our official Plantrama music. I compress the AIFF file to an mp3 file and listen to the mp3 to make sure the edits are good. I note the timings for each segment, and send the mp3 to C.L.
- When she receives the edited mp3, C.L. writes up the show notes and adds them to our website along with photos and references we've promised our listeners (books, tools, recipes, etc.). There are specific requirements for structuring titles, episode numbers and descriptions for each podcast, and C.L. takes care of this, as well. Each episode is then submitted to all the podcast hosts (Apple Podcasts, Libsyn, Stitcher, Blubrry and others) via our website's RSS feed.

MORE EPISODES, MORE DOWNLOADS

As we've built our library to more than 30 episodes, we've watched our download numbers rise, and we're now ready to approach sponsors. That's right. To date, we haven't made a penny from the podcast. Our goal for 2018 is to make the leap from labor of love to paying ourselves for our time.

Because we cover a wide range of nature-related topics, such as the outdoor office, foraging, vegetable gardening and indoor plants, we plan to approach a wide range of potential sponsors whose audiences overlap with ours. We'll also be attending the Podcast Movement Annual Conference in Philadelphia this summer in search of education, networking and inspiration.

Starting Plantrama has been both challenging and fulfilling, and having a partner has been wonderful. Two voices, both on and off the air, give us essential balance and moral support. It's also nice to share the workload, which is not inconsiderable. I'd recommend podcasting to anyone who has something to say, and isn't afraid of the learning curve that comes with new technology.

Ellen Zachos is the author of seven books including *Backyard Foraging: 65 Familiar Plants You Didn't Know You Could Eat* and *The Wildcrafted Cocktail*. She is a regular contributor to several of the Edible magazines, and shares recipes and tips about foraging at [Backyard Forager](#). She co-hosts the [Plantrama](#) podcast with C.L. Fornari.



Two GWA Leaders Among AHS honorees in 2018

Ron Kushner has begun publishing [*Garden Times*](#). The new monthly newsletter is based on organic principles, tips, information and insight, along with delicious recipes for both experienced gardeners and novices.

Sue Markgraf reports that her firm, GreenMark Public Relations of Illinois, has added three new green industry clients this year: Lynfred Winery and Bed & Breakfast, Entourage Clinical Services and iScope.

Susan Mertz has started [*PlantTimes.com*](#), a website that features news of plants and products for outdoor spaces. With her daughter assisting, their target audience is 25- to 65-year olds, new to experienced gardeners. They especially want to reach inexperienced gardeners 25 to 35 and help build that gardening community.

Peggy Riccio, owner of [*pegplant.com*](#), has launched *Pegplant's Post*, a monthly gardening newsletter for the Northern Virginia, Maryland, and Washington DC area. *Pegplant's Post* features local gardening events, recently published gardening books, articles, tips, and a giveaway.

Nancy Taylor Robson's "Gardening for The Chesapeake Bay" will detail why what we plant and how we design it affects the health of the bay in the July issue of *Chesapeake Bay Magazine*.

After a talk on "Gardening Around the World" at Botanical Garden in West Palm Beach, Florida, the Florida Federation of Garden Clubs honored **Teresa Watkins** with the Earth Steward Award. Teresa received the prestigious award for her dedication to the environment with her education talks and workshops. Over 36,000 people have attended Teresa's programs over the last 18 years.



The American Horticultural Society has announced the recipients of its 2018 Great American Gardeners Awards. The individuals have contributed significantly to plant research, garden communication, landscape design, youth gardening, teaching and commercial horticulture. The awards will be presented June 21 during a ceremony and banquet at River Farm, the AHS headquarters in Alexandria, Virginia. Two recipients are GWA leaders.

Kelly D. Norris was named Emerging Horticultural Professional. A former GWA Regional Director, he is an author, speaker and director of horticulture and education at the Greater Des Moines Botanical Garden in Iowa. He began his horticultural career at age 15, when he talked his parents into buying a nursery, Rainbow Iris Farm, which he still runs. His first book, *A Guide to Bearded Irises*, published by Timber Press, won an American Horticultural Society Book Award in 2013. He followed up with *Plants With Style* (Timber Press, 2015). He received the Perennial Plant Association's Young Professional Award in 2011.

Former GWA President **Debra Prinzing**, a leading advocate for sustainably cultivated, American-grown flowers, received the Frances Jones Poetker Award. First awarded in 1988, the award is named for Frances Jones Poetker, a floral designer, author and lecturer. Prinzing's Slow Flowers movement has fostered a national dialog that encourages consumers and industry professionals to make conscious choices about their floral purchases. Prinzing produces [*SlowFlowers.com*](#), an online directory of flower farms, florists and other vendors that supply locally grown flowers, and she founded American Flowers Week in 2015. In 2016, the Seattle Wholesale Growers Market honored Prinzing with its first Growers' Choice

Award for "outstanding contributions to revitalizing the local floral community." She is the author of 10 books, including *Slow Flowers* (St. Lynn's Press, 2013) and *The 50 Mile Bouquet* (St. Lynn's Press, 2012).

Other award recipients:

- Pierre Bennerup, co-owner Sunny Border Nursery, Kensington, Connecticut, the Liberty Hyde Bailey Award
- Randy Baldwin, president and general manager San Marcos Growers, Santa Barbara, California, the Paul Ecke Jr., Commercial Award
- Kaifa Anderson-Hall, Inspired Horticulture Services Inc., and Plants and Blooms ReImagined, Washington, D.C., the Horticultural Therapy Award
- Richard Hartlage, founding principal and CEO of Land Morphology, Seattle, the Landscape Design Award
- Katy Moss Warner, former AHS president, CEO and board member, the Meritorious Service Award
- Douglas W. Tallamy, entomology and wildlife ecology professor at the University of Delaware, author of *Bringing Nature Home* and *The Living Landscape*, the B.Y. Morrison Communications Award
- William Cullina, president of Costal Maine Botanical Garden and author, the Professional Award
- Mary Hockenberry Meyer, professor and extension horticulturist at the University of Minnesota, also instrumental in founding Seed Your Future, the Teaching Award
- Katie Stagliano, founder of Katie's Krops in South Carolina, the Jane L. Taylor Award
- Karen Washington, trustee of the New York Botanical Garden, community gardener and activist, the Urban Beautification Award

Facebook Livens Up Communication



Many GWA members use Facebook to promote their products and communicate gardening messages.

With almost two billion monthly users, Facebook can be an effective platform

for building a garden communicator's business.

About a year ago, Facebook launched Facebook Live (FBL), enabling users to broadcast and interact with viewers. Viewers can comment during the event and the user or broadcaster can reply in real time. Once posted, the video can be repurposed for other communications such as a link in an e-mail newsletter.

Facebook Live can be spontaneous, inexpensive and yield a high level of viewers and engagement, resulting in an increased number of followers (or customers). Using FBL garners more viewers because Facebook prioritizes live posts and high engagement activity.

According to Facebook's website, "Facebook Live videos are more likely to appear higher in News Feed when these videos are actually live, compared to after they are no longer live. On average, people spend more than three times more time watching a FBL video compared to a video that is no longer live and to comment more than ten times more on a FBL video than on a regular video."

GWA MEMBERS USE FACEBOOK LIVE

Eleven GWA members responded to a callout for people to talk about their use of FBL as a promotional tool to increase their reach and build their following.

Most learned to use FBL through trial and error but all agreed that it was simple to learn. All the respondents recommended FBL, provided that you are comfortable in front of a camera and there is high quality content. Interestingly, the live feature adds an attractive human dimension.

IMPRESSIVE RESULTS

"My business coach told me about how much the Facebook algorithm prioritizes Facebook Live videos over pre-recorded videos or written content," said [Katie Elzer-Peters](#). "I decided to try it and was amazed



with the number of eyeballs on my video, which translated to new leads for my business."

A few were intrigued after hearing about or seeing others use FBL. "I saw a lecture about using Facebook Live as a promotional tool at the GWA conference in Atlanta, and I decided to give it a go," [Jessica Walliser](#) said. "My first video was about growing sesame seeds from the garden at the Atlanta History Center the very next day. It was watched almost 2,000 times and shared by over a dozen people. I couldn't believe it!"

[Kim Roman](#) conducted weekly book giveaways for the Square Foot Gardening Foundation culminating in short FBL posts. "Since using videos and FBL, our reach has definitely increased—from about 400 for a regular post to at least 1,400 for a FBL event," Kim said.

"Using Facebook Live captures the moderator's excitement, surroundings and real time experiences," [Teri Speight](#) said.

"It is imperfectly, but uniquely, a great way to invite people to follow you, and then they also will read your written words," [Jen McGuinness](#) said. "I recommend using Facebook Live because it helps showcase your personality and provides a human element to those who are only familiar with your writing or photography.

Horticulturist and writer [Peggy Riccio](#) publishes [PegPlant.com](#), which features local gardening news, resources, and plants for those who garden in the metropolitan Washington, D.C. area.

