



MASTER
GARDENERTM



Master Gardeners of Ontario

Annual Report 2017

Version 1.0



2017 ANNUAL REPORT

MASTER GARDENERS OF ONTARIO, INC

Vision

MOTIVATING and INSPIRING GARDENERS OF ONTARIO

Mission

Master Gardeners of Ontario is a volunteer organization comprised of individuals who are certified horticultural experts and who provide in depth sustainable gardening information to the public.

Goals

To advance the horticultural knowledge of the home gardener and of the public in Ontario by carrying out such activities as:

- Conducting seminars and workshops
- Providing gardening information via newspaper articles and public lectures
- Holding public information sessions and advice clinics at Malls, Fairs, etc.
- Offering advice to individuals through telephone and email help lines, and social media

2017 Cover photo "*Monarch*" submitted by Anonymous

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2017 Annual Report Introduction & Summary

Thank you to all groups for submitting the Annual Reports through our enhanced survey process. We appreciate there were some minor challenges experienced, we will continue to enhance the process as we move forward with future submissions. We apologize for the delays in publishing the 2017 Annual Report and will work to refine the process in future. Suzanne Zacharczyk, Director of Operations.

We continue to quantify the amazing contribution that Master Gardeners make to their communities in our Annual Report by assigning a dollar value to our volunteer hours. The dollar value of \$12.40 is the hourly “homeworkers” wage from the [Ontario Ministry of Labour](#) website last year. We quantify the contributions in dollar values, as outlined by [Volunteer Canada](#):

“There are practical and philosophical issues with this approach. Counting hours doesn’t show the impact of the volunteer work. And as a result, it gives an incomplete picture of the value of volunteers. For some, the idea of putting a dollar value on involvement belittles the volunteer’s efforts. Many feel the passion and commitment of volunteers is priceless.

Volunteers and the act of volunteering bring multiple benefits to organizations, communities and people. Organizations receive enormous contributions of time, talents and skills. Communities are healthier and more cohesive through active citizen engagement. People receive important services from volunteers, and, through volunteering, people gain experience, improve their employment and educational options and have a greater sense of belonging and well-being.”

When available we continue to show stats for the past three years. This allows us to compare data over a period to support identification of trends, planning, and to answer questions such as has as technology changed how we reach out to the public? What are the membership trends? And other fun facts, so read on to find out more.

Membership Numbers

	2015	2016	2017
Number of Master Gardener groups	31	31	30
Number of Master Gardeners	527	509	508
Number of MGITs	134	128	147
Total number of Master Gardeners and MGITs	661	637	655

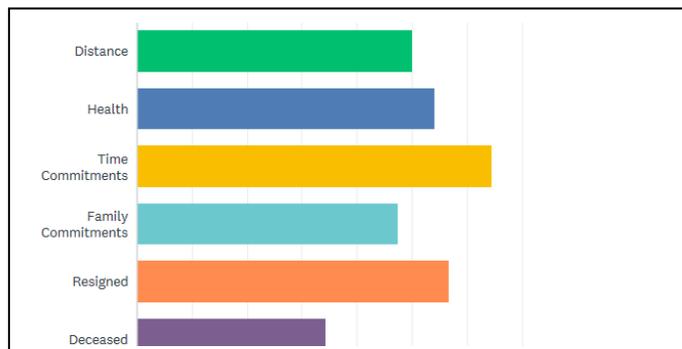
- In 2017 we are happy to advise that our total membership numbers increased from 2016, although Elgin Master Gardeners group disbanded in 2017.
- We had 100% of groups work to submit annual reviews. We experienced a couple of challenges in the submissions and would like to thank all groups for their support.
- We will continue to refine the submission process to support the 2018 Annual Report submission process based on the feedback provided.

Membership continues to decline overall:

No of Groups who had:	2015	2016	2017
Increase in members	8	11	11
Same number of members	6	7	5
Fewer members	16	13	14

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Number of groups	39	39	37	36	35	33	31	31	31	30
Number of MGs	700	555	529	549	565	545	542	527	509	508
Number of MGITs		129	156	157	162	163	138	134	128	147
Totals	700	684	685	706	727	708	680	661	637	655
Change in number of MGs	-150	-16	+1	+21	+6	-19	-81	-19	-24	+18

- Main reasons for leaving were ranked :



- Certification: There are 3 paths for becoming a certified Master Gardener-taking the courses at University of Guelph, at Dalhousie University or writing the certification exam. Here are the number of members pursuing each path as reported:
 - Guelph 18
 - Dalhousie 5
 - Exam 7
- The following eleven (11) groups have had an increase in membership;
- Etobicoke (+3), Guelph & Wellington County (+2), Peterborough (+2), Grey County (+1), Kitchener (+1), North Bay and Area (+1), Northumberland (+1), Niagara (+1), Ottawa-Carleton (+1), Peterborough & Area (+1), Stratford (+3), Toronto (+5)
- The following five (5) groups had the same number of members:
- Algoma, Brantford, Cochrane District, Lanark County, Lindsay & District, and Sudbury
- The following fourteen (14) groups had a decline in membership:
- Durham Region (-3), Essex Windsor (-1), Haliburton (-1), Halton (-2) Lake Simcoe South (-2), London-Middlesex (-3), Mississauga (-1), Muskoka Parry Sound (-1), Norfolk County (-1), Prince Edward County (-1), Rideau Thousand Islands (-4), Simcoe County (-3), Thunder Bay & District (-1)
- In 2017 Elgin MG disband with a membership of 5
- The smallest group is Cochrane District, with 3 members.
- The largest group is still Toronto with 113 members.
- The group with highest net increase in membership over 2017: Congratulations to Toronto who have 5 more members this year.
- Total number of Master Gardeners is down by 1
- Total number of MGITs is up by 19

Total Quantitative Data for all Groups

	2015	2016	2017
Telephone enquiries:	2,026	1,825	1,214
Email / Website enquiries:	2,477	2,369	2,700
In person enquiries at clinics:	15,688	15,771	16,501
Radio / TV appearances:	148	141	59
Speaking engagements:	1,083	664	728
People attending all speaking engagements:	14,601	12,879	15,685
Master Gardener Guided Tours	920	50	25
Articles published for the public:	406	490	206

- MG Guided Tours hosted 3,494 participants
- Email / Website enquiries continue to significantly exceed telephone enquiries. Some groups no longer have phone hotlines. Algoma has the most phone enquiries with 262, or 22% of all phone enquiries.
- Radio and TV appearances had a drop in 2017
- Advice clinics continue to generate the most questions.
- Number of articles published has decreased, perhaps due to the increased use of social media and Blogs (309).
- Several groups continue to increase their presence on Social Media, including Twitter and Facebook, with Toronto holding the highest Facebook followers of 907, and Twitter followers of 934, second place with Halton Region with 559 Twitter followers, and Thunder Bay & District with 548 Facebook followers.

Social Media	2017
# of Gardening blog/ posts published for the public	309
# of Twitter Followers	2378
# of Facebook Followers	3728
Other Social Media and number of posts (i.e. Pinterest, Instagram, Google+, Other)	124

Congratulations to these groups!

	2015	2016	2017
Most phone enquiries	Peterborough 769	Peterborough 566	Algoma 262
Most Email / Website enquiries	Ottawa-Carleton 863	Ottawa-Carleton 734	Toronto 865
Most In person enquiries	Toronto 3977	Toronto 5031	Toronto 3312
Most Radio TV appearances	Guelph-Wellington 48	Toronto 24	Halton 34
Most Speaking engagements	Guelph-Wellington 264	Ottawa-Carleton 87	Kitchener 147
Most Number of people attending talks etc.	Peterborough 2642	Peterborough 1657	Peterborough 2658
Most Articles published for the public	Guelph-Wellington 93	Guelph- Wellington 164	Halton 39
Most Garden Tours	Toronto 854	Toronto 68	Sudbury 5
Most Advice hours	Toronto 3745 Niagara 1594	Toronto 3450 Niagara 1820	Toronto 3936 Niagara 2004

Total number of garden tours reported was significantly lower in 2017, this could be because of where groups are reporting information.

Total Volunteer Hours

	2015	2016	2017
Total hours of gardening advice	17,868	17,436	18,462
Total hours of administrative work	19,310	21,186	19,120
Total hours	37,178	38,622	37,582
Average hours volunteered per member	56	61	47
Dollar value of group volunteer time	\$449,861.70	\$478,912.80	\$466,016.80

- Administrative hours are down slightly from last year.
- Advice hours are up from 2017, the first increase in the past five years.
- Master Gardeners contributed approximately \$466 thousand dollars worth of in-kind volunteer time back to their communities! Based on the rate of \$12.40 per hour.
- Cochrane District had the highest total volunteer hours per member with an impressive average of 117 hours per member!
- Groups with the most advice hours were Toronto (3,936) and Niagara (2,004)
- Groups with the most admin hours were Peterborough & Area 2998 hours, and Toronto 2,619 hours

Education

Master Gardeners continue to value their commitment to continuing education by averaging more than the minimum of 6 Continuing Education Units per year.

