

A Club Member's Guide to The Garden Club of America's



RESOURCES

The Garden Club of America was founded in 1913.

Its purpose is to stimulate the knowledge and love of gardening; to share the advantages of association by means of educational meetings, conferences, correspondence, and publications; and to restore, improve, and protect the quality of the environment through educational programs and action in the fields of conservation and civic improvement.



A Club Member's Guide to The Garden Club of America's



RESOURCES



April 2019

All GCA resources included in this guide are
found or referenced by logging into the Members Area of the GCA website:

www.gcamerica.org/members

If you do not know how to log in, please call GCA Headquarters to get help:
212-753-8287 or email
websupport@gcamerica.org

This guide is designed to give you an overview of some of the GCA's amazing array of resources.
There's a whole new world of information waiting for you!



Illustrations by Betsy Bosway, Indianapolis Garden Club, Zone X
Original design by Laura Case, New Canaan Garden Club, Zone II



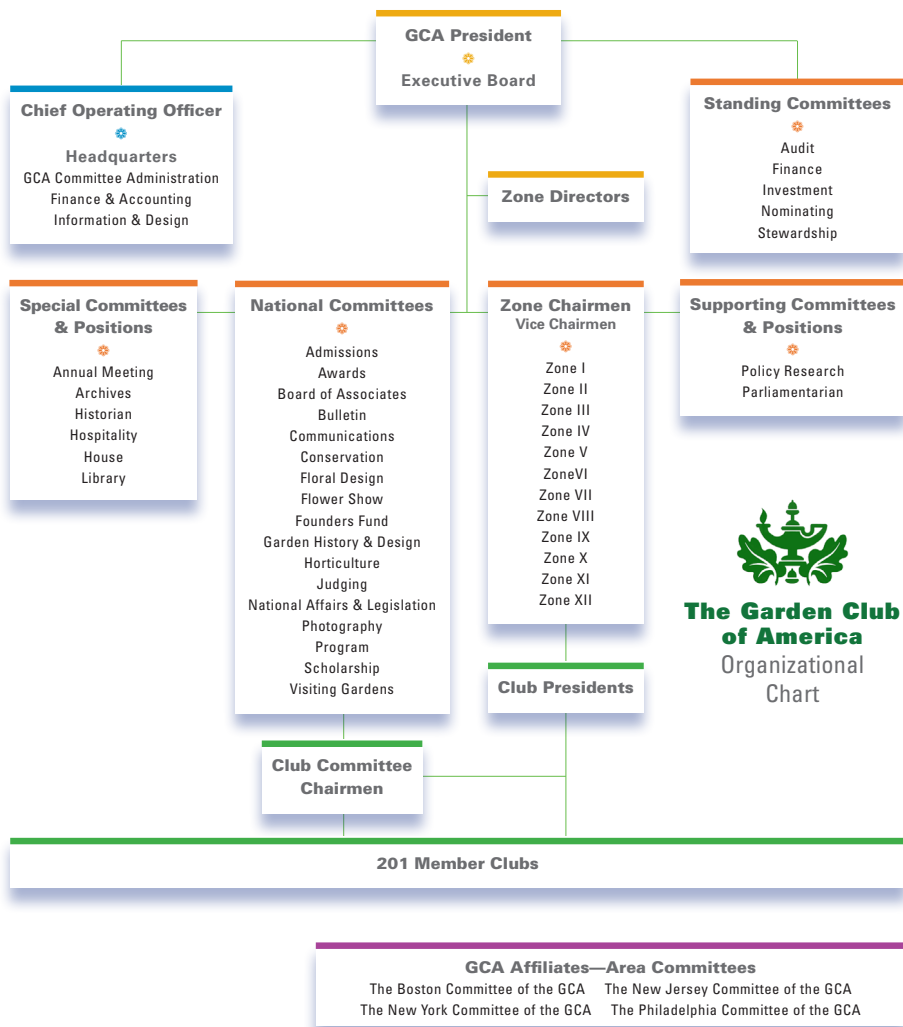
Contents

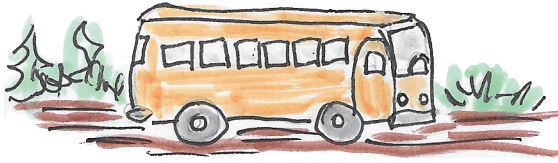
1. Organizational Overview	1
• Organizational Structure	1
• Volunteers	2
• Administrative Support	2
• Headquarters	2
2. Zones.....	3
• Composition of the Twelve Administrative/Geographical Zones.....	3
• Clubs.....	3
3. Committees.....	5
• Admissions.....	5
• Archives.....	5
• Audit.....	5
• Awards.....	5
• Bulletin.....	6
• Board of Associates.....	6
• Communications	6
• Conservation	6
• Finance.....	6
• Floral Design.....	6
• Flower Show.....	7
• Founders Fund.....	7
• Garden History & Design.....	7
