

Trillium

Keeping Ontario Beautiful

Ontario Horticultural Association Newsletter

Summer 2008



Inside this issue:

On Being a Delegate

OHA at
Successful Gardening
& Canada Blooms

For Peat's Sake...

Clinton's Afternoon
with Ed Lawrence

Going Beyond
the Zones

New Model for
Partnerships

Be a Dripper

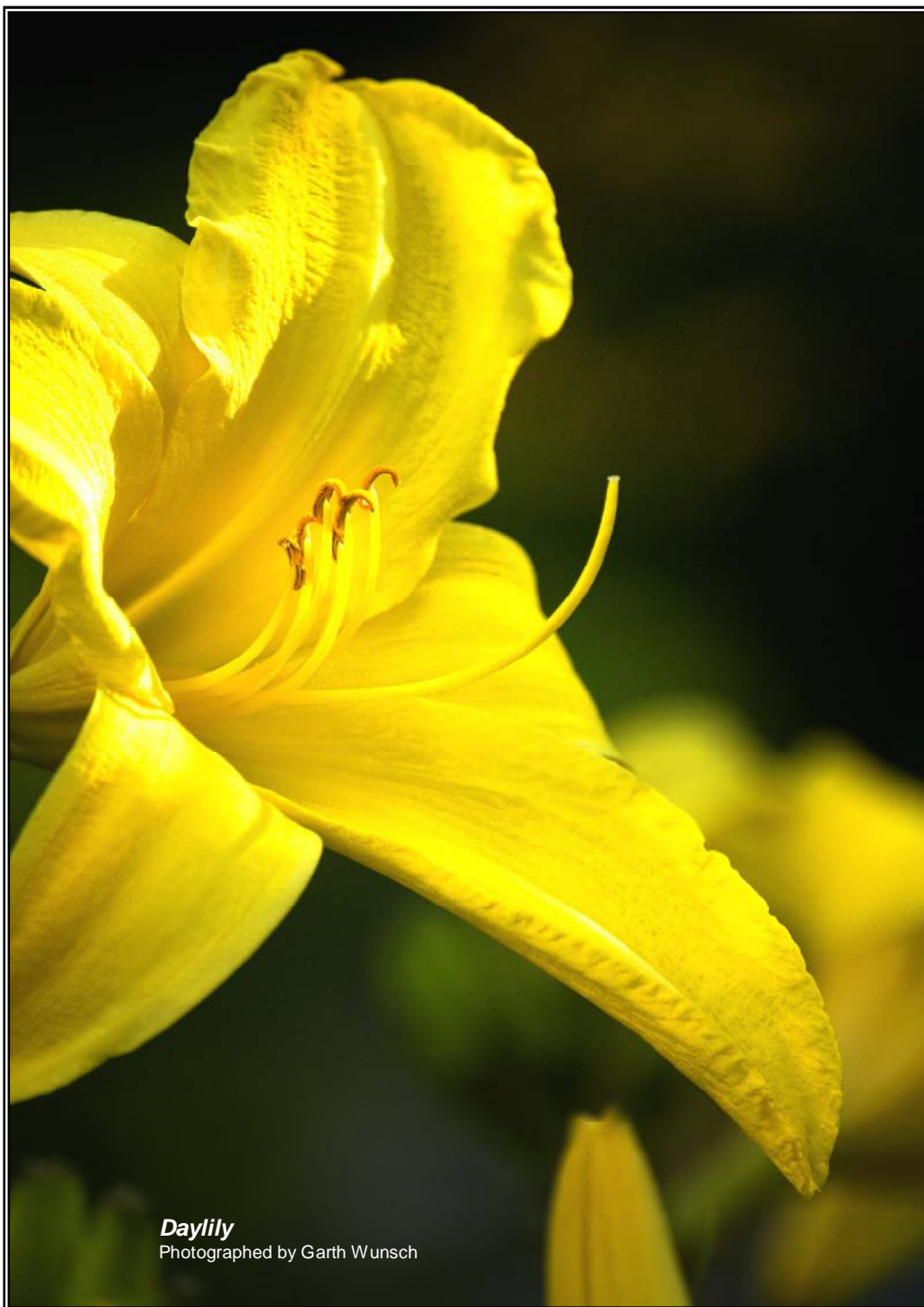
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We encourage you to use
Trillium articles in
your local publications.



Daylily

Photographed by Garth Wunsch

A Final Message from the President

In the first column that I wrote as President of the OHA, I said I wasn't sure whether this position was a dream or a nightmare. Well, my year is almost finished and I'm still not sure. This has been a year I will never forget and I must tell you that I wouldn't have missed it for the world ... but, I wouldn't want to keep it for another term. It's time for me to move on and make room for the incoming President, Ken Fink, who will take over the reigns and the heavy chain of office.

I have met so many wonderful people over my years with the OHA and most of them have become personal friends, some almost like part of my own family. I can't express how much the Officers mean to me and how wonderful it was working with them. We've had many good times along with the inevitable trying times but we've always been there for each other and I know that our bond will continue forever.

The Directors have been a super support team and have done so much for their districts and for their societies. It has been a pleasure working with them and I thank them for all the hard work they've done behind the scenes. As volunteers, they make the OHA a strong and vibrant association.

Bruce Wilson, Past Presidents' Council representative to the board, will be finishing his two year term and I thank Bruce for all his guidance. It's amazing to me what knowledge these Past Presidents have and how they can formulate solutions to what seem like insurmountable problems.