HOW TO USE FACEBOOK LIVE

- You only need your computer or mobile phone. Although it is best to use Wi-Fi, you should have at least a 4G connection.
- To start, look where you would normally post on Facebook for a red, old-fashioned movie camera with an eye in the middle and the word "Live" next to it.
- Click on the icon and you will be directed to a screen where you can see what will be seen by your viewers.
- Select the audience (for example, friends, only me or public).
- Type a short description of your video.
- After you tap "Go Live," you have a three-second countdown. While taping, you will see feedback in the form of comments or symbols representing feelings.
- You don't have to respond, but the more engaged you are with your audience the more interesting the experience and the more likely you will have viewers during and after.
- When you are done, tap "Finish."

TIPS WHEN USING FACEBOOK LIVE

EQUIPMENT

Dee Nash: An external mic is the best way to have good sound. However, with just my iPhone 7, I can make pretty good Facebook Live videos.

Gary Bachman: Landscape view, use a wired lapel mic or Bluetooth. Do not rely on the omni-directional phone mic. Use a tripod with the camera set a little above eye height (my personal preference). Selfie sticks will work but tend to move unintentionally, making it harder to view. If you want to build your audience, be consistent. Keep it short—five to seven minutes.

TIMING

Jessica Walliser: Keep it short—three to four minutes. Find something interesting to show people. Teach them something; a quick tidbit they can use in their own garden. Hold the camera steady and vertically. If you mess up, don't stop and say "I messed up, let me try that again." Just keep going.

Kim Roman: Announce ahead of time that you're going to do a Facebook Live event;

give the date and time, including the time zone. When you start your session, say something interesting but "fluffy" and give people a chance to gather—keep this under a minute.

Katie Dubow: Plan at least two to three minutes of content, because the longer you are on, the more people will see your video.

CONSISTENCY

Erin Schanen: Even if you don't have a large audience for the "live" video, it will still get a lot of views when you post it to your page. Go back and answer questions you might have missed and post links (affiliate, if possible) to the products and plants you talked about. I use the same wireless lavalier mic I use for videos, but a wired lavalier will help too.

Chris Link: Make sure whatever content you are posting is well thought out and worth people's time to consume it.

Katie Elzer-Peters: Write notes for what you want to cover ahead of time. Commit to a regular schedule. Include a call to action: Like

your Facebook page, buy your book, subscribe to your email list. Summarize at the end of the video. Use a tripod.

Jenny Peterson: To practice, set up your Facebook post as if you were doing a live video, but change your privacy setting to "Only Me." Put your phone on "Do Not Disturb." Make sure your Wi-Fi connection is strong. Interact with your audience, even if nobody is commenting.

Jen McGuinness: To prevent the phone's battery from being drained, plug the phone into a portable battery in your pocket. To prevent a shaky transmission, use a mount for your phone.

Horticulturist and writer **Peggy Riccio** publishes **PegPlant.com**, which features local gardening news, resources, and plants for those who garden in the metropolitan Washington, D.C. area.

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Setauket Millpond in New York was filled with duckweed in fall 2017. The invasive species shades the bottom of ponds, preventing desirable plants from getting oxygen and taking a toll on fish and other aquatic animals.



In late fall, I gave a photography lecture to New York's Three Village Garden Club at the Setauket Neighborhood House in East Setauket. This historic site faces a large millpond that

empties into Conscience Bay and then flows into the Long Island Sound.

A group of us stood on the house's porch, gazing at what looked to be a pond painted an ugly green. It was not a pretty sight. Was this duckweed or algae? Duckweed and algae are often confused, as they are hard to tell apart. Not knowing the difference led to further research.

This murky green water culprit was duckweed (*Lemna minor*). Duckweed thrives on nitrogen and has explosive growth in warm water. Spreading duckweed can take over a body of water and block out sunlight needed by bottom-dwelling plants. Without light, plants cannot put oxygen back into the water resulting in fish decline. The millpond was historically 8 to 10 feet deep, but because

of runoff from nearby road sand and ground silt, the depth is now less than 4 feet. The town is considering pond restoration and dredging. On a positive note, duckweed prevents algae growth and the potential of toxic algal blooms caused by cyanobacteria.

ALGAE-SPEAK

The world of algae has a language all its own. Words like: Eutrophication, cyanobacteria, Phytoplankton, eutrophication, *Microcystis aeruginosa*, cyanobacteria and microcystins, among others.

"Phytoplankton are some of the Earth's most critical organisms," reports the Woods Hole Oceanographic Institute. "They generate about half the atmosphere's oxygen (and) form the base of every ocean food web." An algal bloom is the sudden increase in the concentration of phytoplankton, which can grow large enough to be seen by satellite. Most phytoplankton are benign, however, about 2 percent of algae are capable of causing harm.

Eutrophication is the enrichment of a fresh or saltwater body with excess nutrients like nitrogen and phosphorus, and rising

air and water temperatures. It provides an ideal environment for explosive toxic algal growth. Some of these harmful algal blooms, frequently referred to as HABs, are caused by the species *Microcystis aeruginosa*, which is a cyanobacteria belonging to a group of toxins known as microcystins. Many species of cyanobacteria threaten Lake Erie, the Chesapeake Bay, Lake Victoria in Africa, Lake Taihu in China, the northern lakes in Italy, the Baltic Sea, the Caspian Sea and hundreds of miles of coastal ocean.

Monster blooms are triggered by runoff from agricultural fertilizers and manure, untreated sewage, old leaky septic systems, stormwater, which picks up pollution while streaming across hard surfaces, and industrial pollution. "From 1960 to 2014, water temperature increased at 79 percent of the stream sites measured in the Chesapeake Bay region," reported the Environmental Protection Administration. Increased water temperatures combined with growing amounts of nitrogen and phosphorus in both salt and fresh water bodies make a cocktail no one wants to drink.

TOXIC BLOOMS

In 2014 an algal toxin released from Lake Erie into Toledo, Ohio's, water supply forced a two-day shutdown affecting a half-million people. Waterways choked with algae are sickening people and killing wild and domestic animals like birds, turtles, otters, dogs and cattle. Oxygen-starved dead zones, caused by algae decay, have caused massive fish kills.

Clams, mussels and oysters filter algae and need to be carefully monitored for HABs. New York Governor Andrew M. Cuomo is taking HABs seriously by planning Regional Harmful Algal Bloom Summits to address problems in 12 New York lakes that provide drinking water and have recreational value.

HABs have economic consequences, too, including impacting commercial fishing and shellfish industries; tourism and businesses near beaches and lakes, because swimming, boating and recreational fishing are curtailed; and property values. There are human health consequences, which run the gamut from mild to serious skin irritations and rashes, vomiting and other flu-like symptoms, neuro-degenerative diseases and liver cancer.

WHAT YOU CAN DO

Here are some of the steps we can share with our audiences and do ourselves to lessen our contribution to harmful algal blooms:

- Limit lawn, garden and agricultural fertilizer
- Maintain septic tanks
- Create shoreline, field and road buffers of native plants and grasses to absorb nutrients and reduce runoff
- Reduce erosion by planting broad-leaf plants with deep taproots
- Plant cover crops that take up nutrients, increase soil fertility and hold soil in place
- Restore seagrass beds, which purify water
- Use drip irrigation to conserve water
- Plant gardens with few or no bare spots
- Make a bioswale to infiltrate stormwater runoff
- Use a rain barrel to collect water

Dency Kane is a garden photographer and Climate Reality Leader, trained by Al Gore and the Climate Reality Project, dencykane@photographer.net, dencykanephoto.com.

HOT OFF the press

DEBRA KNAPE, MICHAEL LEACH AND TERESA WOODARD

Heartland Gardening / Celebrating the Seasons
Self published

84 pages, \$19.95 Blurb.com

Published February, 2018



The trio of bloggers at [Heartland Gardening](http://HeartlandGardening.com) has gathered favorite meditative essays, practical lessons, photographs, plant praises and recipes into seasonal reflections of the Midwest garden scene. Their enthusiasm for gardening in the sometimes-trying conditions of the Midwest will inspire gardeners wherever they dabble in the soil.

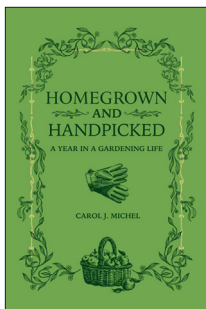
CAROL MICHEL

Homegrown and Handpicked: A Year in a Gardening Life

Gardenangelist Books

150 pages, softcover \$14.99, hardback \$24.99

Published March, 2018



Homegrown and Handpicked: A Year in a Gardening Life presents gardening in a humorous way. Like its sister book, *Potted and Pruned: Living a Gardening Life* (Gardenangelist Books, 2017), *Homegrown and Handpicked* contains 36 fun-filled chapters

on everything from New Year's resolutions to how to grow an enchanted garden. Purposely styled to look like an old gardening book one might discover hidden on a bookshelf somewhere, it shines a light on the fun of gardening that we always knew was there.

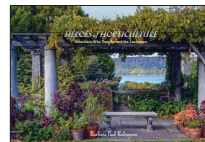
BARBARA PAUL ROBINSON

Heroes of Horticulture: Americans Who Transformed the Landscape

David R. Godine Inc.

