

*Newsletter of the Master Gardeners of Ontario*

# Inside

# MGOI

Welcome to the August edition of *Inside MGOI*, the Master Gardeners of Ontario, Inc. (MGOI) newsletter.

The Newsletter aims to be the voice for Master Gardeners! This is your venue for providing updates, insights and the inside scoop from MGOI Board & Committee members, Directors, and the 28 Master Gardener groups throughout Ontario. The Newsletter features member milestones, group projects and activities, short member profiles, upcoming events such as regional technical updates – anything about the functioning and happenings of our groups and our members. Please feel free to submit pictures – they are most welcome!

Contributions to future editions of *Inside MGOI* may be sent at any time to the Newsletter Editor, Isabel Belanger, [newsletter@mgoi.ca](mailto:newsletter@mgoi.ca).

## MGOI Board Members:

|                                       |                                      |
|---------------------------------------|--------------------------------------|
| President:                            | Karen Sciuk, Waterloo Region         |
| Vice President:                       | Vacant                               |
| Corporate Secretary:                  | Lynda Bobinski, Thunder Bay          |
| Treasurer:                            | Sheila Campbell, Algoma              |
| Director of Communications:           | Vacant                               |
| Directors of Education:               | Kate Sault, Halton                   |
| Director of Events:                   | Rhonda Grein, Waterloo Region        |
| Director of Membership:               | Lois Johnson, Niagara                |
| Director of Operations:               | Diane Wheler, Stratford              |
| Director of Marketing & Partnerships: | Kathleen Gorsline, Lake Simcoe South |
| Director of Central Region:           | Robynne Dunn, Durham                 |
| Director of East Region:              | Anne Craig, Peterborough             |
| Director of North Region:             | Gail Cocker, Simcoe County           |
| Director of South & West Region:      | Janine Robertson, Guelph-Wellington  |

## Committee Members

Statistician: Rhonda Grein, Waterloo Region  
 Webmaster: Jim Cook [webmaster@mgoi.ca](mailto:webmaster@mgoi.ca)  
 Newsletter Editor: Isabel Belanger, Halton [newsletter@mgoi.ca](mailto:newsletter@mgoi.ca)  
 Database /Supplies: Kelly Noel, Ottawa [database@mgoi.ca](mailto:database@mgoi.ca), [supplies@mgoi.ca](mailto:supplies@mgoi.ca)  
 Twitter: Dale Odorizzi, Lanark County  
 Facebook: Claudette Sims, Halton & Cathy Kavassalis, Halton  
 Manager of MG Participation in Canada Blooms: Vacant

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## INSIDE MGOI

Newsletter of the  
Master Gardeners of Ontario, Inc.

August 2023

Editor: Isabel Belanger, Halton

## Milestones

### Guelph Master Gardeners

#### New Master Gardener in Training

Margaret LeSage

#### Profile – by Margaret LeSage

A love of plants and gardening is something I grew up with and goes back many generations in my family. I have always had about ten to twenty indoor plants at a time in my home.



Quite truthfully I couldn't be without plants.

As for gardening, I paint and I approach gardening in the same way I do a blank canvas for a painting. Like painting, to me gardening is an invitation to play with proportion, colour and textures.

My reason for joining the Master Gardeners group is to gain knowledge in all things pertaining to plants. I want to make informed choices in what I include in a garden much as I use different colours and brush stroke techniques in my paintings. I want to be able to share what I learn about plants with others who might have the same questions.



Margaret's painting  
Ignatius Jesuit Centre, Guelph



### Master Gardeners of Ottawa-Carleton

#### Canadian Garden Council Garden Hero Award

Rebecca Last

On Thursday evening, July 27<sup>th</sup>, MGOC held their annual summer potluck at Odette McIntyre's home in Manotick. This was the perfect opportunity to present our own Garden Hero, Rebecca Last, with her award from the Canadian Garden Council.

Rebecca is currently holding the Executive Coordinator role for MGOC, is a much-in-demand gardening presenter, has a gardening blog, [Gardening at Last](#), and participates at the board level on a number of gardening non-profit organizations. A very deserving recipient indeed! Congratulations Rebecca!



