

Golden Gardens eNews

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California Garden Clubs, Inc.

www.CaliforniaGardenClubs.org

A member of
National Garden Clubs, Inc.
Pacific Region

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THE PRESIDENT'S MESSAGE

I was proud to represent California at the NGC Fall Board Meeting in Des Moines, Iowa. It was great networking with other state presidents and sharing ideas at the Roundtable-Dialogue Meeting sponsored by the Strategic Planning Committee.

During the Business Meeting there was much discussion on the proposed NGC dues increase from \$.50 to \$1.00 per capita, effective June 1, 2016. NGC dues have not been increased for twenty years and an increase is apparently inevitable. The \$.50 increase will mean the addition of over \$11,000 to CGCI's dues bill! California's dues of \$2.25 per capita are the lowest of any state at present and will need to be increased to \$2.75 to provide the additional funds IF the NGC dues increase is approved at the NGC Convention in Louisville, Kentucky. California is allowed 12 voting delegates and we have only three. Please let me know if a trip to Louisville would fit into your schedule. The dates are May 15-17, 2015.

-- Rita

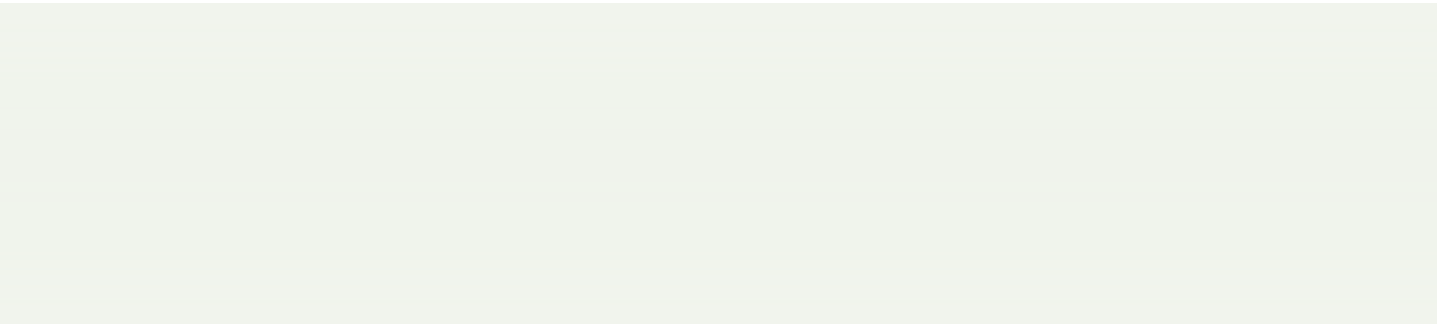
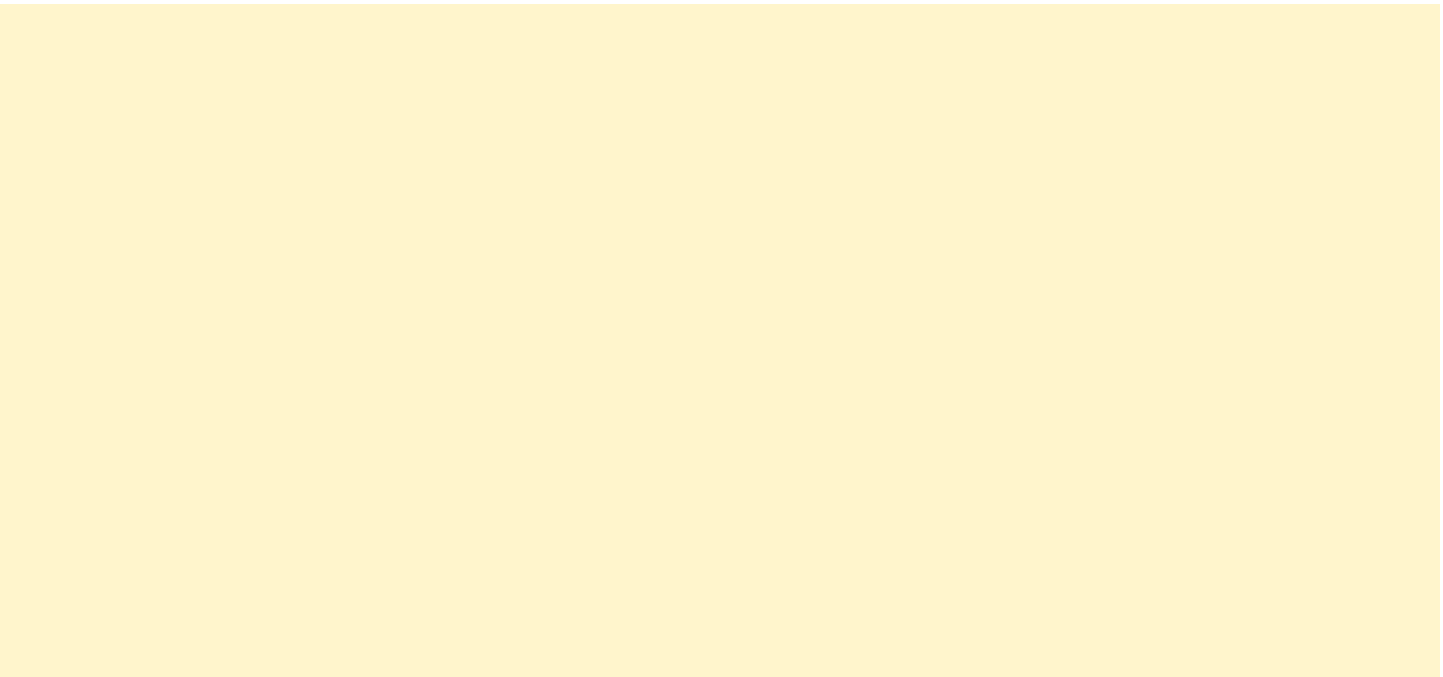


President's Travel Schedule 2015

March 10-11	*Yosemite Gateway District
April 6	*Orange County District
April 20-22	Pacific Region Convention, Eugene, Oregon
April 30	Arboretum District Luncheon

*Official Visit









FROM WINTER BOARD MEETING

DISTRICT DIRECTORS

Arboretum District Director

Mary Betlach: Monrovia Garden Club is participating in the Monrovia Rockhounds Show and Sale at the Los Angeles County Arboretum on March 7-8 as a vendor selling plants. Sierra Madre Garden Club is planning a flower/plant/garden item sale at the Wisteria Festival on March 15. California Organic Garden Club members are getting ready for their big show, the Green Scene, at the Fullerton Arboretum on April 18-19. Los Angeles Fern Society is getting ready for the 50th Annual Show at the Los Angeles Arboretum on the weekend of July 26.

Bay Bridges District Director George Perko: The district clubs reported on their many plans for the upcoming year including a floral design presentation and auction; a fundraiser featuring noted floral designer Nancy Colvin; a community project; a luncheon fundraiser and Membership Tea; and a Mother's Day weekend show and sale.

Bay Ocean District Nancy McDougal: This autumn's Rainbow Report was also used in our district to record information on the totals of club activities beyond regular meetings. There were group tours; maintenance of rose, butterfly and historic gardens; children's workshops; Arbor Day participations; and civic beautification at civic meetings and plantings in a local business district. Clubs seeing the list at a later meeting were surprised at the amount of 'good' they had accomplished in just one year.