	2015	2016	2017
Total number of (CEUs)	5,123	6,321	6,275
Average Number of CEUs per member	7.7	9.92	9.58

- The average number of CEUs per member is slightly lower than last year.
- Most CEUs per member: Lake Simcoe South with 19+ CEUs per member

Narrative Summary

How do groups reach out to the public?

Garden Social Media Events Teaching Clinics

- ✓ In person clinics / workshops followed closely by Community activities continues to remain the top two ways in which MG groups reach out to the Garden Public
- ✓ Social Media has moved up, ranked by groups as third, followed by printed materials, and other methods
- ✓ Other opportunities include Websites, and on-line webinars

How are groups reaching out to partners, such as Community Groups, Horticultural Associations, etc. , in your community?

- ✓ Groups reach out to Partners, using similar techniques to those used to reach out to the General Public
- ✓ In person clinics / workshops followed closely by Community activities continues to remain the top two ways in which MG groups reach out to Community Groups, etc.
- ✓ Social Media has moved up, ranked by groups as third, followed by printed materials, and other methods
- ✓ Other opportunities include;
 1. Liaise with Community Groups, Food Networks, Seedy weekends
 2. Face to face contact / meetings
 3. Developing good personal relationships (at markets, libraries, colleges, community gardens, churches, horticultural societies, garden clubs, conservation groups, etc.)
 4. Cross Membership, and Membership in other organizations
 5. Other personal connections

What challenges do groups face?

Membership continues to be the most often mentioned challenge being ranked the number one challenge groups face. Distance as being the second greatest challenge for members, followed by Cost & Time Commitment and Small Group sizes as key challenges.

Other challenges groups experience including: raising money, maintaining or increasing membership engagement, aging demographics, attracting youth volunteers, challenging personalities and volunteer burn-out,

How do groups fundraise and use revenues?

- ✓ There are two main revenue streams for groups-plant sales and speaking engagements /presentations. Almost half of our groups have a plant sale to raise funds, with increased revenue through presentations / advice clinics.
- ✓ Technical updates/workshops, and donations have risen in popularity over 2017
- ✓ Other fund-raising opportunities include;
 1. Guest fees for meetings
 2. Door prizes at public meetings
 3. Seedy Saturdays
 4. Sales of items such as Coconut fibre, Rain Barrels, and seeds
 5. MGOI Good News to Grow On / special grant funding
 6. Partnerships with community groups
- ✓ In 2016 the greatest expenses for Groups were speakers, in 2017 there has been a shift if expense focus. Groups are focusing funding on support of members for items such as Tuition payments, membership dues, and organization of events. The following is a ranking of Group expenses
 1. Tuition Payments
 2. Organizing & subsidizing Tech Updates and workshops/advice clinics
 3. Membership Dues
 4. Speakers
 5. Marketing / Promotion
 6. Rental / Facilities
 7. Website /
 8. Special Initiatives
 9. Equipment / Software
- ✓ Other miscellaneous expenses include; bank/service fees, meeting & office supplies, aprons, shirts
- ✓ Groups are being creative and working on ways to save expenses, some recent tips & tricks include Members developed signage, and materials to support events

MEMBERSHIP TRENDS

Membership Numbers

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Number of groups	39	39	37	36	35	33	31	31	31	30
Number of MGs	700	555	529	549	565	545	542	527	509	508
Number of MGITs		129	156	157	162	163	138	134	128	147
Totals	700	684	685	706	727	708	680	661	637	655
Change in number of MGs	-150	-16	+1	+21	+6	-19	-81	-19	-24	+18

Advice Hour Statistics

	2009	2010	2011	2012	2013	2014	2015	2016	2017
Advice Hours	37,000	21,364	19,705	22,138	21,949	18,199	17,868	17,436	18,462
Admin Hours		19,417	17,323	19,040	19,903	20,984	19,310	21,186	19,120
Total number of Advice & Admin Hours	37,000	40,781	37,028	41,178	41,852	39,184	37,178	38,622	37,582
Average hours per member	54	59	52	56	59	58	56	61	47

Clinics Talks and Education

	2009	2010	2011	2012	2013	2014	2015	2016	2017
Speaking engagements	492	622	666	564	954	739	1083	664	728
Garden enquiries	9,550	-	10,000	-	26,482	20,239	20,191	19,765	20,415
CEUs	1,961	-	4,556	5,430	6415	5174	5123	6321	6,275
CEUs per member (average)	-	-	-	7.46	9.06	7.6	7.7	10.3	9.58

The Canada Blooms Story

Story provided by Adrienne Hanbidge, Manager of Participation in Canada Blooms

Advice Clinics:

- Both Advice Clinic locations were staffed from show opening until close each day.
- A total of **175** shifts were needed to staff both clinic locations.
- A total of **105** Master Gardeners covered the above shifts.
- Ask a Master Gardener Clinic (centrally located) had **1,137** Horticulture Questions answered over the 10-day period.
- One-on-One Advice Clinic (located by Hortus TV stage) had **1,072** Horticulture Questions answered over the 10-day period.
- Total Horticulture Questions answered – **2,209**.
- The second half of the show was busier than the first half. Busiest days were Wednesday, March 15th & Saturday, March 18th.
- The two least busy days were March 13th & 14th which, probably, can be attributed to 2 days of Snow storm conditions & clean up.
- Parking passes for 4 or more Carpooling MG's was well received and encouraged greater participation in both the advice clinics & planting workshops – thank you.

MG Speaker Series:

- The Hortus TV stage is a very successful location for MG presentations.
- A total of 20 Presentations with 21 MG's were scheduled over 4 days. Due to unforeseen circumstances, 2 of these presentations could not go ahead – one presenter was snowed in and another became very ill, both on the mornings of their presentations. Last minute substitutions could not be found in time. So, a total of **18 presentations** were successfully carried out.
- Audience participation is difficult to track but the **7** MG moderators for the Speaker Series did their best to count heads - the consensus is that their estimates are low due to the audience moving in and out or standing. Our audience count for the series is **721**, which is an average audience of **40** for each presentation.
- Day with largest Audiences – Friday, March 17th.
- Day with smallest Audiences – Tuesday, March 14th (adversely affected by the Snow storm conditions).
- Audiovisual staff were professional and very helpful – the second microphone was very useful when fielding audience questions.
- Seating arrangement was excellent.
- Podium was much appreciated by both speakers & moderators.

MG Children's Planting Workshops:

- A total of **7** planting workshops were carried out by MG's.
- Plantings were of Sunflower, Pea & Bean seeds and Succulent cuttings. Seed Bombs & Grass Heads were also attempted.
- Participation numbers ranged from **5 to 26**.
- The age range of participants varied - children as young as 3-4 years, to adults who had never planted anything in their lives. There was also a group of 4 adults with developmental disabilities who enjoyed planting bean seeds.
- Potting table tank / raised bed was more useful for children than the table & chair area.
- MG's provided extra demonstration material and plant care handouts to participants.

Recommendations for 2018:

- Advice Clinics: Concrete flooring at centrally located Ask a MG booth was hard to stand on for 3-hour shifts. Next year, if there is again no carpeting, please let us know ahead of time so that we can provide a softer, less tiring surface within the booth for our MG's to stand on.
- Speaker Series: Hortus TV stage screen was a little too small for the audience area – larger screen would be better.
- Planting workshops:
 - Large seeds, cuttings or saplings would be best planting material.
 - Pre-moistened potting soil would be less messy and easier to use for little hands.
 - Zip lock bags for participants to put their planting in to take home would be great.
 - Planting workshops could be run at the same time every day to be less confusing for the public.
 - Advertising & signage need to be more visible.
 - Water supply & several small watering cans would be ideal.

Overall, 2017 was a very rewarding year for the Master Gardeners of Ontario at Canada Blooms. Between the two Advice Clinics, Speakers, Moderators and Workshop Facilitators, **128** Master Gardeners volunteered their time, expertise and talents to the show. This does not consider the MG's who volunteered for Early Morning Tours or various other roles.

Canada Blooms and the Master Gardeners are tremendous partners and we appreciate the opportunity to continue working and growing with you in 2018.

Honorary Master Gardeners

Honorary Master Gardener is a title that can be awarded to:

- an individual (non- member) to acknowledge his or her contribution to the operations of the Master Gardeners of Ontario program at the local, zonal or provincial level; OR
- a gardener of high profile or significant stature in the community who is a friend to the Master Gardener Program.
- These individuals cannot be certified Master Gardeners.

An *Honorary Master Gardener* enjoys all the benefits of belonging to the organization except for the right to vote at Group meetings or at the Annual General Meeting. No annual membership fee is required, nor is any commitment of volunteer hours.

Name	Year appointed	Nominated by
Charlie Dobbin	2007	Lake Simcoe South Master Gardeners
Lorraine Mennen	2007	Lake Simcoe South Master Gardeners
Guy Jolin	2007	Essex-Windsor Master Gardeners
Ray Wilhelm	2008	Stratford Master Gardeners
John Valleau	2008	Niagara Master Gardeners
Cathy Dueck	2009	Peterborough Master Gardeners
Denis Flanagan	2010	MGOI Board of Directors
Paul Zammit	2010	MGOI Board of Directors
Liz Klose	2010	MGOI Board of Directors
Ed Lawrence	2010	MGOI Board of Directors
Mark Cullen	2010	MGOI Board of Directors
Tom Laviolette	2010	MGOI Board of Directors
Wayne Hugli	2012	Sudbury Master Gardeners
Dr. Jim Cruise	2013	Norfolk Master Gardeners
Sofie Bigham	2018	Durham Master Gardeners
Lorraine Johnson	2018	Halton Region Master Gardeners

For more detailed information about these deserving individuals visit *the* [Honorary Master Gardener](#) page on our website.

