

***GARDEN CLUB FEDERATION
OF MASSACHUSETTS***



***PROGRAM GUIDE
SPRING 2022***

TIMELINE FOR PROGRAM CHAIRMEN

AS SOON AS YOU BECOME PROGRAM CHAIRMAN

Start a list of programs you wish to book.

Some suggested sources:

- Poll your club for their areas of interest
- Ask program chairmen of clubs with similar interests to recommend the best programs they have had recently. You can also ask, discreetly, which speakers were disappointing or overpriced
- Check out the Speakers Forum on the GCFM Website (gcfm.org)

SEVERAL MONTHS BEFORE YOUR MEETING DATES

Start scheduling programs.

- Be clear about what types of programs your club would like.
- Make your calls. Remember that speakers in greatest demand get booked early, so you may want to have alternate dates in mind.
- Establish the date, location, time, topic, title, and length of the program.
- Agree on the speaker's fee and other reimbursable expenses such as mileage and cost for materials.
- Inform the speaker about the level of knowledge and experience your club members have in the particular subject area.
- Plan the set-up of the room. Establish who will provide equipment such as a microphone, projector (slide or digital), screen, and appropriate table coverings.
- Establish arrival time and number of helpers needed. If you are booking a floral design program, ask how many arrangements will be available for a drawing, auction, or give away.
- Reminder: If you plan to have the program videotaped, you must ask permission from the speaker.
- If it is necessary to check with your committee or executive board before finalizing a booking, be sure to contact the speaker in a timely manner to confirm or politely cancel the booking.
- Prepare a contract that includes everything you have agreed upon with the speaker.
NB: To make your job easier, you may use the standard GCFM Program Contract (www.gcfm.org/forms/speaker_contract), which includes all this information.
- Email the contract to the speaker, or mail the speaker two (2) copies of the contract with a stamped, self-addressed envelope. Enclose a note asking the speaker to sign and return one copy while retaining the other copy for reference.
- Request biographical information from the speaker for your club to use for publicity and for his/her introduction.
 - Remember — until both you and the speaker have a signed contract, the deal is not complete! Attend to this within a few weeks of your inquiry.
 - Provide directions, if needed, to the meeting site. In the age of the GPS, this is not always necessary.
 - **IMPORTANT.** Exchange cell phone numbers with the speaker for contact on the program day. This will help prevent any anxious moments.
 - As soon as you have your programs scheduled, provide your yearbook chairman with complete information.

Continued from previous page

TIMELINE FOR PROGRAM CHAIRMEN

THREE WEEKS BEFORE A MEETING

- Contact the speaker to confirm the plans. Inform the speaker of the expected length of the business portion of the meeting, and approximately when the speaker can expect to begin.

ONE WEEK BEFORE THE MEETING

- Confirm the room set-up.

THE DAY BEFORE THE MEETING

- Prepare your introduction of the speaker.
- Have the treasurer prepare a check for the speaker. Make sure that it is given to the speaker before or immediately after the presentation. **(The speaker should not have to ask for it.)**

Protocol: Traditionally, if a club member presents a program to her/his own club, the cost of materials is covered, but no fee is charged. The speaker may be given a small gift or honorarium.

THE DAY OF THE MEETING

- Have helpers ready to assist the speaker on arrival.
- Reserve a parking place for the speaker, close enough for convenient unloading.
- If a microphone or digital projector is to be used, be sure it is working properly.
- Know where the light switches, thermostat and electrical outlets are.
- Greet the speaker when she/he arrives, and offer assistance and refreshments.
- When it is time, introduce the speaker and then sit back and enjoy the program.
- When the program is over, thank the speaker and give him/her the check.
- Assist the speaker with packing up and loading out.
- A thank-you note is always appreciated.

Prepared by Marisa McCoy (2013)

Updated by Jill Malcolm (2021)

Program Contract form can be found on the website: www.gcfm.org under Forms



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5) Creating Winter Gardens & Beyond using Lay-out Design

To Book Lectures: [email MvonBrinckenLGD@gmail.com](mailto:MvonBrinckenLGD@gmail.com)

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See website for full descriptions & lecture flyer



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TOPICS LIST:

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Visit suzannemahler.com for a complete list and descriptions of programs or call (781) 878-8039

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nsriggs1@gmail.com/ 508-667-1917 (cell)



An Apple a Day: the apple tree's lovely blossoms, its famous fruit, the history of apple production and the industry. This is an autumn presentation and includes an "apple-tasting" with five varieties of apples fresh from the orchard. My Signature Presentation!