Buttes Co-District Director Carol Jauregui: Buttes District is named for the Sutter Buttes, an extinct volcano that rises out of the valley floor. It is an agricultural area of diverse products. Likewise, our clubs' many interests are addressed by their speakers. The drought is still a prominent topic. Water-wise gardening talks were given at the flower show. The foothill clubs learned about fire safety as a result of the dry trees. Valley clubs learned about intensive vegetable gardening techniques, how to dwarf fruit trees, and use green cover crops.

Cascade District Director Carolyn Hoyum -- see Carolyn's report on Lake California Garden Club on page 18 of this newsletter.

Channel Islands District Director Maggie Crane: Several of the clubs have had a large increase in membership with the rest of the clubs experiencing a normal amount of growth. This is a nice change from several years ago when our memberships were decreasing.

It does seem like gardening is becoming a trendy activity, and it seems we are reaping the benefits.

Costa Verde District Director Kitty Guzman: Long Beach GC members recently visited the Habitat for Humanity home that the club had landscaped and found that the proud new homeowner is taking excellent care of it and very pleased with her drought tolerant yard. Hermosa GC members helped in the restoration of the Theodore Payne Native Flora Garden and accomplished a Blue Butterfly Native Plant Project. San Pedro GC sells donated recycled jewelry for its main fundraiser, and two members bedecked a truck with flowers and represented the club in the San Pedro Holiday Parade.

Desert Empire District Director Cecile Campbell: Two clubs in the District worked together to host a Near Club Flower Show at the Desert Empire Fairgrounds in Ridgecrest. Oasis GC and the Desert Rose GC participated in a Desert Empire District fundraiser in Ridgecrest at the first Ridgecrest Petroglyph Festival and Street Fair.

Diablo Foothills District Director Rebecca Ferguson: Our District's challenge is, "What is the District's role and how to continue to be of value to the Clubs in this day of easy information sharing via internet access, including CGCI?" We had a brainstorming session with past District Directors and are including brief brainstorming round tables discussions during the upcoming district luncheon. We are very busy planning for the 2015 CGCI Fall Board meeting in Concord.

Golden Foothills District Director Carlotta Wixon: We are always looking for interesting ways to raise money to support our district expenses. At each meeting we have a "Granny's Attic" silent auction table and a plant sale, along with a small fee to attend the meetings. Our main focus right now is preparing to host the 2015 Convention.

Humboldt District Director Janean Guest: Members of the Humboldt District are getting geared up and excited

IN A NUTSHELL (CONTINUED FROM PAGE 8)

to plan for the 2016 Fall Board Meeting; Fortuna GC will be having its 40th Annual Daffodil Show, 3/28-29/2015.

Luther Burbank District Director Dave West: The first course of Landscape Design School was a great success. A full class of 50, great instructors, good meals, and we made a small profit to use in setting up the second school to be held in April. Santa Rosa Garden Club and Santa Rosa Flower Arrangers Guild held a joint standard flower show in November.

San Fernando Valley District Director Albert Chang: West Valley GC earned over \$6,000 by hosting a tea party; the program was led by an *Antiques Roadshow* appraiser who authenticated and valued items brought by the attendees; Southern California GC provided the dinner and ran the silent auction part of the California Assoc. of Nurseries and Garden Centers plant sale, which raised over \$11,000 for horticulture education; The Seed Library of Los Angeles, SFV Branch, hosted twenty-five government officials from Shensi Province, China. They were interested in applying organic techniques for profit farms in their province.

Sequoia Foothills District Director Judy Silguero: The District held four meetings with educational speakers to which the public was invited via notices in the newspaper. We had a successful plant sale in September as a fundraiser. Our inventory for the plant sale comes from our own yards. Many members divide, root, seed, and pot a variety of plants -- common and uncommon.

Valley Lode District Director Penny Binney: I want to share this grand idea. Lodi Garden Club has "Game Day." It is for five hours, and the cost is \$15 per person. Each member brings a salad for lunch. Games include: Bridge, Bunco, Canasta, Mexican Train, Dominos and Etc. This is a great fundraiser/concept if your garden club has older members who cannot get down on their knees to plant or carry heavy objects.

CHAIRMEN

See articles in this newsletter for full reports from Jane McKee, Albert Chang, Bev Davies, Marlene Kinney, Judy Powers, Sara White and Carolyn Villli.

Arboreta & Botanic Gardens Chairman Sherry Molinari: Nearly every city has a great park. Not so for Los Angeles, until now. Today the development of Los Angeles State

Historic Park is on track for completion late next spring. Fifty-two miles of the L.A. River will be developed into parkland to create 150 acres of continuous open space in the heart of Los Angeles. By this time next year, all this will be enhanced by 1,000 trees, a wetland, a citrus grove and open space designed to host festivals and outdoor concerts. You can go to the CGCI website for a list of arboreta and botanic gardens.

Bee Chairman Josie Goodenow: We all know that the honey bees are suffering from a die-off coined Colony Collapse Disorder but most of us are unaware that the native bee populations are also in decline. The BeeGap program is a partnership between NGC and **Crown Bees**. My goal is to have at least one Bee Chairman in every CGCI District. Please consider this worthwhile program!

More folks need to be aware of the importance of our bee pollinators. Do you realize that 1/3 of our food is directly dependent on pollinators? In addition, bees pollinate crops needed to feed our meat sources.

Board of Trustees Chairman Julie A. West: Two recommendations to Executive Committee were generated during the Board of Trustees' Meeting at Winter Board -- An individual may receive no more than two CGCI scholarships, and net proceeds from sale of CGCI 2017-2019 three-year calendars be designated to CGCI project Anza-Borrego Desert State Park project. *Golden Gardens* Board Designated Restricted Fund was reviewed and generated a recommendation to Executive Committee for Pre-Convention board meeting.

California Consultants Council (CCC) Chairman Julie A. West: Three various Landscape Design CCC awards were given at Winter Board to the Leo Politi Garden (CSU-Fresno) and Robert Boro, ASLA plus Belmont Nursery. The CCC will sponsor a workshop at the 2015 CGCI convention in Reno, "The ABCs of NGC Schools" that will consist of a panel discussion of questions and answers.

District Director Coordinator Julie A. West: At the Winter Board Meeting District Director's Forum many items were discussed, including, *inter alia*, policies for expenses incurred as District Director and attending CGCI meetings; transition tips between outgoing and incoming Directors;

IN A NUTSHELL (CONTINUED FROM PAGE 9)

yearbook information; the benefits of sponsoring a school and fundraising ideas at the district level.

Facebook Administrator Pat Clayes:

Please go to the CGCI Facebook page and see what is happening on the page. You do not have to be a Facebook member to do this. And, if you are a Facebook member, please "like" the page.



Gardening Study Schools Chairman Greg Pokorski: We need to get a GSS Series started. 2014 was the first year since 2003 that no GSS Course was held. Refresher possibilities for this year and next year are being explored. A Tri-Refresher is available at the NGC Convention in Louisville. A Schools Workshop is being planned for Convention. Come see how to conduct a school.

Golden Gardens eNews Editor Pat Clayes: Please remind your club members that they can subscribe to the FREE eNewsletter by visiting the CGCI website and clicking on "Publications."

Group Tax Exemption Program (GTEP) Chairman Bev Davies: Mailed the GTEP renewal packets on September 1, 2014 to 108 Clubs and 6 districts; reminder emails sent on December 15 and again on January 15. All the current clubs and districts have submitted their GTEP renewals. Membership now has 106 clubs and 7 districts. As of Winter Board, there has been no IRS revocations of exempt status to member clubs and districts.

