January 2020

Upcoming travels:

- iLandscape Show, Schaumburg, Illinois, January 29, 2020
- ASTA Flower and Vegetable Seed Conference, Monterey, California, February 1-4, 2020

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Thank you to all members for your support and participation!
You are our key to success!
Without you, we could not have made it 100 years!
100 Years of Inspiring and Educating Consumers

It all began back in 1920.

The Treaty of Versailles effectively ended WWI.

Prohibition had just started.

The League of Women Voters was founded in Chicago.

The National Football League was established, as the American Professional Football Association.

And James Burdett founded the National Garden Bureau!

James H. Burdett was both a newspaper journalist and advertising manager for a seed company. In that role, he saw the need for basic garden education for home gardeners. Thus, the idea of a national non-profit was born and from there, he built a network of horticultural writers and broadcasters in the noble effort of mass education to create a population of successful gardeners.

The organization came of age during World War II when the U.S. government encouraged homeowners to grow Victory Gardens. By means of posters promoting “Beauty and Abundance in Your Garden” and other materials, NGB promoted seeds and gardening on the home front.

During the postwar years there was an emphasis on community beautification and the Bureau responded with a film, brochures and information to help garden communicators further the cause.

Incorporation as a not-for-profit followed soon thereafter.

In the early 1970’s NGB joined forces with All-America Selections to have one shared Executive Director and office staff. With overlapping constituents, both organizations thrived by sharing resources.

In 1980, NGB launched its popular “Year of” program with a focus on one edible crop: the impressive cucumber! That was followed in 1981 by squash then 1982 brought the addition of an annual, the mighty marigold.

In subsequent years, NGB added new programs, such as the New Varieties program, that helped serve both the home gardener and garden communicators.

Once National Garden Bureau got settled into the new millennium, it took off with digital marketing and working with garden communicators who were building their own online realm. Our membership base has tripled to include our traditional seed-focused members plus many other garden-focused companies including book authors, podcaster, hard-good suppliers and more!

As we celebrate our 100th anniversary, our Strategic Plan ensures that we embrace change and adapt to educate and inspire gardeners of the future.
January Events

Join Us for a Kick-Off Celebration in Monterey, California during ASTA’s Flower and Vegetable Seed Conference!

National Garden Bureau’s Board of Directors, Members and Prospective Members are welcome to join us on Saturday, February 1, 2020 for a reception to begin our year-long anniversary celebration.

In addition to hearing about our activities for the past year, NGB Board of Directors and members will share their thoughts and predictions on what the next 100 years of gardening will look like.

Join the fun as we celebrate the past while anticipating the future!
Consumer Insights for You, Our NGB Members!

Last fall, we launched a survey of consumers to get their views on what the future of gardening might look like. A few of the questions were:

1. What prevents you from wanting to plant more?
2. What would encourage you to buy more plants?
3. What do you think a “garden space” of the future will look like?
4. Which garden projects would you like to NOT have to do in the future?
5. Which sources of gardening information can you see using in the future?

The survey received right at 2,000 responses!

Right now, we are analyzing and interpreting the results. The plan is to roll out the results in the following ways, plus more as the opportunity arises:

- A press release to consumer media outlets
- Individual story pitches to major consumer publications
  - Presentations at industry events
  - Tidbits shared in social media posts
- Details shared with our members via future Member updates

We will soon send a similar survey out to the industry. See details on the next page about another way we’ll get input from the industry. These activities will allow us to compare and contrast the results from both groups.
March Events

California Spring Trials 2020

You Can Help Predict What the Next 100 Years Might Bring!

At six locations along the CA Spring Trial trail, NGB members are displaying the poster seen at the right. All CAST attendees are welcome to share their thoughts on the future of gardening by adding their ideas to these posters found at those locations.

Additionally, NGB will present a “Key to the Future” to members as a way to thank and acknowledge them for their support over the years.

NGB staff and four influential horticulturists (aka, our #NGBPlantNerds) will travel the coast again looking for new ways to connect consumers to the commercial side of horticulture. This group too will participate in predicting the future of gardening.

Not going to CAST?
Drop us a line as to what you think the Future of Gardening might look like!
100 Years of Digital Marketing!
(Just Kidding...but it got your attention!)
100 Years of Working with Garden Communicators!

From the 1920’s box camera to today’s photography devices, we have and will continue to adapt to the needs of today’s communicators, influencers and consumers.

Through our programs, we provide professional information and images to those who need them.

From the days of mailing actual printed photos via “snail-mail” to today’s website that offers 24-7 access to digital downloads, we are a valued resource to communicators. In addition, we compiled a list of NGB members and their online digital image libraries so garden communicators and influencers have those resources available anytime they need them.

Years ago, we provided reels of slides to anyone who wished to give a presentation on the many topics we cover. Today, we create PowerPoint presentations for all five “Year of” classes as well as the “New Varieties” program and make them available for download. Extension agents, garden centers, garden speakers and others use these presentations and are appreciative of the vast amount of time we save them with this service.

Rather than printing and mailing press releases and Fact Sheets, the NGB website now hosts these documents and we share them across our social media channels. In the old days, we communicated with maybe 1 or 2 thousand writers. Today we are able to reach almost 100,000 writers and consumers with every social media post and e-newsletter we send.

Times have changed and it’s for the better!

Please join our community! If you are not already following us, please click on any of the icons above to get to our social media account. If you share our information, please tag us or use our hashtags:

#NationalGardenBureau
#NewVarieties
#YearoftheHydrangea
#YearoftheIris
#YearoftheLantana
#YearoftheLavender
#YearoftheCorn
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. And come prepared for a specially themed anniversary banquet!