The Immediate Past President, Liisa Wolfgram, will be leaving the board in August too. I'd like to declare my profound gratitude to her for all her support and

encouragement. She has been beside me all the way through this year and her presence and counsel has made the year so much easier for me.

Marlene Bruckhardt, secretary, and Sharon Hill, treasurer, have been such lifesavers with their never ending, helpful direction. I have relied on both of them for so much and they have always 'been there' when their expertise was needed.

Now that my term is winding down, I would like everyone to do something for me. District 15, under the leadership of Brenda Heenan, has put so much effort and hard work into planning a wonderful convention for 2008, and it's time for you to get off your duffs and get your registrations in. Barb O'Malley, registrar, is eagerly waiting to hear from you so that she can get the numbers in to the hosts. Just in case you've forgotten where, the convention is being held at the Sheridan Institute in Brampton on August 22-24, 2008. You definitely aren't going to want to miss this one with all the exciting, educational, fun-filled events they have planned.

It has been my pleasure and an honour to be president of such a wonderful organization. Getting to know the members from across the province has shown me that *Sharing Our Diversity* is truly a remarkable endeavour for any organization and our strength lies within our membership and their commitment to volunteerism and *Keeping Ontario Beautiful*.

Jim Mabee, OHA President, 2008
president@gardenontario.org
(519) 842-9829



From the Secretary's Desk...

Greetings! In many areas we had a long, hard winter and in others it was not quite as severe. Likewise, earlier this year we had weather that was almost like summer only to have areas of the province see snow in the past few weeks. Being gardeners we have our share of optimism. We look forward to planting various trees and shrubs, the flower beds and the vegetable gardens, and dream of our future successes.

Likewise, we are looking forward to the convention in August which is being held at the Davis Campus of Sheridan College in Brampton on August 22, 23 and 24. Registration forms for the convention were sent in the Spring Trillium along with the competition schedules. This information is also available on the website, www.gardenontario.org. Deadline for the early registration is July 19, 2008 and is recommended.

Enclosed with this mailing are minutes of the 2007 convention, resolutions being presented, proxy voting information, and a financial statement. Please review this information with your society members as this will be presented at the convention.

We wish everyone a wonderful season for growing and a look forward to seeing you in August. Have a safe journey and we eagerly anticipate seeing your competition entries.

Marlene Bruckhardt
secretary@gardenontario.org
519-648-2172

Nominating Committee Report

The following nominations for executive positions for 2008-2009 with the Ontario Horticultural Association have been received by the nominating committee:

President	Ken Fink
First Vice President	Kees Stryland
Second Vice President	Vickie Wiemer

Memorial Period at the Convention

At the Memorial Period of the 2008 Convention, we will take the time to remember our friends who are no longer with us. If a Society has lost a member in the last year and wishes to have that person's name recognized at the Convention, please send the name, *along with your Society name and District number*, to the Association Secretary, Marlene Bruckhardt at secretary@gardenontario.org before **July 15th**.

A Brief Guide To Being a Delegate

(Summarized from the OMAFRA Fact Sheet
On Being A Delegate)

Congratulations! You have been selected to be an official delegate to the upcoming convention. Before you leave for this meeting it is important to know what role you, as a delegate, will have. Generally delegates can be voting participants or spectators. Be sure to know which role is expected of you at this meeting.

Voting delegates are participants who represent their organization's viewpoint or their own individual wishes. You should also understand the issues or policies on which you will be voting. If you are selected to represent the viewpoint of your society **you must know how the members wish you to vote**. You may receive credential forms with your convention pre-registration. These credentials are used to verify your eligibility as a voting delegate during the convention. Make sure all the necessary paperwork is submitted on time.

Spectator delegates are observers only. Usually they may not vote during the business sessions. Both voting and spectator delegates may be asked to prepare a report, collect handouts, or take notes for use by their societies.

All sponsored delegates should be aware of how much financial support is available from your organization and never assume that all expenses will be paid. All delegates should know the subject or theme, purpose, participation requirements, and structure of the upcoming convention. It is important that voting delegates prepare themselves to be credible and informed representatives of their societies.

Check with members to see if there are any recommendations for change to any of the proposed resolutions. Be prepared to voice these suggestions at the convention. Prepare a list of questions or points you would like clarified.

Conventions also provide an excellent opportunity to network. Take advantage of this. It is an ideal time for you to talk to other delegates and to receive current information about your organization. Contacts made today may be valuable resources in the future. A name tag will be provided for you. Please wear it. Be a good listener and you will hear new ideas. Make the most of your delegate opportunities. Keep notes on the convention highlights or on new ideas you think may be useful. Have a great time!

OHA Education Committee



Planning a garden and planning a convention have a lot in common. You must include a wide variety of plantings (speakers & seminars) to achieve a pleasing balance. The hardscaping (convention facility) must provide both function (easy access) and form (decor). You want people to relax and feel at home in the garden (at the convention). And when you are having a garden tour (bus trip), you want to be sure that people will be glad they bought a ticket!

District 15 and its 17 societies have been striving to make this convention like a garden you will remember and remark about long after your visit is over. While we welcome people even at the gate (registration table) on the date of the event, planning is so much easier if people pre-register. The deadline date for early bird registrations is July 18, but why wait until the last minute?

Our convention site is Sheridan College where the facilities are designed to engage learners of all ages. The classrooms and seminar rooms are perfect for lectures and the gym and cafeteria - well, we will do our best to transform these areas to reflect our theme! The Saturday banquet will be off campus at the Garden Banquet Centre, with free shuttle bus service from the Sheridan campus. The banquet price reflects the quality of the food, décor and surroundings. Give yourself a treat and plan to attend. It will be a memorable evening.