Rebecca Last, left, receives her Garden Hero Award from Odette McIntyre  
Photo: Julianne Labreche



## Northumberland Master Gardeners

### New Master Gardener in Training

Stacy Hannah

#### Profile – by Stacy Hannah



Hello! I'm Stacy Hannah, and am brand new to not only Master Gardeners, but to really trying my hand at gardening in any real way. Previous experience has mostly been planting annuals that look lovely in a tiny front

garden in Toronto, then just die at the end of season.

When my husband and I were able to make a very longstanding desire to move east to Warkworth come true, I started courting a second long standing wish: to grow houseplants that would not die (thus the backwards sign in the picture), try growing a decent vegetable garden, and finally, to begin converting our lawn to a naturalized space populated with indigenous species only (I have wavered on a few very pretty, hybridized perennials).

Well, that's actually three wishes, but who's counting?

In the fall I will be starting the online Master Gardener courses through Dalhousie University and am really looking forward to beginning to connect the dots with not just the beauty of plants, but the incredible nature of the relationships between soil, species, and insects. The kindness, knowledge and diverse interests of the Master Gardener group are very appreciated on my part.

Getting to know you all slowly will be a pleasure and I hope to be able to contribute more as I learn and hopefully grow. It's going to be quite the journey!





## MGOI Board Vacancies

*Karen Sciuk, President MGOI*

MGOI currently has two (2) board vacancies: Vice President (VP); and Director of Communications. The Director of Communications is an immediate opening. The job description for the VP position follows below and the Communications Director job description is on the right.

Interested candidates should contact me, Karen Sciuk at [president@mgoi.ca](mailto:president@mgoi.ca).

### Board Vacancy – Vice President

I do not expect to continue my term past the end of 2024 and would like to find a VP to start as soon as possible so that they will be well aware of how the Executive functions prior to becoming President.

We like to appoint MGs interested in this position to the Board as VP before they transition into the President's position.

Please see the VP job description below and feel free to contact me, Karen Sciuk at [president@mgoi.ca](mailto:president@mgoi.ca).

### Job Description – Vice President

- Supports and works closely with the President to assist with his or her duties, especially regarding governance
- Monitors the progress of the organization's goals and objectives
- Reviews information submitted in Annual Reviews and in the Annual Report in order to recognize achievements, share best practices, and identify potential areas of concern
- Assists the relevant Director to resolve potential areas of concern, and if necessary, bring them to the attention of the Board of Directors
- Works with the Director of Membership and others to fill vacant Board positions
- Assumes the duties of the President in his or her absence
- Succeeds the President

### Job Description – Director of Communications

The Director of Communications oversees the Communications Committee which is responsible for managing internal communications:

- **Website** and subdomains – managed by Jim Cook, our webmaster.
- **Newsletter** – managed by Isabel Belanger, our editor.
- **MG membership database** – managed by Kelly Noel, former Director of Communications.
- **MGOI group email** – managed by Kelly Noel, former Director of Communications.
- **Handbook updates** – managed by Past President Claudette Sims with input from the Board.
- **MGOI facebook group** – administered by Claudette Sims and Cathy Kavassalis.
- **MGOI twitter** – administered by Dale Odorizzi.

Currently the Director of Communications is directly responsible for these specific tasks:

- **Coordinators and Board Member Contact Lists** – manages updates and distribution to the website, newsletter, and internally.
- **Email Communication** – communicates board decisions to Coordinators, e.g. policy changes/clarifications/updates, events, surveys, and reminders in conjunction with Regional Directors.
- **[info@mgoi.ca](mailto:info@mgoi.ca) Emails** – either responds directly or forwards the inquiry to the appropriate Board member or MG group, in particular forwarding new member inquiries to the Membership Committee.



## Board Vacancy, Fall 2023

### ***Central Region Director***

If you have been wanting to be part of the MGOI Executive here is your opportunity. The Central Region Director expects to retire from this position in the fall, leaving a vacancy.

For more details and a copy of the Job Description, please contact Robynne Dunn, Central Region Director, at [robynneone@hotmail.com](mailto:robynneone@hotmail.com).

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## Messages from the MGOI Webmaster, Jim Cook

### **Advertising Technical Updates**

Does your group have a technical update you'd like to advertise on the MGOI home page? We can link to your website.