Judges Council Liaison Rilla Crane: "Stories to Share" – Members are to share experiences and challenges in entering flower shows or presenting programs in horticulture or design. Stories are to educate and encourage garden club members to participate.

Landscape Design Schools Chairman Alexis Slafer: Series 26 of the Landscape Design Schools is being sponsored by Luther Burbank District. Course I, held last October, was a great success with 50 attendees with 7 consultants refreshing their credentials. You do not need to take the courses in order, so you can start the school with Course II. I am available and eager to assist clubs and district members with planning new schools! Wouldn't it be great to have a school in your own area?

Our Landscape Design Consultants in CGCI are great resources who can participate in your local clubs or districts as speakers and help with special landscape design projects. Please don't forget them!

Life Membership Chairman Carlotta Wixon: Seven new CGCI Life Members and one new Pacific Region Life Member were ratified at the Winter Board Meeting. Please encourage your club members to purchase a Life Membership as a gift or to become a Life Member themselves. By doing so, they will be adding to the Scholarship Fund with their tax deductible donation.

Penny Pines Chairman Pat York: Plantations can be purchased "in honor" or "in memory" of a special member, family member or friend. Please remember to send the check for the plantation to the forest - not to me!

Post Office Box Chairman Julie A. West: CGCI's permanent mailing address is NOT intended for membership dues, yearbooks submitted for award entries and items that should be sent directly to various chairmen designated to receive those items. The intended use of CGCI's post office box is for official correspondence of CGCI.

Parliamentarian Greg Pokorski: Since our next meeting will be the convention, all are reminded that all clubs and associate plant societies are entitled to representation at convention (by presidents and delegates; delegates need to be elected by the club). See Bylaws Article XI, Sections 4, 5 and 6 (page 90 of the current *Yearbook, Manual & Roster*). Credentials forms are sent with the Call and are to be completed by each club.



***The first day of spring is one thing,
and the first spring day is another.
The difference between them is
sometimes as great as a month.***

**--Henry Van Dyke (1852–1933)
Fisherman's Luck (1899)**

FROM THE PRESIDENT-ELECT



By **Sue Bennett**, Convention and Board Meetings Chairman
and Official Calendar Chairman

CONVENTIONS AND BOARD MEETINGS

GOOD NEWS: Dates and places have been established for the September 2015 and February 2016 Board Meetings. This chairman is currently working with Orange County District Director Annie Hall Bosche for Convention 2016; and in February,

this chairman travelled to Humboldt District to meet with the Humboldt District Director Janean Guest to tour a location for the September 2016 Board Meeting.

BAD NEWS: No district or club has stepped up to host either the Winter Board 2017 or Convention 2017.

Districts and Clubs should be eager to hold a meeting or a convention – this is the future of CGCI. If your District or Club can help, don't hesitate to contact this chairman.

OFFICIAL CALENDAR

REMINDER: Before choosing dates for your event, please check with the Official Calendar Chairman to avoid unnecessary scheduling conflicts. Visit the calendar webpage for a list of upcoming events. This chairman is excited to report that new dates are starting to arrive.

2015-2016 YEARBOOK

District Directors and Chairmen can now enter their information online. This information needs to be completed by July 1 -- the tentative deadline for the CGCI *Yearbook*.

2015-2017 CHAIRMEN

Speaking about Chairman, I will be looking for chairman for my term and will be contacting everyone soon.

MEMBERSHIP & YOU



By **Krystal Migliore**, 2nd Vice President - Membership Chairman

In today's world, research says that we are exposed to as many marketing messages in a single day as our great-grandparents were their entire lifetime. Think about it! With ads on television, radio, billboards, in print media and on the internet, we are constantly exposed to information. Seeing or hearing about something only once has very little impact. Today, three, four or even five times may be required before one even becomes consciously aware of the message. How many are needed before someone takes action? A lot! That is why it is important to always be marketing your club.

Spring is one of the busiest seasons for garden club activities. What activities are on your club's schedule for the remainder of your garden club's year? Is there a community event, plant sale, garden tour, tea or other event? Every event is the perfect opportunity to promote your club and the benefits of membership.

Membership matters, and a simple checklist of items that can easily be incorporated into your events is a major step toward consistently promoting your club.

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MEMBERSHIP & YOU (CONTINUED FROM PAGE 6)

Who are you? Tell them with signage! This is one of the easiest ways to let the public know about your club. If you don't have a banner or need another, visit <http://californiagardenclubs.com/PromotionalMaterials>. At public events, do your volunteers wear aprons or clothing that identifies them as members of your garden club? Do these public events include civic beautification projects too?

Reach out and grab their attention! Have you ever worked a community event, watched the people in attendance and wondered why they bothered to attend? Yes, I'm talking about the walk of the zombies. They walk along, going through the motions but seem to be focusing on not showing an interest in anything. You have to grab their attention and offering a "Free chance to win!" is a great start. The prize can be an attractive plant, a wrapped basket of garden related items or a gift certificate donated by a local garden center. Create your own entry form that requests their name, cell phone number and email address. This provides the information you need to notify the winner. It also provides a reason to use the information for "one-time only" when notifying entrants of the winner's name along with a quick invitation to attend your next garden club meeting.

Draw them in -- FREE is a magic word. Does your club have a seed saver program? If so consider packaging seeds to be given away at your event. When you offer a choice of vegetable or flower seeds it is even better. Every package should have the name of your club and at least a website address, telephone number or email address. Encourage your volunteers to ask, "Would you like a free package of seeds? Fantastic! One of our club's programs is seed saving. Are you more interested in flower or vegetable seeds?" Talking about flowers or vegetables provides an opportunity to build rapport by talking about your common interests. You'll also have an opportunity to share other information about your club with them. If your club does not have a seed saver program, consider requesting a donation of seeds from a seed company.

Show them you offer diversity of programming! Do you have a marketing piece that provides the basic who, what, when, where and why information about your club meetings? Never leave the other side blank! By adding your calendar of meetings, tour, workshops and

other events, anyone reading the calendar will have a very good idea of what your club offers. Don't delete the information for prior months as they pass. Showing your entire year will show the diversity available. To learn more about free CGCI Promotional Materials including bookmarks, rack cards and brochures, visit <http://californiagardenclubs.com/PromotionalMaterials>.

Information for gardeners! Do you have copies of your newsletter available at your events? What about other how-to information? Does your club maintain list of garden maintenance tasks by month? All of these make great informational flyers to share. CGCI has informational pamphlets available for your use. Topics include: *Beautiful but Deadly*, *Choose the Right Tree*, *Conservation Gardening*, *Edible Landscaping*, *Free Plants and Garden Safety*. To download the files visit: <http://californiagardenclubs.com/publications>. Simply print or copy the pamphlets (colored paper is best) and make sure you add your club's name and contact information in the blank space provided.

Hands-on activities! Every year my garden club participates in a "Bounty of the County" community event. Those attending the event exchange their tickets for a bounty or sample offered by the vendors. The bounty our club offers every year is a succulent plant in a 4" pot. This past year the club was not able to plant the succulent cuttings at the usual time. Finally when a planting could be scheduled, it was too close to the event. As we considered what we could offer as a bounty, someone had a wonderful idea. Why not take the 4" pots, succulent cuttings, potting soil and identification labels to the event and provide a hands-on activity! Those attending the event would plant their own succulent cuttings to take home. The solution was ten times better than what we had offered in past years. Those attending the event loved the hands-on planting. During the planting we had time to provide instructions and to share information about our club and activities. The last step was inserting our version of a plant label: a two-sided message stapled onto a popsicle stick. One side provided care instructions for succulents and the other side provides . . . yes, you guessed it! The second side was about the club and included the name of the club, contact information with day of the month, time and location of our meetings.