District 15 has organized an overnight youth camp at Lake St. George Field Centre, where children ages 7 to 17 will experience the outdoors and learn more about the environment from Toronto & Region Conservation staff and OHA youth leaders. The deadline to register for camp is July 4. Consider sending your grandkids, or having your society sponsor a youth member (or two) from your club. After the Convention ends on Sunday, they may enjoy accompanying you on a bus trip to the CNE. The bus will leave campus after lunch on Sunday and return about 10:30 pm in the evening (after the fireworks!).

All in all, planning this garden (convention) has been enjoyable. Now all we need is YOU to make the event complete! I look forward to sharing our diversity with you in Brampton, August 22 to 24, 2008.

Visit www.ohaconvention.info for the latest news about the convention, or contact Brenda Heenan, District 15 Director by email at district15@gardenontario.org. **If email is not an option for you**, phone 905-857-4741. From July 5 to 27 phone 514-844-6332.

For questions about registration and bus trips (such as "Are there any seats left?"), please contact registrar Barb O'Malley at registrar@gardenontario.org or phone 905-278-1958.

Brenda Heenan

OHA Job Posting for Treasurer

We are currently seeking an enthusiastic team player to take on the duties of treasurer for the Ontario Horticultural Association. The successful candidate will be a member of an affiliated horticultural society. A good understanding of our organization is essential.

Key Requirements include:

Minimum of 20 hours per week, year round as there is a large volume of work involved. More time involved before, during, and after board meetings/conventions.

- Be prepared to accept phone calls including evenings and weekends.
- Must be patient and able to communicate well with others.
- This is a hands-on treasurer's position and therefore requires excellent recordkeeping skills and accuracy. *Preferably*, several years of bookkeeping for a not-for-profit organization or charity is very important. Must be able to produce accurate and detailed financial statements. Will also need knowledge of the Canada Revenue Charity regulations regarding donations and receipts.
- Must be able to attend all board meetings and conventions.
- Must be computer literate and able to use a variety of software including Quickbooks Premier, Word, Excel, and Adobe Acrobat.
- Must be organized and able to complete tasks within a deadline.
- Must have excellent problem solving abilities and deal with them in a professional manner as the need arises.

Equipment:

The successful candidate will require:

- a laptop computer, portable printer, and a fax machine.
- room to store current and historical records.
- a current police check.

Other information:

An honorarium will be offered in the amount of \$6 000.00 which includes office space allowance.

To Apply:

Please send a cover letter and resumé, with references to: jobs@gardenontario.org no later than July 4th. A shortlist will then be determined, and a more detailed job description sent out to those on the list. Following that, interviews will be set up in the following two weeks.

Electronic mail only please.

OHA at Canada Blooms

After an absence of several years, this March the OHA returned to Canada Blooms. With the *Ask the Experts* stage in front of us, the Master Gardeners of Ontario (MGOI) beside us, and the Communities in Blooms exhibit behind us, the 30 volunteers from Districts 5 & 15 were kept busy throughout the five days of the show, providing information about OHA societies and clubs.

Taking place toward the end of a long and snowy winter, this year's spring shows were welcomed by all. This was especially so for the MGOI and OHA members who set up the booths on the Saturday before the show, and who were able to do some "inside gardening, while the rest of Toronto was digging out of another blast of 25 cm of wind-driven snow.

Pictured below, Nora Martial (Markham Society), and Bill Roberts (Swansea Society) were among several volunteers who hosted the OHA booth at Canada Blooms 2008. (Photo by Heather Sinopoli of the Riverdale Society)



The photo above is **Malcolm Geast's** balcony view of the OHA and MGOI booths at Canada Blooms.

OHA's 16th Annual Successful Gardening Show

International Centre, Mississauga

The show was held early this year, March 6-9th, the week before Canada Blooms. Once again, it was a great show and the committee continues to come up with new ideas each year to keep the OHA flower show and events fresh.

The show committee extends a thank you to Showcase Marketing, Paul Newdick, president, and all his staff for the 2 400 sq. ft. of space. Skirted tables, curtains, carpeting, special lighting and the new 50 linear feet of space across the aisle to accommodate our miniatures and society class entries, staged on black boxes and two frames were only a few of the courtesies extended to us during the show. Oh, and did I mention prize money?

Showcase Marketing paid out almost \$3 000, including demonstrator fees this year. We thank them for hosting the judges' luncheon as well (so do the judges and show committee). A personal thank you to Paul Newdick for accommodating me at a nearby hotel so I didn't have to drive home in the storm Saturday evening.

Once again, Linda Crane Communications and Kim Graham and Associates included us in the press packages and encouraged the media to visit our show area. They ensured we had television coverage on site. We appreciate all of our volunteers who offered to sit at the OHA booth promoting our societies. It seemed to me they all enjoyed the experience very much.

Congratulations are extended to all of our exhibitors and the show committee thanks everyone for their support. The theme this year was ***Fly Away***. A few details follow.