Please forward information to Jim at [webmaster@mgoi.ca](mailto:webmaster@mgoi.ca).

Thank you.



### **Master Gardener Group Websites / Links**

The MGOI website lists current links to group websites, and social media such as Facebook and Instagram: <https://mgoi.ca/groups/>.

This is a reminder to please inform me of any changes to your links to keep them up-to-date.

My address is: [webmaster@mgoi.ca](mailto:webmaster@mgoi.ca).

Thanks!

Jim



## Master Gardeners Out & About

### Projects & Events

#### Thunder Bay & District Master Gardeners

##### Name: Thunder Bay Art Gallery Garden Tour

**Details:** The Thunder Bay & District Master Gardeners were excited to once again be part of the Thunder Bay Art Gallery's 26<sup>th</sup> annual garden tour on July 30<sup>th</sup>. The weather was perfect, and the gallery hosted over 600 ticket holders to 6 private gardens and 1 public garden. The gardeners were thrilled to showcase their spectacular yards, and the Master Gardeners were on hand to greet the public and answer any gardening questions. It was a very successful fundraiser and fun event.



MGiT Hedy Koski



MG Teresa Love



MG Lynda Lahteenmaa (right), gardeners Heather & Giancarlo Del Ben, and MG Gordon Ward



MG Sylvia Goodheart, left, gardener Margaret Curtis and MGiT Jack Van Gemenen





## Niagara Master Gardeners

### Name: Summer in Niagara

**Details:** The Shaw Garden Tour in Niagara-on-the-Lake kicked off the summer for the Niagara MGs. The June 24 event featured interesting plant specimens, garden design and local history in nine beautiful properties in and around the NOTL (Niagara-on-the-Lake) old town. The event is organized by the Shaw Theatre Guild with substantial help from the Niagara Master Gardeners. This year, we welcomed some MG volunteers from London-Middlesex (Sandra Elfman and Lynne Campbell) and Etobicoke (Barbara Nytko) on the day of, to help guide visitors. The weather, luckily, was perfect and it was a full, fun tour day! The Garden Tour is the largest fundraiser of the year for the Shaw Festival.



*Sandra Elfman, left and Lynne Campbell from London-Middlesex Master Gardeners pitched in, helping visitors at the Shaw Garden Tour*



*From left, Niagara MGs Michele Young, Carol Tuck Riggs and Eva Marie Weber were among the many MG volunteers who helped before and during the event*

Also this summer Niagara MG Lynn Fournier offered fellow MGs a mini workshop on making grapevine wreaths.



*Betty Knight, left and Marie Claire Groulx learned how to make grapevine leaves under the tutelage of Lynn Fournier*





## Grand Erie Master Gardeners

### Name: Garden Tour at the Van Norman-Guiler House

**Details:** The Grand Erie Master Gardeners met on Sunday July 30th for a guided garden tour at the Van Norman-Guiler House owned by Amber Zuber in the tiny village of Normandale. This Regency style cottage was built in 1842, and not only the home but also the gardens have a heritage designation. The native garden was designed and restored by Master Gardener Kevin Kavanagh four years ago, and is filled with environmentally beneficial native plants that support our pollinators and local food webs. We spent a lovely afternoon enjoying the gardens and learning more about native plants in the Carolinian zone.



*MG Kevin Kavanagh conducting our tour*

Here are some photos of the gardens.



## 1000 Islands Master Gardeners

### Name: 1000 Islands Master Gardeners – Eastern Regional Technical Update

**Details:** 1000 Island MGs held their Technical Update over 3 days from Friday, August 11 to Sunday, August 13. While the event was planned for a Technical Update for Master Gardeners, the over 80 attendees were local non-MGs.

On Friday evening, speaker Julia Pupko, ecologist and entomology-lover from the unceded Elnu Abenaki lands (Upper Valley, Vermont) spoke on *Lady Beetles: Friends of our Gardens and Ecosystems*. She is currently a Forestry Specialist at Vermont Forests, Parks and Recreation.





On Saturday, there was a garden tour highlighting 6 beautiful private gardens and 1 community garden, all embracing the importance of biodiversity. Five of the properties were in Kingston, one was 15 minutes north of the city, and one was on Wolfe Island accessible only by ferry (free to users).