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MEMBERSHIP & YOU (CONTINUED FROM PAGE 7)

Show your garden club members having fun! Pictures can capture the moment better than words ever will. When someone asks about your club, show them pictures of your meetings, speakers, tours, workshops and fundraisers. Tip: When taking pictures, make sure to remind your members to smile and look like they are having fun -- because they are, right?

Camera in action!--Before your event begins, take pictures of your booth. Make sure you include pictures of every area, especially those items detailed above. These pictures are a wonderful resource for the next person coordinating the event. They will have the foundation

they need so they can focus on adding those special touches that will make the event even more successful in the years to come.

Publicity -- During your event take pictures of everything, especially of your members interacting with the public. Sometimes, newspapers that will not publish articles submitted will gladly include pictures in a snapshots section of the newspaper. At the very least, add these pictures to your website and Facebook page.

Membership matters so consistently marketing your club and the benefits of membership is essential.



WELCOME NEW CLUBS

Cupertino Green Club, 19 members

President: Pati Palmer, Santa Clara Valley District

Redwood Coast Succulent Club, 10 members

President: Larissa Haney, Humboldt District

San Francisco Fern Society, 14 members

President: Daniel Yansura, Bay Ocean District



COMMUNICATIONS

By **Jane McKee**,
Communications Director

On January 30 CGCI released its new website. The site has been completely redesigned but retains all of the same great content plus a few new features. The website is not only the public face of CGCI but a major information resource for our 21,000+ members.

New features:

- The menus provide "drop down" lists allowing the user to see the topics/categories contained within each menu, i.e., About CGCI, Membership & Dues, Projects & Fundraisers, etc.
- In addition, when you place your curser on a menu item, a description box will appear with a brief summary of the contents of that item.
- "Tabs" are used on many pages to segment long text

content into smaller groupings or topics.

- Videos: we are working on several short (2-3 minute) videos on such topics as "Welcome to CGCI" or "How to . . ."
- Scroll to the bottom of the home page for "Quick Find" list for the most frequently accessed pages . . ."insurance, GTEP, dues, newsletters, etc. "Shop Online" direct links to order forms for both CGCI and NGC.

Continuing features:

- Don't forget that member organizations can request a website or email address hosted through the CGCI website -- it's a benefit of membership and it's FREE!
- Email addresses can be assigned to individuals (local, district or state officers, chairmen, etc.) or organizations (clubs, districts, councils). Ex: myclubpresi-

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COMMUNICATIONS (CONTINUED FROM PAGE 9)

- dent@cagardenclubs.org.
- Website hosting: In addition to having an organization website (created outside of CGCI) linked to the CGCI website, organizations have two options for creating a CGCI-hosted site.
- A single webpage created by the CGCI webmaster containing the group's basic information: location, meeting place/time, membership, president, point of contact and a brief description of activities.
- A CGCI account assigned to an organization's website administrator. The local administrator is responsible for creating and maintaining one or more webpages.
- Go to Member Benefits/Websites & Email and complete the appropriate form.
- Zip Code Locator: Potential members can find YOU by typing in their zip code and receiving a list of the member organizations within 50 miles.
- If your organization is not currently on the Zip Code list, submit the request form.

Check out the new website – same address:
www.californiagardenclubs.com.

Questions? Contact me at
webmater@cagardenclubs.org.

CGCI GROUP TAX EXEMPTION PROGRAM NEWS

By **Bev Davies**, CGCI Group Tax Exemption Program Chairman

Clubs and districts that have a fiscal year ending December 31, 2014 need to file by May 15, 2015 their annual government forms. To the IRS form 990-N (electronically filed), form 990 or 990-EZ. To CA Franchise Tax Board form 199N (electronically filed), or 199. All 501(c)(3) organizations report to CA Attorney General Registry of Charitable Trusts form RRF-1. Clubs and districts having a fiscal year ending June 30, 2015 will file these forms by November 15, 2015. Information on filing and forms can be found at the CGCI website/Forms.

Most important, if your club or district changes officers, make sure the new officers are aware of the filing requirements. At the CGCI website/Forms, download the GTEP Organization Information Sheet. It can be completed with your organization's pertinent information and kept with your important papers.

Speaking of changing officers, make sure to update at the CGCI website/Forms, the Membership – Contact Information Update form. This updates the CGCI Membership and all CGCI Committee Chairmen with the most current information.



SCHOLARSHIPS

By: **Albert Chang**, Scholarship Chairman

The Scholarship Committee has awarded the Julie A. West CGCI Scholarship to **David Jaeckel**, an Environmental Sciences Graduate Student at Yale University. The committee selected **Kelly Meehan**, an Ecology and Environmental Management Graduate Student at the Nicholas School of the Environment at Duke University, for the Robert Gordon CGCI Scholarship. Both of our winners graduated cum laude from the University of California.

Members are reminded that CGCI needs donations to both the CGCI Scholarship Fund and the CGCI Scholarship Endowment fund. Consider awarding a CGCI Life Membership to one of your distinguished members; the \$100 donation goes directly to the CGCI Scholarship Fund. If each of our 327 organizations would give just one Life Membership, we would raise over \$32,000 each year!

This chairman answers any questions on scholarship willingly, and he is willing to travel up to three hours in one direction to address district meetings on scholarship.



CGCI PRESIDENT'S PROJECT UPDATE

By **Sara White**, CGCI President's Project Chairman

Since the last issue of Golden Gardens eNews, donations from the following donors have been received:

Burbank-Valley Garden Club (new, not a replacement)

Fallbrook Garden Club, in honor of its members

Golden Foothills District

Lorraine Ornelas, CGCI Memorial Transfer

Sacramento River Valley District

Santa Clara Valley District

Sunnyvale Garden Club, in honor of its members

The above donations total \$900, which brings the total collected since June 2013 to \$7,060 (\$200 less for lost checks.) Replacement checks are still awaited from

Huntington View GC and Burbank-Valley GC due to their checks being lost in the mail.

Please note that we have only about 3-1/2 months to go on this project during which you will be able to donate or apply for grant money. If you want to be able to receive your grant money, CGCI must write the checks by June 1. You may find the forms on the CGCI website under Projects and Fundraisers/President's Project 2013-15.

All of your contributions to the Habitat for Humanity Landscaping President's Project are so much appreciated!

NEW CULTIVARS

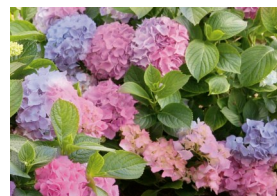
By **Judy Powers**, New Cultivars Chairman

California is so diverse in its climate zones and we come from all over: the coast, desert, mountains and Central Valley which is where I live. I would like feedback from you to tell me if there are particular zones in which you are interested, so that I may include plants for your area. I am from Zone 8 and most of what I have reported about in the last few years I can use in my area. Since I am going to continue my chairmanship for the next two years, any input or feedback is welcome. Some of you may have connections that would be helpful for this chairmanship. You can contact me via mail, email or telephone call -- all of my information is in the *Yearbook, Manual & Roster*. NOTE: Some of the flowers and plants on which I have reported in the past are not always available in the year they come out. Sometimes it can take from one to three years.