Nomination procedures are in the [Handbook](#). Section 4 - page 11

PRESIDENT'S MESSAGE

After 3 consecutive years of declining membership, our numbers are now on the rise and we have a total of 655 Master Gardener members-that's 18 more than last year! This is something to be celebrated as so many volunteer organizations are finding it difficult to both attract and retain members. Given the demanding volunteer hour and education requirements of being a Master Gardener in Ontario, this increase is even more impressive.

Over the last few years, your Board of Directors has worked hard to improve communication and lend as much support as possible to groups and members. Our MGOI website has seen dramatic changes as we strive to support coordinators, new Master Gardeners and existing members. The new "Become a Master Gardener" tab has been very successful and anyone interested is emailed with the name of the nearest group and their meeting information. Coordinators can now find information about running their groups in a number of well defined and organized tabs such as the Coordinators' Corner and the Handbook & Forms tab. Everything from running meetings to finding needed forms has been revamped. For MGITs, we have added much more information about Education and the self-study process. A new tab just for MGITs is being planned for next year. For members, we continue to add ideas on how to more easily acquire the needed 6 Continuing Education Units per year on the CEU Information tab.

Growing an organization requires the effort of everyone concerned and I salute our coordinators, members and Board of Directors for their amazing dedication to improving our organization but also making Master Gardeners of Ontario the "go to source" for sustainable gardening information to the public!

Claudette Sims

President-Master Gardeners of Ontario

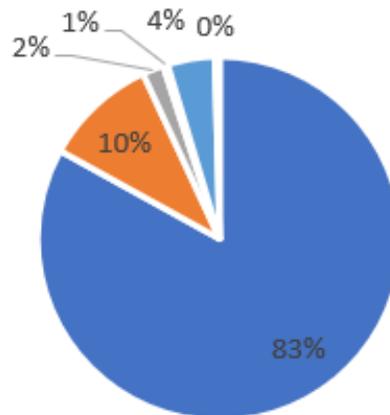


Financials¹ • MGOI Fiscal 2017-2018

Revenues: Where do revenues come from?

	2016	2017	2018
Memberships	23,135	23,045	19,800
Donations designated for groups	2,050	2,386	
Other income	1,770	1,505	
Interest income	238	1,867	450
General donations		25	2,400
Badge Replacement Income			100
Canada Blooms Income			1,000
Exemption Exam Income			100
Total revenue	27,193	28,828	23,850

Total Revenue \$23,850



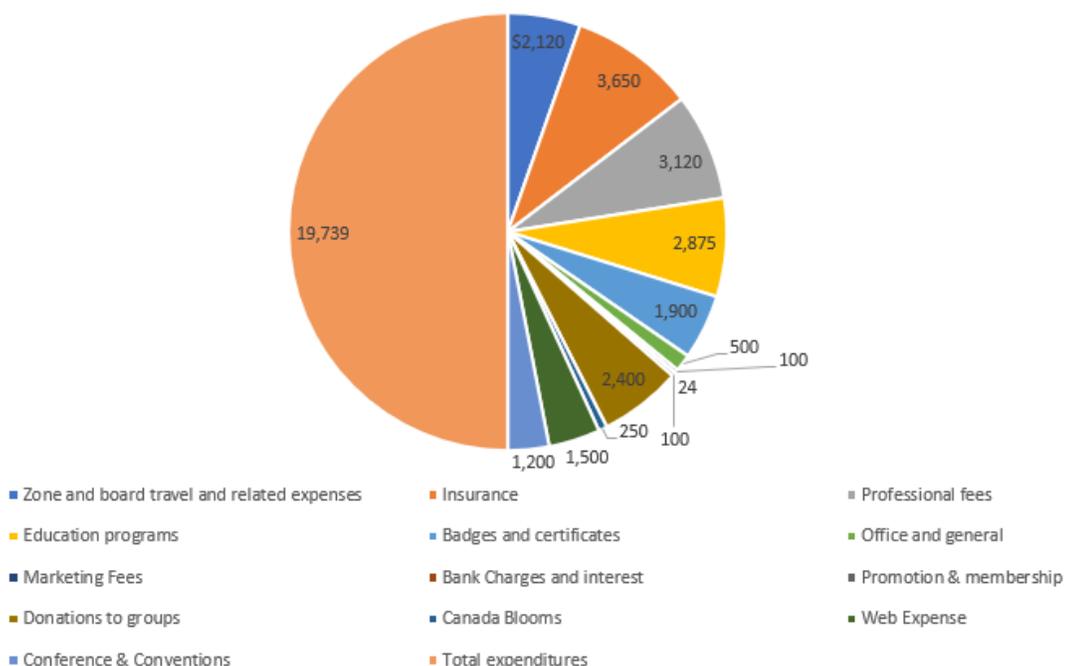
- Memberships
 - Interest income
 - Canada Blooms income
- Donations designated for groups
 - Badge Replacement income
 - Exemption Exam Income

¹ The financials do not include revenues and expenditures from the Conference held in April 2016.

Expenditures: How are revenues spent?

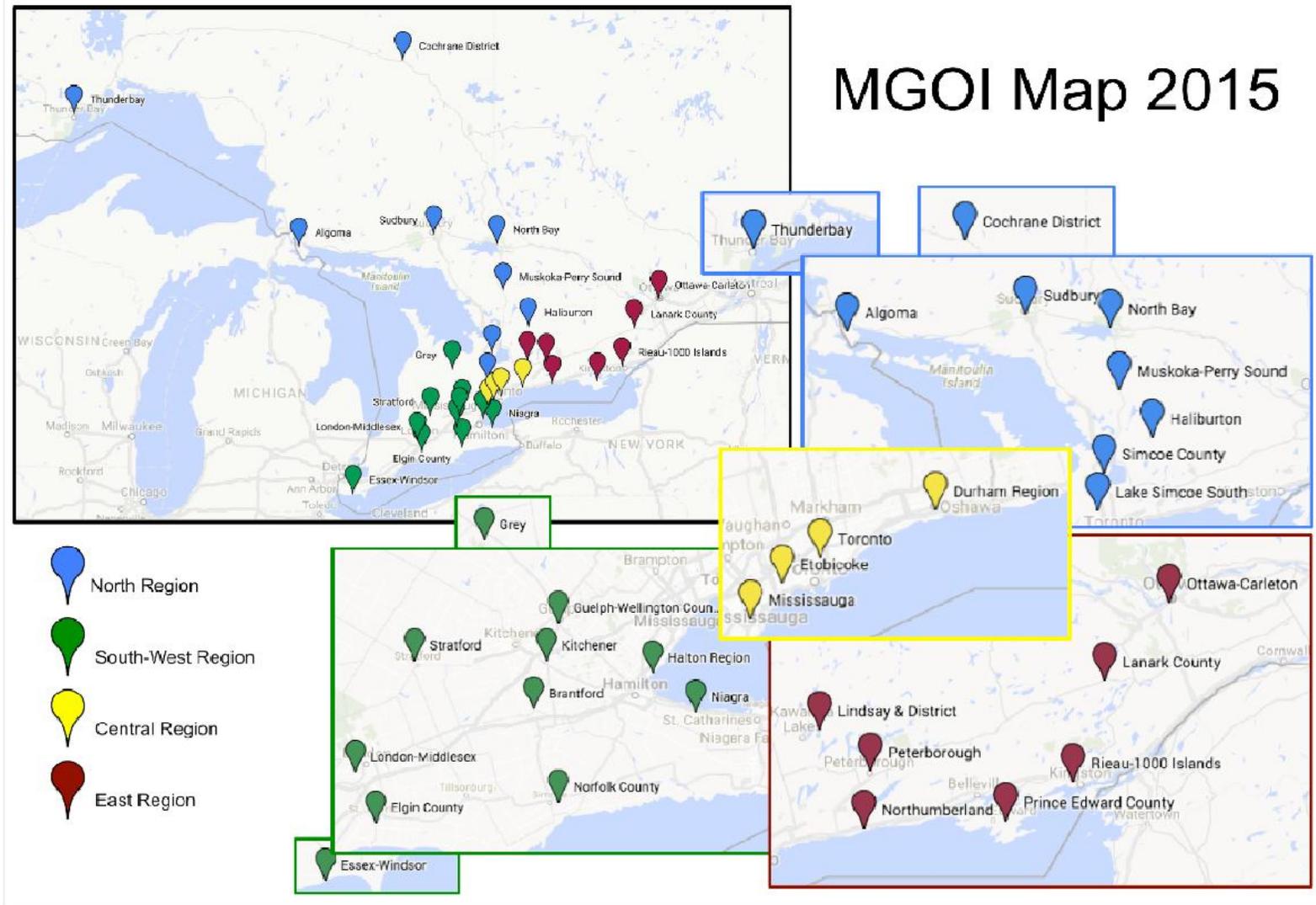
	2016	2017	2018
Zone and board travel and related expenses	\$2,691	\$2,537	\$2,120
Insurance	1,181	3,537	3,650
Professional fees	3,472	3,105	3,120
Education program	750	2,200	2,875
Badges and certificates	2,452	3,382	1,900
Office and general	804	1,224	500
Bookmarks	693	130	
Reference Manual	1,300	-	-
Promotion & membership	561	702	100
Donations to groups	2,050	2,386	2,400
Canada Blooms	18	1,177	250
Web Expenses	61	1,075	1,500
Special Initiatives	-	4,000	
Telephone and communications	-	213	-
Bank Charges and interest	80	157	24
Marketing Fees			100
Conference & Conventions			1,200
Total expenditures	\$16,113	\$25,825	\$19,739