272 pages, \$40, hardcover

Published March, 2018



The book tells the vibrant stories of 18 heroes and heroines, all American and all but two of them living. They

were the institution builders, plant explorers and garden creators who had a major impact on the landscape around us. The book profiles those who were essential to the creation of The Garden Conservancy, the restoration and enhancement of public parks and public spaces and the revitalization and establishment of botanical and other public gardens. There are exciting tales of the adventures of intrepid plant explorers and others who have created their own exceptional gardens that are becoming new public institutions.

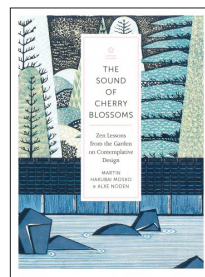
ALXE NODEN AND MARTIN MOSKO

The Sound of Cherry Blossoms: Zen Lessons from the Garden on Contemplative Design

Shambhala Publications

160 pages, \$16.95

Published March 20, 2018



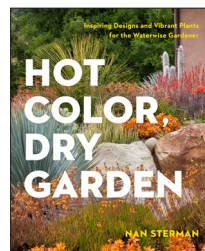
Part garden design and part Zen Buddhism, the book shows how the principles of design are the same guidelines we can follow to design our life. It is available wherever books are sold.

NAN STERMAN

Hot Color, Dry Garden

Timber Press, paperback, \$24.95

Published, April 2018



The book has four sections to guide you in creating color-filled, water-wise gardens. The first is designing for color, then a gallery of 15 gardens from New Mexico, Arizona

and California. Following that is a section that features key color plants from the 15 gardens, followed by a how-to section on gardening in arid climates.



Creating Relevant, Discoverable Content Online



To be a successful garden communicator, it's not enough just to know your subject. You may be the leading expert in a particular field, but understanding how your followers prefer

to learn about that subject and where they are looking to find that information is critical to your success.

Let's take the subject of container gardening as an example and examine how it could be communicated in ways that today's consumers prefer.

ON-DEMAND CONTENT

People are busy. They want to consume information when it is convenient for them, which might be at 9 p.m. after the kids are in bed or as they sit in rush hour traffic on their way home from work.

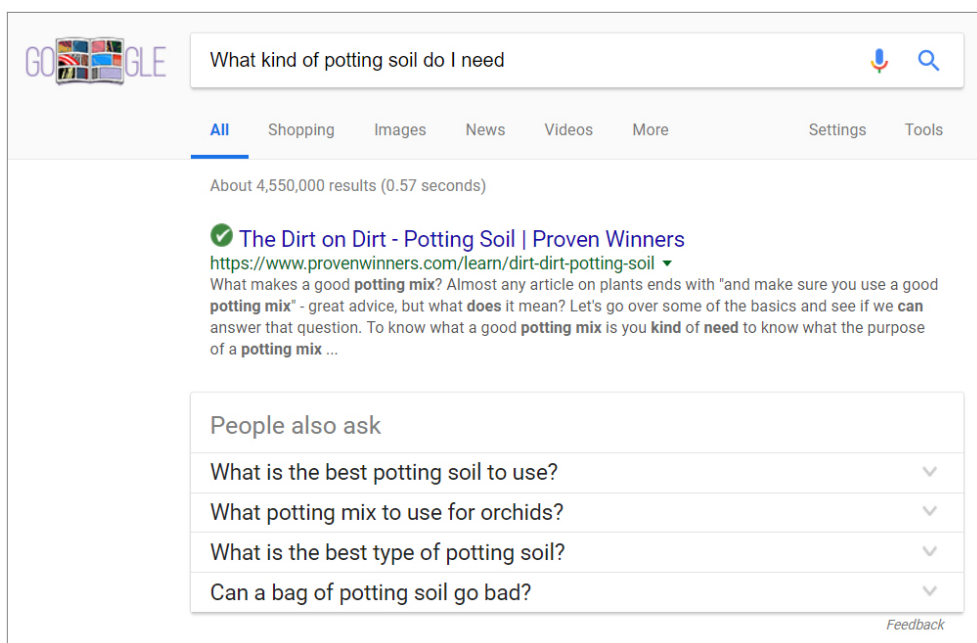
Content, such as podcasts and pre-recorded webinars, which users can recall on demand fits their lifestyle. New gardeners might enjoy a 30-minute podcast on the basic principles of success with container gardening. Another gardener could find value in watching a pre-recorded webinar in early spring on scheduling their cool season vegetable crops for containers.

VIDEOS

The brain processes video content 60,000 times faster than reading text and 65 percent of people are visual learners. It's no surprise that people prefer to consume content this way. If you aren't communicating through video yet, consider the prediction that 80 percent of all information consumed online will be available in video format by 2019, according to [Cisco Visual Networking Index: Forecast and Methodology, 2016-2021](#). A quick how-to video about how to drill drainage holes in ceramic containers would come in handy as a gardener works at their potting bench.

LISTS

Readers aren't just busy, they can be lazy, too. Why read a long-form article about best plants for shade containers when you could read a top ten list instead? Lists are quick for gardeners to consume and act as jumping



Use long-tail keywords in your titles to make your content more easily discovered by searchers.

off points for their next action, whether that is buying the plants or doing more in-depth research on one that peaked their interest.

ARTICLES THAT ADDRESS READERS' CONCERNS

People are looking for specific answers when they research something online. When their expensive new annuals are wilting in the container, they Google their concern or ask their friends on social media to find a solution. Do the articles you create address the questions and concerns your followers have?

RESOURCE PAGES AND GUIDES

Be an authoritative resource for your followers by providing in-depth guides and resource pages on the key topics within your area of expertise. This type of content has a long lifespan online and is often bookmarked for future reference.

If your specialty is container gardening, create an online guide on how to properly fertilize your containers throughout the growing season. Once your followers have learned to trust your content, they are more likely to take the next step and buy your book or tune in to your weekly radio show.

SHARABLE CONTENT LIKE GIFS, INFOGRAPHICS AND QUIZZES

Lighthearted, fun content is a welcome reprieve on a stressful day, and people like to share those bits of joy with their friends. Collect or create a bank of playful, upbeat content to share. It will help your followers relate to you and want to stay tuned to see what's coming next. [Two Women and a Hoe](#) has been hugely successful doing this on their Facebook page.

GETTING DISCOVERED

You've written a brilliant, insightful article about something your followers would love to know about. Now, how do you make it discoverable online? Here are four tips for helping your followers find your content.

• Use long-tail keywords

Think of this as what someone might type into the search bar. Searching "Why didn't my hydrangea bloom" will yield more specific results than "hydrangea." Include that longer string of keywords in the title or subtitle of your blog post, web article or video to convert those searchers into visitors. Be the best answer to someone's search. There are many good keyword

search tools available online. Try this free one to get started: [AnswerThePublic](#).

- **Be consistently active on social media**

You don't need to be active on every social media platform. Find out where your followers tend to spend their time and focus your efforts there. Announce all of your newly posted web content on social media and provide a live link to it in your post. When you are consistently active on social media, your followers learn to trust that you'll be there to help when they have a question in your area of expertise.

- **Post video content, including live videos**

Being on camera isn't something many of us are comfortable with. But given that it is one of the most preferred ways to consume content, it's a skill we need to learn. How-tos, behind-the-scene looks, product demonstrations and interviews are all popular video content. Consider this: 85 percent of Facebook videos are watched without sound (Source: [digiday.com](#)). If you're not comfortable speaking on camera, consider setting your video to music and using visuals (photos and video clips) and on-screen captions to convey your message instead.

- **Send e-newsletters**

Email is back in style, especially with millennials who appreciate the ability to consume the email content waiting in their inbox at a convenient time. [The Forbes article](#), "New Study Finds Millennials Are Actually Obsessed with Email" explains this in detail. When a follower opts in to receive your e-newsletter, it is your job to provide the kinds of content they prefer to consume. Make sure the email has a great subject line, personalized if possible, and is visually pleasing. At least 80 percent of people delete emails that don't look good or provide a bad user experience on their mobile device.

Maybe it's time to take another look at your communications strategy. Are you producing the kind of content that today's consumers prefer? What are you doing to make it discoverable online? Choose one new content format or strategy from this article and put it into action this season. You'll be glad you did!

Susan Martin is a Region III Director and a freelance horticultural marketer, writer, speaker and consultant based in West Michigan. She finds her calling in spreading the joy of gardening to fellow plant lovers. Follow her on Facebook [@Gardener Sue's News](#).

I N M E M O R I A M

JOHN BROOKES

October 11, 1933 – March 16, 2018

[John Brookes](#), the "man who invented the modern British garden and ushered in the ubiquitous 1990s decking trend," died March 16, the *Times* reported. He was 84.

Brookes started designing gardens and landscapes in the late 1950s and is considered most influential landscape and garden designer of the past fifty years. He has designed thousands of gardens, and has taught and lectured about horticulture, landscape and interior design on six of the seven continents. He "introduced the concept of the geometric grid as the basic structural form of the garden—in a nod to the artist Piet Mondrian—in his first book, *Room Outside* (1969)."

His other works include *The Essentials of Garden Design*, *The Garden Book* and *Country Garden*. His memoir, *A Landscape Legacy*, was recently published in the U.K. "More than anyone else Brookes established garden design as a viable and respectable profession to sit alongside landscape architecture," the *Times* noted.