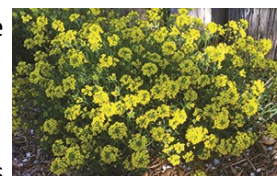
This ***Gazania 'New Day Rose Stripe'*** is a great new color excellent for baskets, containers and gardens. It is bred to deliver larger flowers and is drought tolerant. It blooms late spring-summer, hardy to 0° F, is 8-10" wide, likes sun and is more compact.

"L.A. Dreamin" Hydrangea has lush blooms in a multitude of pink and blue on the same plant. There is no need to adjust the soil alkalinity to get the colors. This perennial blooms in summer in Zone 5-10 and likes sun or part shade.



The ***Alyssum "Golden Spring"*** is for Zone 4a-9b, blooms spring, is frost/freeze tolerant and takes the heat. It is deer and rabbit resistant and drought tolerant. This should be available this year.

Look for the Big Bounce™ *Impatiens* series. This is wonderful because it comes back from wilt, resists downy mildew and likes a little sun as well as shade.



BACKYARD HABITAT REPORT

By **Carolyn Villi**, Backyard Habitat Chairman

IS GREEN REALLY GREEN?

This report is quite a distance from my chairmanship of Backyard Habitat, but it involves our wildlife and our planet and that makes it important to this chairman. Quite by accident I have witnessed something that is being promoted as the turning point in green energy, when actually it is a terrible waste of our governments money (our tax money) and a disaster for our bird and animal population.

Our government convinced one of the central valley oil companies, along with funding from Good Old Uncle Sam, to build a solar tower in the Coalinga oil field. The plant uses power tower technology that turns concentrated solar power onto steam boilers. The estimated cost to build: \$90M. With much interest of the people working in that area, the tower was built with the cost running into more than \$300M.

Our Energy Department Secretary, Ernest Moniz, called this green machine "a symbol of the new exciting renewable energy." When production started, the curiosity of some of the local contractors drew them to observe this solar wonder in action. While standing there, a small whirlwind passed by the tower, carrying with it trash papers. The papers instantly burst into flames and fell to the ground in ashes which caused everyone to quickly retreat to a safer distance. Our son, who uses a thermography camera that measures heat, returned to the tower with his equipment and checked the temperature coming from the tower. It was over 900°.

The solar tower was in production for almost a year. After following the news of this technology through the

crews that operate the solar tower, we learned that not only was it well below projection expectations of creating steam to drive the turbines to create electricity, but gas lines had to be run to boost production. We then learned that it not only turned paper to ashes but also birds, any size, were cremated. The crew that gathered the charred bodies each morning named them "streamers."

I had the chance to visit the central oil field last week and went to visit the very costly solar plant. What a shock to see everything shut down, completely deserted. A waste of time, wildlife and \$300M. It didn't work!

Well that is not the end of the story. We now have a solar plant with 459-foot towers, each taller than the Statue of Liberty, that covers five square miles of our desert near the California-Nevada state line border -- again backed by \$1.6 BILLION in federal loans, saying it will produce electricity to power 140,000 homes. Well it is NOT producing to capacity, and it causes birds to ignite in midair, killing over 28,000 birds this past year.

Do we really want this power? Do we want to live on a bird free planet? There is a plan to put a 75 ft. solar tower near California's Joshua Tree National Park; the plan is now on hold. The state of Oregon is much smarter than California -- Oregon has outlawed these bird-killing towers from its state. We, as educated gardeners, need to always ask questions when learning of some earth changing technology. Where will it go? What damage can it do? How much will it cost our taxpayers? And will it pay for itself in our children's, grandchildren's and great-grandchildren's lifetimes?

NEW LIFE MEMBERS

By **Carlotta Wixon**, Life Membership Chairman

Congratulations to the following new Life Members!

Pacific Region:

Carley Metcalf, Four Seasons GC, Sequoia Foothills District

CGCI:

Carley Metcalf, Four Seasons GC, Sequoia Foothills District

Joan Craig, Colfax GC, Golden Foothills District

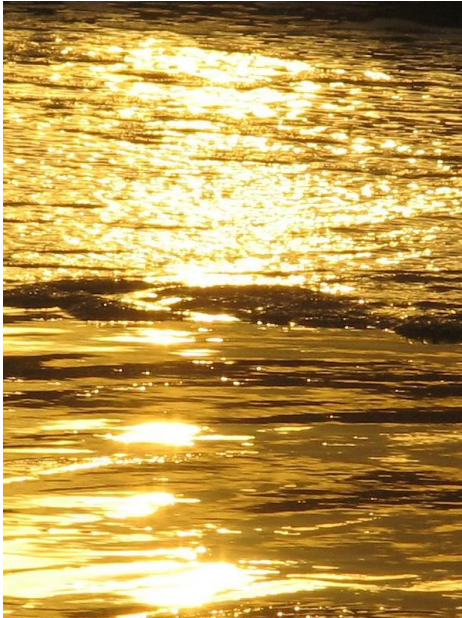
Albert Chang, Southern California GC, San Fernando Valley District

Annette Hinrichs, Green Thumb GC, Luther Burbank District

Judy Munoz, Cactus Wren GC, Roadrunner District

Connie Van Velson, Long Beach GC, Costa Verde District

WATER CONSERVATION



By **Marlene C. Kinney,**

Water Conservation Committee Chairman

Water = Liquid Gold

The historic California water crisis is now in its fourth year and daily makes the front page news. Unfortunately, most of the news is negative -- no rain in the Bay Area for all of January. Farmers, our State's backbone, are using water from aquifers

(essentially, a non-renewable resource) at an alarming rate while others are having their wells run dry. In urban areas the water providers lose about 23 billion gallons a year. The infrastructure is decades old and in need of \$1 Trillion in repairs and upgrading over the next 25 years. The most obvious and costly example was the catastrophic water main break last summer at UCLA with 20 million gallons of water wasted. **Fact: Our water districts can add an additional tax assessment to our property taxes without our approval and are moving in that direction.**

We need to ask if the passage of Propositions 1 & 2 in 2014 sufficiently defines California State Water Policy balancing today's needs and future consumption. Towns are approving large new building projects. Farmers are planting new water intensive crops in fields previously planted in seasonal crops. There are plans to expand the leases for oil fracking, the injection of water and chemicals into the ground to extract oil. Many of our manufacturing processes take lots of water, in many cases, contaminating the residual waters.

The Twin Tunnel plan for the Delta is still moving forward. Governor Brown has said he plans to charge ahead with the \$23B project with or without a vote of the people.

Drought is not a new concept to California. From the time of the early settlers water has been our liquid gold. Many of our water sources are seasonal. The good news, even with our population growth, we use less water per capita than in the past. Much of the world would love to be able to turn on the tap (if they have one) any time of the day and have clean, safe and abundant water.

Become informed. Share information. Speak up. If we do not work together we all lose.