Total Expenditures \$19,739



Locating Master Gardener Groups in Ontario

MGOI Map 2015



Annual Reviews of the 31 Master Gardener Groups in Ontario

Each Ontario Master Gardener group is asked to submit an annual review by February 1st. This is the fourth year that a volunteer committee has received and collated the data. Kelly Noel collates all the member data and maintains our membership database. Cathy Thompson receives all the financial reports and dues. Suzanne Zacharczyk consolidates the data, provides trend analysis, and prepares the annual report, which is reviewed and final distribution by Claudette Sims. Thanks to the all the Group's treasurers who prepare the financial reports, the members who track their hours and the coordinators who send in the information promptly and accurately.

Central Region Groups:

MG Group	Members			By the Numbers										
	# of certified MGs	Number of MGITs *	Total Membership	# of telephone enquiries	# of gardening enquiries email	# of clinics	# of in person enquiries	# of radio/TV appearances	# of formal talks/presentations/workshops by a MG to an audience	# of people attending all formal talks / presentations /workshops (approx)	# of MG guided tours (i.e. guided walks in a garden with an instructional component)	# of people in total attended all guided tours (approx)	# of Gardening articles/newsletters published for the public	
Durham	12	2	14	0	46	829	1	33	633	0	0	0		
Etobicoke	25	11	36	0	17	576	0	24	754	0	0	0		
Mississauga	13	5	18	0	11									
Toronto	93	20	113		865	3312	10	55	832	1	2546			

MG Group	Social Media		# of Gardening blog/ posts published						Volunteer Hours		Total hours of volunteer time giving gardening advice to the public		Total Hours		Education	
	# of Gardening blog/ posts published	# of Twitter Followers	# of Facebook Posts (Tweets)	# of LinkedIn Followers	Other Social Media posts	Total hours of volunteer time giving gardening advice to the public	Total hours of administrative work	Avg Hrs/Vol	Continuing Education Units (CEUs)							
Durham	6	0	317	0	0	554	876	6555	8.32	214						
Etobicoke	0	25	19	0		742	1267	888	79.89	441						
Mississauga		240				606	464	280	101.25	83						
Toronto		934	807			3936	2619	940	41.32	776						

MG Group	What was the highlight of your year?	What are you most proud of?
Durham	We participated in the restoration of the White Garden Redesign project with Parkwood National Historic Site. We also designed and participated in a planting of sensory and vegetable beds for Campbell School for the Disabled. We also gave presentations to the Mississaugas of Scugog Island on vegetable gardening and Herbs	The White Garden Redesign/restoration project at Parkwood Estates, as we were the driving force behind the completion of the project. It is an ongoing initiative which will allow us to educate the public in sustainability through garden design in a historic context
Etobicoke	EMG continues to focus on community outreach programs, with one of our primary partners the Humber Arboretum. The EMG & HA Partnership continued with 7 Eco-Garden Free Community Workshops in 2017. EMG is proud that the workshops continue to encourage new individuals, with a core group of individuals regularly attending events. The workshops also act as an opportunity to increase our visibility in the community, along with opportunities for member recruitment.	The long term commitments of the EMG membership, group dedication, and positive reputation developed by the EMG members.
Mississauga	Riverwood Gardening Courses on Basic Gardening, soil, starting seeds and pruning.	International Kids Garden which provided an advice clinic and an area to teach children.
Toronto	☑Canadian National Flower campaign! ☑Through the Garden Gate garden tour highlighted 30 gardens for its 30th anniversary in 2017 (usually we do 19 or 20). Thanks to the many MGs and hort society members from other groups who came together to help us with this huge effort. ☑We launched a new initiative in partnership with Toronto Public Libraries called Milkweed for Monarchs. Very well-received by the public and we plan more in 2018.	☑The Campaign to name a National Flower for Canada originated with our group and generated a great deal of interest across Canada about native plants, Master Gardeners, and gardening in general. Almost 10,000 Canadians voted on the online petition and the winner, Bunchberry, was presented to Parliament in December.

MG Group	How are you reaching out to the gardening public?	What successes/obstacles have you had in growing your membership?	What makes your meetings successful?
Durham		Our biggest challenge is finding the people who have the time and commitment to fulfill our membership requirements. Despite this, we did manage to retain one new member.	We meet in a beautiful historic garden setting (Parkwood National Historic Site) and have limited the business part of our meetings in order to host educational speakers.
Etobicoke		Membership recruitment has been primarily through workshops / advice clinics, and website inquiries. We had 6 new members join EMG in 2017, with 70% of all those inquiring on joining actually joining EMG. Those who joined EMG stated a key reason for selecting our group was due to the community involvement, close group members, and educational guest speakers at member meetings.	Educational guest speakers, and social opportunity to speak with members at the end of each meeting.
Mississauga		Slowing attracting new members mainly from Riverwood.	Friendship and a common goal to learn more about gardening.
Toronto	<p>❶. TV/Radio – This is a guess, but we likely reached the highest audience in 2017 through radio and TV, as we were on the radio quite a bit, and across Canada, for the National Flower campaign. And on CBC TV.</p> <p>❷. In Person clinics/workshops – We usually reach the highest number of people this way, with Advice Clinics at Community Farmer’s Markets, Canada Blooms (2 clinic stations for MGOI and one for the Toronto Botanical Garden), the Toronto Botanical Garden Plant Sale, CNE, various Seedy Saturday events, and Soupalicious.</p> <p>❸. Social Media – This is getting more popular, and was very helpful in reaching out about the National Flower Campaign. We just need more social-media savvy members!</p> <p>❹. Community Activities - Presentations and workshops with Toronto Public Libraries continue to grow. 32 of our 55 presentations done in 2017 were done at library branches throughout the city, to try and reach as many areas and audiences as possible. In 2017, we launched Milkweed for Monarchs workshops, a kind of specific Advice Clinic just talking about this topic, with handouts of seeds, plant markers and pots. We also reached over 500 schoolchildren from priority neighbourhoods through the Children’s Program at Allan Gardens, a Victorian greenhouse in downtown Toronto.</p> <p>❺. Printed Materials are available at all Advice Clinics</p>	<p>Our challenge is managing the large incoming groups of trainees, not recruitment. Because our geographic area is large AND densely populated, we have many different hort societies, garden clubs, environmental initiatives and community groups from which to draw members. We try to make it easy for people to find us online and get in touch, with a specific email address on our website just for people interested in joining us. Emails to training@torontomastergardeners.ca go straight to our dedicated Training Coordinator, whose job it is to keep a running list of email addresses for potential new recruits and contact them when we hold our annual Entrance Exam in September. In addition, we hold an annual Open House at the Botanical Garden for anyone interested in becoming a Master Gardener to come out and hear about our organization and ask questions.</p>	<p>Our monthly speakers make our meetings worthwhile. You can always learn something new at a meeting and it’s an incentive to brave Toronto traffic during rush hour to get to our meetings at the TBG! We have a Programme Committee who line up speakers for both the monthly meetings and the Tech Update annually.</p>

East Region Groups:

MG Group	Members			By the Numbers			By the Numbers			By the Numbers			By the Numbers		
	# of certified MGs	Number of MGITs *	Total Membership	# of telephone enquiries	# of gardening enquiries email	# of clinics	# of in person enquiries	# of radio/TV appearances	# of formal MG to an audience	# of people attending presentations /workshops by a	# of MG guided walks / walks in a garden / instructional component	# of people in total guided tours (i.e. guided tours (approx))	# of Gardening articles/newsletters published for the public		
Lanark County	12	1	13	32	50	890	1	13	170	2	15	24			
Lindsay & District	8	1	9	65	0	1850	0	5	144	0	0	4			
Northumberland	16	3	19												
Ottawa-Carleton	33	18	51	172	590	2494	0	29	600	3	80	38			
Peterborough & Area	34	8	42	220	79	1807	1	74	2658						
Prince Edward County	12	4	16												
Rideau Thousand Islands	8	4	12	38	47	12	2	23	266			1			

