

***GARDEN CLUB FEDERATION
OF MASSACHUSETTS***



***PROGRAM SECTION
SPRING 2019***

ALPHABETICAL LIST OF PROGRAM SPEAKERS

Art In Bloom Roadshow....A 9	Mickey, Thomas.....A13
Bonzagni, Sandra.....A 9	Milbocker, Jana.....A10
Butler, Joan.....A10	Monroe, Cheryl.....A 9
Chiarchiaro, Martha.....A14	Muspratt, Sally.....35
Cohen, Carol.....A 5	O'Brien, Karen.....A 9
Cox, Ila.....A10	Piaia, Jessa.....A11
DiGiovanni, Elaine.....A10	Riggs, Nancy.....A 8
Edgecomb, Diane.....A 8	Ross, Andi.....A14
Enchanted Gardens.....A10	Sanders, Betty.....A 6
Greenstein, Lou.....A11	Sanders, Neal.....A 6
Guest, Susan.....A11	Scarpa, Art.....A12
Henderson, Shelly.....A13	Schuckel, Michele.....A13
Ladd, Linda.....A10	Split, Paul.....A 5
Lynch, Todd.....A14	Szymczak, Betsy.....A12
Mahler, Suzanne.....A10	Todesco, Tony.....A 7
Massachusetts Horticultural Society.....A 7	Vieira, Joann.....A14
Massachusetts Master Gardeners.....A 7	Von Brincken, Maria.....A 5
Masse, Marie Patrice.....A 8	Warner, Rebecca.....A13
	Williams, Betsy.....A12
	Wojtech, Michael.....A12

TIMELINE FOR PROGRAM CHAIRMEN

AS SOON AS YOU BECOME PROGRAM CHAIRMAN

Start a list of programs you wish to book.

Some suggested sources:

- Federation Program Workshops held in the spring
- The March/April Program Issue of the *Mayflower*
- 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

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](http://www.gcfm.org/forms/speaker%20contract)), 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.

(Continued on Page A4)

(Continued from Page A3)

- 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.

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)



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Contact her at
Betty02052@gmail.com or
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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 Will Kill You**”. It's the same format but with fresh observations about the way we garden. For an insider's view of the building of a flower show landscape exhibit, ask for “**Flower Show Confidential**”.

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



New for 2019: For your club's special event, invite both Betty and Neal Sanders for “He Said/She Said”, the gardening presentation that answers the question, ‘when a man is alone in his garden, has he automatically forgotten she taught him?’

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An Apple a Day: the apple tree's lovely blossoms, its famous fruit, the history of apple production and the industry. This is a fall presentation and includes an "apple tasting" with six varieties of apples fresh from the orchard. *(My signature presentation!)*

The Bourbon Trail: From Corn to 90 Proof- the fascinating history of distilled spirits with a pictorial visit to select Kentucky distilleries. (No tastings!)


Amazing Maize: Corn- its cultivation, history, and incredible diversity. This program also touches on corn's big role in the bourbon industry.

Carl Linnaeus: The Man, the Scientist, and the "Father of Botany": This program also includes a pictorial visit to the Linnaeus Teaching Garden in Tulsa, OK.


From Field to Florist: Beloved Flowers and their Incredible Journeys...a look at today's dynamic floral industry.

The Trees Around Us: Basic Tree Identification and a look at some lovely trees for your garden. (Spring/Fall presentation if you wish to see live specimens.)


**The Museum of Fine Arts Senior Associates
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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.
Donna Perry T. Rothbard, Mar Rockmeyer, 1342, MFA, Boston/Wellesley 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 week in the life of an MFA 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
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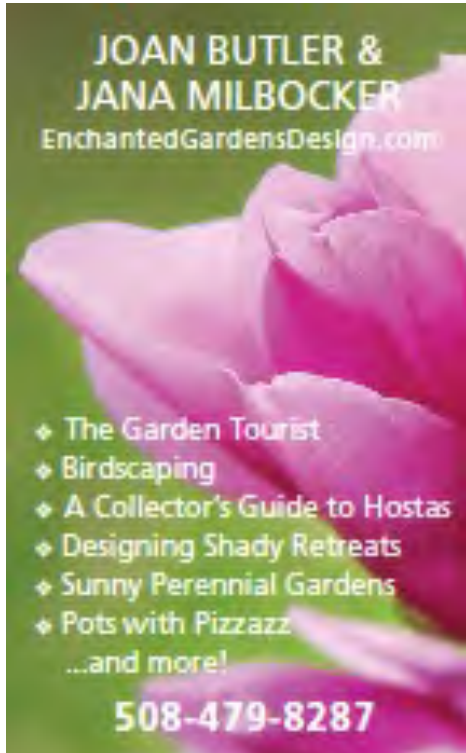
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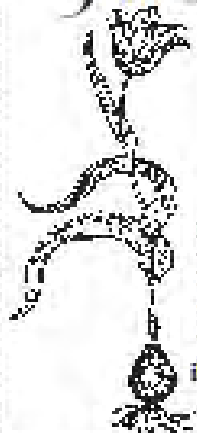
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