Sources for information:

Websites:

California Drought: <http://ca.gov/drought/>
 California Proposition 1, Water Bond 2014 - [http://ballotpedia.org/California_Proposition_1,_Water_Bond_\(2014\)](http://ballotpedia.org/California_Proposition_1,_Water_Bond_(2014))
 Restore the Delta: <http://restorethedelta.org/>

Books to help understand our water situation:

Cadillac Desert - Marc Reisner / *A Dangerous Place* - Marc Reisner / *The Big Thirst* - Charles Fishman / *Introduction to WATER in California* - David Carle / *The King of California, J.G. Boswell and the Making of a Secret American Empire* - Mark Arax and Rick Watzman

Movie:

Over Troubled Waters, narrated by Ed Begley Jr., produced by Media Creations

*~~Always remember the beauty of the garden,
 for there is Peace.~~*



PENNY PINES

PENNY PINES DONATION FEBRUARY 2015 REPORT

Total Donations: 4,896.00

By Pat York, Chairman

BAY BRIDGES DISTRICT

El Cerrito GC

Memory: Joella Hallam \$68

Memory: Pete Anderson \$68

Honor: Bonnie Smith \$68

Honor: Phuong Le \$68

Honor: Robin Mitchell \$68

Pinole GC

Honor: Trish McLeod \$68

Honor: Sally Dunham \$68

BAY OCEAN DISTRICT

District Donations

\$204

BUTTES DISTRICT

GC of Colusa County

Memory: Dale Townzen \$204

COSTA VERDE DISTRICT

Hermosa GC

Memory: Linda Meyers \$68

Memory: Lorraine Ornelas \$68

DIABLO FOOTHILLS DISTRICT

Blackhawk Bloomers

Memory: Bill Taylor \$68

Livermore-Amador Valley GC \$68

Walnut Creek GC

Honor: Susie Paul \$68

Honor: Anne Morton \$68

Honor: Jennifer Wong \$68

MENDO-LAKE DISTRICT

Clear Lake Trowel & Trellis GC

Memory: Thomas J. Welsh \$136

Willits GC

Honor: Helen Cogburn \$68

ORANGE COUNTY DISTRICT

Newport Hills GC

Memory: Dorothy Ludovise,

Past President 1983-1984 \$68

Honor: Arbor Day 2015 \$68

PALOMAR DISTRICT

Bridge and Bay GC

\$68

Dos Valles GC

\$68

Fallbrook GC

Honor: Fallbrook GC \$272

La Jolla GC

Memory: Joseph Blood \$68

Memory: Opal Arons \$68

Honor: La Jolla Garden Club \$68

Temecula Valley GC

Memory: Mark Lessman \$68

Memory: Robert P. Smith \$68

SACRAMENTO RIVER VALLEY DISTRICT

Elk Grove GC

Honor: Betty Baker, Gladys

Howard, Patricia Loretz \$68

SANTA CLARA VALLEY DISTRICT

San Jose GC

\$68

South Valley Fleurs GC

\$68

VALLEY LODGE DISTRICT

Calaveras County GC

Honor: All club members \$952

Foothill GC

Memory: Donna Gallo \$68

Memory: Monica Hido \$68

Honor: Foothill GC \$68

Modesto GC

Honor: Julia Swager \$68

Honor: Phyllis Snyder \$68

Honor: Fern Pope \$68

Honor: Volunteers of Month

Patte Williams--Sep. 2014 \$68

Marina Knudsen--Oct. 2014 \$68

Shirley La Bass--Nov. 2014 \$68

Cindy Ott & Dede Eaton--

Jan. 2015 \$68

Newman GC

Memory: Lorna Sloan \$68

Oakdale GC

Memory: Rosy McKenney \$68

Honor: Glenn & Laura Burghardt \$68

Sierra Madre GC

Memory: Pat Rutherford \$68

Memory: Carol Johnston \$68

Memory: Adeline Rider \$68

MISCELLANEOUS

Saddle Creek GC \$136

Peninsula Hill Women's Club \$68

REMINDER FOR FLOWER SHOW JUDGES

By Dorthy Yard, NGC Flower Show Schools Chairman

To be a well-informed, competent judge, one must be constantly reviewing information found in the *Handbook* and *The National Gardener*, as well as learning on one's own. Attend Judges Council meetings, flower shows, schools and symposiums. Visit garden centers and art museums; read books and magazine articles that pertain to horticulture and artistic design. A conscientious judge attends every school and symposium possible, not just the mandatory one every three years. Judges owe it to the exhibitors to be the best they can be.



NATIONAL GARDEN CLUBS, INC. NEWS

By Linda Nelson, President

Last fall in Des Moines, Iowa our NGC Board of Directors met and voted to increase per capita dues from 50 cents to one dollar, effective June 2016. Most members do not realize that 50 cents are included in their club dues that their state forwards to NGC. NGC raised the dues to 50 cents in 1995. We all know that the 50 cents of 1995 doesn't go very far in 2015. Let me assure you that your leaders on the national level have trimmed our expenses in every way we could. We have reduced our headquarter's staff. We no longer send printed materials to our board of directors, but, instead, require them to use email. We have reduced paper use and postage by requiring board members to print their meeting agendas and copies of budgets.



However, there comes a time when we cannot make the income match the outgo. We recognize that most of you have faced this fact in your clubs and states also. We are blessed that many of our major expenses are covered by our Restricted Funds, such as the maintenance of our Headquarters and grounds and the Scholarship Fund. But these restricted funds are just that – restricted for specific use by the donors. We acknowledge that some funds have large balances, but we are restricted to using only 5% of the fund value. Now we all understand that if we cannot meet the budget using 5% of the value of the fund, but instead use 6%, we reduce the fund further. It then fails to generate the money needed for next year.

The less money you have, the less interest you make. We ask that you approve this increase.

-- from February 2015 *Keeping In Touch*

Have you read the current issue of *Keeping In Touch*? If not, [click here](#) for the February 2015 issue.

APPLICATIONS FOR NGC'S PRESIDENT'S SPECIAL PROJECT

"MAKING A WORLD OF DIFFERENCE - CHOICES MATTER

Air -- Water -- Forest -- Land -- Wildlife" AWARDS

First Place: \$200 / Second Place: \$100 (in each category) -- For clubs and states of all sizes.

Clubs select any natural resource category.

Plan, learn, educate and implement a club or state project.

For complete award information, see www.gardenclub.org – click on projects.

Clubs: Send a three page award application to the appropriate chairman – below.

States: Send a three-page education promotion to Marion Hillard.

Need Help? Contact Project Coordinator: [Marion Hillard](#).

All entries must be postmarked by March 31, 2015.

Air – [Doris Jackson](#)

Water – [Mary Sue Colvin](#)

Forest – [Phyllis Besch](#)

Land – [Carolyn Wittman](#)

Wildlife – [Mary Jacobs](#)



PACIFIC REGION OF NGC NEWS

By Elaine Gunderson, Director



As we enter 2015, state and local clubs are planning the 2015--2016 year.

A garden club should be asking itself, where are we headed? What are our successes and what did not work out as planned? Are our programs meeting the desires and needs of the majority of the members? Is there some aspect of horticulture, design or the environment for everyone? Are we reaching out to existing non-NGC groups to partner on a worthy project?

After state and local club programs and projects are decided, set a goal and a target date. Ask members and friends to join you in attending your programs, flower shows, garden tours or plant sales. The key to a successful club is an active membership. Participation makes it happen. When your goal is reached, remember to celebrate. Reward your success.

PACIFIC REGION TEAM

Congratulations to each of the Pacific Region States. Pacific Region did it. For the first time in 10 years, each state submitted a report of how it "made a difference" and how it "expanded horizons by planting seeds of knowledge and stewardship." Pacific Region Director's Project Chairman Sandy Ford is compiling the results. Isn't this exciting Three PR States will win monetary PR Director Awards and now Pacific Region will be able to apply for NGC Regional Award of Excellence #24. Pacific Region is a TEAM – Together Each Accomplished More.