MG Group	Social Media		# of Gardening blog/ posts published for the public		# of Twitter Followers	# of Twitter Posts (Tweets)	# of Facebook Followers	Other Social Media and number of posts	Volunteer Hours		Total hours of volunteer time giving gardening advice to the public		Total Hours		Avg Hrs/Vol	Education		Continuing Education Units (CEUs)
Lanark County	50	129		151			75		515	261		349	356.67			133		
Lindsay & District	9	n/a		n/a	n/a		48		546	342		719	351.33			48		
Northumberland										768		3025	15.97			167		
Ottawa-Carleton				363					1177	1403		140	182.64			550		
Peterborough & Area	25	30		477					1218	2998		596	59.69			646		
Prince Edward County												606	54.86					
Rideau Thousand Islands	1								311	100		1765	61.43			156		

MG Group	What was the highlight of your year?	What are you most proud of?
Lanark County	A highly successful Technical Update, jointly hosted with the Master Gardeners of Ottawa Carleton.	We are proud of the excellent community relationships that we have built with the 5 local Horticultural Societies, 3 Farmers Markets and with the Master Gardeners of Ottawa Carleton. We have jointly hosted 7 Technical Updates and are entering our 5th year of producing the Monthly Edible Garden Newsletter that contains all original articles. I am also proud of the fact that we have not had a member resign since 2012.
Lindsay & District Northumberland	Every interested individual who is motivated to garden and seeks out our advice is a "highlight" and a treat! We are very happy to inspire and help others who have an interest in plants, ecology, gardening and the environment. •Successfully organizing our March Garden Series.	We are proud of the Kirkfield Library children's educational teaching garden which was started several years ago and continues to attract interest by all ages.
Ottawa-Carleton	Our highlights of the year came from MGOC members: 1. One highlight of our MGOC year was the Technical Update. A lot of work and planning went into this event and it went well, giving all our MGs the opportunity to learn and increase their skills. A legacy from the organizing committee was a handbook for future TU planning. 2. Another was the continuation of both our Trowel Talk and TEG newsletters with new volunteers stepping forward to help with the work. 3. Updates to our website to provide the gardening public with more resources. 4. Taking part in the Queen Bee event at the Farm and explaining the work of pollinators to young visitors. 5. Participating in the Habitat for Humanity Challenge at the Ottawa Home & Garden Show.	Received these comments from MGOC members: 1. Proud that our master gardeners are so keen and enthusiastic to learn and share their gardening skills. 2. Proud of the diversity of activities our group engages in to provide garden advice. 3. Our MGs are also good people, willing to volunteer their time and talent in our community. a description of our group would be keen, intelligent and highly cooperative. it is a very healthy volunteer organization. 4. the number of members involved in both planning the TU and participating with poster presentation. 5. Our new member engagement with the MGIT breakfasts being a great initiative.
Peterborough & Area Prince Edward County	Comments provided by # of members: -The highlight of my year is usually the bus trip! I enjoyed the TO Tech.Update the last 2 yrs. - Designing flower beds at a Retirement centre & doing demos @ Ptbo. Farmers Market. -Our annual fun & learning bus trip culminates all the hard work we've put forth. We get to learn & have leisure time as well & get to know each other better.	Member Comments:-The variety of people in our group & our ability to pull together so successfully from all ages, educational levels, abilities & outlooks. -An amazing Educational bus tour & completing my Master Gardener courses - I think you should be proud of all the committees that have been formed over the past year & how well they are working to produce education like A Day For Gardeners & also our new Website. -We work as a team ! Through our differences we all get along and accomplish a lot. !
Rideau Thousand Islands	Working with food security charitable organization "Loving Spoonful", RTI MG's reach is wide helping collect food from gardeners/growers and LS then redistributes it to those in need. We provide growing workshops and advice clinics 3x wk from June – Oct. Website had a complete overhaul and is now updated regularly.	Our diverse talent and knowledge & skills

MG Group	How are you reaching out to the gardening public	What success/challenges have you had in growing your membership?	What makes your meetings successful?
Lanark County	Having a great relationship with the Horticultural Societies is our best way to reach out. The societies are happy to advertise our events and are eager to get our newsletters and articles.	This past year, we have had a great deal more interest from people in joining our group. We invite them to attend a meeting to determine if they want to join. Many appear interested but then find they do not have the time to attend but they will be there "Next month for sure...". We have 3 very promising candidates at this time.	research and present. This past year has been Plant Propagation. This give our members the opportunity to practice their seminar development skills, learn more about a horticultural topic and teach the other members. We also have a free format section that members can raise questions or inform the rest of the group about something they have
Lindsay & District	We give garden seminars, attend/garden at the community gardens (75 plots) located at Fleming College, attend the Farmer's market every Sat. for 5 hours from May-Oct. and supervise etc. the children's teaching garden in Kirkfield.	Recently, there seems to be an interest in growing food so our projects have been based around that theme. People have been showing interest lately who also celebrate summer with fresh produce straight from their own garden:-)	The friendships we have maintained over the years.
Northumberland	•Volunteering at various events in our community	•Marketing our group is our biggest challenge.	
Ottawa-Carleton		We have had good success the past few years in growing our membership. Potential members seek us out.	These responses came from MGCOC members: 1. Getting together with people of like minds - gardening. 2. the enthusiastic sharing of information is definitely a highlight of meetings. 3. Having the education portion first and having more of the administrative reports written and added to agenda saves time at meetings. 4. Most people are not too keen on meetings but ours are really worthwhile both for the education that they provide and for the sharing of information needed to keep our MG group going strong. we are involved in so many community gardening projects and activities. 5. A nice balance between business and education. the way everyone pitches in for all our projects. opportunity to connect on details of our many projects. Overall enthusiasm. 6. I find our educational sessions are very high quality. the speed and efficiency with which we get through a large amount of business is impressive.
Peterborough & Area		Member Comments - I don't think we've ever had a problem growing our membership. We are so enthusiastic & knowledgeable that people want to be a part of the group. -Our group has been steadily growing - One of the challenges is to make sure all members are active in completing their volunteer hours -If there were one deterrent, I might think that it is the cost of courses. -It has been a challenge with certain members not being able to fulfill their hours, however, I believe that this is likely much better since forming a committee.	Member Comments: I look forward to the group meetings since it is an opportunity to hear about all the upcoming events & to learn about the various opportunities to earn my hours. I also enjoy the social side of the meetings & have enjoyed our many speakers over the last year. - Education component & exchange of ideas & information between MGs -- Having a speaker & a learning component makes the meeting worthwhile. Plus we get a ceu !
Prince Edward County			
Rideau Thousand Islands		success inviting potential members meetings with educational components	educational component and helping community

North Region Groups:

MG Group	Members				By the Numbers											
	# of certified MGs	Number of MGITs *	Total Membership		# of telephone enquiries	# of gardening enquiries email	# of clinics	# of in person enquiries via website /	# of radio/TV enquiries	# of formal talks/presentations/workshops by a MG to an audience	# of people attending all formal talks / presentations /workshops (approx)	# of MG guided tours / walks in a garden with an instructional component	# of people in total attended all guided tours (approx)	# of Gardening articles/newsletters published for the public		
Algoma	4	7			262	224	585	0	5	130	0	0	1			
Cochrane District	1	2	3		2	3	60	0	6	324	0	0	0			
Haliburton	7	5	12		2	4	52 in 105 (7	63	2	8	0			
Lake Simcoe South	17	0	17		2	10	538	0	3	855			4			
Muskoka Parry Sound	7	3	10		46	22	121 -		13	383	4	65	2			
North Bay and Area	10	2	12		3	10	50		10	300			20			
Simcoe County	14	2	16		22	56	39	0	42.5	370	0	0	3			
Sudbury	10	0	10		77	102	234		3	150	5	60	4			
Thunder Bay & District Mas	19	4	23		0	20	530	1	58	1356	0	0	1			

MG Group	Social Media							Volunteer Hours				Total Hours		Education	
	# of Gardening blog/ posts published for the public		# of Twitter Followers	# of Facebook Posts (Tweets)	# of LinkedIn Followers	Other Social Media and number of posts		Total hours of volunteer time giving gardening advice to the public		Total hours of administrative work		Avg Hrs/Vol	Continuing Education Units (CEUs)		
Algoma	0	0	0	0	0	0	307	227	1430	468.21	18				
Cochrane District	0	0	12	0	0		57	292	1070	15.56	6				
Haliburton	0	0	0	0			282	437	4216	14.19	74				
Lake Simcoe South	5	194					246	617	534	204.29	329				
Muskoka Parry Sound			15				275	348	710	93.63	145				
North Bay and Area							193	87	1215	13.74	56				
Simcoe County	0	0	0	0	0		257	453	1498	0.00	153				
Sudbury			108				303	104	1508	35.96	38				
Thunder Bay & District Ma	2		548				598	617	316	67.83	379				