• Historian.....	7
• Horticulture.....	7
• Hospitality.....	7
• House.....	8
• Investment.....	8
• Judging	8
• Library.....	8
• National Affairs & Legislation (NAL).....	8
• Nominating.....	8

• Photography.....	9
• Policy Research.....	9
• Program.....	9
• Scholarships.....	9
• Stewardship.....	9
• Visiting Gardenss.....	9
4. Community Engagement.....	10
• Awards.....	10
• GCA Honorary Members.....	10
• Grants.....	11
5. Meetings, Conferences, & Workshops.....	12
• GCA Annual Meeting.....	12
• Shirley Meneice Horticulture Conference.....	12
• National Affairs & Legislation Conference.....	12
• Conservation Study Conference.....	12
• Zone Meetings.....	12
• Presidents Council	13
• Zone Representative Meetings.....	13
• Area Committee Meetings.....	13
• Floral Design Workshops.....	13
• Photography Workshops.....	13
• Judging Workshops.....	14
• Floral Design Study Group Workshops.....	14
• Photography Study Group Workshops.....	14
• On the Road with the GCA.....	14
6. Publications	15
7. Reference Lists, Databases, Reading Lists, & Guidelines.....	16
• Membership Directories.....	16



1. Organizational Structure





Volunteers

The GCA is led by more than 400 volunteers from its 201 clubs. The GCA president and Executive Board guide policies. The zone directors, zone chairmen, zone vice chairmen, committee chairmen, and zone representatives provide the critical link between the clubs and the GCA by offering resources and support, and gathering vital information.

Administrative Support

The GCA's talented, hard-working staff members are led by the chief operating officer. This small group works closely with volunteer leaders to provide GCA clubs with the resources they need.