PACIFIC REGION CONVENTION

April is coming and Pacific Region's 72nd Convention in Eugene, Oregon is April 20-22, 2015. Spring is a beautiful time of year.

-- from February 2015 *Keeping In Touch*



New Item from NGC Member Services

[Blue Star Memorial Pin](#), Item #4184, Price: \$10.00 each.

The NGC Blue Star Memorial Pin is bronze plated with a pin clasp on the back. Size is 1" diameter.

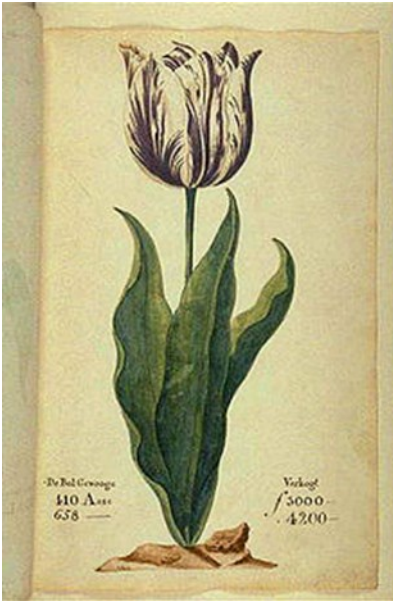


SAVE THE DATE: August 21-23, 2015
Organization of Floral Art Designers
2015 Seminar in South San Francisco
<http://californiagardenclubs.com/ofad>

HORTICULTURE

LET'S TALK TULIPS

By **Kathy Bramhall**
NGC Master Flower Show Judge



This time of year you can get pretty pots of bright cheery daffodils, tulips and other delights. But what to do with the plant/bulb after the flowers are gone?

Let's talk tulips. Not all tulips are bred to bloom year after year, but we can try. After the petals fall, cut the flower organs off the stem. Let the stems and foliage die a natural death, giving them just a sprinkling of

water every week (faking rain)—soaking will cause the bulbs to rot. In late summer or early fall or after the foliage has died, dump your Valentine tulips out of the pot, shake off the soil and hopefully you have a plump firm bulb. If not, throw it out and purchase new ones as it is not worth the trouble of replanting. If your bulbs are plump and firm, wrap in newspaper and refrigerate 6-8 weeks. In my area (Red Bluff), replant your bulbs after the soil has cooled in November or December or even January for a March to May display.



Select a site that is in part shade—*Sunset* suggests under deciduous trees that leaf out late in the spring. Tulips need soil rich in organic matter. (At my place that means—amend, amend, amend.) Dig holes 3 times deeper than the bulbs are wide—for a more natural look, plant in odd numbered groups of 3, 5, 7. Add a tablespoon of bone meal and a teaspoon of balanced (10-10-10) fertilizer to the bottom of the hole. My organic gardening friends say that if mice or moles are a problem, put a tablespoon of kitty litter or some prickly leaves in the hole.



Plant the bulb pointed end up. Let the winter and spring rains do the watering. If there is no rain, sprinkle once a week (more fake rain). Do not over water. Tulips do well in containers/pots too. Three bulbs in a pretty 6-inch pot placed on an outdoor table or bench can be charming.



Tulips do best with dry summers—which we have, and cold winters—which most don't have; hence the 6-8 weeks of refrigeration. I repeat, not all tulips are bred to bloom more than once. If you want dependable bloom year after year, look for Species tulips when you are shopping—*Kaufmanniana* tulips, *Fosteriana* tulips, *Greigii* tulips.

Try tulips! They come in all shapes, sizes and colors and today are relatively inexpensive. Whereas back in the 17th century, Holland tulips were all the rage and a handful of bulbs could cost as much as the annual salary of most craftsmen. **Tulips are truly the choice of kings and queens!**



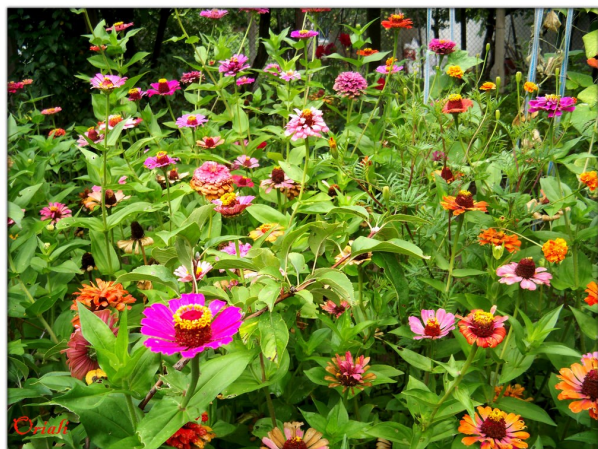
Lorraine Ornelas

***A devoted member who
will be greatly missed.***

From San Pedro Garden Club

GARDENING TRUISMS - PART II

By **Colette Bauer**, Red Bluff Garden Club



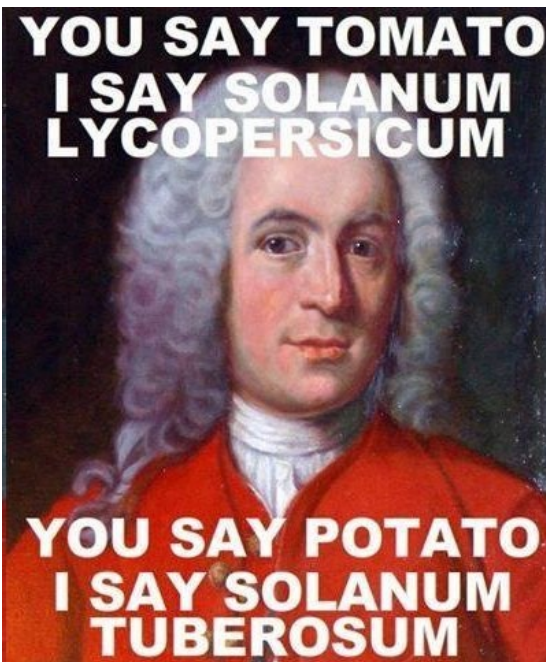
The next truisms are: “Deadheading is a good thing.” “If the planting instructions say a plant needs full sun, take it with a grain of salt,” and “Too much shade can be as bad as too much sun.”

4. Deadheading is a good thing. I grew up in a family where we earned our living raising a truck garden. Our main crop was tomatoes. My Dad explained that if we did not continue to pick the ripe fruit, the plant would quit producing. I will not go into the reasons for this, but this is definitely a truism. Many flowering plants follow this same pattern. I have discovered that, if I am gone for even a week and my plants are not deadheaded, it may be several weeks before the plants once again flower. This does not mean that I am never going to go anywhere again. It just means that,

when I get home, I must be patient with my flowering plants. After all, they are just doing what they were naturally disposed to do. Of course, there are exceptions to this rule. One that immediately comes to mind is the *Rosa ‘Betty Boop’* which continues to bloom despite my lack of care.

5. If a plant is listed as needing full sun, take it with a grain of salt.

There are many shades of full sun. For example, planting in full sun in the middle of the garden will be less stressful on the plant than planting in full sun on the south side of the house which will result in radiated and reflected heat that intensifies the “fullness” of the full sun. And remember in what zone you live -- in some zones, the sun can have a deadly effect on many plants. Be sure to check the zone recommendations when you purchase a plant and plant accordingly. If you notice a plant is struggling where you placed it, move it to a more favorable location. I often place potted plants in a location to try them out before planting. This usually helps.