Invitational Class:

Walk on the Wild Side - a free-standing design incorporating decorative wood

1 st	Letty Barolet	Alliston H.S.	#16
2 nd	Shirley Binns	Aurora H.S.	#5
3 rd	Olga Sandilands	Aurora H.S.	#5
HM	Ursula Eley	Beach H.S.	#5
HM	Lillie Haworth	Grimsby H.S.	#9

Society Class:

International Dining

Exhibition Table Type II, staged in frames –

1 st	Aurora H.S.	#5
2 nd	Cloverleaf G.C.	#15
3 rd	Brampton H.S.	#15
HM	Chinguacousy G.C.	#15

We were very proud of our demonstrators, who encouraged the audience to make their own floral designs at home or to create their own spring planters. Show management received very positive responses from visitors. The show committee applauds:

Simple and Effective Floral Designs for your Home

Ursula Eley	Beach H.S.	#5
Marguerite Husband	Garden Club of Georgian Bay	
Lillie Haworth	Grimsby H.S.	#9

We cancelled Celia Roberts-Vanderjagt's sessions, due to a heavy snow storm, yet appreciate her commitment.

How to Design your own Planter

Belinda Gallagher	Georgetown H.S.	#6
Heinke Zemancik	Credit Valley H.S.	#15

Pulling it all together wouldn't have been possible without the wonderful show committee. All team players have an enthusiastic, positive attitude. They each have their own 'niche' and run with it. I'm so lucky to have the following people on the committee, and they agreed to stay on board for next year's show.

My respect and admiration to Ruth Bender, Lotte Brunner, Wendy Gay, Gera Koster, Heinke Zemancik, Dawn Teal and Barb O'Malley. I must confess, we have fun working together and are proud when we look at the show and how well it represents the Ontario Horticultural Association's talented members and affiliated groups. That's what it's all about, isn't it?

By the way, we are honoured to have our sister organization members from the Garden Clubs of Ontario enter our classes and judge our shows.

Job well done team!

**Liisa Wolfgram,
Show Committee Chair**

Make it and Take It Kids' Garden at the Successful Gardening Show

Brampton Horticultural Society renewed its commitment to organize the "Make it and Take It" Kids' Garden booth for the third year in a row. After much preparation, gathering printed material, creating exhibits, arranging for plants, volunteers and support from some organizations, we watched the snow fall and fall and we began to wonder what would happen. While attendance was down due to the terrible storm on Saturday, we were surprised by the number of guests we had.

For many families we were the first stop on the tour as they visit us every year. All our activities and displays were themed around plants and the conditions needed for them to grow. These activities were focused on the 2 to 10 year old age group, which from past experience seem to be the majority of our young visitors.

As the children entered the front gate, they were encouraged to try our quiz. This quiz proved to be very helpful by providing a means to introduce visitors, young and old, to the educational component of our booth. It functioned essentially as a self-guided tour aide for the children and the adults who accompanied them, leading them through our booth.

Nearing the end of their tour we once again had our perennial favourite, the *Plant-a-Pansy* centre. We were fortunate to receive a donation of violas from Brownridge Nurseries for the children to plant. The children, guided by a volunteer, transplanted a pansy from a cell pack to a small pot to take home. Before the children left our booth, they were encouraged to sign our guest book and comment on their experiences. There was also a goody bag of information, giveaways, and posters donated from various resources.



Comments from volunteers, parents, and children reinforce the value of all the hours of pre-planning and event time. One parent commented "This is the best thing about this show. Our children are our future".

This 4 day event would not be possible without the support dozens of society volunteers from Brampton HS and many other District 15 societies.



Thanks also to:

Brownridge Nurseries for the donation of Violas
Humber Nurseries for Evergreens, soils, pots and children's activity sheets
Toronto Region Conservation Authority for an Environmental presentation
City of Brampton for sharing four staff members, who presented the 3Rs program to both children and parents
A.T.C.L. Foundation who provided 200 white spruce seedlings
Crayola for a donation of markers and crayons
Brampton Guardian for a pre-event article and Rogers Cable *First Local* for great coverage on the news, covering children in action and talking about the Society.
CWW, Toronto Zoo, Environment Canada, TRCA, C.V.C, Health Canada, for posters and miscellaneous information.

We would be remiss not to mention Paul Newdick, Show Manager. While it is obvious that the children's booth is an asset to the show, he is always ready to help us and meet our needs.

**Martha Branigan and Carole Spraggett,
Brampton Horticultural Society**

For the Love of Gardening

The 2008 edition of the **Peterborough Garden Show – For the Love of Gardening** was a huge success with almost 8 000 visitors.

Six members of the Peterborough Horticultural Society and the Peterborough Master Gardeners formed the organizing committee that worked throughout the year on the show. More than a hundred volunteers from Peterborough and the surrounding societies came out to assist at the garden show.

In 2007, we doubled the vendor and display space to include a second ice pad. This meant less congestion and gave more space for not-for-profit groups in the main area. This year, there were approximately 130 vendors and displays.

There was a great line up of speakers including Diana Beresford-Kroeger, Dugald Cameron, Sonia Day, Denis Flanagan, Martin Galloway, and Paul Zammit. In addition, four demonstrations were also offered.

This year we added some new features. John Shaw-Rimmington, President of the Dry Stonewall Association, and his crew demonstrated dry stone wall construction using local stone. While building a serpentine wall, pillars, an arch, and a cone-shaped planting structure, they entertained and instructed throughout the weekend. (See photo below.)



The Omemee Horticultural Society did a wonderful job organizing our first judged flower show. With over forty entries, these beautiful designs and excellent specimen plants brought a touch of spring to the venue. Planning for the 2009 show is already underway. Join us in Peterborough on April 9, 10 and 11.

Dianne Westlake
Peterborough Horticultural Society, District 4

A 5th Birthday

In May 2008, the **London Fanshawe Horticultural Society** celebrated a milestone in its history.