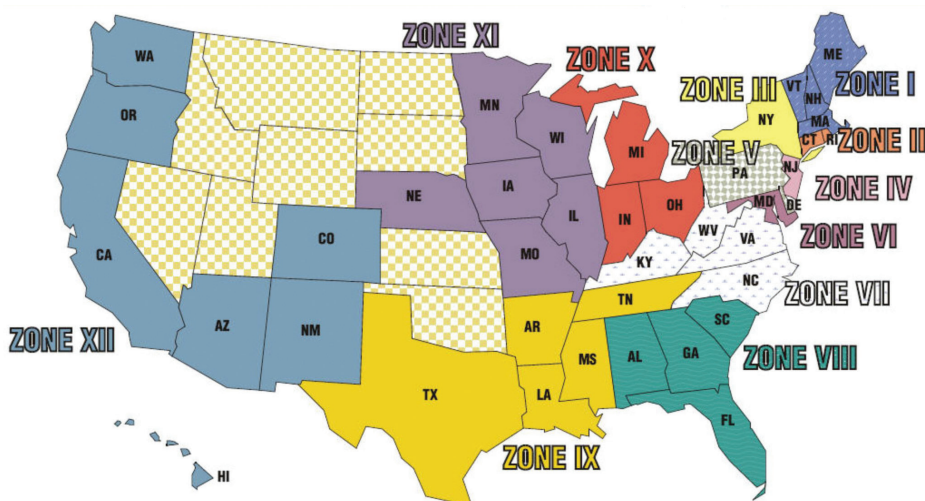
Headquarters

The national headquarters is located at 14 East 60th Street, 3rd Floor, New York, NY 10022, (212) 753-8287, gca@gcamerica.org. You can make Headquarters a destination stop with members of your club and arrange in advance to enjoy lunch and a tour. When you are in New York for work or pleasure, you are always welcome to stop in during business hours from 8:30 a.m. until 4:30 p.m.



2. Zones

The 201 unique, autonomous clubs that compose the GCA are located throughout the country in twelve administrative/geographical zones. You can check out your zone's landing page on the GCA website to learn all about what's happening.



Zone I

Located in Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont. 18 clubs and 1,400 club members.

Zone II

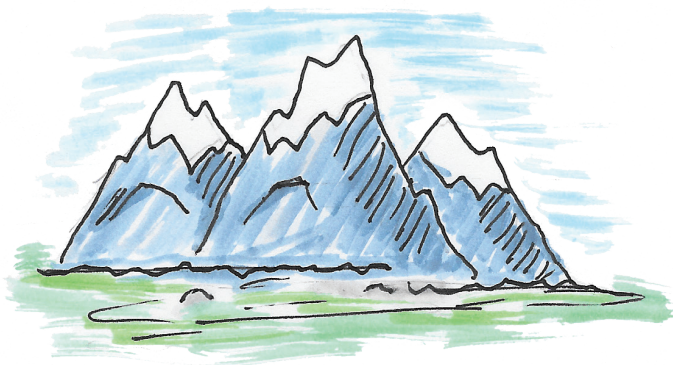
Located in Connecticut and Rhode Island. 20 clubs and 1,800 club members.

Zone III

Located in New York. 23 clubs and 1,800 club members

Zone IV

Located in New Jersey. 12 clubs and 875 club members.



Zone V

Located in Delaware and Pennsylvania. 14 clubs and 1,100 club members.

Zone VI

Located in Maryland and Washington, D.C. 13 clubs and 700 club members.

Zone VII

Located in Kentucky, North Carolina, Virginia, and West Virginia, 18 clubs and 1,400 club members.

Zone VIII

Located in Alabama, Florida, Georgia, and South Carolina. 16 clubs and 1,285 club members.

Zone IX

Located in Arkansas, Louisiana, Mississippi, Tennessee, and Texas. 20 clubs and 2,600 club members.

Zone X

Located in Indiana, Michigan, and Ohio. 11 clubs and 1,200 club members.

Zone XI

Located in Illinois, Iowa, Minnesota, Missouri, Nebraska, and Wisconsin. 18 clubs and 1,700 club members.

Zone XII

Located in Arizona, California, Colorado, Hawaii, New Mexico, Oregon, and Washington. 18 clubs and 2,100 club members.

3. Committees



Each committee has its own dedicated landing page on the GCA website; we encourage you to explore the entire site for further support and materials. *Please note that the committees marked with an * have members representing each of the GCA's twelve zones called zone representatives or area vice chairmen.* These committee members are ready to help you at any time.

Admissions*

This committee is responsible for evaluating membership proposals for new clubs, GCA honorary members, and courtesy clubs for admission into our organization.

admissions@gcamerica.org

Archives

Over one hundred years of the GCA's history are stored in the archives. Help is available to you for organizing your own club's archives. archives@gcamerica.org

Audit

This committee reviews the annual audit of the GCA and makes recommendations to the Executive Board.