DK, his long-term U.K. publisher, paid tribute to Brookes as "one of the most influential garden designers of the last 50 years." The *Bookseller* reported that he wrote eight books for DK, including *The Indoor Garden Book* (1986) and *The Small Garden Book* (1989), the latter being described by DK as his "greatest triumph." It sold 365,000 copies worldwide and, when it was reissued in 2006 in a new format as *Small Garden*, sold another 135,000 copies.

In 2004, Brookes was made a Member of the British Empire (MBE) for his contributions to Garden Design and Services to Horticulture.

— Shelf Awareness

JIM DUKE

April 4, 1929 – December 10, 2017

Jim Duke, PhD, an esteemed ethnobotanist, author, and a co-founder of the American Botanical Council (ABC), died at his home on December 10. He was 88 and had been in declining health.

"He was a brilliant, dedicated, funny, and humble man, who earned the admiration, respect, and love of thousands of scientists and herbal enthusiasts," said Mark Blumenthal, ABC's founder and executive director. "Jim's huge body of work, love of plants and people, sense of humor, and generosity of spirit are positive examples for all of us."

Duke authored hundreds of articles and an estimated three dozen books, both popular and technical, including *The Green Pharmacy*; *Peterson Field Guide to Medicinal Plants and Herbs of Eastern and Central North America, 3rd Edition*; *Handbook of Edible Weeds*; *Handbook of Medicinal Herbs, 2nd Edition* and *A Field Guide to Medicinal Plants and Herbs, 2nd Edition* (with Steven Foster).

He compiled botanical data from all types of sources for his "Father Nature's Farmacy" database, and was a humble botanist who preferred to walk barefoot in his extensive medicinal plant garden, or, when possible, the Amazonian rainforest.

In 1963, Jim Duke took a position with the USDA in Beltsville, Maryland. He retired from USDA in 1995, but retirement was in name only. Duke established the Green Pharmacy Garden in Fulton, Maryland, in 1997 as a teaching garden with approximately 300 species of medicinal plants. Shortly thereafter, *The New York Times* published a [profile on Duke](#).

"His impact and inspiration for the last three generations of all aspects of the herbal community cannot be overstated," said Steven Foster, an author, photographer, and collaborator with Duke on multiple books. "He was a renaissance man in the broadest sense."

Duke is survived by his wife Peggy (who was co-author and illustrator of several books), daughter Cissy, and son John.

— American Botanical Council



Get the Picture: Tips for Sending Photos and Captions



Over my years as a writer, editor and photographer for newspapers and magazines, I've learned a lot about the best way to submit and receive photos for publication.

It's surprising to me how many writers and photographers send in their photos without captions. A caption is a *complete sentence* that tells the reader what is going on in the photo. It's really almost a Who, What, When, Where, Why and How.

Why does this matter? The photographer was on the scene and knows best what was happening. If the editor has to write the captions, she or he is guessing as to what's going on. Other tips:

- Know the difference between high and low resolution of images and have a general idea of their size. Most print publications cannot use anything smaller than about 500KB. Images close to 1MB are preferred. As far as the image size, the larger the size and the higher the resolution, the more uses it provides to the graphic designer, from a ¼ page display to a full page (8 x 11 inches).
- Of course, the images need to be in focus and of good quality.
- Captions—also called cutlines—are written in *active voice*. Examples: Mary and Joe discuss plants at the GWA Expo in Atlanta. A hoverfly picks up pollen from a sunflower.
- When several people are in the photo, *identify them*, usually left to right. Example: Mary Smith (left), Jack Tipton, Kathy Petri and Bob Carr take a break at a private garden on a GWA Story Tour in Buffalo, New York.
- With each caption *provide the photo credit*. Even if using photos from stock houses or Creative Commons, always provide the proper photo credit. It's up to the publication to determine if these credits are needed, not the person submitting the photos. If no credit is provided, the editor may assume that the person submitting the photos was the photographer.



Identify people in the images and provide photographer's credit when submitting photos for publication.

- Avoid naming the image files Photo 1, Photo 2, Photo 3 without indicating the story (such as feature, Q&A, regional report). Include the publication name in the photo file. Examples: QT Philadelphia Flower Show 1; QT Philadelphia Flower Show 2; or Indiana Gardening Hort Feature 1; Indiana Gardening Hort Feature 2.
- Title each caption to correspond with the photo file name.
- If the files a photographer sends are too large to email, use Dropbox, WeTransfer or similar file transfer protocol or FTP site.
- Some photographers will write the caption as the file name of the photo. That opens up the opportunity for an error, because the editor has to retype the captions in a Word document.
- Provide the captions at the top or the bottom of the article submitted with the photos or as a separate Word file.
- Avoid sending photos individually in emails, each with a caption. That makes a lot of work for the editor, who has to download the photo and copy and paste the caption into a Word doc. If 15 photos are coming, the editor has to copy and paste 15 captions.
- If uncertain how to send photos, ask the editor about preferences.

Jo Ellen Meyers Sharp is Vice President of GWA and editor of *On the QT*.

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Helping Us Grow!

Thanks to these GWA members for helping to grow the organization this year. For every new member you bring in, you save \$20 on your 2019 membership dues.

ONE MEMBER

Jennifer Brennan
Karen Bussolini
Ben Cullen
Sally Cunningham
Perla Sofia Curbelo
Rosemary Dobson
Katie Elzer-Peters
Lorraine Flanigan
Roger Foley
C L Fornari
Charlotte Germane
Laura Grant
Kim Halyak
Becky Heath
Anna Leggatt
Kerry Ann Mendez
Carol Michel
Eva Monheim
Peggy Anne Montgomery
Tara Nolan
Teresa Speight
Jodi Torpey
Helen Yoest
Maria Zampini

TWO MEMBERS

Kirk Brown
Tom Johnson
Jo Ellen Meyers Sharp
Jean Thomas

THREE MEMBERS

Kathy Jentz
Teresa Speight



Pitching GWA Membership Benefit Led to ASJA Conference on Pitching



Once again, my membership in GWA brought me an opportunity. The American Society of Journalists and Authors offered our members a discount on the registration fee for their regional conference in Chicago in November 2017. The two organizations have the same management company. I had not previously known of the existence of ASJA.

ASJA recently added an associate membership category. Previously, there was only a professional membership. The new category's purpose is to mentor associate members to build their careers from regional to national reach. The application includes a portfolio of published works.

The two-day conference included a day on ghostwriting and a day focused on content marketing and nonfiction freelancing with tracks for both experienced freelancers and those who want to break in. The speakers were writers and editors. The second day fit my needs. Very familiar with the drive from Iowa City to Chicago, I did not hesitate to register.

SLAMMING AND PITCHING

The focus of the sessions was transitioning from a workplace environment as an employee to a self-employed freelancer. All the presenters told their stories of living through this process and thriving professionally and financially.

Participants had the opportunity make a pitch slam and an elevator pitch. I had to do my homework on exactly what these were; I was not going to lose the opportunity to dive in. I cannot report that I came away with a book contract, but I did meet many writers, collected business cards and took lots of notes.

In a pitch slam, individuals in an auditorium have 90 seconds to quickly pitch a story to a panel of editors and then another 90 seconds to follow-up after questions from the panel. The panelists stressed the importance of a compelling story.



An elevator pitch is a brief, persuasive speech to spark interest. The elevator pitch was part of a small group session with two leaders. We received valuable feedback from the leaders as well as from the other participants.

- Decide to whom you want to pitch and what you want to pitch.
- Use your background, knowledge and passion for the topic.
- The pitch should include a takeaway.

GETTING STARTED

Debra Gordon spoke on "Breaking into Content Freelancing." She said that age does not matter. You need to write well and work well—at home, alone. Choose topics in which you have interest and experience. Create a mission statement and goals.

Develop a business plan. After all, you want to make a living. A website is crucial as is a professional presence on social media. Indicate what you can do for a client. Email everyone you know. Create a database. Use LinkedIn to connect to companies that need

writers. Identify groups in your areas in which to participate and have conversations. Write blogs showing you have experience. Plan and schedule everything.

BE A TREND AND BECOME AN EXPERT

If that approach sounds exhausting, Joanne Cleaver presented another more organic approach. She advised identifying a “now” market opportunity.

- Define one key emerging trend.
- What skills and proven abilities do you have that potential clients need or want to make the most of that trend?
- Do you have untapped experience, proven ability, aptitude or credentials?
- What type of training, experience or education would transform this potential into a proven ability?

Cleaver stressed the importance of a portfolio. Write case studies. Potential clients want to know what you can do for them. Describe the project, the process, the solution and the results succinctly. You can use an example from your past working experience. A portfolio is not a resume, which is a “graveyard of your achievements.” A portfolio is a new way of looking at your work. She made the point that everyone is not a prospective client. She suggested studying conference websites and looking at speakers to learn who the up-and-coming people are within industries.

CONNECT WITH EDITORS

One session led by four panelists discussed some of the nitty gritty of connecting with editors. Use email for the cold call. Research publications thoroughly to learn about the columns or articles it prints as well as about the editor. Then email three ideas. Use bullet points. Use Twitter to follow an editor and even tag them. If using letters of introduction, explain how you got the editor’s name. Attach relevant clips and a resume. Then follow up.