On Sunday, participants were able to choose up to 2 workshops:

- A guided walking tour of Belle Island
- The installation of a fruit tree guild in a food forest
- The installation of a Pocket Forest
- And the matrix planting of a native plant seed / pollinator garden



*MG Joyce Hostyn explaining how different species in a fruit tree guild contribute to the overall health of the plant community*



*MGs Astrid Muschalla (white hat) and Joanne Whitfield(not pictured) helping community members and workshop participants in the planting of an upland Pocket Forest*



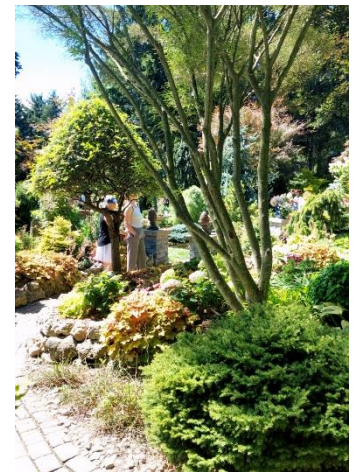
*MG Nathan Nesdoly (green shirt) guides participants through the design and planting process of a Matrix Meadow*



## London Middlesex Master Gardeners

### Name: Bloomin' Tour

**Details:** Mother Nature gifted us with a beautiful day for this year's Bloomin' Tour on August 13<sup>th</sup>! The weather was absolutely perfect – blue skies, nice breeze and perfect temperature. With all the rain this season, the gardens were stunning. There were many smiling faces, many questions answered, and so much inspiration provided. In total 210 tickets were sold. All in all the 2023 Bloomin' Tour was very successful.



*L-R, MGs Linda Armstrong, Louise Nadeau, Sarah Ragalyi*





## Stratford and Area Master Gardeners

### Name: ReLeaf Native Plant Sale

**Details:** The Stratford and Area Master Gardeners began a special project last year called ReLeaf Stratford. The goal was to plant 2022 trees in the year 2022. That goal was surpassed, and ReLeaf has gone from strength to strength.

With 2 native shrubs sales in the past, native pollinator plants were next. On August 5th, a sale of approximately 480 plants was held in Lorraine Keupfer's driveway in Stratford.



A wide variety of species was available, including purple coneflower (*Echinacea purpurea*), Canada goldenrod (*Solidago canadensis*), anise hyssop (*Agastache foeniculum*), Joe Pye weed (*Eutrochium purpureum*) and black-eyed Susan (*Rudbeckia hirta*). All the plants were started from seed in early January outdoors, repotted when big enough, then left to grow in natural conditions, i.e. MGs gardens.



MG Leslye Glover at the table

It was exciting to have so many people come to the sale, many of whom expressed their thanks for an opportunity to buy native species to add to their gardens. As a bonus, people were able to tour Lorraine's stunning garden and enjoy her many native plants and butterflies in situ.



## Master Gardeners of Ottawa-Carleton

### Name: Master Gardener Summer Pot Luck

**Details:** Twice each year, Master Gardeners of Ottawa-Carleton share fellowship and good food at a potluck event. These events are more than just fun. They are important for cohesion amongst our growing group. This past July 26, our summer potluck took place at the spacious home of Executive Assistant Coordinator Odette McIntyre. It was a lovely summer day and we enjoyed tours of Odette's expansive garden, featuring an extended season veggie garden that was bursting with produce. As always, the selection of food was spectacular, including delicious steaks prepared by Odette's partner Peter, a talented BBQ chef.



Master Gardeners of Ottawa-Carleton at the summer potluck at the back steps of Odette McIntyre's home





## Toronto Master Gardeners

### Name: Summer Social Events

**Details:** Once again this year, the Toronto Master Gardeners responded to members' requests for some social activities with a couple of wonderful experiences: a guided tour of Tommy Thompson Park, a birder's paradise on the shores of Lake Ontario in Toronto; and a ROM (Royal Ontario Museum) tree identification workshop in conjunction with the ROM's new publication "A Field Guide to Trees of Ontario".