Awards*

The GCA is committed to honoring both club members and community leaders whose efforts support the purpose of our organization. From national to zone to club, there are medals, awards, and commendations for your club to present annually.

awards@gcamerica.org

Board of Associates*

Individuals who have formerly served as officers, zone directors, directors, zone chairmen, GCA committee chairmen, or chairmen or co-chairmen of the annual meeting of the GCA automatically become members of the Board of Associates (BOA), which is a lifetime membership. This committee engages those BOA members who are interested in remaining involved, and provides a natural leadership platform for the On the Road with the GCA events and other zone-related opportunities.

boardofassociates@gcamerica.org



Bulletin*

Check your mailbox four times a year for your issues of the *Bulletin*. You'll discover excellent articles about all areas of focus within the GCA, plus stories about the accomplishments of clubs across the country. You can even have it delivered to your inbox. bulletin@gcamerica.org

Communications*

This committee oversees the content of the GCA's website and social media presence. It also produces *eNews*, a monthly newsletter sent to all GCA club members with email addresses. The Communications Committee landing page is a first-rate resource for individual club communications and GCA style guidelines. communications@gcamerica.org

Conservation*

This committee will keep you well-informed about current conservation issues and what you can do in your zone or club. It produces position papers jointly with the NAL Committee on topics of vital importance to the GCA. For the first time this year, the Conservation Study Conference will be open to club member delegates as space allows. Check out *ConWatch*, the committee's quarterly magazine, online or have it sent to your inbox. In collaboration with the Horticulture Committee, the committee administers the Partners for Plants program. conservation@gcamerica.org

Finance

This committee oversees the financial well-being of the GCA. It prepares the annual budget and monitors expenses. The GCA treasurer chairs the committee, and committee members serve as liaisons to GCA committees. finance@gcamerica.org

Floral Design*

This committee stimulates interest and educates all members in the art of floral design. It also provides guidelines and resources for club floral design programs and workshops, and sources for floral design materials. It publishes *By Design* quarterly, which is available in print by subscription or online. Have it emailed directly to your inbox. floraldesign@gcamerica.org





Flower Show*

Flower shows exhibit beauty, share information, broaden knowledge, and underscore the importance of good environmental stewardship. Pulling them together can seem daunting. The committee provides encouragement, resources, administrative support, and guidelines on every aspect of putting on an amazing show. flowershow@gcamerica.org

Founders Fund*

Since 1934, the GCA's Founders Fund has provided monetary awards to projects proposed by GCA member clubs. Today, the GCA awards a total of \$50,000 annually to three projects selected by the committee and presented for a vote by all GCA club members. foundersfund@gcamerica.org

Garden History & Design*

In partnership with the Smithsonian Institution, GCA clubs document gardens from all twelve zones to add to the GCA's distinguished collection in the *Archives of American Gardens*. The committee provides guidance and support for this important initiative, as well as an array of interesting resources about garden design on its landing page. GHandD@gcamerica.org

Historian

The historian is available to help you write your club's history. Check the historian's landing page for examples of recent club histories and useful tips for recording the annals of your club, including conducting oral histories. historian@gcamerica.org

Horticulture*

Depend on this committee to inspire a love of both plants and gardening. Horticulture's landing page contains a wealth of information, including its online newsletter, *The Real Dirt* — or have it delivered right to your inbox. The committee organizes the Shirley Meneice Horticulture Conference. In collaboration with the Conservation Committee, the committee administers the important Partners for Plants program, and oversees the annual selection of the Freeman Medal. It's the only GCA medal awarded to a plant! horticulture@gcamerica.org

Hospitality

Visit Headquarters and dine at Café GCA! The committee welcomes pre-arranged groups of sixteen or more and provides lunch for a reasonable fee and excellent program ideas in and around NYC. Explore its landing page for more details. hospitality@gcamerica.org

House

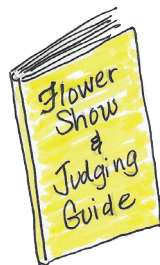
This committee keeps Headquarters looking both elegant and welcoming. This creative group also decorates HQ beautifully for the holidays, special events, and quarterly GCA business meetings. It is responsible for hanging regular gallery shows, too. You are warmly invited to stop by HQ whenever you are visiting NYC. house@gcamerica.org

Investment

This committee is responsible for assisting the Board in managing its oversight responsibilities related to prudent investment of endowed assets.

