

November
2018

National Garden Bureau Member Update: How to make the most of your membership



Upcoming travels:

- * Great Lakes Expo, Grand Rapids, MI, December 3-5, 2018
- * ASTA, Orlando, FL February 2-6, 2019
- * CA Spring Trials, California, March 23-27, 2019



Inspire, Connect, Grow

This issue of the NGB Member Update is all about taking advantage of your member benefits.

Here's one recent example of how it pays off:

We sent a request to breeder members asking if they offer a photo library for garden communicators to use. [Here's a link](#) to the resulting email we sent (see image below), just to garden communicators.

And here are just a few of the responses we received, in addition to a public Facebook post:

"This is like an early Christmas present! Thank you so much!"

"Wow, Diane! This is great. Thanks! And congrats for getting this all together. I know it wasn't easy."

"This is wonderful Diane! Thank you!!!"

"Fantastic. Thanks for nudging my memory on this one."

"Very useful, thank you."



It's midnight.
You're working on an article that's due by 8:00 a.m. tomorrow morning.
You need one more image of a recently introduced echinacea.
Where can you get one at this hour?

National Garden Bureau and our members to the rescue!

Many of our members have readily available photo/image libraries on their websites. You just need the links. National Garden Bureau is happy to provide you with a list of members and what they have to offer garden communicators in terms of a downloadable image library. Just be sure to credit that company and use the correct variety name when using their images.

Click around below and... "You're Welcome!"

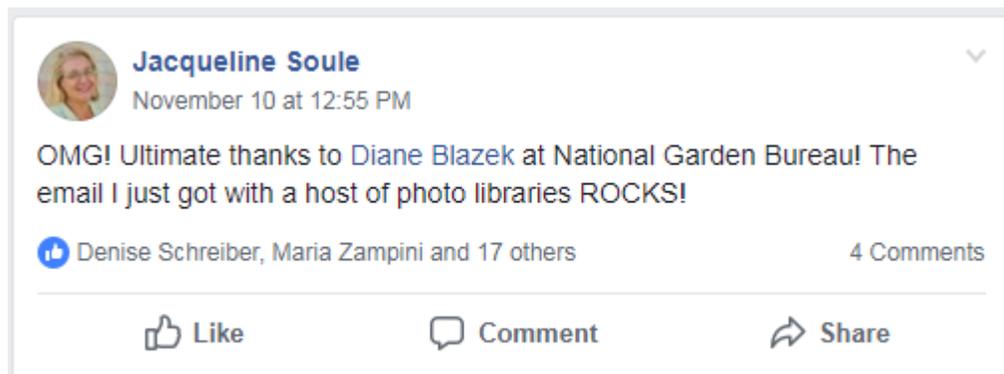
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NGB Member Benefits Calendar, page 1

As we close out 2018 and head into 2019, this is the key time to take advantage of the benefits you are entitled to as an NGB member. We realize time is tight so we are in hopes that the calendar below and on page 3 will help you allocate and plan the year.

Print and save this calendar for future reference!

Key:

Bold dates are hard deadlines for NGB members

Italicized blue dates are FYI dates

January

15 – Deadline to pay NGB membership dues for the year

1 – Website go live date with new info for next year's Garden Products

2 – Consumer announcement of NGB Year of crops for current year

15 – Reserve ads on NGB website and e-newsletters

28 – NGB member announcement of NGB Year of crops for next year

31 – AAS January Winner introduction: sales commence (approx. date)

February

1 – Decide which New Varieties to display at GWA Symposium in Salt Lake City

1 - Contract with local grower to grow, finish or hold plants for GWA Symposium

March

2/3—Press release: NGB Travels CAST with garden influencers

15 – Flowers from seed breeders: confirm participation in NGB Survey

15 – CAST participants: Submit your preferred hashtags for CAST

April

1 – NGB Year of crops for next year announced to breeders

7—Press release: Dates of CA Veggie Trials announced

15—Press release: Garden Grant program now open for applications

15 – Flower seed breeders: receive workbook for NGB Flower Seed Survey

May

15 – Flower seed breeders: deadline to submit data for Flower Seed Survey

15 – Vegetable breeders: confirm participation in Vegetable Survey

20 – Veggie Trial participants: confirm hotel and/or meal sponsorships for #NGBPlantNerds