### Guided Tour of Tommy Thompson Park, Toronto

**Details:** The weather was lovely on June 24 as a group of TMGs (and some partners) met for a guided tour of Tommy Thompson Park (aka the Leslie Street Spit). Our



Swans and their cygnets, Tommy Thompson Park

Photo credit: Pat Concessi

guide was Sasan Beni, a noted Toronto birder, who pointed out dozens of birds that we otherwise would have missed. A highlight of the walk was seeing the pair of swans with their young.



Photo caption: Sasan Beni and TMGs at Tommy Thompson Park

Photo credit: Dianne Azzarello



The Toronto skyline from Tommy Thompson Park  
Photo credit: Dianne Azzarello

### Tree ID Workshop – Royal Ontario Museum

**Details:** Nineteen TMGs headed to the ROM in July for a hands-on workshop on Tree

ID in Ontario with Deb Metzger, Assistant Curator of Botany in the ROM's Department of Natural History and Jim Eckenwalder, retired from the Department of Ecology and Evolutionary Biology at U of T. The course was based on the new ROM publication, "A Field Guide to Trees of Ontario", 2023. The guide has more than 1,400 photographs and illustrations, tree ID tools and keys, and the basics of plant architecture. This is a must-have book for all MGs in Ontario!



A new must-have: The ROM's Field Guide to Trees of Ontario  
Photo credit: Dianne Azzarello



ROM Curator Deb Metzger and workshop participants  
Photo credit: Dianne Azzarello



## UPCOMING EVENTS

### CNE – Canadian National Exhibition 2023



*Let's go to the Ex!*

**Dates:** Friday, August 18 – Monday, September 4, 2023

**Details:** After a three year Covid hiatus Master Gardeners are holding an Advice Clinic at the CNE. Leanne Krane, Guelph-Wellington MG, has secured a booth for Master Gardeners in the flower show area. Our table is situated beside a table for the OHA (Ontario Horticultural Association).

Education Director Kate Sault sent out a sign up form to coordinators in early July. As of August 14<sup>th</sup> there were still some slots available. As in previous years volunteers will get a free admission pass.

### Master Gardeners of Ottawa-Carleton & Lanark County Master Gardeners

#### Technical Update

**Topic:** Wild About Wildflowers

**Date:** Saturday September 9, 2023

**Location:** Kitchissippi United Church, 630 Island Park Dr., Ottawa

**Details:** We are delighted that Michael Runtz has agreed to be our speaker at the Technical Update, coordinated with the Lanark County Master Gardeners. The two-hour morning seminar is called **Wild About Wildflowers**. Michael's focus is on Ontario wildflowers, especially those found in Algonquin Park, one of his favorite places.

During the afternoon, MGs will head out in two groups – one for a guided visit to Fletcher Wildlife Garden and the other for a guided tour of the Mer Bleue Bog, a conservation area approximately 7,700 years old that is a habitat for many species of regionally and significantly rare plants, birds and other wildlife. Both groups will be on the look out for fall blooming native plants, hoping to see and identify some specimens new to them, and will have cameras at the ready to record their finds.

### Niagara Master Gardeners

#### Name: Annual Plant Sale

**Details:** The Niagara group will be hosting their annual plant sale on September 9 at the Vineland Research Station. Come one, come all! Details below.

**Date & Time:** Saturday, September 9, 9am - noon

**Location:** Vineland Research and Innovation Centre, 4890 Victoria Ave N, Vineland Station, ON L0R 2E0 (QEW & Victoria Avenue)



**SATURDAY SEPTEMBER 9, 2023**

Vineland Research & Innovation Centre  
QEW & Victoria Avenue



• cash only please

• tool sharpening for a donation

**9 AM - NOON**



Take the driveway over the cobblestone bridge to behind the agricultural barns.



• Herbs  
• Shrubs  
• Natives

• Perennials  
• Houseplants  
• Spring Bulbs

... from members' gardens & local Wholesale Nurseries



**ASK A MASTER GARDENER CLINIC**



Thank you! The funds generated allow us to support:

- awards for students at Niagara College & the Niagara Parks School of Horticulture
- requests for funding related to horticultural & environmental projects
- our Seedy Community Event - an annual seed sale & exchange
- horticultural therapy sessions