Five years ago, five gardeners met at a local north London bagel shop for coffee and a chat. The group envisioned a North London Horticultural Society. During coffee they drew up a plan, consulted Jim Mabey (the Regional Director at that time) for advice, and started the paper work necessary for setting up a society. The first meeting was held May 22, 2003 at a nearby school with 34 new members in attendance. A slate of officers was elected and the society was up and running!



Our special day to celebrate the five years was May 15. The Society planned an ambitious program, complete with the traditional birthday cake. Joining us for that evening was special guest speaker Denis Flanagan from Landscape Ontario. Anna Peterson and Jim Mabey, representatives from the OHA, as well as city representatives, also attended.

To commemorate the anniversary a new society banner was designed and quilted by two board members. The banner, which showcases the society's official flower, the Jackmanii Clematis, measures 65 cm wide and 120 cm long. The two volunteers contributed over 100 hours of quilting time. On the reverse of the banner there are 180 green and beige 'garden patches'. Members who wish to 'Purchase a Patch' for \$10 will have their names written on a green or beige patch as a memory of the celebration. All proceeds donated will be used to purchase plants and shrubs for two elementary schools which will be entered in the *Communities in Bloom* Competition.

Other activities planned include making of scrapbooks and framed collages of photographs representing many of the society's horticultural activities of the last five years. Two special garden walks for the members are scheduled for June and July as well a flower and photography show.

Beverly DeMelo,
President,
London Fanshawe Horticultural Society,
District 10

**Gardening is a matter of your enthusiasm
holding up until your back gets used to it!**

Ottawa is Blooming!

District 2 Spring Show

April 18th – 20th, 2008

District 2 is one of the few OHA districts that for many past years has staged a full day, mid-summer flower, fruit, and vegetable show. Without any offers to stage the event for 2008 and with an opportunity to participate within the Kanata Garden and Landscape show, I offered to try to make this work as a District Show. A large floor area for us to display and compete was arranged (at no charge), and we used this to present an attractive show which could outreach to the general public.

I decided not to form an official committee but to try to involve all societies in my District via the internet. With the hard winter it would have been difficult to get a good representation across the District for a 'face to face' meeting. I wrote a draft show schedule using Ottawa HS Spring Show as a template. Ottawa HS was quickly on board, cancelling their own society spring show to take an active part in the District Show.

Suddenly the offers poured in....large painted flower pots, one for each society (pictured above), printing of show class cards, the setting up of a volunteer sign up listing, free from Google. (I can really recommend the on-line sign up sheet.) The banners, flyers from the majority of the societies, and offers of help came in. The six months between the initial suggestion and the final event were busy. The design competition was a pre-registered event and filled quickly. The rest I just hoped would be entered. I encouraged each and every society to enter their house plants and so they did.

The overall effect of the show was amazing. The public stopped and looked and chatted. The pots were used for individual societies to offer a free membership draw. We collected over 300 names and contact information in the pots, giving us the opportunity to increase membership. Our judge for the main event (all 26 six foot tables of it) was amazed at the quality of the entries. She noted the staging was crisp and clean and very attractive and professional, taking her three hours to complete her judging task!

The large OHA promotional backdrop at our front desk and all those painted pots put OHA and our 20 societies on the map. The presentation invited visitors to stop and



talk. In one ten foot square corner our Ottawa Valley Rock Garden HS built a heavy rockery, featuring hypertufa containers. Over the course of the weekend their tiny plants burst forth creating a conversation piece for passersby.

We thank Lee Valley for their generous donations for first and special prizes, and to Home Hardware (Carleton Place) for

funding the Youth competition. The overall show was like a scaled down Canada Blooms with ten landscaped gardens, all do-able and well planted. Several garden centers set up plant sale booths giving visitors a great opportunity to spend money. Seminars were held throughout the event for that well earned sit down.

I have already been approached by the event organizer to 'do it again' next year. With 150 volunteers present over the three day event, from the set up till the last pot had been removed at take down, the event went smoothly. There were a few glitches of course as happens with a first event, but these can be rectified for the next.

With the societies' enthusiasm and those wonderful volunteers, I think we achieved a fantastic promotion for individual societies, brought members of our District together, put faces to names, and most of all showcased OHA to the public.

District 2 members are proud of our achievement!
Next year... a rain barrel event?

**A tired but happy director,
Sheila M. King**



Communicating for Fundraising Success

An interesting article about fundraising crossed my desk last month, and I'd like to share it with you here. I believe it offers some insights into non-profits and fundraising that are important to OHA's future success.

New research this spring from the U.S. shows that public confidence in non-profit groups is falling. A survey published in March 2008 shows that only 25% of Americans felt that charities do a "very good" job of helping people (down from 34% five years ago) and that 70% feel non-profits waste a "great deal" or "fair amount" of money (up from 60% in 2003).¹ Although the research was conducted in the U.S., we could expect similar results in Canada.

So the public increasingly feels that charities waste money, and do very little good. This is not good news for OHA or other Canadian charities. Why is the public's impression about non-profits increasingly negative, and what can non-profits such as OHA do to change this negative impression?

The answer to both questions is communication. Most non-profits direct significant attention and resources at fundraising: stating their needs and their "wish lists". They spend much less effort—and budget—on communicating the results they achieve with donors' gifts. In fact in many cases, the fundraising message is all that the public hears: close to half of non-profits in Canada require their fundraising work to do double duty by both raising funds, and functioning as public awareness and marketing. And of the few non-profits who budget for marketing and communication, the annual expenditure is very low.

