



The Association for
Garden Communicators

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GARDENWRITERS.ORG/JOIN**

HOW IGC OWNERS & EMPLOYEES BENEFIT FROM GWA

PROFESSIONAL CONNECTIONS Many GWA members work at garden centers. They network with each other at our meetings and online, exchanging ideas for educational events, expanding sales, and communicating with customers.

WRITING SKILLS GWA education will help sharpen blog and newsletter writing skills. One way that a local IGC distinguishes itself from box stores is by showing they have local expertise and developing personal relationships with their customers. A well written newsletter or blog is one way to do this. Our members know that even those who don't consider themselves to be "writers" can learn better writing skills.

SPEAKING SKILLS Many GWA members are speakers. Some of the meetings are about speaking skills and this helps IGC people to present better educational programs.

IT'S A VISUAL WORLD Good photography capabilities are key for every garden lover, along with building a library of photos. With blogs, websites, and social networking here to stay, photography know-how is essential. Improving skills, photo handling, software knowledge and more are topics that are discussed regularly in GWA meetings.

MEASURING THE PULSE OF THE INDUSTRY

GWA keeps employees and owners informed about what's happening in the industry. Learn about new plants, products, problems and consumer trends from member emails, forums, and at regional and national meetings.

BEING SOCIAL If your business struggles with how to use social media effectively, GWA is for you. At annual and regional meetings, in our virtual Power Circles, and through articles in the GWA newsletter, members learn better ways to use platforms such as Facebook, Twitter, and Instagram.

PUBLIC CONNECTIONS Since GWA is all about communication, this organization serves those who talk to the public about plants and gardening. Learn better ways to convey garden information to newbies. Find new approaches to sell the excitement about plants and gardening to a younger audience.

GET ON THE AIR Some GWA members host radio programs or podcasts. This is another way to position your IGC as local experts. Talk with radio hosts at GWA meetings about how you can host a gardening program on the air or create your own IGC podcast.

RECHARGE YOUR BATTERIES Let's face it...spring is brutal at an IGC. By August or September, you're ready for a break! GWA symposiums provide a tax-deductible way to see colorful gardens in many parts of North America at the time when you can actually get away. Our meetings take place in different locations every year, allowing for interesting travel that will also benefit your bottom line.

“Since joining GWA, my membership has been instrumental in helping me communicate better via TV, radio, social media and print. Learning through regional meetings, national symposiums and Connect meetings during industry events has increased my knowledge of the plants, products and procedures used in retail and gardening. Most importantly, the people of GWA have been accessible to share their knowledge and expertise. As an Independent Garden Center, GWA keeps us ahead of the curve of what the big box stores can offer.”

*Carrie Engel, Manager
Valley View Farms, MD*



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MAXIMIZING YOUR MEMBERSHIP

AFTER YOU'VE JOINED, HERE ARE THREE WAYS TO GET CONNECTED...

- Reach out in our members only forum (the “Communities” page under “Member’s Resources” on the website) and start a conversation. Introduce yourself and your garden. Ask questions and get feedback from other GWA members.
- Form or join a special interest group with other members. These are called GWA Power Circles and they meet remotely via conference calls, webinars or Skype. There are many special-interest topics and new ones added frequently. Are you interested in brainstorming about programs, newsletters, botanical garden blogs or other pertinent topics? Or perhaps you’d like to be part of a general Botanical Gardens Power Circle. Learn more at www.gardenwriters.org/powercircles or contact GWA at 212.297.2198 or info@gardenwriters.org.
- Attend regional and national meetings when possible. Regional meetings are smaller, and will provide a taste of what GWA is all about.

GWA offers many other opportunities and benefits including legal advice, travel discounts and so much more. Whatever you want to grow, and wherever you want to go, GWA is ready to help.

**For questions, please contact
GWA at 212.297.2198 or
info@gardenwriters.org**