Gardening for the Future: (A program for all ages) Using successes and failures from my own garden, we will explore ways to enjoy your garden more, save time and energy, and keep both your garden and yourself in balance. Also includes organic vegetable gardening. (Excellent for Zoom)

Carl Linnaeus: The Man, the Scientist, and the "Father of Botany": This program on the inventor of "binary nomenclature" also includes a pictorial visit to the Linnaeus Teaching Garden in Tulsa, OK. (Good for Zoom)

From Field to Florist: Beloved Flowers and their Incredible Journeys...a look at the evolving floraculture industry and our globe-trotting cut flowers. (Good for Zoom)

The Trees Around Us: Basic Tree Identification and options for some lovely trees for your garden. Also includes a look at the diverse trees in my garden--___winter, spring, summer, and fall. Trees are my passion! (Good for Zoom)

Better Plants Sales: Innovative ways to raise more money and have more fun.

Vegetable Gardening for Your Lifestyle: Tips on growing a diverse and successful garden which offers flexibility if you don't always have time to tend or harvest.



HERB WORKSHOPS & DEMONSTRATIONS

Infusing Your Life with Herbs

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The Still Room Garden

Herbal Tipples

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Lou Greenstein
Epicurean Consulting
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Day & Evening Programs

Last minute Availability

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Creating Vegetable Flowers and Vases

Build Large Edible Vegetable Displays

Herbs from plant to plate

A discovery of tastes

Chef on Boston's Good Day Show
Chef Historian
Nashville Networks "Cookin" USA

Slide Lectures on Home Gardening

"Raised Bed Gardening"

"A Visit to 'Les Quatres Vents'"

"Rethinking Uses for Annuals"

"Controlling Views in the Garden"

"Native Plants—or not?—for Shady Gardens"

"Living Fences: Successful Plants for Hedges"

"Transforming Personal Space: from Back Yard to Garden"

Visit my web site to learn more about
my lectures: www.smmgardens.com

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Kathy Leva presents

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Publishers of the e-newsletter
The Northeast Rose Gardener

Neal Sanders

Who says horticulture can't be funny? Neal's programs help clubs attract new members, start or end the club year on a high note, enliven annual luncheons or a dreary winter meeting, and let spouses join in on the fun. These richly illustrated talks are a humorous 'husband's point of view' of what goes on in the garden. Good advice is dispensed and bad advice is debunked – all in a way that keeps the audience laughing.

Start with **“Gardening Is Murder”**. If your club loved that program, invite him back for **“Gardening Is Painless (and other lies we tell ourselves)”** Both use the same format but with different observations about the way we garden.

Neal is the author of 15 mysteries featuring strong, independent women, the overwhelming majority of them in horticultural and garden club settings.



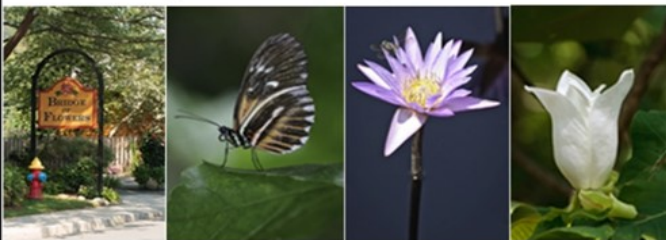
Contact him at
Neal02052@gmail.com
or 508-359-9453

Garden Club Presentations by Kirsten Torkelson

Photographer, KTIImages.net

Presentations (face to face or by Zoom)

- Bridge of Flowers, MA
- Magic Wings (*Butterfly Conservatory*), MA
- Longwood Gardens, PA
- Birmingham Gardens, AL



Photography Demo or Workshop



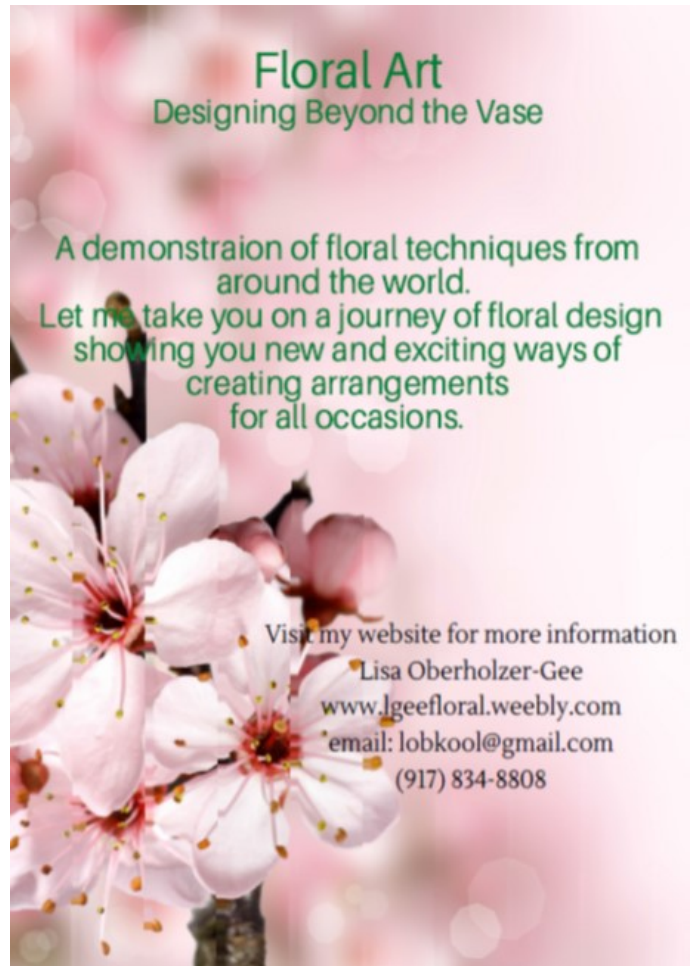
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AND