Small wonder, then, that the public is not well-informed about the good job that charities are doing. Charities are not telling that good news story.

OHA is a case in point. I find that as I knock on corporate doors, prospective donors are impressed with OHA's 100+ year record of environmental stewardship and education, but **it's news**. Until I speak with them, they don't know about OHA in their communities or across the province. They don't know about the thousands of serious gardeners who learn sustainable gardening practices in their local horticultural societies, and then put that expertise to work for the public good in their communities.

OHA is relying on its fundraising to market the organization and communicate with its target donors—corporations—a practice that can have only mixed success. The first problem with relying on fundraising to market the organization is the narrow scope: only identified prospective donors will even hear the story.

The second problem is that it mixes OHA's two key messages. The first message is that OHA is an established and trustworthy organization with a track record of results

that is unmatched in the Ontario non-profit sector. That's a message that deserves to be heard and digested before the second message—we welcome your support—goes out.

In light of this new information about the drop in the public's confidence, perhaps OHA needs to think seriously about raising awareness and headlining its achievements, and using that communication to significantly enhance its fundraising success.

We know that communicating results to donors about results is effective: it increases donor retention, average gift value, and the speed at which donors move from introductory-level to generous giving. That's why OHA initiated the Report to Donors that was sent to all donors last September, and published in this newsletter for your information. OHA's annual reporting to donors needs to continue, as a key component of stewardship.

But OHA needs to tell the world at large about its achievements and demonstrate that it **doesn't** waste donors' money, and that it **does** do good in our communities. That message paves the way for the fundraising message, and will enhance long-term success. The non-profits who deliver the message about results are the ones who will stand out from the competition, and be the preferred targets of philanthropic giving.

¹ Paul Light's "Survey of public confidence in charities" was discussed in the April 3, 2008 issue of *The Chronicle of Philanthropy* and the spring 2008 issue of *Momentum*.

Update: OHA's Fundraising Committee met for the first time in Ottawa in late February. The Committee has decided to assume responsibility for all stewardship of gifts, which will free up more of my time for identifying prospects and asking for gifts.

As you know from my previous columns and reports to the Annual Convention, stewardship is crucial to fundraising success. Donors want to be thanked, to be recognized, and to receive measurable information about their gifts at work. OHA's Fundraising Committee has taken on the responsibility for all aspects of stewardship, including the Donor Reception at the Convention, and for the annual Report to Donors. Thank you letters will continue to be written by the President and 2nd Vice-President, and coordinated by me.

As always, I'm happy to discuss OHA's fundraising work with you—please get in touch.

Margaret Turner,
OHA Development Officer
519-824-7342 partners@gardenontario.org

A New Model for OHA Partnerships

Connon Nurseries has partnered with OHA on a project that is helping to keep Ontario beautiful. At the same time the project has established a new model for giving to OHA, and involved all levels of OHA in an example of successful teamwork. Connon Nurseries has made a gift of \$500 of plant materials—24 ‘Easy Elegance’ shrub roses and two *Pieris japonica* ‘Mountain Fire’—to rejuvenate the north section of Maple Park in Burlington, an area maintained by the Burlington Horticultural Society since 1989. This is a quiet, reflective section of a well-used city park. The Society’s intention was to attract people, birds, and butterflies to a peaceful sanctuary by replacing and renewing the existing plantings.

While the planting project is interesting in itself, from a fundraising point of view the way the project developed is even more interesting. The project began last fall when OHA’s Development Officer Margaret Turner approached Connon Nurseries with a request for financial support. Connon Vice President Terry Vanderkruk was interested in becoming an OHA supporter, but wanted to donate green goods with a tangible community result rather than make a financial gift. He also had specific conditions: he would support a local planting project, and wanted input in choosing the project.

Local for Waterdown, where Connon Nurseries is located, means District 6 so Celia Roberts, the District Director, became involved. Celia agreed that Connon’s offer was worth pursuing, and worked with her societies to provide information about Connon’s offer and encouraged them to submit their planting projects. Submissions came in from three societies, which Margaret then incorporated into a formal proposal to Connon Nurseries in January. After further consultation, Connon chose the Burlington project and confirmed its support.

Now the work on the ground began—literally, that is. Under the direction of Lorraine Love, Past President, the Burlington Horticultural Society swung into action and supplied Connon Nurseries with a planting plan and plant list. At the same time Lorraine began discussions with the City of Burlington, which needed to approve the project since it’s located in a city park. The Burlington Society also contracted the removal of the larger and older specimens. Then Lorraine and her colleagues, including Helmut and Elizabeth Schleicher who are also members of the Hamilton/Burlington Rose Society, collaborated with Connon Nurseries to choose the plants.

Terry Vanderkruk visited the site and discussed plant choices with members of the Society. Although he was ready to provide advice, he observed that not much was needed. “They knew what they were doing—all of them had green thumbs.” The volunteers made the project easy for him, he says, by picking up the plants at the nursery.

The end results:

- a new friend for OHA. Connon Nurseries is now a supporter of OHA and a member of the Garden Circle, with all appropriate recognition and benefits.
- a successful community planting project, on a scale larger than would have been possible on the Society’s \$300 annual budget for their section of the park. Although the Society might well have made these same improvements over time, with Connon’s gift and several layers of cooperation, it was completed as a single project.
- a lovely and refreshed public park space in Burlington, for the benefit of the entire community, and a wonderful example of how OHA keeps Ontario beautiful.
- a model of teamwork among all levels in OHA that can be repeated in other districts, and attract other new donors. Successes like this are a win-win for OHA, local societies and local communities, and put OHA’s motto of *Keeping Ontario Beautiful* into action in a very tangible way.



