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President's Letter

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A key element for the long term survival and growth of our clubs is LEADERSHIP. This is important not only for presidents, but all club members as well. Presidents are most effective and clubs strong and vibrant when members are working together with a common vision. It's the president's job to "paint the picture" (vision) for the club, but it's the membership that shapes that vision into reality. The stronger this bond, the more effective the organization.



Characteristics of successful leaders were identified at our recent Fall President's Workshops. Let's start with just five:

1. Provide inspiration. Great leaders drive great results. They sell bold visions and never take their eyes off the target. They are relentless in achieving their goals and make everyone feel like winners.
2. Provide a vision for the future. Focus on what is important to your Membership. "It's what we've always done" is not a reason. Think instead "it's why we're choosing to be here ." And envision what that entails.
3. Listen. Effective communication requires leaders capable of effective listening. Seek first to understand. Then seek to be understood, which reflects the epitome of effective listening.
4. Take risks. Think outside the box. Leaders must be flexible enough to know when it is time to try a new procedure or program and proceed to implement change. For many, taking a risk is frightening, but such risk taking can be invaluable in benefiting the entire group.
5. Effective leaders bring out the best in others. They have the ability to elevate the performance of everyone around them. They believe everyone has untapped potential to grow and improve. Leaders give people the confidence to succeed.

I would encourage each of you to spend some time thinking individually about each of these characteristics. What can you learn? How can you use that to make your club even stronger, more vibrant, an organization where members want to participate? Let's each do our part to bring strong Leadership to our club.

Louise Davis



Hey There, Hi There, Ho There!
You're As Welcome As Can Be!

Join us for
"Magic Moments"
The GCNJ Flower Show
February 22-25, 2018
Set up date is Tuesday February 20
Painters needed
Entries on Wednesday (Anything Can Happen
Day), February 21
9:30 am to 5:00 pm Adult Horticulture
1:00 pm to 5:00 pm Design, Educational
Botanical Arts, Invitational
1:00 - 5:00 pm Photography
1:00- 4:00 pm Youth

[Click here for more Information about the Flower Show](#)

Grants Available!

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Garden Club of New Jersey

GCNJ will award three \$200.00 cash grants each year to member garden clubs that create new projects involving youth. The applications are due to the State Awards Chairman by February 15, 2018. [Details](#)

Ames Tool Company for Garden Tools

Ames will donate tools for approved club landscaping projects or programs. Clubs can apply for a set of tools listed on the website. The deadline is January 15, 2018. [Details](#)

Espoma for Organic Gardening Products

Twenty garden clubs will be awarded grants of up to \$250 of organic plant foods and potting soils. There is no set deadline. Applications will be processed throughout the year. [Details](#)

Plant America Grants from NGC

This is a new NGC grant program created in-house by National Garden Clubs, Inc. and funded by donations. PLANT AMERICA Community Project Grants program provides financial support



for new or existing projects of NGC member clubs in their respective communities. This year's deadline has passed but plan ahead for 2018. [Details](#)

Facebook Can Grow Your Membership

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by Alicia Vacchiano
National Garden Club Technology Chairman

Do you have a Facebook Page?
Do you want to increase your club membership?
Do you want the most bang for your buck?

If you answered yes to "any" of the above questions, then read on to find out more about how Facebook Ads are increasing ways to communicate to the exact audience you are seeking. The goal of this article is more around awareness and not a specific "how to", however based on interest, a step-by-step series may be provided in future articles or workshops.



Facebook Page:

A Facebook page is a public profile specifically created for businesses, brands, celebrities, causes, and other organizations, such as a garden club. Unlike personal profiles, pages do not gain "friends," but "fans" which are people who choose to "like" a page. Facebook, unlike a typical website, provides messaging to your fans using a push method. This means, when you post an article, announcement, etc., your fans will receive the info on their news feed/timeline. Note: You should recommend to fans that they select the "follow" option as "see first" so they don't miss updates. When you post on a normal website, interested people need to remember to visit your page to see "what's new" called a pull method. Using a Push method (Facebook) is automatic and is more successful than a Pull method (website). One of the most powerful features of Facebook is the way messages, likes, posts, etc, are distributed. When a fan likes your post, that post is displayed on their timeline, for their friends to see. If one of the fan's friends, then likes that post, their friends see the post, and therefore distributes your post/message to a much broader audience than just your fan base.

Increase your membership:

Facebook Ads allow you to "target" your audience based on their likes and interests, such as people who like gardening, community service, flowers, and other garden club related topics. Additionally, you can target by distance. When creating your Ad, choose to target people located near your club such as 20 minutes from your meeting place. You can also select, age, gender and "friends of current fans" to increase the population that will see your Ad message.

Is there a cost to use Facebook Ads?

The cost is inexpensive and fully controllable. I normally spend \$20 for most Ads, whether they are for events, membership drives or simply to market an important message. Creating your target audience, which can be saved and reused, is key so that the Ad is shown to folks who would be able to utilize the information. A real life success example: a 3 week Ad for the total cost of \$38 obtained 15 brand new members that didn't know the club existed and all joined. Got to love technology!

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The 20/5 Challenge

Attracting new, younger, motivated members, who are willing to become involved in garden clubs was the number one (#1) challenge expressed by the club members attending the Fall President's Workshops. With that in mind, we are offering the 20/5 Challenge. What does that entail? Twenty clubs will have the opportunity to attend a special workshop on using Social Media to attract new members. The goal will be for each of those clubs to attract 5 new members with the skills they learn. Wow! That would mean a total of 100 new members. There will be additional opportunity for follow-up and successful integration. If you would like to be one of the 20 clubs contact Newsleaf.gcnj@gmail.com and in the subject line of the email, write "Challenge Accepted!"