The recurring theme was to pitch a story, not a topic. Keep in touch with your editors. Having a relationship with an editor is the best situation for a freelancer. You can make multiple pitches with a mutual partnership of two businesses working together.

Judy Nauseef is a landscape designer and garden writer in Iowa City, Iowa. She is a member of GWA, APLD and ASJA.

— IN MEMORIAM, continued from page 15

I N M E M O R I A M

BARBARA PERRY LAWTON

August 26, 1930 – June 20, 2017

Barbara Perry Lawton passed away peacefully on June 20, 2017. She was 86.

Barbara, an award-winning writer, author, speaker, and photographer, has written extensively on gardening and horticulture. Some of her notable works include: *Improving Your Garden Soil*, *Seasonal Guide to the Natural Year*, *Magic of Irises*, and *The Mint Family’s Bounty*. She most recently wrote for *Gateway Gardener* and *Outdoor Guide* as well on various subjects for several other publications. Barbara has over 1,500 published articles to her credit and was honored in 2007 with the Lifetime Achievement Award by the Missouri Affiliate of National Federated Press Women. The Garden Writers Association has named her to the GWA Hall of Fame in 2008 for her lifetime work promoting gardening to the public; she was honored as a Fellow in 2001 and served as president from 1991 to 1992. Barbara loved the St. Louis Zoo, nature in all its glory and was an avid horse rider.

Barbara was very socially involved with the community and was a member of several organizations such as the St. Louis Press Club, Garden Writers Association of America, American Society of Journalists and Authors, Kirkwood Chamber of Commerce, Forsythia Garden Club, Missouri Botanical Garden, Master Gardeners and the Willard Gaylord Foundation. From 1996 to 2006, she served as a reserve public information officer for the Federal Emergency Management Agency.

She was the loving mother of Bill (Mary) Lawton of Ft. Myers, Florida; dear grandmother of Shawn Lawton of Ft. Myers, Florida, Rachel Waugh of Florence, Kentucky, Bridget L’Heureux of Cape Coral, Florida, and Becca and Nate Gilberg of St. Louis, Missouri; dear great grandmother of Olivia, Alex, Corbin, Caden and Chase; sister of Betty Sudmeyer of North Carolina; dear aunt of Scott Sudmeyer of Indiana, Megan Porter of California and Todd Sudmeyer of North Carolina; predeceased by her children, Cynthia Gilberg and Mark Robert Lawton.

Memorial donations may be made to the Missouri Botanical Garden.

— Bopp Chapel, Kirkwood, Missouri

GARY LINCOFF

October 3, 1942 – March 16, 2018

Gary Lincoff, a self-taught mycologist whose contagious enthusiasm turned him into a piper of mushrooms, died on March 16 in Manhattan after a stroke. He was 75.

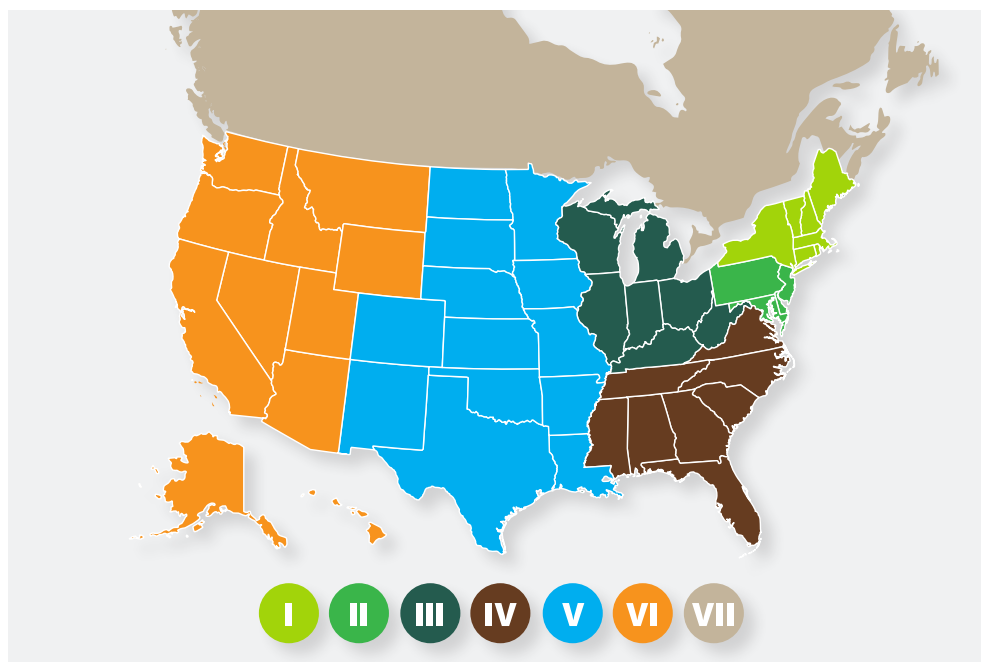
Gary authored the *Audubon Society Field Guide to North American Mushrooms*, *The Joy of Foraging*, *The Complete Mushroom Hunter* and other books. He taught mushroom identification at the New York Botanical Garden for more than 40 years and led wild mushroom and edible wild plant study trips and forays to 30 countries and in Central Park—two blocks from his home. A fungus fanatic, he championed the mushroom as food, medicine, soil decontaminator, psychotropic portal and essential link in the eternal cycle of decay and rebirth.

Words of wisdom from Gary Lincoff: “Having read Henry David Thoreau’s *Walden* at an impressionable age, I only knew that I didn’t want to find out when I came to die that I had not lived, whatever that meant. In a way not totally unlike Thoreau’s I was drawn to the woods, to a life “outdoors.” I didn’t know what interested me, partially because my undergraduate education was in philosophy. I somehow settled on mushrooms, perhaps because it was thought of at the time as being of no account, a mere curiosity of nature, something that rotted everything else. My grandfather even had to say to me, when my behavior was already too far along to be corrected, “I like lettuce BUT I don’t study it!” Somehow I knew I was on the right track.” He was also a raconteur extraordinaire, as evidenced in his numerous Facebook postings on Thoreau.

He and his wife Irene Liberman moved to New York in 1968. He set out to write a novel about a draft dodger who waits out the Vietnam War living in Central Park. In his research he got hung up on a question: What would the protagonist eat? “I took six months off to learn everything there was to know about survival in the city—wild foodwise,” he told *The New York Times* in 1978. “I began to see that every tree, every weed, wasn’t alike. I got into minutiae.” The couple led forays to gather edible plants for suppers of acorn burgers, pokeweed shoots and Juneberry pies. In 1971, the couple went on their first walk with the New York Mycological Society. “I said, ‘Let’s promise not to eat anything,’ and we ate nine wild mushrooms that day,” Ms. Liberman recalled. Mr. Lincoff had found his calling.

— *The New York Times* and Cathy Wilkinson Barash

REGIONAL NEWS & NOTES



REGION I C.L. FORNARI

After a May 8 talk for members of the Stamford (Connecticut) Garden Club, "Bringing It All Home: Garden Photography, Garden Making and the Art of Seeing," **Karen Bussolini** will head north, speaking on "40 (+) Great Plants for New England Gardens" at the Rye, New Hampshire, Driftwood Garden Club, May 15, and "Naturescape Your Yard" at the Andover (Massachusetts) Memorial Hall Library later that day. For more information go to karenbussolini.com.

C.L. Fornari hopes to connect with fellow plant geeks and GWA members when she speaks May 10 at Castle Hill Center for the Arts in Truro, Massachusetts.

Russ Allen wants people to be in-the-know the Huge Daylily Sale by the Connecticut Daylily Society, 10 a.m. to 2 p.m., May 19 at the Avon Senior Center, Avon, Connecticut. For more info on CDS, go to ctdaylilyclub.com.

To spread the word about her new book, *The Garden in Every Sense and Season*, **Tovah Martin** is hitting the road, coaxing and coaching fellow gardeners to come to their senses. In conjunction with the Garden Conservancy, Tovah will be "Digging Deeper" at Rocky Hills in Mt Kisco, New York, May 19, and exploring the herbs in Glenn Hillman's Litchfield, Connecticut, garden, June 2. She'll also be at Tower Hill Botanical

Garden in Boylston, Massachusetts, May 20; White Flower Farm in Litchfield, Connecticut, June 9; the Florence Griswold Museum in Old Lyme, Connecticut, June 10, and The Fells in Newbury, New Hampshire, June 30. For more details, go to tovahmartin.com.

Jo Ann Gardner will be a featured speaker at the 2018 Annual Meeting of the Herb Society of America, June 1, at the DoubleTree by Hilton® in Tarrytown, New York. She will be presenting "Herbs & Hardy Roses: Natural Companions in the Cottage Garden." Contact [Katrinka Morgan](mailto:Katrinka.Morgan@herbsociety.org), executive director, if you have a friend in the HSA and would like to attend as a guest, 440-256-0541.

REGION II DENISE SCHREIBER

Kirk R. Brown stays on the road with fashionable hats and shoes when John Bartram appears at Birmingham (Alabama) Botanical Gardens, May 9; Colonial Dames of New Jersey, June 3, and Wellfleet Garden Club, Cape Cod, Massachusetts, June 20. His Frederick Law Olmsted addresses the Tohickon Garden Club in Pennsylvania, June 27. Kirk begins teaching another full semester of the Landscape Design Certificate Course at Northampton Community College in Bethlehem, Pennsylvania. He also speaks at the Maryland Garden Club's annual Garden Party at Cylburn Arboretum in Baltimore, June 5.