THE CHRYSANTHEMUM'S

JOURNEY

INSPIRED BY A PLANT'S HISTORY WITH HUMAN CULTURE, BOTH OF THESE PRESENTATIONS ARE THE PERSONAL STORY OF THESE WANDERING BOTANICAL BEAUTIES THEY ARE VISUALLY DELIGHTFUL AS EITHER IN PERSON OR VIRTUAL PRESENTATIONS FOR YOUR GARDEN CLUB OR ORGANIZATION.



ilacox@comcast.net 978-352-9659

Piet Oudolf, 3 Ways

A Piet Oudolf Story

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Deborah Chud: dfchud@gmail.com



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The drama, performed in first-person narrative, is set in 1909 and runs 50 minutes in length with an informal Q&A to follow.

Jessa performs at cultural and educational sites, to great acclaim, throughout New England since 1985.

For more information, call (617) 388-8795
www.womeninhistoryprograms.com



Christie Dustman Garden Designer, Speaker, Pruner

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TOPICS OF EXPERTISE

- Japanese Style Gardens
- Conifers as Sculptures or a Passion for Conifers
- Balance in the garden
- Use of objects in the garden – for function & art
- Design principles for pleasing outdoor spaces
- Planting design
- Landscape solutions for outdoor problems
- Hands-on Pruning workshops

The Museum of Fine Arts Senior Associates now offer three informative and entertaining programs for your club:



The Art in Bloom Road Show A colorful PowerPoint presentation depicting behind-the-scenes preparations for Art in Bloom with stunning examples of floral interpretations of MFA art objects is followed by a live floral interpretation of a museum masterpiece by an MFA Senior Associate floral designer. The demonstration will include expert arranging tips

Detail: Perry T. Rathbone, Max Beckmann, 1948, MFA, Boston/Wollaston GC, AIB 2017

Creative Tablescapes from the MFA An informative PowerPoint presentation depicting photos of many of the behind-the-scenes decisions for special parties and events held at the MFA is followed by a live floral demonstration by an MFA Senior Associate floral designer with tips on how to coordinate for your own personal event. From linens to invitations and floral arrangements, our aim is to inspire you to create your own special event at home.



Behind-the-Scenes Floral Arranging at the MFA Hear about a day in the life of an MFA Senior Associate floral designer. Via an instructive PowerPoint presentation followed by a live floral design demonstration, **learn** how the MFA Associates and Senior Associates design extraordinarily creative arrangements for the museum on a weekly basis – with varying themes from springtime to holidays to playing off new exhibitions. It's fun and informative with an abundance of arranging tips from our accomplished floral designers! **PowerPoint Lecture & Floral Demonstration Programs: \$400 (AIB Roadshow PowerPoint-only Presentation: \$200)**

For further information:

MFA Senior Associates Office, 617-369-3998 or Dorothy Sergi mfaa.dorothysergi@gmail.com

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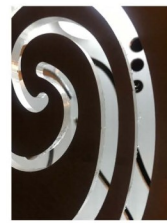
THE NEW GARDEN SOCIETY

The New Garden Society presents an engaging horticulture as a transformative tool. Horticulturalists will share about their experiences working alongside incarcerated gardeners to create therapeutic and vocational opportunities inside and outside prison walls.

Learn more at thenewgardensociety.org



PHOTO BY MICHAEL PIAZZA



KARIN STANLEY

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Using Poetry in the Garden
Creating the Inner Quiet
Garden Room

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I: #karinstanleyart.

508 655 6616

2022 Programs and DIY workshops:



- New! May Day Posies
- New! Artful Bud Vases
- Create Your Own Cutting Garden
- Alternatives to Floral Foam
- Embellished Pumpkins!
- Whirlwind Tour of Begonias
- Discovering Constance Spry (Pending)

Happy to create a custom program for your club!

Mary B. Hayes / 978-758-9924

marybhayes99@gmail.com

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