MG Group	What was the highlight of your year?	What are you most proud of?
Algoma	Helping to organize a new Seedy Saturday in our rural area.	Helping to organize a successful Seedy Saturday with local Horticultural Societies and a Farmers' Market organization. Helping organize a new educational pollinator garden bed.
Cochrane District	Our social mid-summer party/meeting and garden tour. Sharing seeds, ideas, and friendship.	Members support each other and divide the workload.
Haliburton	1. Annual Plant Sale - people wait for our sale each year and we have to hand out numbers as they arrive so early and begin to line up. We offer an advice clinic & resource table while they wait in line. This year we made over \$2400 on our sale. 2. Permaculture Talk - Three of our members are doing self study on Permaculture focused on the northern home garden. We developed an educational presentation for our group and decided to open it up to 'invited public' - members of other groups such as Environment Haliburton, Garlic Growers Association etc and offered a potluck lunch and discussion time after the presentation. It was a great success and helped us grow our relationship with the groups invited and inspired us to commit to a full day event for June of this year entitled 'Gardening in the Highlands...Welcome to Zone 4'	We are most proud of the 'quality' of the events we offer the public - we have a small but very committed & enthusiastic core group willing to offer leadership on these events and ensure what we offer is always very well done.
Lake Simcoe South Muskoka Parry Sound	Working with the Schomberg and Markham Fairs, the City of Markham and the Woodbridge Farmer's Market.	Our membership is small but mighty.
North Bay and Area	Trip to Cranberry Marsh	That we have attracted 3 new members, and are still surviving despite losing 4.
Simcoe County	increased our membership by 10% with one new member a new member	retention of members looking at new tech ideas to evolve
Sudbury	We work together with Sudbury Horticultural Society on the Ugliest School Yard project creating a school green space.	Despite challenges that travel distance causes, our group tries to lessen its impact on members by being flexible about meeting times and dates.
Thunder Bay & District	May 2017, our group invited Heather Holm, a Minnesota-based horticulturist, author and pollinator researcher, to present sessions for our technical update. Sessions focused on native bees, their lifecycle and habitat, and butterflies of the Great Lakes region and their relationships with native plants. Heather Holm offers practical encouragement to gardeners, stressing the key role we can play in providing garden environments that foster the health of many beneficial pollinating insects. When we bring in a speaker of this calibre, we offer the sessions to the public as well, charging a reasonable fee for tickets. It never fully defrays the full cost, but it helps. Our members were able to purchase a copy of Heather's book, Bees: An Identification and Native Plant Forage Guide, 2017, Pollination Press. Minnetonka, MN. Excellent resource for MGs.	We are most proud of our members who provide horticultural therapy to seniors at long-term care centres in our community. The program at Hogarth Riverview Manor (HRM), led for several years by MG Lynda Lahteenmaa, follows the principles of sensory engagement that are at the heart of horticultural therapy. A core group of MGs assists in the monthly sessions for residents. Lynda believes in 'knowledge transfer' and she has documented the session plans and has trained the recreational staff at HRM, allowing them to continue providing horticultural activities. Staff have also learned to maintain the outdoor gardens at the facility, even as MGs continue to volunteer their time and guidance. Our member Aili Dampier helps with the HRM activities and then presents these activities to the Garden Club she guides at the Nipigon Hospital Long Term Care Residence, home to about 22 residents. About 6 or 7 participants join in the weekly sessions which Aili runs year round. As their ability allows, residents plant a mixed garden in their courtyard raised bed. They use flower material from the garden for craft activities. They harvest vegetables, with scarlet runner beans and kale (for kale chips) being favourite crops.' We are proud of the continued dedication of these Master Gardeners. We are inspired by their willingness to learn approaches to gardening and plant selection that are especially helpful to those with dementia, limited mobility or functioning. These gardeners truly enrich the lives of others.

MG Group	How are you reaching out to the gardening public	What successes have you had in growing your membership?	What makes your meetings successful?
Algoma		No new members in 2017 but 3 in 2016.	New members appreciate being able to talk to the graduated members about learning program. We always have discussions on questions members have been asked..
Cochrane District	Online webinars.	People don't have time to commit to becoming a member/volunteer and learning.	The social aspect of the personal meetings.
Haliburton	We do not use social media yet (Twitter, Facebook) but do have a well developed website (though it is in need of 'freshening up' and we are beginning to work on that). Seems I could not leave the Social Media option blank - the page kept jumping back to the list?	Our recruitment efforts (ongoing one-to-one and public meeting recruitment event every couple of years) has helped up to maintain a fairly steady membership of 10-12 members. Our recruitment efforts are generally quite successful - retention of members is less so. Our aging demographics of members mean health problems and resigning are real issues. Recruiting of younger members has improved but we have lost some new members who have found the educational requirements and volunteer commitment too onerous to continue with active membership while still working and raising a family.	Our group has a great comradery and enjoys the learning, sharing and socializing opportunities our meetings offer.
Lake Simcoe South		We did not grow in 2017.	Great speakers and sharing
Muskoka Parry Sound		I have attracted a few new members through an independent gardening project I head up in Parry Sound.	It gives us an opportunity to find out what is going on in all the communities in our District and we take turns preparing and presenting the education component,
North Bay and Area		This year we were able to recruit one new member, others would like to join but have neither the time nor the money right now. We continue to ask.	We are all very good researchers and share the knowledge we have gained at each meeting. It is always amazing the volume of knowledge in our small group
Simcoe County		being recognized	education component
Sudbury		Prospective MGs find the cost of becoming an MG daunting.	Our group has a shared love of gardening and represent a broad spectrum of talents and interests in the study of horticulture. There is always something to learn from each other.
Thunder Bay & District	Just to clarify, by 'community activities', we assume our own teaching events would fit here. We do 2 major events in addition to clinics. Our Thrifty Gardener spring teaching event and our Look, Listen & Learn outdoor teaching event.	Engaging the group in organizing a recruitment event. This is not necessarily viewed as a priority.	Good calibre presentations on relevant topics and even some hands-on activities when we can do it.

South & West Region Groups:

MG Group	Members				By the Numbers									
	# of certified MGs	Number of MGs *	Total Membership		# of telephone enquiries	# of gardening enquiries email	# of clinics	# of in person enquiries	# of radio/TV appearances	# of formal talks/presentations/workshops by a MG to an audience	# of people attending all formal talks / presentations /workshops (approx)	# of MG guided tours (i.e. guided walks in a garden with an instructional component)	# of people in total attended all guided tours (approx)	# of Gardening articles/newsletters published for the public
Niagara	33	6	39		75		600	none	5	150	1 - Shaw Guild	1,000		1 - Niagara newspapers on MG
Brantford	7	4	11		3	5	20		2	800				
Essex Windsor	12	1	13		13		438		5	365				
Grey County	11	3	14		20	51	125		16	335 (does not include approx. 70 atten			4	
Guelph-Wellington	28	14	42		53	88	79	8	29	850	n/a	n/a		12
Halton	18	3	21		42	175	631	34	35	1172	4	600		39
Kitchener	7	6	13		12	93	1000	0	147	1300+	4	120		24
London Middlesex	20	4	24		n/a	102	385	1	10	435	0			
Norfolk County	5	1	6		12	11	28	0	59	1925	0	0		25
Stratford	13	6	19		41	19	268		16	500+				

MG Group	Social Media						Volunteer Hours		Total Hours		Education	
	# of Gardening blog/ posts published for the public	# of Twitter Followers	# of Facebook Posts (Tweets)	# of LinkedIn Followers	Other Social Media posts	Total hours of volunteer time giving gardening advice to the public	Total hours of administrative work	Avg Hrs/Vol	Continuing Education Units (CEUs)			
Niagara	none	none	none	none	none	2004	1021	623	71.00	682		
Brantford						90	50	2009	24.67	8		
Essex Windsor	5		67			326	270	776	26.85	90		
Grey County						258	348	768	159.21	152		
Guelph-Wellington	175	n/a	24	n/a	n/a	918	847	2580	2.75	284		
Halton	2	559				788	710	0	37.88	294		
Kitchener	26	NA	333	NA	NA	517	268	411	147.08	36		
London Middlesex	3	267	487			726	782	863	31.41	208		
Norfolk County	0	0	0	0	0	144	172	407	150.80	50		
Stratford						568	372	785	31.62	60		

MG Group	What was the highlight of your year?	What are you most proud of?
Brantford	Two very enthusiastic MGITs joined our group	The work we do with children
Essex Windsor	Group tour to attend Paul Zammit lecture	keeping abreast of new ideas in gardening
Grey County	Our annual public gardening seminar held in Oct. This year's seminar "Food for Thought" featured 3 speakers dealing with topics related to growing food in our area. Approx. 70 attended.	Work we do with children. In addition to our continued participation in "Grown in Grey" & "Bruce Grey Forest Festival" we provided on-site training to children involved in a new community garden established on school premises, and worked with a class at a local elementary school to choose & plant appropriate plants for their school garden. We also donated 4 children's gardening books to a library, and have purchased a number of children's books on the importance of pollinators that are slated for presentation to this year (2018) to a number of schools in the area.
Guelph-Wellington	Plant sale and Day in the Garden	Joint plant sale with GWMG, Guelph Enabling Garden, Waterloo-Wellington Wildflower Society; Partnering with The City of Guelph-Water Services and Rain Barrel Sale
Halton	Verbinnen's Tour and Gail Trenholm Garden Tour and Annual Review Party	Renewed partnership with RBG, online chats group, cohesion, success of Dundas Market
Kitchener	7th Annual Seedy Saturday - joint venture with KHS, KPL, District 19 OHA - 500+ attendees; increased enthusiasm in seed exchange; excellent attendance of lectures.	Seed to Table Workshop - 2nd year; Jane's Walk at Rockway Gardens - joint effort with KHS; Facebook page - several articles and blog type posts - increased awareness of KMG
London Middlesex	Working with the In the Zone initiative (with CCC and WWF), we were able to promote the use of native plants in urban gardens through the various activities we did throughout the year, including advice clinics, workshops, our Technical update and an interactive display/ advice clinic for 10 days Western Fair.	Ongoing success of our Seedy Saturday (10th year) and Seeds to Your Table (6th year). The passion of our members
Norfolk County	April public clinic "Herb it Up"	all members participated in April public clinic
Stratford	Giving advice and speaking at the 4-day Stratford Garden festival every March.	Recruiting 4 new MGITs and retaining other, so we can expand our public education program.