June

15 – Vegetable breeders: receive workbook for Vegetable Seed Survey

15 – Vegetative breeders: confirm participation in Vegetative Cutting Survey

20 – Flower seed breeders: return Confidentiality Agreement and payment for Flower Seed Survey results

21 – Start gathering photos for next year's Year of crops

NGB Member Benefits Calendar, page 2

July

- 1 – Flower breeders: receive Flower Seed Survey results (if paid for)**
 - 1 – AAS July Winner introduction: sales commence*
 - 1 – Press release: Industry announcement of NGB Year of crops for next year*
- 15 – Vegetable breeders: deadline to submit data for survey**
- 15 – Vegetative breeders: receive workbook for Vegetative Cutting Survey**
- 15 – CA Veggie Trial participants: Submit your preferred hashtags to be used during trials**

August

- 1 – Deadline to submit photos for NGB Year of crops for next year**
- 15 – Deadline to return forms for GWA New Varieties Showcase**
 - 15 – Press release: Garden Communicator announcement of Year of crops for next year*
- 15 – Vegetative breeders: deadline to submit data for survey**
- 20 – Vegetable breeders: return Confidentiality Agreement and payment for Vegetable Seed Survey results**

September

- 1 – Deadline for NGB Fact Sheets written by member authors*
- 1 – Vegetable breeders: receive Vegetable Seed Survey results (if paid)**
- 20 – Vegetative breeders: return Confidentiality Agreement and payment for Vegetative Cutting Survey results**

October

- 1 – Vegetative breeders: receive Vgetative Cutting Survey results (if paid)**
 - 15 – NGB Invitation to submit New Varieties for next year*
 - 15—Press release: NGB Garden Grant Winner announced*
- 16 -- Begin submitting photos for NGB New Varieties**

November

- 1 – Begin process of submitting Garden Products info to NGB**
 - 1 – NGB website go live date with new info for next year's Year of crops*
 - 2—Press release: NGB's Year of program for next year is live on website*
- 15 – Deadline for submission of New Varieties for NGB's New Varieties program**
 - 15 – AAS November Winner introduction: sales commence*

December

- 1 – Deadline for submission of Garden Products**
 - 1 – NGB website go live date with new New Varieties*
 - 2—Press release: NGB Member's New Varieties now live on website*
- 15 – CAST participants: confirm hotel and/or meal sponsorships for #NGBPlantNerds**



Extend Your Marketing Outreach with the New NGB Communication Package Offer!

Gain access to our increasing community of 68,000+ avid gardeners, garden influencers, and industry professionals with a CUSTOM communication package that includes the following:

- 1) Customized [Blog post/article on NGB website](#)

NGB's blogs get an average of 6,000 hits per month and over 100 Social Shares

NGB provides authorship of blog, written by respected garden writer

Focus is on [inspirational](#) or [educational](#) articles, not advertisements, 500-600 words

Includes 2-6 photos provided by member

- 2) Excerpt on [NGB e-newsletter](#) (with link to blog)

NGB's newsletters go to 15,000 subscribers with an average open rate of 24%

- 3) Social Media Placement of blog excerpt and link:

NGB's Social Media Community is now more than 45,000 strong

- 4) Follow-up report on reach, actions and engagement (Two months after posting)

Special Introductory Price: \$999
Available exclusively to NGB member companies

What to do in the next 6 weeks:

- 1) Upload your New Varieties
- 2) Send in your Garden Products
- 3) Reserve your 2019 ad space
- 4) Reserve your preferred date for above communication package
- 5) Plan how to use the 2019 Year of crops in your marketing efforts



Coming Next Month: Results from your Membership in NGB



National Garden Bureau, founded in 1920, is a non-profit organization whose mission is to disseminate basic instructions for home gardeners. Annually, NGB publishes and sponsors the New Varieties program and the Year Of The fact sheets featuring flowers and vegetables, including new introductions, which are especially suited to home gardens. National Garden Bureau has also taken an active role in supporting therapeutic gardens through fundraising and grants.

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