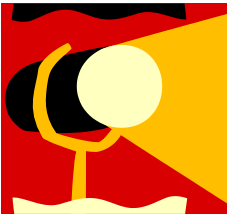
A life is like a garden. Perfect moments can be had, but not preserved, except in memory. LLAP.

[Live Long and Prosper.]

--Leonard Nimoy

Landscape Design School, Series 26

Luther Burbank District is hosting Series 26 of NGC's Landscape Design School. **Course II** is scheduled for **April 23-24, 2015** with two additional newly accredited NGC instructors, Laurel Kelly (ASLA, LEED AP) and Sarah Sutton (ASLA, LEED AP, BFQP) plus Thomas Eddy, ASLA will return. To download the registration form/flier, see the [CGCI Calendar](#) – April 23-24, 2015. The class size is limited to 50 participants, and we expect Course II to fill up quickly. So don't procrastinate and end up on the waiting list.



SPOTLIGHT: Lake California Garden Club & Riviera Garden Club



Lake California Garden Club

By **Carolyn Hoyum**, Cascade District Director

I am singing the praises of **Lake California Garden Club**. This area of 5900 acres, which includes a man-made lake, is a gated community where the residents truly care. Club members maintain several rose gardens near their clubhouse, plant bulbs, have plant sales, help with a community garden and, using information gained from **Kids Growing Strong**, help kids plant.

But the real reason I am singing those praises is because the club has taken on the project of installing a community park using all drought tolerant plants with 18 trees such as Red Bud, Buckeye,

and Red Oak. Called "**Edgewater Park Project**," the park consists of three lots overlooking the Sacramento River which runs through the community. They acquired the property four years ago. **Bright Landscape**, a company out of Los Molinos, created the plot plan. The Maintenance Department of Lake California leveled the property. They have planted the trees and secured them with deer protection. They also have marked off the areas for two benches which will overlook the river and for two picnic tables. Foundations for these are ready to be poured. The irrigation will soon be put into place.

Another interesting thing I learned from the wonderful women from the Lake California GC was that they will be putting in "trails" not "paths." So the difference? Paths have to be ADA compliant and trails do not!

Riviera Garden Club

By **Kitty Guzman**, Costa Verde District Director

Riviera Garden Club members meet at the now even more famous **Louis Zamperini Airport** in Torrance.

Club members planted and maintain five community flower beds and provide two large scholarships.

The club funded a beautiful mural at **El Retiro Library** which says, "If you have a Garden and a Library, you have everything you need."



Flowers always make people better, happier, and more helpful; they are sunshine, food, and medicine for the soul.

-- **Luther Burbank**

FROM OUR CLUBS

EUREKA SEQUOIA GARDEN CLUB

By **Mary Lou Goodwin**, President



John and Sue Dimmick of Eureka were recently honored by California Garden Clubs, Inc. with a Landscape Design Commendation from the CGCI's **California Consultants Council**.

The Dimmick garden includes masses of white phlox, Shasta daisies, orange gazania and purple canteberry bells ringing the front yard. The back-drop is a maroon Japanese maple, magnolia tree, yellow yarrow and mature rhododendrons. Laverder, Pieris japonica, pink bush roses and escalonia provide shape to the landscape. Outdoor lights, brick retaining walls, bird baths and bird feeders keep everyone happy. The back yard is spectacular, featuring a lath house with hanging tuberous begonias and over one hundred fuchsias. This area also has a recirculating waterfall and stream. It is designed for large groups and parties.



Mary Lou Goodwin, Eureka Sequoia Garden Club President and CGCI Landscape Design Consultant Emeritus, nominated the Dimmick's garden after the Dimmicks were recognized in the Garden Jewels Certificate program sponsored by the Eureka Sequoia Garden Club.

For further information about the Dimmick's garden refer to the *Times-Standard* Home and Garden Section of the July 24, 2014 edition.

Left: Mary Lou Goodwin, John and Sue Dimmick



INTERVIEW WITH A FLOWER SHOW JUDGE

Master Flower Judge Carville Veech

By: Pat Clayes, Editor

Q: Why did you decide to attend Flower Show School and did you originally intend to take the exams at Flower Show School?

A: In 2000, after working on the design sections of the **Coronado Flower Show** for ten years, I heard there was a school that would teach how to put on a flower show. I was eager to learn and attended my first course in La Jolla. I aced the first test which gave me confidence. I took the first two exams and was surprised to receive a letter that said, "You are now a student judge." Then I was hooked. I was asked to be a student judge on a judging panel which was a real lesson in collaborative decision making.

Q: What about your instructors?

A: I missed Course 3 locally, so I traveled to Huntsville, Alabama where I met instructor sisters **Tina Tuttle** and **Gina Jogan**. They were informative, funny and relaxed. I still remember Gina's theme for the designs: "Don't Fence Me In." Boots, barbed wire and rustic wooden posts were used. Tina taught Horticulture and Procedure and, when we had to point score container mixed plantings for the final exam, the examples were killed by frost. Tina didn't skip a beat. She had us judge the planted urns in the gardens outside our classroom.

Five courses were required when I began. Eventually, the number of courses was reduced to four plus schedule writing. The curriculum for each course was reorganized. Short of one course, I didn't know which one to take so I took all four of the new courses. All totaled, I attended eight flower show schools before I became accredited. It was a standing joke that I almost had a PhD in flower shows when I received my accreditation in 2007.

Travel to other states for Flower Show School gave me a perspective that has made me a better judge, and I enjoyed the travel and the people. I went to Portland, Oregon for one of my classes. One more check off of my life list. The design instructor was **Harriet Osborne** who told us, "Niches are out. Background panels are in." That was news to us. She warned us not to think small -- "Think Big." **Dot Yard** taught Flower Show Procedure and gave us a verbal warning about the importance of evaluating a flower show and schedule using the *Handbook for Flower Shows* ("Handbook"). We stood forewarned, and it prepared me to write a better schedule. When I finally did

write a schedule, it was used for a flower show the following year which made it all worth it.

Q: What do you enjoy most about judging a flower show?

A: I am a nature and plant lover, a Master Gardener, and I enjoy the company of other designers and horticulture enthusiasts. As a judge I can spend time with others who are as committed as I. We speak the same language. We are treated well at flower shows and get to see shows we might otherwise miss while the flowers and plants are at their peak.

Q: What are your thoughts about the required symposia?

A: The biannual symposia required for judges to maintain accreditation are great opportunities to meet other judges from all over the state. As a bonus we are taught by instructors from all over the United States, and I always learn many new things, see a new excellent designer, and learn about a subject in horticulture that helps us be a better judges.

Q: What brings garden club members to the school?

A: Garden club members who have served as clerks are often interested in attending because they have been exposed to the judging in process. Garden club members are often interested in the comments judges make when judging. That is what usually gets their interest and may bring them to the first school. Familiarity with the *Handbook* which is a result of attending a Flower Show School brings organization to the chaos of flower show organization, design and horticulture. Because the *Handbook* provides a framework for flower shows, the workers are free to be creative in many areas and still know that the show will be good with all details accounted for.

Q: Final thoughts:

A: As a judge I often teach others to design through demonstrations and workshops. I serve as Chair of the **Southwestern Judges Council** which will host a Flower Show School series beginning in September of 2015. Members of the Council look forward to shepherding other to becoming judges.

Spring is the time of plans and projects.

— Leo Tolstoy, *Anna Karenina*