MG Group	How are you reaching out to the gardening public	What success/challenges have you had in growing your membership?	What makes your meetings successful?
Brantford			Education and getting together with others that share a passion for gardening in spite of our small and elderly group, we meet most months in the hope of keeping abreast of new ideas to share with the public
Essex Windsor		very little success	
Grey County	Our website is attracting increasing interest.	Membership has slowly grown over last 10 years, more than keeping pace with resignations & retirements. This has largely been through introduction to us at advice clinics, community events, presentations & word of mouth, rather than a specific recruiting program.	Learning component at most meetings. We also try to deal with routine matters & general communication by email, restricting meetings where possible to topics that require group discussion & decision, brainstorming etc.
Guelph-Wellington		We have had success in attracting new and younger members. They bring new ideas and energy.	Our meetings feature a good speaker, often providing the opportunity to gain a CEU. During our break, there is an opportunity to connect socially. Our meetings begin and end on time.
Halton		—Retaining newly interested people. Keeping members in the group who do not wish the commitment to volunteer hours and reporting. —The timing, cost and distance to travel can make attending tech updates a challenge.	Lifelong learning and making lifelong friends at meetings make them worthwhile. The quality of speakers, tours and access to tech updates. The group has worked to become more welcoming.
Kitchener	on-site garden consulting; ask the expert at places of work outside of billable hours	Planning interesting educational meetings. Providing adequate mentorship.	Encouraging input from everyone, sharing gardening experiences. Finding worthwhile videos, presentations, films to watch and discuss. Mixing it up - seasonal pot lucks, group outings.
London Middlesex		It is a challenge attracting and keeping new members. Its a challenge to have enough volunteers to participate in all the community events that we are invited to.	Variety of speakers who speak at our meetings. Also the passion and sharing of gardening successes and challenges
Norfolk County			increased emphasis on education we have fun
Stratford	We give a one-hour clinic before every Host meeting, as well as advice at Seed Days, direct advice at Garden Festivals & garden tours & plant sales.	Through presentations we have recruited 2 new MGITs, and two other through the MGOI web site.	With the formation of an education committee and a separate executive meeting we have changed the monthly meetings from housekeeping to more MG & MGIT training as well as developing a plan to increase public education.

What does M.G.O.I. do for you?



Group/Coordinator Support

- Coordinators' Corner on website
- Managing people
- Problem solving
- Policy questions
- Bulk purchases of MG clothing & promo material

Fundraising & sponsorship

- Stokes
- [Sponsors](#) of the National MG Conference

Administrative Support

- Policy
- Nametags & pins
- Certificates
- Handbook
- Logo
- Insurance
- Member database
- Membership information package

Events

- Coordinators' Conference
- Canada Blooms
- Awards of Excellence
- National Conference
- International Conference

Partnerships

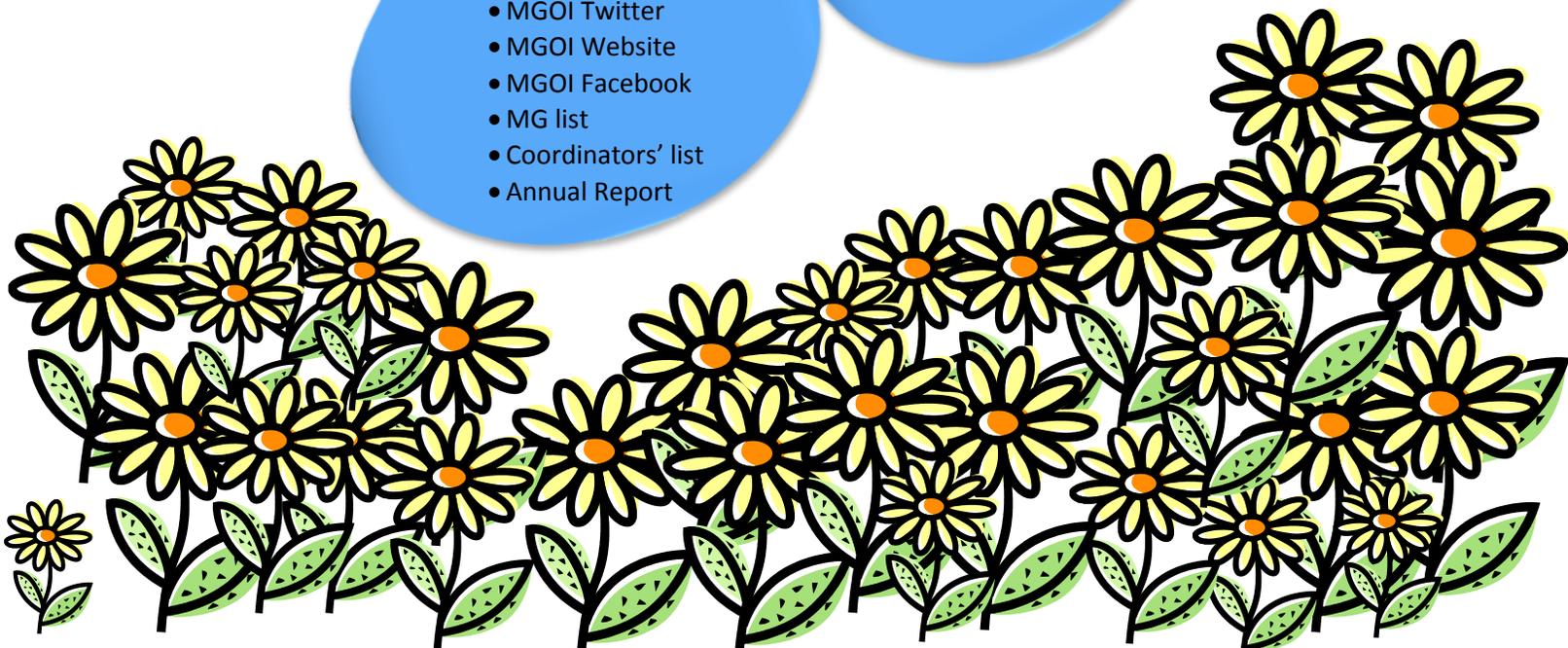
- OHA
- Canada Blooms
- Landscape Ontario
- Dalhousie & Guelph Universities
- PlantWatch
- Master Gardener Canadian network

Communication

- MGOI Newsletter
- MGOI Twitter
- MGOI Website
- MGOI Facebook
- MG list
- Coordinators' list
- Annual Report

Education

- Standards
- Eligibility test
- Certification exam
- Dalhousie & Guelph Universities
- Reference Manual for Ontario Master Gardeners 3rd Edition
- Summer workshops in Niagara



Meet your Board of Directors!

President

Claudette Sims



Claudette is a retired educator and has been a member of Halton Region Master Gardeners since 2004. After serving as coordinator of her group, she was proud to continue working as Zone 5 Director and now president for MGOI. She loves to attract wildlife to her garden and has increasing knowledge and admiration for our beautiful native plants. Other interests include travelling, line dancing, bread making and playing ukulele. Claudette continues to participate in the award winning online chats with CBC radio with other MGs. She is proud to have appeared on a local Cable program this spring and started another blog called [Fifty Shades of Shade](#) to complement those presentations.

Treasurer

Cathy Thompson



Cathy holds a CPA, CMA designation, and has been in accounting for more than 30 years. Leaving work to attend the Horticulture Technician program at Niagara College in 2013 and learned of Master Gardeners at the Canada Blooms booth that year. Cathy was intrigued and decided to pursue joining Master Gardeners upon finishing college and is currently a Master Gardener in Training.

Corporate Secretary

Terri Briggs



Terri brings with her a background in a Not for Profit accounting firm, reporting to the Treasurer, where she handles all day to day activities. In addition, she brings a background in legal where she worked as a Law Clerk with a major publisher. Terri is currently the secretary for LSSMG, where she has been a member of 10 years, and has supported the group organizing the technical updates. Not only enjoying gardening, Terri loves to spend her time writing garden articles to share her love and knowledge.