Thank you to everyone who helped to make this project a success. With this successful result to report, we have an excellent opportunity to attract other nurseries and garden centres to partner with us in the same way. If you’re interested in a similar project in your district, please get in touch with **Margaret Turner, OHA Development Officer**, meturner@sympatico.ca. We’ve proven that together we can make things happen.

Pictured at left are **Terry Vanderkruk** (green shirt) and Burlington Society’s **Helmut Schleicher** who volunteered to plant the roses and other plants in Maple Park.

Clinton's Afternoon with Ed Lawrence



April 19, 2008 was a warm sunny spring day at Holmesville Hall which was decorated with tubs of pussy willows, twigs, and branches, making a whimsical woodland setting. Clinton Horticultural Society past president, Jeannette Martin, warmly welcomed all who came to hear and meet Ed Lawrence and explained that the afternoon was the result of Clinton winning the *Event with Ed* competition in 2007. A committee was formed with representatives from Lucknow, Auburn, Goderich, Ripley, and Clinton. The Huron Master Gardeners were present and Liane Benoit, Ed's business associate, accompanied him.

Ed (pictured at left with Carol Forbes) chatted about his duties as Chief Horticultural Specialist to the seven official residences in Ottawa. He then showed a video clip from the 'The Gardener' series about the grounds of Rideau Hall. In the video Ed and then Governor General, Adrienne Clarkson, toured the grounds and explained the care of different plants and how to use them to

the best advantage. These were plants which many Ontario gardeners can grow.

After a brief break the questions started. Soil, elm trees, raspberries, plant identification, borax, and resurrection plants were some of the topics touched on. Door prizes were drawn, books sold and autographed, refreshments were served, and everyone went home with a bookmark of Ed's famous recipes for pests.

Jeannette Martin,
Past President, Clinton Horticultural Society, District 8



Karen Tait chats with Liane Benoit

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Plotting Your Northern Garden

Keep in mind five important rules when deciding on your garden's location and organization. Each is designed to improve your success by creating better microclimates.

- 1) Align garden rows from north to south, maximizing solar exposure of the ground for warmth.
- 2) Avoid shade from surrounding structures.
- 3) Keep taller plants at the northern end to avoid shading smaller ones.
- 4) Protect the garden from prevailing winds with buildings, fences, trees or hedges.
- 5) Where possible, locate gardens on gentle slopes exposed to the south.

Kees Stryland,
OHA 2nd Vice President

For Peat's Sake Use Sulfur

One way of reducing soil pH (making it more acidic) so that you can grow blueberries and rhododendrons where they don't belong, is to add peat. Peat collects calcium, releasing hydrogen ions and lowering the pH of the soil. But what if you could not, or should not, use peat for this purpose? Peat is an important ecological resource that is being 'mined' for our benefit. The regrowth of peat is extremely slow compared to its rate of removal.

When the pH is too high, leaf growth is reduced and the leaves yellow. Although nitrogen deficiency can also cause yellowing of leaves, the pH problem causes the leaves to have darker green around the veins. These symptoms are caused by iron deficiency because iron is less available to plants at high pH. The use of pine needle or oak leaf mulches is often suggested to reduce pH in soils. But are they effective? How much pH reduction can you expect? It is difficult to trace the origin of these methods back to solid science. In fact, some suggest that they have negligible or no effect. The idea that pine needles reduce pH may come from the fact that the forest floor below pines often is devoid of other plants. But this lack of undergrowth could be due to deep mulch layers with slow decomposition. It has also been suggested that since pines often prefer acid conditions, they must be altering the soil with their needles. This is, of course, faulty logic. Similarly, oak leaves contain tannic acids giving rise to the idea that they release them to the soil. Unfortunately, the pH of composted oak leaves is relatively neutral. What we really need to support our advice are scientific studies, rather than anecdotal remarks passed on from gardener to gardener.

It is also possible to reduce soil pH with fertilizers like ammonium nitrate, urea, ammonium phosphate, and ammonium sulfate. These are sometimes used for existing plants but may require several years of applications and only change the top inch or so of soil. Aluminum sulfate is sometimes used but, over time, it can contaminate the soil. If you are serious about growing acid loving plants and don't have the soil for it, then the best method involves the use of elemental sulfur. Finely ground sulfur is mixed into the soil at an application rate depending on the starting pH and the amount of clay.

There is a useful article with details from Oregon State University. (Google 'acidifying soil'.) The pH does not drop right away, since it requires bacterial action to slowly create the acid. It can take up to two years to complete the process, and regular pH measurements are needed to check the progress. More than one application spaced one year apart may be necessary. This is the method used by David Hinton, owner of Rhododendron Woods and breeder/grower extraordinaire of rhododendrons in his garden east of Oshawa.



Gary and his wife Dianne are the new editors of MGOI's quarterly newsletter, *What's Growing On?*

**Gary Westlake,
Peterborough Master Gardeners**

Pinot Noir Biscuit Anyone?

A Niagara area chef is helping to turn a wine industry byproduct into a healthy food ingredient. Chef Mark Walpole and the founder of *Vinifera for Life*, has developed a flour additive made with grape skins left over from the pressing process. The product contains resveratrols, which are natural anti-oxidants being touted for many health benefits.