Fall President's Workshops

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"Supporting Our Local Clubs"

This year, the committee decided to "take to the road" and provided three opportunities for club presidents/members to attend and participate. The workshops were well attended and there was very positive feedback. There were three parts to the workshops: First, a presentation by Carole Luso, former GCNJ President on skills and tools for a Successful Presidency. Next, those in attendance introduced themselves and shared their clubs' challenges. The third part focused



on addressing the challenges identified and how GCNJ might help. Door prizes of a "2017 Handbook for Flower Shows", a copy of "The Saved Seed" (donated by Mary Warshauer) and 5 Plant America pins were presented at each event. At the Wall Township workshop there were several additional door prizes. They included three succulent "Pumpculent" arrangements donated by Alicia Vacchiano and a President's Handbook. A special thanks to two of our members, Alicia Vacchiano and Mary Warshauer who provided meeting spaces free of charge. They were great venues and locations. Sign-ups were done with EventBrite, an online event and payment system. Thanks to each of you who participated, simplifying the registration process. Committee: Florence Leyssene- Chair, Louise Davis, Jeannie Geremia, and Carole Luso.



Garden Therapy Lyons Program

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For over 60 years, the Garden Club of New Jersey has done weekly garden therapy with veterans at the Lyons Hospital. For the program to continue more volunteers are needed. If you are willing to help and insure the program continues, please contact the Garden Therapy chair: EllenBogusky@hotmail.com | 908-722-7146

Drumthwacket

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For decades and continuing again this year, The Garden Club of New Jersey will help decorate the official residence of the NJ Governor for the holidays. Why not plan to attend, bring friends and fellow garden club members? It is open to the public most Wednesdays and Saturdays during December. Check the Drumthwacket website for details. A special thanks to our clubs that participated this year: Belvidere Garden Club, Essex Fells Garden Club, Keyport Garden Club, Garden Club of Mountain Lakes and the West Trenton Garden Club. Would your club like to participate next year? Contact Chair: Nancy Bigelson at: snrbig@optonline.net

Wild Apricot

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With a goal of providing better and timely communication with you, our members, we have been test piloting a membership management program. Testing has gone well. We are using the new program to send this mailing. In the near future, there will be additional features added that will provide more ways to streamline membership registration and updates for changes to member information such as email, mailing address, etc. Stay tuned!



morris county park commission

The Frelinghuysen Arboretum Winter Calendar



2017
Gingerbread
Wonderland Exhibit
and Craft Show

26th
Annual

- Marvel at the creativity, skill and sense of optimism that characterizes this charming and ecumenical exhibit of hundreds of edible structures.
- Our Craft Show offers a wide selection of handcrafted goods by area artists.
- Matilda's Café offers sweets and savories.
- Visit our website for more information.

PESTS & DISEASES OF ORNAMENTAL WOODY PLANTS
Friday, November 3 • \$20.
Rich Buckley and Sabrina Tirpak of Rutgers Plant Diagnostic Lab bring their expertise on diagnostic procedures, management and treatment.
This program eligible for 2.0 Rutgers Master Gardener CEU's

IN THE DOORYARD: ESSENTIAL WEEDS AT OUR FEET
LECTURE AND SALVE MAKING WORKSHOP
Saturday, November 18 • \$25.
Rachel Mackow, owner of Wild Ridge Plants, weaves together the ecology of plants with their modern and historical uses. The presentation is followed by a salve-making workshop that participants will bring home.

GOT SWAG?
Saturday, November 25 • \$40.
Get a jump on your holiday decorating by making your own outdoor swag. All materials provided.

CHILDREN'S GREENS WORKSHOPS IN DECEMBER
VISIT OUR WEBSITE FOR ALL THE DETAILS!


Programs require pre-registration.
Visit arboretumfriends.org for complete program descriptions.

arboretumfriends.org

The Friends of The Frelinghuysen Arboretum

353 East Hanover Avenue • Morristown, NJ 07960
973.326.7603 Registration/Membership

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| | | |
|--|--|---|
| <p>The Dogwood Garden Club of Princeton</p>  <p>Invites You to Celebrate the Holidays on <i>December 5, 2017</i></p> <p>Guest Speaker Cheryl Wilkes She will make several holiday arrangements for sale. Tickets Required-\$50 Reservations Mercer Oaks Golf Club Princeton Junction, NJ</p> <p>RSVP: Doris Mapes 609-921-3165 DoMapes@aol.com</p> | <p>A Unique Fundraising Opportunity</p> <p>pollen bee nest</p> <p>Special bulk pricing for Garden Clubs - designed for successful fundraising</p>  <p>Reflects your club's commitment to conservation and the environment</p> <p>MasonBeeNest.com 905.880.5337</p>  |  <p>pollen bee nest</p> <p><i>Give the gift of a lush garden!</i></p> <p>*SCIENTIFIC DESIGN *FOR NATIVE BEES *EASY & SAFE</p>  <p>*MADE IN CANADA *EDUCATIONAL *GREAT GIFT IDEA</p> <p><i>An easy & effective alternative to bee-keeping!</i></p> <p>MasonBeeNest.com 905.880.5337</p> |
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*The glory of gardening: hands in the dirt,
head in the sun, heart with nature. To nurture
a garden is to feed not just the body, but the
soul.*

— Alfred Austin

"Supporting Our Local Clubs"

[Garden Club of New Jersey Facebook Page](#)