Director of Education

June Streadwick



June joined Master Gardeners in September, 2000, in the Niagara group. Two years later, she became a Master Gardener, and in 2004, an Advanced Master Gardener. June found the studies so interesting that she kept on going, graduating in 2007 with a Diploma in Horticulture, from the University of Guelph. An active member of the Board of Master Gardeners first as a Zone Director, then as Chair of the Education Committee, and most recently as Director of Education. June thoroughly enjoys being a Master Gardener, and finds volunteering as such, one of the most rewarding things she has ever done

Director of Operations

Suzanne Zacharczyk



Suzanne Zacharczyk, an active member of the Etobicoke Master Gardeners since September 2009, currently supports the group as Coordinator. As full time Senior Project Manager she continues part time studies in Horticulture and Landscape Design. Suzanne has been gardening locally for many years, and her interests in foliage plants and hostas are reflected in her personal garden which was featured in a Community Garden Tour in 2012. As an active community member, Suzanne has been involved with multiple events, and coordinator of fund raising plants sales, and liaison between EMG and Humber Arboretum.

Director of Communications

Kelly Noel



Kelly is a retired teacher – she taught high school math for 35 years and enjoyed it very much. She retired “to the garden” 18 years ago and has been involved in various horticultural organizations and endeavours ever since, all the while building a large garden that features daylilies.

She joined the Master Gardeners of Ottawa-Carleton in 2003, was the group coordinator during 2005 and 2006 and served on the board from 2007 to 2013. She has been answering policy questions and handling requests for badges, pins, examinations and certifications since January 2014.

Director of Membership

Pamela Love



Pam Love joined the Durham Master Gardeners in 2006. Being committed to life-long learning, after finishing the required MG courses at the University of Guelph, went on to complete the Horticulturalist certificate. She brings her skills developed in her career as a people manager in the financial industry to the role of Director of Membership. Pam enjoys mentoring new Master Gardeners and meeting the public at the talks and advice clinics she volunteers at throughout the Durham region.

Director of Events

Tena van Andel



Tena van Andel is delighted to have been a Toronto Master Gardener since 2003. She enjoys her role as Past Coordinator for Toronto and as Director of Events on the board of the Master Gardeners of Ontario Inc. She will talk to anyone and everyone about anything horticultural, although orchids, large trees and the exotic bring a special gleam to her eye.

Regional Director East

Sue Flinders-Adams



Susanne Flinders-Adams is an experienced educator who has always had an intense interest in nature and gardening. When she retired from teaching she focused on her interest in horticulture and became a member of MGOI in 2009. Sue is currently on the Education Committee and has worked with that team to complete the Reference Manual for Ontario Master Gardeners. She was also a member of the Policy committee from January, 2013 to 2014. Over the years, Sue has done many landscape plans for home gardeners, and strives to garden with nature using Integrated Pest Management Strategies.



Regional Director Central -Katherine Mathewson

Katherine is a member of the Durham Master Gardeners. She has a background in design and has a love of art and design in general. Her other love is gardening particularly with the use of native plants and green, environmental principals. She currently works at a native plants nursery which is a constant learning and sharing experience.

Regional Director South-West (shared)

Rhonda Grein



Rhonda has been a Kitchener Master Gardener for 6 years, and a past co-coordinator. She is past president of garden Kitchener/ Kitchener Horticultural Society / Rockway Gardens, and previously the treasurer for 8 years (managing a large grant with 5 employees), and having run many of the programs including speakers, garden tours, bulb and plant sales, bus tours, Seedy Saturdays, concerts, a team lead for The OHA convention recently in Kitchener, and other community and volunteer activities. Rhonda currently manages the garden Kitchener Facebook and Twitter sites, and is the recording secretary for the MGOI Board. *Regional*

Director South-West (shared)

Karen Sciuk



Karen Sciuk, a member of the Kitchener MGs, volunteering with the Master Gardeners since 2009, Karen was the Durham group's 2013 & 2014 Co-ordinator. As Manager/Buyer of an Oshawa area Garden Centre's trees/shrubs/perennials department Karen completed her Horticultural Certificate as well as working on her Growing Plants for Profit Certificate from the University of Guelph. Now a Regional Director, she hopes to encourage the importance of shared experiences and ideas between MG groups, to better enhance each group's ability to reach the general public.

Regional Director North (Interim)

Kathleen Gorsline



Kathleen Gorsline comes from the Food and Agricultural industry where she very much enjoyed sales, marketing, sales management and liaison for these groups with the information technology software teams. Loving to learn and the study of horticulture, she earned her Master Gardener courses at the University of Guelph and went on to complete her Horticultural Certificate. She also enjoys being a member of the Lake Simcoe South Master Gardeners where she spends her time volunteering for presentations and advice clinics.

Vacant Positions: Director of Revenue Development, and Vice President

Picture yourself growing with MGOI as a Board Member!



The MGOI Board of Directors usually has two in person meetings each year- one in October on the day following the Coordinators' Conference and one in the Spring.



Master Gardeners of Ontario Organizational Chart

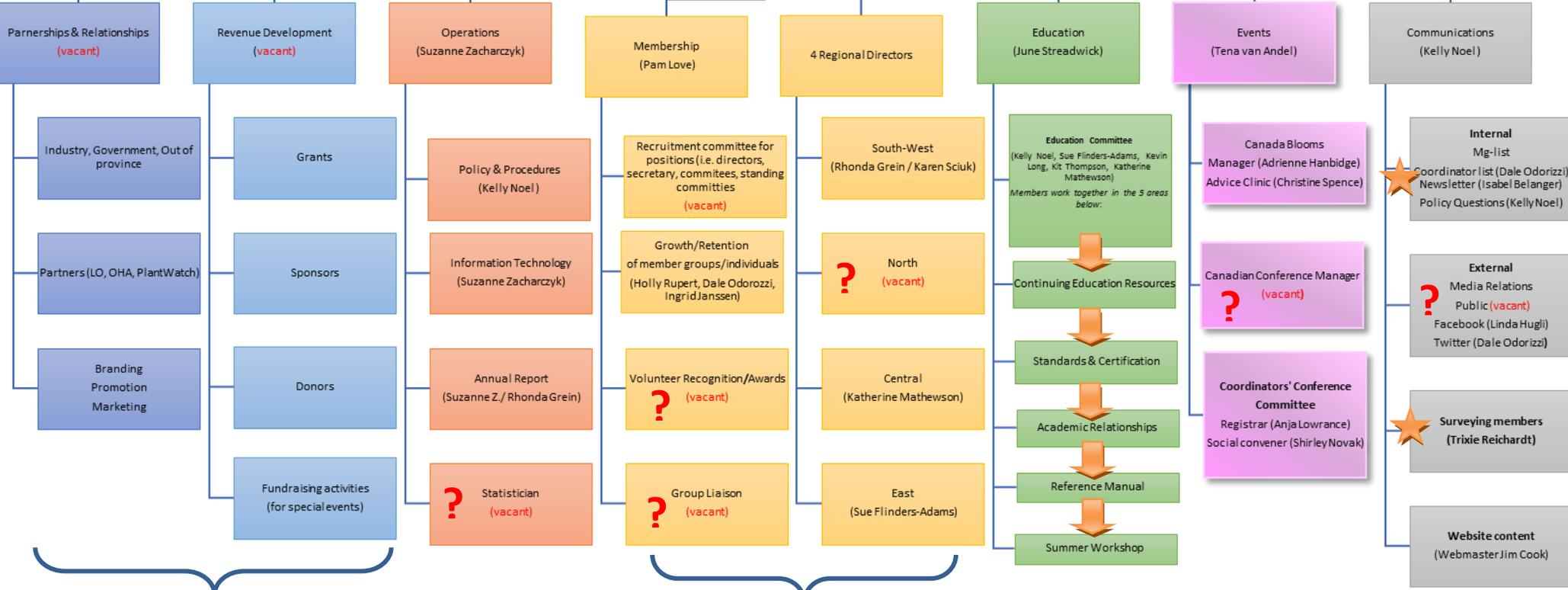
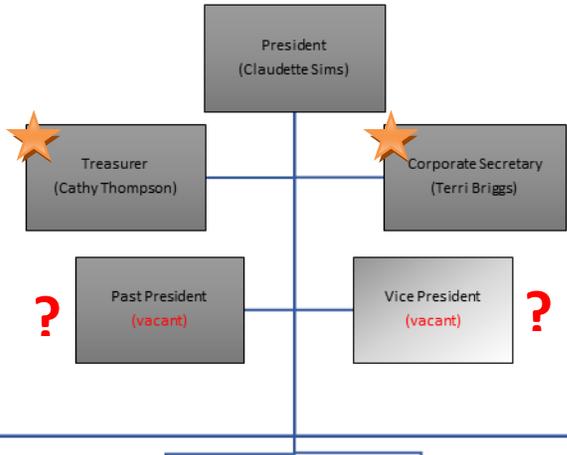
★ Recently filled
? Vacant

Board of Directors

- 4 Regional Directors
- 5 to 11 Functional Directors including
 - President
 - Treasurer
 - Corporate Secretary
 - Vice-President

Administration

- AGM/ By-law questions (Terri Briggs)
- Annual Report (Claudette Sims)
- Badges/pins, exams, certificates (Kelly Noel)
- Database of members (Kelly Noel)
- Financial questions (Cathy Thompson)
- General/Policy Questions (Kelly Noel)
- Recording Secretary (Rhonda Grein)



Work closely together to form partnerships and develop revenue

42 Work closely together to support groups

with 2018