## Etobicoke Master Gardeners

**Name:** EMG 2023 Fall Plant Sale

**Date & Time:** Saturday, September 16, 8:30 a.m. to 12 p.m.

**Place:** 6 Kingsway Crescent, Etobicoke



**Etobicoke Master  
Gardeners**

**2023 FALL PLANT SALE**

**Saturday, September 16**

**8:30 am - 12 p.m.**

**6 Kingsway Crescent**

**GET A LEAP ON SPRING WITH FALL PLANTING!**

Sun & Shade Perennials, Native Plants

Expert Gardening Advice Available



[www.etobicoke masters gardeners.ca](http://www.etobicoke masters gardeners.ca)

## Name: 2023 Eco-Garden Community Workshop Series

**Details:** Join Etobicoke Master Gardeners and the Humber Arboretum for the 2023 Eco-Garden Community Workshops. Most are virtual and a few are in-person.

Registration for these workshops is through the Humber Arboretum at the following link:

<https://humber.ca/arboretum/learn/adult-programs/etobicoke-master-gardeners.html>

### Dates & Topics:

- Pruning (virtual), October 14
- Pruning (in-person workshop), October 21
- Indoor Plants (virtual), November 18



## Canadian Food Inspection Agency (CFIA) Seeds Alert

**Canadians are encouraged to connect with the Canadian Food Inspection Agency (CFIA) before sending seeds abroad.** Canada's plant health regulator, the CFIA, plays an important role in making sure seeds from Canada meet internationally agreed upon regulations. The CFIA has seen an increasing number of notifications of non-compliance from foreign countries about seeds exported from Canada without proper phytosanitary (plant health) certification. Seeds can potentially be invasive in some countries or spread plant diseases or other pests. Not meeting requirements has consequences. For example, the destination country may destroy the seeds and issue Canada a notice of non-compliance.

All seeds, including those in small packets for gardeners, must comply with the import requirements of the destination country.

Please share this information with the Canadian public to increase awareness of the important steps to take when shipping or exporting seeds to protect international plant resources, our economy and the environment. The CFIA has spokespeople available for interviews, people who are experts in plant health imports and exports. Our experts are also willing to write and submit a piece if that is of interest. Please contact us if you have any questions. We look forward to hearing from you.

Media Relations, Canadian Food Inspection Agency /  
Government of Canada: [cfia.media.acia@inspection.gc.ca](mailto:cfia.media.acia@inspection.gc.ca)  
Tel: 613-773-6600

Additional links/Background information:

- [Shipping and exporting seeds from Canada](#)
- [Plant health at the CFIA](#)
- [Chronicle 360 plant health](#)
- [Canada's plant health hero challenge](#)
- [Join the plant health movement](#) (Chronicle 360)

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[Instagram](#); [Email subscription](#)



## From the Gardens of Master Gardeners Beautiful Pictures

*Julianne Labreche, Master Gardeners of Ottawa-Carleton*  
It was an exciting night, watching the first hummingbird arrive in my garden this evening. I've been growing cardinal flower (*Lobelia cardinalis*), a native plant with vibrant red flowers that is a big hummingbird magnet. In mid-summer, it is lovely to relax on the deck and watch the many birds that arrive in the back garden, attracted by fresh water and many bird-friendly plants.



\*\*\*\*\*

*Sarah Powell, MGIT, Durham Master Gardeners*

Hemerocallis 'Unnamed Seedling' — A gift from 'We're in the Hayfield Now' daylily farm in Clarington, ON that closed in 2019 😞.



\*\*\*\*\*

*Joan Nieman-Agapas, Simcoe County Master Gardeners*

This photo is a coral coloured peony which I waited for three years to bloom. Patience rewarded this spring with four blossoms!



These are chocolate Asiatic lilies. On a neighbourhood walk I spotted these in a garden and begged several plants from the very generous owner who was pleased to share. Isn't that what gardening is all about!

\*\*\*\*\*

*Isabel Belanger, Halton Master Gardeners*

The hairy mountain mint (*Pycnanthemum verticillatum* var. *pilosum*) has really come into its own this year and is a pollinator magnet. This great black digger wasp (*Sphex pensylvanicus*) can't get enough of these flowers.