Kathy Jentz, editor of *Washington Gardener Magazine*, will host an "Herb Talk and Tasting," May 20, at the [Takoma Park \(Maryland\) Farmers Market](http://www.takomaparkfarmersmarket.com). The event includes a seed-starting activity and samples of different culinary herbs.

Marcia Tate will present a talk and demonstration on planting for pollinators to the Silver Spring Garden Club, 8 p.m., June 18, at Brookside Gardens Visitors Center/Education Building, Wheaton, Maryland. The workshop, "Healthy Habitats Contained! Native Plant Container Gardens," is free and open to the public.

Denise Schreiber will speak about "Edible Flowers" at the Pennsylvania State Master Gardener Conference, June 20 at Seven Springs Resort in Champion, Pennsylvania. She'll have samples, too.

REGION III SUSAN MARTIN

Nina Koziol will present three programs at the Chicago Botanic Garden in Glencoe, Illinois: "American Home Garden Design 1832 to Present," May 12, "Keep Your Vegetable Garden Thriving" and "Using and Storing Herbs," June 9.

Emma Fitzpatrick of **The Davey Tree Expert Company** invites GWA members to the biennial [Urban and Community Forestry Program](http://www.urbanandcommunityforestry.org) in Pittsburgh, Pennsylvania, May 23-24. This year's theme is Healthy Trees, Healthy People. Representatives from the company will also present "Tree Rx – How Trees Keep Us Healthy" at the 2018 [Master Gardener State Conference](http://www.mastergardenerstateconference.org) in Seven Springs, Pennsylvania held June 28-July 1.

Barry Glick will present "Woodland Wonders from the Wild *Deuxieme Partie*" at the [27th annual Native Plants in the Landscape Conference](http://www.27thannualnativeplantsinthelandscapeconference.org), Millersville, Pennsylvania, June 7. This appearance marks Glick's seventh time speaking at this conference.

C.L. Fornari will give two talks at the 2018 Indiana Statewide Master Gardener Conference, June 7-9 in Danville, Indiana. Joining her as speakers at the conference are **Kate Copsey**, **Carol Michel**, **Jo Ellen Meyers Sharp**.

REGION IV

BRIE ARTHUR

Annie Martin, aka Mossin' Annie, will be at the U.S. Botanic Garden, Washington, D.C., May 4 and 5. Her 7 p.m. lecture on May 4, and the hands-on moss dish garden workshops held at 10:30 a.m. and 2 p.m., on May 5, are open to the public with free admission. She will present "Exploring the Magical World of Moss Gardening," May 23, at the Highlands (North Carolina) Biological Station and offer an all-day Moss Gardening Workshop, with free registration.

Brie Arthur will host an open garden in her home "Foodscape," May 5. No RSVP necessary, park on street, 7624 Troy Stone Drive, Fuquay-Varina, North Carolina.

Arlene Marturano will present "Think like a Butterfly" to the Sun City Carolina Lakes Lifelong Learning Community residents in Ft. Mill, South Carolina, May 7.

Jenks Farmer will host "Mother's Day on the Lily Farm," May 13. This event attracts a unique crowd, often three and four generations of women who want to spend time together in a relaxing beautiful place. Although there will be educational tours, organic gardening demos and plant sales, this is a drop-in event, guests come when they can and stay as long as they like. No cost, but [registration required](#), 148 Redcliffe Road, Beech Island, South Carolina.

Jenks will host "Father's Day on the Lily Farm," June 16. This event attracts many young families and gardening enthusiasts. Organic growing demonstrations and tours of the 1890s barn will be offered. No cost, but [registration required](#), 148 Redcliffe Road Beech Island, South Carolina.

Consulting Rosarian and American Rose Society Horticultural Judge **Lynn Hunt** will speak at the North Carolina Arboretum in Asheville, North Carolina, May 26. "Roses in your World and Around the World" features gardens of England, Australia and New Zealand, and includes an inside look at the 2017 Hampton Court Palace Flower Show.

Paula Biles will answer questions and share her water lily and lotus expertise at the annual Water Lily & Lotus Festival in Sarasota, Florida, May 28. The extensive Florida gardens are a photographer's paradise, showcasing ponds, dozens of ferns and countless other tropical plants. Call 941-378-9146 for more information.

REGION V

SHELLEY CRAMM

Elvin McDonald (GWA member since 1952) says he has mostly stopped writing about gardening and instead is spending nearly full-time *doing it*. Besides his own garden in West Des Moines, Iowa, he is chair of the buildings and grounds committees for Terrace Hill, a National Historic Landmark (and Iowa's First Family's Home), in Des Moines, and for Jordan House in West Des Moines, a National Historic Place that was a stop on the Underground Railroad. He is newly elected Junior Warden of his church's vestry and says, "I'm following in Rosemary Verey's footsteps. She was Senior Warden of her church at the time of her death." Elvin's church, St. Paul's Episcopal Cathedral, in downtown Des Moines, has a labyrinth and rain garden and subscribes to the Quiet Garden movement.

REGION VI

JACQUELINE SOULE

Cynthia Brian will be at the Moraga Faire, in Moraga, California, May 12, with her books. Cynthia offers monthly gardening radio broadcasts on [StarStyleRadio.com](#).

Dawn Hummel will present "Indestructible Houseplants, Orchids, Tillandsias and Tropicals" at the [The Inland Empire Garden Expo](#) at the Spokane Community College, Spokane, Washington, May 12.

Mary-Kate Mackey presents "How to Start a Writing Group" at the annual NY conference of the American Society of Journalists and Authors. May 18, at the Sheraton New York Times Square Hotel in New York City.

Jacqueline Soule will speak and sell her books at the [27th Annual Desert Horticulture Conference](#) in Tucson, Arizona, May 31.

Debra Prinzing reminds us that June 28 to July 4 is the fourth annual [American Flowers Week](#) with free resources. At the heart of American Flowers Week, Debra will produce the second annual [Slow Flowers Summit](#) on Friday, June 29, at the Wardman Park Marriott in Washington, D.C., with media support from **Kathy Jentz's** *Washington Gardener Magazine*.



The University of Georgia State Botanical Garden in Athens celebrates its 50th anniversary in 2018.

COURTESY OF GWA MEMBER CAROL MICHEL

National Public Gardens Day, May 11

This annual tradition of celebrating public gardens historically takes place on the Friday preceding Mother's Day weekend each year. Sponsored by the American Public Gardens Association, the intent is to raise awareness of public gardens and the important role they play in their communities and on a global scale. Many of the nation's public gardens mark the day with special events and activities for schools, families and thousands of visitors to explore and support their local public garden ([apga.org](#)).



Did You Know...

GWA has set a goal to add 40 new members in each region in 2018!

As an organization we have a membership drive goal for 2018. We're aiming to add 40 new members in regions I through VI and 20 new members in region VII. To accomplish this we need your help! Please remember that if a new member puts your name down as the person who referred them to GWA, you'll get a \$20 credit on your next dues cycle.

REGIONAL EVENTS

REGION I

The [Cape Cod Hydrangea Festival](#) is a 10-day period of open private gardens. Organized under the umbrella of the Cape's signature flower, the blue hydrangea, it's a celebration of all types of gardens and runs July 6 to 15. Entry to each garden is just \$5, which goes to a local non-profit. Special events and classes are also held cape-wide.



PHOTO COURTESY GWA MEMBER IRVIN ETIENNE

REGION III

[Hello Spring](#), a display of more than 250,000 spring bulbs, annuals and other flowers, continues through May at Newfields, formerly the Indianapolis Museum of Art.

Richard Louv, bestselling author of *Last Child in the Woods: The Nature-Deficit Disorder* and *Vitamin N: A Practical Guide for Creating a Nature-Rich Life*, will give an insightful lecture about the importance of nature in the lives of young and old at the [Cleveland Botanical Garden](#), May 4.

Outdoor enthusiasts may be interested in attending a comprehensive two-day course to learn wilderness medicine skills and first aid at [The Morton Arboretum](#) in Lisle, Illinois, May 5 and 6. Sponsored by REI and NOLS, this course will teach you everything you need to recreate safely and with confidence in the backcountry.

Also at Morton is an important [course on invasive species](#). Participants will learn how to identify, manage and control the most common invasive plants in the Great Lakes region and understand their impact on the environment. This course has two parts: online component begins May 11, in-person component begins May 19.

[The Indianapolis Bonsai Club Show](#) will be June 2 and 3 at the Garfield Park Conservatory, Indianapolis.

Spend a day with Mike Maddox at the [Horticulture Therapy Hands-On Workshop](#) in Lancaster, Wisconsin, June 8. Teachers, therapists, volunteers and others who work with students and adults who require adaptations are encouraged to attend and learn gardening activities that work with these groups of people.

Sue Markgraf reports that the popular [Aquascape Water & Garden Showcase](#) will take place in four Chicago-area communities on the third Saturday of each month, June through September, beginning June 16. This free, water gardening showcase features eight residential properties in each community and includes programs on gardening, outdoor entertaining and more.