Judging*

This committee is responsible for maintaining and promoting the standards of excellence set by the GCA in judging flower shows. It provides continuing education for those in the judging program and educates the public at flower shows through awards and comments. judging@gcamerica.org



Library

The GCA's Rare Book Collection is housed at the New York Botanical Garden. This collection is readily available to scholars, and clubs may arrange to see highlights of the collection by contacting HQ. The GCA Library also holds a collection of contemporary gardening books at HQ and presentations by authors. Feel free to stop in. library@gcamerica.org

National Affairs & Legislation*

Attend the annual National Affairs & Legislation Conference in Washington, D.C. at least once. This powerful experience will forever change the way you think of the GCA. The NAL Committee also recommends position papers jointly with the Conservation Committee on topics of vital importance to the GCA, as well as legislative updates. nal@gcamerica.org

Nominating*

This committee works to shape the dynamic leadership of the GCA. The twelve committee members representing each of the GCA's zones are charged with identifying just the right people to become zone reps, committee chairmen, zone chairmen, zone directors, and members of the Executive Board. nominating@gcamerica.org



Photography*

From Photography 101 lectures and videos to articles and workshops appropriate for beginning and experienced photographers, the committee provides resources for all skill levels. This committee publishes the quarterly digital magazine *Focus*. Have it delivered to your email inbox! photography@gcamerica.org

Policy Research

This committee considers policy matters referred to it by the Executive Board. It also studies, researches, and clarifies questions on matters of existing policy submitted to it by officers, zone directors, committee chairmen, zone chairmen, clubs, and individual members of clubs. policyresearch@gcamerica.org

Program*

This committee provides support for club program chairmen, including a step-by-step guide to planning and managing remarkable programs, an online and searchable *GCA Speakers List*, ideas for low-cost programs, and a list of favorite speakers from across the country. program@gcamerica.org

Scholarship*

A source of great pride, the GCA offers 28 merit-based scholarships and fellowships in a range of areas from botany and landscape design to native bird habitat and desert studies. Our current and alumni scholars are inspiring zone and club program speakers. scholarship@gcamerica.org Twitter: @GCAScholarships

Stewardship

The Stewardship Committee is responsible for fostering a culture of giving, and developing an outreach and stewardship program designed to secure the financial future of the organization. The chairman serves on the Finance Committee ex officio. stewardship@gcamerica.org

Visiting Gardens*

This committee arranges fabulous trips both domestically and abroad. In addition, the committee maintains a comprehensive list of U.S. public gardens. As a special benefit of GCA membership, your zone rep can help arrange tours of a select number of GCA club members' private gardens. Try this out on your next trip! visitinggardens@gcamerica.org



4.



Community Engagement

Have you been searching for new ways to strengthen important community ties and create new partnerships? The GCA has meaningful ways to help you. Here are just a few ideas.

Awards

Recognizing good work is fun and powerful, either through monetary awards or public acknowledgment — or both.

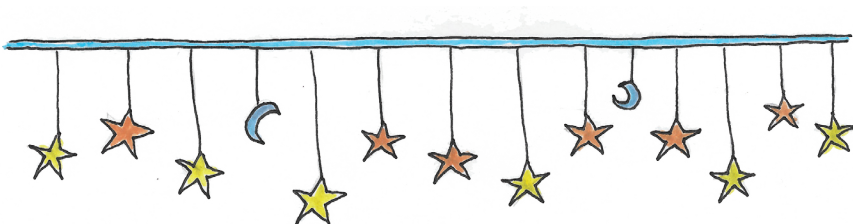
Elizabeth Abernathy Hull Award: This monetary award recognizes contributions to the environmental education of children 16 years of age and younger. Your Scholarship Committee zone rep can help you honor a deserving teacher or volunteer.