\*\*\*\*\*

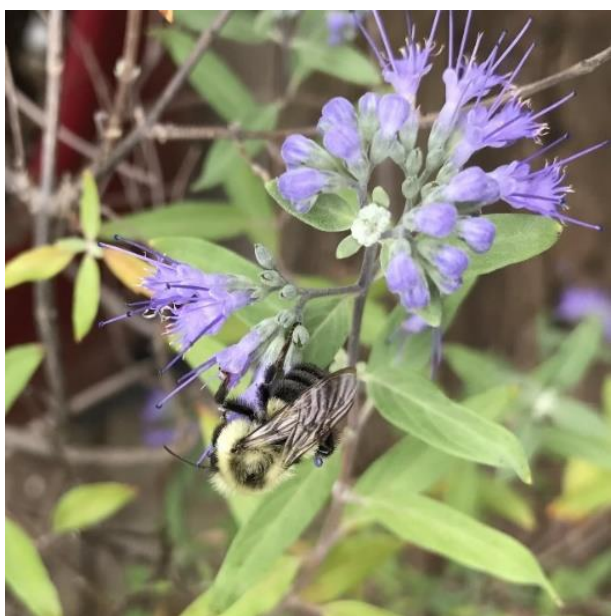




Leslie Ferguson, Etobicoke Master Gardeners



Carpenter bee on *Phlox paniculata*



I caught this bumblebee sleeping on a lovely bluebeard (*Caryopteris* sp.)



Astrid Muschalla, 1000 Islands Master Gardeners

Here is a link to a favourite picture with bird and bee houses for installation to a 3-year large front and rear yard that had all the grass removed and has become a major food producing garden:

<https://photos.app.goo.gl/mQ62CYithFENFDVX6>

Bev Wagar, Halton Master Gardeners  
by Isabel Belanger, Halton Master Gardeners

Bev's garden is a CWF (Canadian Wildlife Fund) certified urban garden in Hamilton, with 126 species of native or near native plants. This garden was part of the recent HMGs Garden Journeys Open Days in August.



The Canada Lily (*Lilium canadensis*) (yellow flower, back) bloomed at half the height it did last year. At the top left is stiff goldenrod (*Solidago rigida*). To the right is round headed bush clover (*Lespedeza capitata*). The top right features wrinkle-leaf goldenrod (*Solidago rugosa*). The ferny plant at the front is Illinois bundleflower (*Desmanthus illinoensis*). Beside *D. illinoensis* on the left is *Geranium maculatum*.



New Jersey tea (*Ceanothus americana*) is in full bloom (June 30, 2023).

Photo credits:  
Isabel Belanger





## Gardens and Tourism Coming Together for More Impact

The Canadian Garden Council in collaboration with Destination Greater Victoria has joined forces to organize the International Garden Tourism Conference in Victoria BC, taking place from November 1 to 4, 2023. This innovative event revolves around the theme "Seizing the Moment", recognizing the abundant possibilities for gardens to collaborate with the tourism sector and enhance their appeal as well as their destination, especially post-pandemic, thereby attracting more visitors.

Attendees will have the opportunity to explore how garden and tourism experts from various parts of the world are leveraging their garden experiences to develop and promote their destination.

As the hosts of this conference, we are delighted to extend a special \$400 discount on registration fees to our members! Don't miss out on this incredible opportunity and start making plans to join us in Victoria. We look forward to seeing you there!

### WHY JOIN?

- **20+ top speakers** from the world's most renowned gardens, tourism industry and media share their experiences and best practices on:
  - **Destination Development:** creating and enhancing visitors' experiences and attractions that increase visitation
  - **Destination Promotion:** working with local/national tourism boards and (online) travel platforms and media to attract visitors and enhance the visitor journey
- **Awards Gala**
- **Unique networking** opportunities and **site-visits**





## **FOR WHOM?**

- **Managers of Gardens, Festivals and Horticultural Expos** (directors, marketing, horticulture, exhibitions) who wish to increase and broaden visitation and create impactful guest experiences.
- **Tourism Boards and Associations** who wish to develop new insights and opportunities to drive visitation to their place and region.
- **Online and offline travel** platforms and operators and (social) media who wish to tap into a growing industry that attracts over a **100 million visitors a year**.

**LEARN MORE & REGISTER TODAY!**

Hosted by:



Endorsed by:



**[www.gardentourism.org](http://www.gardentourism.org)**

**Join us this Fall in Victoria, BC!**