Plan to attend the annual [Rhapsody in Bloom Garden Gala](#) at the Olbrich Botanical Gardens in Madison, Wisconsin, June 16. A summer tradition for nearly 30 years, this outdoor garden party features an elaborate dinner, lavish florals, popular entertainers, exclusive auction packages and fun themes throughout.

Over 800 named varieties of daylilies will be spotlighted at the [Dazzling Daylily Festival](#), June 22-30 at the Western Kentucky Botanical Garden in Owensboro.

To celebrate National Pollinator Week, members of the Michigan State University Department of Entomology will host [Bee Palooza](#) at the MSU Horticulture Gardens in East Lansing, June 24. People of all ages are encouraged to attend this free, fun and educational event that will include interactive activities centered on understanding the wonderful world of pollinators.

REGION IV

Members are invited to the 3rd annual [Cooper Young Garden Walk 2018](#) in Memphis, Tennessee, May 18 through May 20. Doug Tallamy will be the keynote speaker, and 75 homes and gardens will be featured. "This is a fundraiser to beautify the neighborhood and increase community pride and awareness of gardening. The tours include gardens with edibles, eclectic design, chickens, bees, artist studios and native plant demo gardens. There is a guided bike tour and a shuttle available," said Kim Halyak, chair of the weekend event with a Cooper Young Goes Native theme. GWA members get free admission with press pass.

REGION V

[Spring Garden Festival](#), May 10-13, is The Greater Des Moines Botanical Garden's signature event to celebrate gardening in Iowa. This pop-up retail event features more than 500 plant varieties, many of which are new and/or limited edition, plus workshops, garden art and merchandise, family-friendly gardening activities and a ticketed opening-night celebration.

At The Greater Des Moines Botanical Garden's [Spring Luncheon](#), June 14, **Bobbie Schwartz**, author of *Garden Renovation: Transform Your Tired Yard Into the Garden of Your Dreams*, will help attendees set goals and priorities and evaluate their existing landscape before making changes, while discussing the importance of soil, light, moisture and creating cohesion between the landscape and the home.

Region IV Meeting Featured Daffodils and Their Virginia History

BY PAUL HADEN



Despite light rain all day, 20 determined GWA members, from as far away as New York and Florida, and five guests attended the Region IV Meeting on April 7 and 8 hosted by GWA President Becky Heath in Gloucester, Virginia.

Our Saturday boxed lunches (ham, turkey or veggie sandwiches with chips and coconut-laced chocolate chip cookies) were catered by Nuttall Store of Ware Neck, Virginia. We later visited the historic general store/post office, where employee Judy highlighted the building's colorful history as local customers came in to buy general merchandise, food and wine.

In his presentation, Jeff Wright encouraged people to become citizen scientists, tracking the migration habits and health of birds, bees and butterflies, as modified by the variable timing of the plants they use for food and shelter, and then recording online what participants observe.

After giving informative presentations on growing hops and boxwood blight, Rollin Wooley opened his Gloucester orchard and small garden oasis in the woods to guests.

Becky graciously hosted Saturday dinner after highlighting her favorite recycled wood features of the open floor plan of the Heath's

forever home. A GWA business meeting was held by the shell-encrusted fireplace. We discussed how to make GWA be the best that it can be in reaching the general public with the many positive attributes of horticulture.

Jay Hutchins spoke on the history of daffodils in Ware Neck, Virginia. Becky made a living flower arrangement with dormant Mona Lisa lily, Gallery Leonardo dahlia and Pacocalla lily. She also distributed plugs of *Oxalis triangularis* and *Muhlenbergia capillaris* 'Pink', provided by Brent & Becky's Bulbs.

Cam and Dean Williams of Ware Neck graciously opened their expansive, well-manicured, waterfront yard, featuring a collection of whimsical, artistic birdhouses, woodland perennials, and outbuildings filled with interesting ideas like their elaborate dog washing station.

Thanks to Helen Lawson of Spot On Communications, attendees took home sample rose, blueberry, or azalea plant cultivars donated by Gardener's Confidence Collection.

Paul Haden is a horticulturist at Fife Corner Orchard/Willow Oaks Country Club in Goochland, Virginia.

Members Gather at Northwest Flower & Garden Show

BY MARY-KATE MACKEY



It was a new time, a new day and a new place. But 40 GWA members and future members managed to gather for a brown bag Connect Meeting, February 9 at the Washington State Conference Center.

In a room donated by GardenPro Conference coordinator and Northwest Flower & Garden Festival Seminar Manager Janet Endsley, the group shared accomplishments and offered ideas that could benefit the organization and its members in the area.

Region VI National Director **Mary-Kate Mackey**, led the meeting. She encouraged thoughts to be written on stickies and posted on two walls – one for recent achievements and one as a response to the question, "What could GWA do for you?"

On the highlights side, the postings ranged from Grace Hensley: "I got published in *RHS' The Garden*," and Ellen Zachos: "I just launched my first online course," to Ed Humes' succinct "60th anniversary." Congratulations, Ed and Mryna Hume.

The answers to the GWA question fell in several categories. The most popular responses were requests for more regional meetings. Educational concerns, from more professional networking to webinars and mentoring were also suggested.

Door prizes were generously donated from Janet Sluis, curator of the [Sunset Western Garden Collection](#) and West Coast Program Director for [Encore Azaleas](#); Judith Jones, [Fancy Fronds Nursery](#), and Vanca Lumsden, Albe Rustics.



Celebrate GWA's Golden Lifers



I woke up this morning and realized it's been 50 years in GWA for me. Whoa! That makes me older than Howdy Doody. I remember when GWA was GWAA and the annual meeting was

the social event of my year.

The contacts, the learning experiences, the after parties and the resulting jobs from networking were what GWA was all about for me. I was on the board of directors for eight years in the 1970s and 80s and held every position except president. That year I was shot down by viral encephalitis and doctor's orders prevented my ascent to top spot.

GWA was my life during that time and a lifeline to worldwide creative adventures that otherwise never would have been. I was so "into" GWA that I even proposed we plan a retirement home for our aged, so we could sit around and reminisce about our fabled existences as glamorous garden writers much like the old peoples' home for retired Hollywood screen actors. That idea obviously didn't fly. And probably a good thing it didn't, although I could use an apartment at "Garden Glories" about now. With a heated, indoor pool.

HOLLAND, HOLLYWOOD AND HORTICULTURE

What fun! I would never have had the chance to go to Holland on Sally Ferguson's Netherlands FlowerBulb tour and meet Audrey Hepburn if not for Garden Writers. I would never have gone on to get my midlife master's in horticulture if it wasn't for GWA. I would never have written gardening books if not for my fellow networking buddies. The fabulous fellow writers I met, the incredible places I visited for annual meetings that I never would have seen otherwise and the not-to-be missed trade shows with all their super samples are still great memories.

The tragic accidental drowning death of my husband ended my 35-year garden writing

career, as I had to slip into his shoes and take over as CEO for the business—a power transformer manufacturer. Since then, age and infirmity have kept me from the meetings. But I'd never let my membership lapse because of that perennial, (no joke intended), nagging question, "What's new?"

In the day when GWA gave only a handful of annual awards, there was a top award for a piece I wrote as the result of the late, great Ted Marston, former GWA president, telling me, "Write what you know," a sage piece of advice. And that I did.

With the ton of newspaper, magazine and book pages I've written over the years, I could wallpaper my house. I loved rattling my Chicagoland readers in my 20-year *Daily Herald* column, ragging about the use of pink plastic flamingoes in the front yard, coughing on about the dangers of flower intoxication in trial gardens, relating findings in search of phenological spring on my annual road trips to nowhere – fun articles sprinkled among the down-to-business stuff. Garden writing was a blast in the heyday of daily papers with their garden columnists (now dinosaurs.)

MORE THAN PRINT

Once upon a time, an applicant needed two active members for sponsors and proof of legitimate garden writing to qualify for membership in our association. You had to earn your way in. Garden communicating is so different today. Things like computers, for instance, or email and online research, let alone personal websites, YouTube channels, or Medium weren't even conceived at that time. Since 2015, even blogging has become pretty much passé. Just keeping up gets me down!

Life after death of one's career isn't all that bad. You still have all the memories, the photos, and yellowed articles in boxes and the later stuff on floppy discs (remember those?), CDs and memory sticks. Excuse me while I send them off into the cloud. I'm still breathing, I'm still vertical, I'm still consulting, and after 20

years since my last book, I just published a quickie, available on Amazon and Kindle called *Skewed Flash Fiction, A Collection of Fifty Freaky Fast Reads*, a collection of short, short accounts, a few horticulturally oriented.

Since GWAA started in 1948, only a precious few comprise the exclusive, over-50 year-membership club. I call them the Golden Lifers. They are **Elvin McDonald**, **Derek Fell**, **Barbara Rothenberger**, Ph.D, **Lawrence Sherk**, **Jane Jung**.



ELVIN MCDONALD, OPERA SINGER, AUTHOR, WRITER

The venerable Elvin McDonald has been in Garden Writers since 1952, yes, 1952! Many of the current 1,038 GWA members (as of March 13, 2018) weren't even born in 1951. Elvin is a 1983 GWA Fellow and a 1998 GWA Hall of Famer.

