National Garden Bureau
Member Update:
Celebrating 100 Years!

Inspire, Connect, Grow

2020 is a Very Special Year!

October 2019

Upcoming travels:

- Wisconsin Commercial Flower Growers Fall Greenhouse Conference, October 16, 2019
- Great Lakes Fruit, Vegetable and Farm Market Expo, December 10-12, 2019
- ASTA, February 1-4, 2020

Inside this issue:

100th Anniversary Outline
1
Member Benefits and Social Media hashtags
2
NGB Programs
3
New Member Categories and Benefits
4
Community Growth
5
Therapeutic Garden Grant
6
Summer Summit 2020
7

2020 marks NGB’s 100th year, help us celebrate all year with fun, educational and inspirational activities.

Here’s a peek at some of what we have planned:

January—Member stories and profiles in trade publications
February - An extra special anniversary event at ASTA
March—Opportunities to “See the Future” at CAST
June—Promotion at APGA Conference
July—Anniversary feature at Cultivate
August—Promotion at GardenComm Symposium
September—Themed banquet at our Summer Summit
All year—Special Social Media campaigns

Future NGB member updates and email notifications will provide more details as each month of celebration progresses.
Our “Where to Buy” database will be updated again at the end of December for the 2020 buying season. Please notify us if your website will not be updated with correct inventory by the end of this year so we can make plans accordingly.

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

We love to share our member’s social media posts! (Please use these hashtags to ensure we see your posts)

#NationalGardenBureau and #New Varieties

#YearoftheHydrangea (new for 2020, a flowering shrub category!)

#YearoftheLavender

#YearoftheLantana

#YearoftheLavender

#YearoftheCorn

#AASWinner or #AASWinners or #AASWinnersforDinner or #AASWinnerinMyDinner

Amazing Member Benefit!!!
NGB members selling AAS Winners are listed on the “Where to Buy” button on every AAS Winner’s page they sell.

Tomato Mountain Merit F1

2014 AAS Edible – Vegetable Winner

Mountain Merit was judged by growers in the Heartland region as a superior tomato because it is such a nice all-around tomato, excellent for slicing and sandwiches. With a 4-5 week harvest window, these dark red fruits grow on compact, uniform plant and offer good resistance to multiple diseases common to homegrown tomatoes.
## Upcoming NGB Programs—Don’t Miss Out!

Take advantage of the many member benefits that are coming up between now and the end of the year. Watch for reminders we will send you to be sure your products are featured in these programs in 2020.

### Year of…
**Live date is November 1, 2019**
You should have recently received an email asking you to submit your photos for the 2020 Year Of crops listed below. Please note our new email address to send submissions: office.aasngb@gmail.com Please submit them by October 7, 2019

### New Varieties…
**Live date is December 1, 2019**
You will receive an email in October reminding you to upload or send your New Varieties to office.aasngb@gmail.com. Please submit them by November 1, 2019

### Plant Combinations (new!)…
**Live date is January 1, 2020**
You will receive an email in November reminding you to upload or send your Plant Combinations to office.aasngb@gmail.com. Please submit them by December 1, 2019

### Garden Products…
**Live date is January 1, 2020**
You will receive an email in December reminding you to upload or send your Garden Products to office.aasngb@gmail.com. Please submit them by December 20, 2019
More NGB Member Benefits & Membership Categories

Do you have a YouTube channel we can promote and feature?

What about a podcast?

What about an online gardening course that you offer?

Or webinars?

Corporate members of NGB get this listing included in their member benefits for no additional charge.

Please contact us to find out how to get started on featuring your educational products on the NGB website.

Do you know podcasters or YouTube channels that might be interested in this promotional opportunity? Email us and let us know!

gpabst@ngb.org

Garden Webinars and Videos

Learn and Grow With Webinars and Videos

Join NGB members who are presenting their gardening expertise in the form of educational webinars and online videos. What are your tips and tricks for your garden in fun and entertaining ways while looking back to the Comfort of Home!

The Rusted Garden YouTube Videos

By Gary Pinchak

In Gary’s videos, you’ll learn:
- Soil starting basics
- How to make your own growing mix
- How to grow healthy soil
- Where to plant your vegetable garden beds
- Pest and Disease control tips
- What and how to prune vegetable plants
- How to establish a weekly watering routine

Garden Podcasts

Listen and Learn from Gardening Experts!

Podcasts are one of the newest ways to learn and be inspired. Find a wide variety of gardening topics and viewpoints from the list of member’s podcasts that are sure to please.

Garden Courses

Learn and Grow With Online Garden Courses

Join NGB members who are presenting their gardening expertise in the form of online garden educational courses. What are your tips and tricks for your garden in fun and entertaining ways while looking back to the Comfort of Home!
More Growth for Your Organization!

NGB Community Growth 2018-2019

Not to Sound Like a Broken Record, but...

Our growth continues! And that benefits you and your company by having a larger audience.

One of our primary strategic goals for 2019 was to increase our community reach.

We are now communicating with a community of **100,000** individuals, many of whom are communicators and educators who spread the mission of National Garden Bureau by sharing your products and marketing messages as well as our programs, blogs, photos, etc.
The 2019 Therapeutic Garden Grant Winners

Established in 2015, NGB’s Therapeutic Garden Grant continues to aid worthy therapeutic gardens. After collecting thousands of votes from the public, National Garden Bureau, American Meadows, Sakata Seed America and Corona Tools are proud to announce the three therapeutic gardens receiving grants and in-kind donations totaling more than $8,000.

The three winning gardens are:
- **Magee Rehabilitation Hospital, Philadelphia, PA**
  First place vote-recipient; winner of a $3,000 grant
- **Opportunity Knocks, Knockout Farm, Maywood, IL**
  Runner-up; winner of a $1,000 grant
- **Wilmot Botanical Garden, Gainesville, FL**
  Runner-up; winner of a $1,000 grant

National Garden Bureau, American Meadows, Sakata Seed America and Corona Tools would like to recognize all of the grant applicants that participated this year. All are listed on the [NGB website](http://www.nationalgardenbureau.org). NGB encourages support of these and other therapeutic gardens by the industry, local communities, and individuals.

The judges who read through all applications and narrowed them down to the three finalists deserve a huge thank-you. Those judges are:
- **Patty Cassidy**, Vice President of the American Horticultural Therapy Association
- **Barbara Kreski**, Director, Horticultural Therapy Services, Chicago Botanic Garden
- **Julie Tracy**, President, Julie+Michael Tracy Family Foundation/Growing Solutions Farm
- **Isabel Fuenzalida**, Culture & Organizational Development, Sakata Seed America
- **Mike Lizotte**, Owner/Managing Partner at American Meadows
Summer Summit 2020

Join us in the beautiful Pacific Northwest!

West Coast Seeds is our host for the 2020 event, which will be a combined summer meeting for National Garden Bureau, All-America Selections and the Home Garden Seed Association.

This beautiful area of our continent is a perfect setting for the celebration of National Garden Bureau’s 100th Anniversary. Tour stops include (but are not limited to):

- Emma Lea Farms
- Minter Country Gardens
- Qualitree Propagators
- Van Belle Nursery
- VanDusen Botanical Garden
- West Coast Seeds

Host hotel: The Westin Wall Centre at Vancouver Airport

We encourage ALL members of National Garden Bureau to attend this special event in 2020 to join with all three organizations as we celebrate our 100th Anniversary.