

*GARDEN CLUB FEDERATION
OF MASSACHUSETTS*



*PROGRAM SECTION
SPRING 2018*

ALPHABETICAL LIST OF PROGRAM SPEAKERS

Anderson, Jean	A10	Milbocker, Jana	A7
Art In Bloom Roadshow....	A16	Monroe, Cheryl	A9
Barbour, Liz.....	A11	Muspratt, Sally.....	A8
Bonzagni, Sandra	A15	Oberholzer-Gee, Lisa.....	A8
Butler, Joan	A7	O'Brien, Karen.....	A10
Captured Garden.....	A15	Piaia, Jessa	A15
Cox, Ila.....	A11	Riggs, Nancy	A5
DiGiovanni, Elaine	A6	Ross, Andi	A7
Edgecomb, Diane	A9	Sanders, Betty	A9
Enchanted Gardens	A7	Sanders, Neal	A12
Greenstein, Lou	A6	Scarpa, Art.....	A15
Guest, Susan.....	A7	Todesco, Tony	A10
Holmes, Anna	A8	Torkelson, Kirsten.....	A12
Ladd, Linda.....	A6	Trickett, Deb.....	A13
Mahler, Suzanne.....	A10	Vargas, Nancy	A5
Massachusetts		von Brinken, Maria	A13
Master Gardeners.....	A5	Warner, Rebecca.....	A14
Masse, Marie Patrice.....	A12	Webster, Pat	A14
Maue, Paul.....	A7	Williams, Betsy.....	A6
Mickey, Thomas.....	A14	Wolff, Judith	A11

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.

SCHEDULING Continued

- 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 year-book 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)

Nancy Riggs

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

Holden, MA 01520-1421

An Apple a Day: the apple's lovely blossoms, its famous fruit, its history, and the industry. This is a fall presentation and an "apple tasting" is included.

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

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

Plant Sales: New ideas for having a smooth and successful perennial plant sale.

Big Trees and Small Trees...The loveliest trees to grace your yard.

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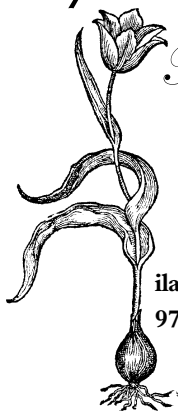
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I’m the author of 12 mysteries, many of them with horticultural themes (find them at Amazon.com), and chaired ‘Blooms!’ at the BF&GS from 2010 to 2012.

Neal Sanders 508-359-9453 email Neal02052@gmail.com



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

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