April 2019

Upcoming travels:

* APGA—June 17-19, Washington, D.C.
* Cultivate’19—July 13-16, Columbus, OH
* AAS/NGB Summer Summit—July 29-August 2, Chicago, IL

Inside this issue:

1 2020 Year of crop announcement
2 GardenComm in Salt Lake City needs your New Varieties
3 New Member Communications Package
4 Grand News!

Keep promoting the 2019 plant classes, but plan ahead for 2020.

Note: in 2020 we are adding a shrub category!

Shrub: Hydrangea; Annual: Lantana; Bulb: Iris
Edible: Sweet Corn; Perennial: Lavender
Amazing New Member Benefit!!!
Every AAS Winner’s individual web page features a “Where to Buy” Button listing NGB Members that are Selling that Variety

We are working fast and furious to populate each AAS Winner page with NGB retail members who have that variety for sale on their website.

Right now, we have the Winners from 1981-2019 completed and are working on more each day.

If you look through these and find any missing or incorrect information, please let Gail Pabst know.

Do you know other seed sellers who could benefit from this feature? Please refer them to Gail to become a member!

Click photos above to view actual AAS Winner page
Did you know that the garden writer’s association has a new name?

In 2018, the name changed from GWA to GardenComm to more accurately reflect the range of occupations of their members.

“We are so thankful to NGB and their members for presenting our attendees with valuable information on new plants. We hope it continues for many years.”

GardenComm Management

National Garden Bureau is again sponsoring, organizing and presenting the New Variety Showcase at GardenComm’s biggest event of the year, the 2019 Annual Conference & Expo, in Salt Lake City, Utah, September 4-7.

We are very happy to have Olson’s Greenhouse as the contracted grower for the 2019 event with Matt Carr as the person you will work with. Matt works with many of our breeders already, so this won't be a new working relationship for many of you. Olson's will also deliver the product to the convention center on Tuesday, September 3 so it's a complete package, making it very convenient.

Due to the timing and location of the GardenComm Convention (unlike previous years) we can't take product from Cultivate and hold it over for this year's event.

As a member, you are entitled to the number of new varieties provided with your membership level. (see box to left) These varieties should be the ones that will be available to customers in 2020. The New Varieties Showcase is a "sneak peek" for garden writers who attend the 2019 convention.

Any questions, please email Diane Blazek

$ 500—1 variety
$1,000—3 varieties
$2,000—6 varieties
$3,500—9 varieties
$5,000—12 varieties
NGB Custom Member Communication Package Delivers Your Message!

Since 1920, NGB has always been a trusted source for information that educates, inspires and motivates people to increase the use of plants and related products in homes, gardens and workplaces. Purchase of this communication package will deliver your message across multiple media channels to the very audience that can spread the word and/or drive sales growth. Communication Package includes the following:

1. One Custom Blog post on NGB website (500-600 words. We can write it or you can!)
   **NGB’s blogs get an average of 7,000 hits per month and 200+ Social Shares** (see image below)
   The blog focus is **inspirational or educational articles** in one of the following formats
   - DIY project
   - Product summary
   - New usage
   - Story behind the story

2. Blog excerpt included in one NGB e-newsletter (with link to blog)
   **NGB’s newsletters go to 17,000+ subscribers**
   - 9,400 consumers
   - 1,900 garden communicators
   - 5,600 industry

3. One social media placement of blog excerpt and link across multiple channels:
   - **Pinterest** - 260,000 repins, 28,000+ followers and 874K monthly views
   - **Facebook** – 22,000+ fans and followers
   - **Instagram** – 2,800+ followers
   - **Twitter** - 8,400+ followers

4. Follow-up report on reach (Two months after posting) including blog shares, blog traffic, e-newsletter opens and social media engagement

Price:
- $999 each for NGB members at Sponsor and Silver level memberships
- $3,000 each for non NGB members
  - We publish four blog posts per month
  - Content subject to organization approval
  - Customized options available

*Included free in Gold level membership (1 post) and Platinum level membership (2 posts)*
By the time you read this Member Update, NGB will likely have reached a new record of 100 members!

This is a huge achievement for YOUR organization and something we all should be proud of.

NGB is the only direct-to-consumer non-profit marketing organization for the horticulture industry. Our members are breeders, brokers, growers, manufacturers, seed retailers, seed packet companies, online retailers, authors, publishers, podcasters, online instructors and SO MUCH MORE!

Through our many programs and social media outreach, hundreds of thousands of consumers are turning to NGB for information, inspiration and connections. Your membership in NGB means we act as your INFLUENCERS to connect your company and products to consumers and garden communicators.

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.

5201 Walnut, Suite 3, Downers Grove, IL 60515 PH: 630-963-0770