Based out of Jordan Station, Walpole obtains the grape skins from local wineries, dries them, and then sifts and grinds the pomace into a flour-like substance. This can then be used in low concentrations as an added ingredient in any application where flour is normally used, such as breads, crackers, muffins, pasta, and even healthy smoothies for athletes. Think about a Gewurztraminer English Muffin or a Pinot Noir Baguette or perhaps even a Cabernet fettuccine.

At low concentrations, the ingredient has no impact on a product's texture. However it does have a strong effect on taste and color, bringing a deep burgundy color to products, and a distinct, enhanced non-acidic taste. Currently

Vinifera for Life produces several different types of flour from the grape skins including Cabernet, Chardonnay, Icewine, Late Harvest and coming soon, Pinot Noir. The company is also starting to meet requests for organic flour as well as grape seed oil.

Utilizing a loan of \$93 225 provided by the Agricultural Adaptation Council's CanAdvance Program, Walpole has been able to expand his marketing efforts by building a new website, developing an ad campaign, and designing new packages.

Bette Jean Crews, Chair of the Agricultural Adaptation Council suggests that Walpole is just one of the great innovators in Ontario's agri-food industry. "He's been able to see a great use for what was formerly a waste product. We're pleased to be able to help him expand his company to meet the growing demand for his product."

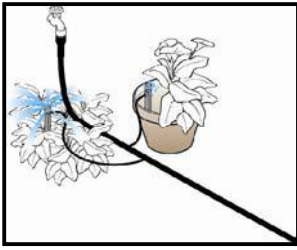
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**Nadine Armstrong, Communications Manager,
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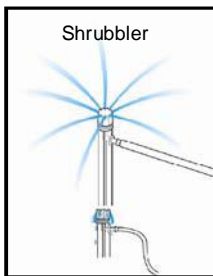
Be a Dripper



A drip in your faucet can lead to increased water use and cost, but a drip in your garden adds up to water savings and very happy plants. Drip irrigation (or micro-irrigation) is one of the watering methods that is coming into its own as we look at water shortages, rising water rates, and drought-like conditions.

A drip system delivers water directly to the soil and the roots of your plants. Because the water is delivered to the soil and roots, evaporation and runoff is virtually eliminated. A drip system is a super addition if you have a garden with pots. Emitters (the little gizmos that the water comes out of) can be placed in each pot – just like in the nurseries – and your pots can be watered all at once. As an added bonus, a drip system keeps the water off the leaves of plants – rose growers will like that.

The really great thing is that you can do it yourself. The main line is 1/2-inch flexible tubing – either vinyl or polyethylene. It is laid down as the backbone of the system, and is easily installed along the fence line for a side garden and in the middle of border beds. The line can be covered with mulch later if you don't want to see it but I just leave mine above the mulch so that I can find it easily if I want to add a new emitter for a new plant. Smaller lines of 1/4-inch or tubing are attached to the main line wherever you wish. These small lines are cut to a length that will reach the plant you want to water. You can have many small lines attached along the length of the main line. I try for about one every 6 inches.



Attached to the other end of the small tubing are the emitters on plastic stakes that hold them in place. The stakes are about 5 inches high and can be pushed into the soil so that water is delivered close to the soil. The emitters come in several types depending on your watering needs and your personal preference. The emitters in my system are called "Shrubblers." They deliver a spray adjustable from a slow drip to a tiny spray about 4 inches in diameter. The system is attached to your outdoor faucet and can be run on a timer if you wish.

My system came from Lee Valley in a nifty little kit that included everything I needed. There are all kinds of additional supplies such as extra stakes and emitters, connectors, t-joints, end caps, corner joints -- just enough stuff so that you can have fun while cutting your irrigation costs. The cost is very reasonable, and the system is dead easy to install. It makes good sense to put a drip system into your garden. Do it this year and start reducing the water you use in your garden.

Carol Dunk,
Conservation & Environment Committee

Photo and graphics courtesy of Lee Valley Tools

New 'Custodian' Needed



Alex McIntosh, who has been the Custodian of the *In Memoriam Book* for the thirteen years since its inception in 1995, wishes to pass this task on to a responsible person while he is still able to assist with advice when and if it is required. If you are interested please call Alex, collect, at 905-468-2078 so that he can explain the details of what is involved. He wishes to make the turnover at the Brampton Convention so that he can sit with the new Custodian and explain the procedure as it happens. Thanks Alex for an important mandate executed with care!





Canada's plant hardiness map provides insights about what can grow where. It combines information about a variety of climatic conditions across the entire country to produce a single general map. With the 'Going Beyond the Zones' Project, Natural Resources Canada's aim is to go beyond a single general map and develop potential range maps for individual species of trees, shrubs, and perennial flowers, and to develop a climatic profile for each plant.

Master Gardeners of Ontario have partnered with **Natural Resources Canada** to spread the word about this initiative and encourage gardeners throughout Ontario to contribute their observations to assist in developing the evolving Plant Profile maps. Contributors need to identify what plants, from a comprehensive list, survive at their locations. Once enough data are entered to develop a particular climatic profile, the range map is generated and posted on the website. These maps are continually updated as more data are submitted. As of last July, 1.8 million plant observations had been received, 1 545 species already had potential range maps, and 5 700 plant species' names were listed in the database.

If you want to help by entering data, please register at <http://planthardiness.gc.ca> (click on *My Account*). Once registered, you may log in at any time to submit more observations.

For more information on how your horticultural society can contribute to this initiative, contact **Linda Hugli, MGOI Zone 2 Director**, at lhugli@hotmail.com.



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