Zone Commendation: Give recognition to a deserving person or organization, who is not a member of a GCA club, but has led a significant community project in alignment with the GCA's purpose. Contact your Awards Committee zone rep for help.

GCA Medal: Would you like to honor a person who has made a national impact in a field related to the GCA's purpose? These inspiring medals are presented at the GCA annual meeting. Ask your Awards Committee zone rep for guidance.

GCA Honorary Members

Is there an outstanding person in your community whom you would like to honor for exceptional contributions in a field compatible with the GCA's purpose? To see whether this person is eligible to become a GCA honorary member, talk to your Admissions Committee zone rep.



Grants

Apply for monetary awards to improve and restore your community.



Founders Fund: The GCA awards a total of \$50,000 annually to three projects proposed by local clubs and selected by the committee and presented for a vote by all GCA club members.

Partners for Plants: Is your club interested in habitat restoration, such as protecting endangered plants or removing invasive species? The GCA's Conservation and Horticulture committees can supply funds to help you partner with land managers on federal, state, local, or other significant public lands.

Restoration Initiative: The GCA offers grants for public landscape restoration and conservation projects in communities devastated by natural disasters.

5. Meetings, Conferences, & Workshops

The GCA Annual Meeting is held in the spring, and each of the member clubs sends two participants. This educational meeting showcases the host city and offers tours, speakers, workshops, a flower show, demonstrations, informative business meetings, an inspiring awards dinner, and opportunities to exchange ideas with fellow meeting attendees.

The Shirley Meneice Horticulture Conference, organized by the Horticulture Committee, is held every fall at an important botanical center. Attendees hear nationally recognized speakers, learn about propagation, and are privy to new horticultural tips. All clubs are encouraged to send delegates, so if you love horticulture, volunteer to go.

The National Affairs & Legislation Conference, organized by the NAL Committee, is held annually in February in Washington, DC. 300 GCA club members attend and learn about environmental initiatives relating to the GCA's purpose. All NAL attendees visit their congressional representatives' offices to advocate for matters of importance to their communities. This is just one example of the GCA's organizational power.

The Conservation Study Conference is open to club member delegates for the first time in 2019. Club members who have never served on the Conservation Committee or attended the NAL Conference will have registration priority. If you are passionate about conservation, this is a wonderful opportunity to learn more about environmental issues of importance to the GCA.



Zone Meetings provide a forum within each zone (either annually or biannually) where club presidents and delegates, zone reps, and GCA leaders share objectives, develop leadership skills, and learn about GCA resources. These meetings are hosted by clubs in the zone. They celebrate the autonomy of the clubs, while focusing on the benefits of GCA membership. **Zone Mini-meetings** are official GCA meetings, too. Although smaller in size and shorter in length, they may alternate in years with a full zone meeting.

Presidents Councils, arranged by the zone chairmen in each zone, serve as a forum for exchanging ideas among the club presidents. This meeting may be the primary gathering (instead of a zone mini-meeting) every other year in zones holding biennial zone meetings.

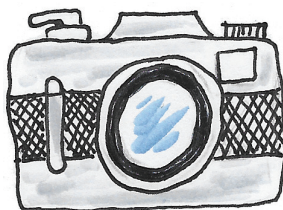
Zone Rep Meetings are held in zones where clubs are close geographically. They provide an opportunity for national committee reps to meet with their club counterparts for educational and informational exchanges.

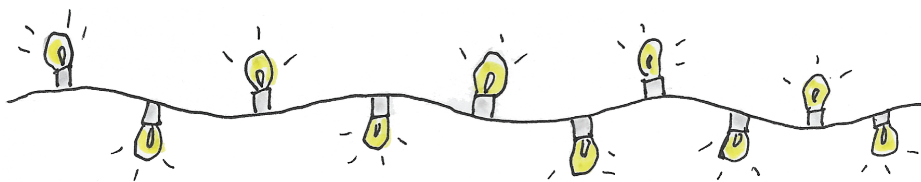
Area Committee Meetings in Boston, New Jersey, New York, and Philadelphia help to maximize the combined resources and talents of all area member clubs by collaborating on major projects.