I reached him as he was running out to sing at a funeral. Classically trained, he's got a golden throat. He even sings opera. Check out the daffodil named in his honor, 'Elvin's Voice,' in the Brent and Becky's Bulbs catalog. Elvin originally came to New York from his family farm in the Oklahoma panhandle (who knew?). He has designed gardens for the likes of Ethel Kennedy, Glenn Close, Audrey Hepburn, C.Z. Guest and others. Currently he's so busy with hort projects that I couldn't write them down fast enough. (See page 21 for details.) The Gloxinia and Gesneriad Society, which he founded while he was in high school, is thriving and newly relevant, owing to the discoveries of new gesneriads in China.

As a volunteer, Elvin is curator of gesneriads at the Greater Des Moines Botanical Garden. His long and glamorous career in garden communications is one to die for. Elvin has been associated with every prestigious magazine, newspaper and book publisher one

could imagine: Hearst, Meredith, MacMillan and Doubleday/Knopf to name a few.

Dozens of his impressive count of nearly 100 books are available on Amazon. At a gala dinner at the Chicago Botanic Garden in 2002, the Chicago Horticultural Society honored him with their coveted Lifetime Achievement Award. More recently he has been named an honorary member of the Garden Club of America. And can you believe that Elvin started writing at 14, selling articles to *The New York Times*?



Derek Fell

PHOTO COURTESY DEREK FELL

DEREK FELL, PHOTOGRAPHER, AUTHOR

Derek Fell, a GWA Fellow since 1978, is another of the most prolific GWA writers, with a Guinness-like record of more than 100 garden books and calendars to his credit—maybe 50 more by the time this article appears. He can't keep count anymore. Derek joined GWA in 1964. I caught up with him resting on his laurels at his winter estate on Florida's Sanibel Island, where he grows bananas, mangoes, avocados and coconuts for the table. Derek has more GWA awards to his credit than just about anyone, and after 54 years he's still with it. This busy writer and photographer is justifiably proud of the job he did on his 2014 book, *The Gardens of Frank Lloyd Wright*. Noteworthy is Derek's series on the gardens of the great Impressionist artists, Monet, Renoir, Cezanne and Van Gogh. I just got my hands on Derek's 2005 *Van Gogh's Women: Vincent's Love Affairs and Journey Into Madness* (not a gardening book, unless you count cultivating amour, but so what—*cherchez la femme!*).

BARBARA ROTHENBERGER, HORTICULTURIST

Barbara Rothenberger, Ph.D., of Columbia, Missouri, is a longtime landscape designer, horticultural consultant, writer and photogra-



Barbara Rothenberger

PHOTO COURTESY BARBARA ROTHENBERGER

pher, who joined GWAA in 1960, serving two terms as regional director. Active on the board of directors for the Missouri Botanic Garden, Barbara enjoys judging horticulture at the Missouri State Fair and other flower show competitions. She can be found rocking to pop and classical music as she continues as a member of the Women's Symphony League. Her late husband, Ray, who was also a GWA member and horticulture professor, was the musician in the family, often playing Rachmaninoff to her delight.

She was in college when she decided she wanted to be a garden writer. "It was my junior year in college and my professor in horticulture took our entire class to the journalism school's yearly writers conference. Gretchen Harshbarger was one of the speakers he wanted us to hear. I decided after hearing her that I wanted to be a garden writer. I then took 12 hours of journalism classes," she said.



Jane Jung

PHOTO COURTESY JANE JUNG

JANE JUNG, FREELANCE WRITER

Freelance writer Jane Jung is the only honorary member with golden longevity. She joined in 1961. Retired now, Jane was the woman behind the man. Her late husband Wil was the



Lawrence Sherk

PHOTO COURTESY LARRY SHERK

executive director of GWAA and was named a Fellow in 1991. Wil Jung and his family owned Jung Seed.

"Many years ago, I enjoyed working on the commercial ad for the yearl catalog," Jung said "Wil was much fun to be with."

LAWRENCE SHERK

Toronto's Lawrence Sherk, co-developer of the first Canadian Plant Hardiness Zone Map, and I joined in 1969 to complete the Golden Lifers club.

He was chief horticulturist for Sheridan Nurseries Limited, with the head office in Glen Williams near Georgetown, Ontario. Larry retired December 31, 2001 after 32 years with the company.

He continued to lecture and write about various gardening topics. He also researched the history of Sheridan Nurseries in advance of the company's 100th Anniversary in 2013, and published *Sheridan Nurseries, One Hundred Year of People, Plans and Plants*.

Over the last 40 years, Larry has amassed a large collection of Canadian breweriana, beer advertising and packaging, and in 2016 wrote the book *150 Years of Canada Beer Labels*.

Wait a minute! If my abacus serves me, I just realized that Larry and I haven't hit the golden year as yet. Close, but no cigar. We're going to have to wait another year to claim 50-year longevity in GWA. Darn, I'll have to write this article all over again.

Mary B. Good, who goes by Sunny, lives in Middleton, Wisconsin. A member of the Wisconsin Academy of Science, Arts, and Letters, notorious storyteller and morel mushroom fancier, she has spent over 60 percent of her life in GWA. She's currently gloating about her latest book *Skewed Flash Fiction: A Collection of 50 Freaky-Fast Reads* going into second printing.

Newcomers: Tips for Getting the Most out of Your First GWA Conference & Expo

BY DEE A. NASH



I attended my first GWA Annual Conference & Expo (then called the Annual Symposium) in Oklahoma City in 2007. I joined GWA: the Association for Garden Communicators at the suggestion of another

writer friend. Writing about gardening was my passion, and she thought GWA would be beneficial.

In spite of being an introvert and, at first, being intimidated by such a large, knowledgeable group, I found the members accommodating and kind. I was determined to take advantage of every opportunity. I listened to members' advice and worked that conference—and every one since—with excellent results.

Here's how you can make the most of your first GWA conference:

BEFORE YOU GO:

- When packing your suitcase, plan for swag. What is swag? It's the tools, gardening supplies and plants you'll be given by exhibitors at the Expo. You'll need to check a piece of luggage if you want to take any tools home. Make sure tools and other items fit in your luggage or you'll have to ship them. For plants, bring along some gallon-size Ziploc bags. The night before you return home, take the plants out of their pots, shake loose soil into a lined trashcan and place each plant in a bag. You can get more plants home this way.
- Save money and, perhaps, make a new friend by seeking out a roommate. If you're frugal or want to meet someone right off the plane, ask to share an Uber or taxi from the airport. Attendees use GWA's Facebook page to find roommates, airplane arrival times and ride-sharing opportunities.
- Your first conference may seem a bit lonely and overwhelming at first. If you already know someone in GWA, make plans beforehand to get together for dinner. Suggest that they bring along a couple of other members, too. If you don't have dinner plans, go to the lobby during the cocktail hour and you will probably run into others going out



PHOTO COURTESY KATHY JENTZ

(identifiable by their GWA badges). Ask to go along. They will most likely say yes.

- Have business cards made, even if you think you won't use them anywhere else. You'll need them to trade with other writers, landscape designers, editors and exhibitors in the trade show. How else can you use business cards? Say that you love one of the tour gardens and you want to take more photos later. You'll look more professional if you hand the owner your business card and make plans for time in their garden without 400 additional people. Or perhaps you had a good conversation with one of the vendors at Expo and they ask for your card; you'll have one at the ready.
- GWA is going paperless this year, so be sure to download the app where the schedule and all the information will be at your fingertips. If you want a hard copy of the schedule, print it before you leave home. The app will be available at the GWA website.

WHEN YOU GET THERE

- Go to the First-Timer Attendee Meeting where you'll be teamed up with a mentor. Yes, it's loud and fun, and no, you won't remember everyone's name, but that's OK. You will become more familiar with faces, and when someone smiles at you later, they will strike up a conversation with you, especially if you wear your First Timer ribbon on your badge. Remember, it's not a scarlet letter. It's a badge of honor.
- Attend your Regional Meeting. Don't know your region? Introduce yourself to GWA's

team: Executive Director, Maria Ungaro; Deputy Executive Director, Ashley Sullivan; Communications Director, Crystal Rankin; Conference Director, Sandy Stevens and Membership Director, Jennifer Perrone. They're great people to know and they will help you find what you need.

- When you return to your room in the evening, make notes of people you want to follow up with after the conference. GWA has an online directory of members and exhibitors. Plus, many people will give you their business cards. You can write on the back of the cards, or bring note cards or a notebook with you for this purpose. In the whirlwind of the conference, it's easy to forget to contact people later, and you'll be tired when you get home. One member I know brings thank-you cards to the conference and writes notes to people she wants to get to know better. In an online world full of texting and email, this is a memorable gesture. Mail the cards when you get home.

GWA is all about relationships. Our business, no matter which area you work in—writing, photography, media marketing, garden retail/wholesale, speaking, television, radio or other—is all about relationships, too. Getting to know other people in our field is priceless, and there are no more generous colleagues than those in GWA.

Dee Nash is a writer, speaker and blogger at reddirtrambblings.com. She lives and gardens on 7.5 acres in Oklahoma.