Floral Design Workshops are beginner and intermediate-level workshops designed to build skills and create new generations of flower arrangers, exhibitors, and floral design judges.



Photography Workshops are designed to educate all GCA club members regardless of expertise and experience. In addition to these workshops, Photography 101 is a free series of video tutorials aimed at the novice. Use them on their own or as a club program.



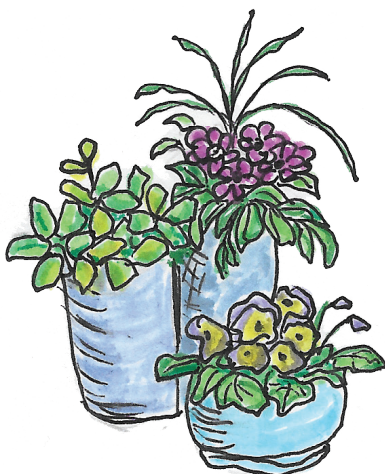


Judging Workshops help maintain judging standards and are part of the continuing education process of the GCA Judging Program. These workshops are intended to expose GCA Judges to new trends and practices.

Floral Design Study Group Workshops, organized by the Floral Design Committee, are workshops designed for experienced flower arrangers and taught by a cutting edge, often international, floral designer.

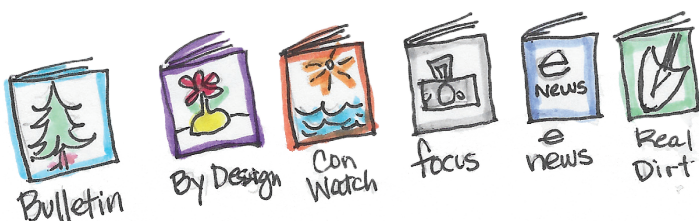
Photography Study Groups Workshops organized by the Photography Committee, are workshops designed for more experienced photographers and taught by experts in the field.

On the Road with the GCA are educational events open to all club members (and spouses). They are informative excursions planned in locations across the country. It's a great opportunity to experience the GCA first-hand, and it is a ready-made club field trip.



6. Publications

Go to the *Read, Watch, Shop* menu on the GCA website to find a comprehensive listing of all GCA publications. These resources offer wide-ranging opportunities to learn more about every topical area of importance to the GCA. And there you can manage your publication notifications to receive most of them directly to your inbox.





7. Reference Lists, Databases, Reading Lists & Guidelines

Many of the GCA's committees compile timely and useful banks of information on topics ranging from botanical nomenclature to favorite websites and blogs to extensive resource compilations. Check out the committee landing pages to research your areas of interest.

Membership Directories

You can find a complete online membership directory that includes all GCA club members on the GCA website. Club member profiles contain contact information, club and national position history, GCA awards history, and even profile pictures. There are also directories for GCA award winners, clubs, GCA staff members, national leadership, speakers, honorary members, and former GCA presidents.



Social Media

Every month, we post links to enlightening public page news articles about GCA endeavors across the country. The information and pictures we share are carefully crafted to showcase exceptional GCA efforts of interest to the public. Meanwhile, resources for our club members, member contact information and opportunities to engage with one another through the GCA will remain password-protected in the Members Area of the website.

Facebook, LinkedIn & Instagram: @thegardenclubofamerica

Twitter: @theGCAmerica

gcamerica.org

The Garden Club of America was founded in 1913.

Its purpose is to stimulate the knowledge and love of gardening; to share the advantages of association by means of educational meetings, conferences, correspondence, and publications; and to restore, improve, and protect the quality of the environment through educational programs and action in the fields of conservation and civic improvement.



The Garden Club of America

14 East 60th Street
New York, NY 10022
(212) 753-8287
gca@gcamerica.org