

THE GREAT LAKES DISTRICT GATHERING THE HERB SOCIETY OF AMERICA



**Friday and Saturday, September 12-13, 2025
W.K. Kellogg Manor House and Conference Center
3700 Gull Lake Drive, Hickory Corners, MI 49060**

**Register Online for the Gathering starting July 7th on the HSA
Website (under News & Events, District Gatherings) or Use the
Attached Registration Form**

Registration Deadline: August 22, 2025



Members from the Great Lakes District informally gathered during one of the breaks at the HSA Education Conference last year in Philadelphia to catch up and discuss how to keep the members of our district connected even though at present we do not have a District Delegate. That group collectively decided to poll the members in the district to see if there was any interest in planning a district gathering in 2025. Not only was there interest in a gathering but many in the district offered their ideas and assistance in planning this event. So we are so excited to invite you to this retreat at the beautiful W.K. Kellogg Manor and Conference Center on the shores of Gull Lake. The members of your district steering committee for this event have created a fabulous two-day gathering full of substantive programming and experiences with plenty of time to socialize and shop. We know that you will leave this retreat stimulated, refreshed and full of wonderful herbal ideas to enhance your lives and to share with others.

Registration:

The registration fee of \$160 is all inclusive- you will have the opportunity to explore the natural wonders of the W.K. Kellogg estate on Friday afternoon on a tour led by Judy Semroc, and then learn about the history and how to create and use bitters and cordials with Andrea Jackson. There will be ample time to socialize during the Happy Hour and dinner at the Manor House on Friday night. On Saturday, a full hot breakfast with some "Simple Servings" from HSA President, Betsy Smith will be followed with a full day of programming capped off with a workshop. A fall soup and sandwich lunch will be offered. In between the educational sessions, you will enjoy shopping for herbal products, plants and art from the Units in the Great Lakes, business members and local businesses. Raffle tickets will be sold during the gathering. And snacks prepared by our talented members and beverages will be available during the afternoon breaks.

Feel free to come early or stay late. Rooms will be available at the conference rate from Thursday night through Saturday night. For an additional fee, a continental breakfast (\$12) will be offered on Friday and Sunday mornings and a salad lunch (\$17.50) will be available on Friday. Your welcome packet will contain lots of ideas for area restaurants, things to do and gardens to explore in the area.

Registration Deadline: August 22, 2025 or earlier if we reach capacity which is 63 registrants. Note: the Gathering is open to all HSA members.

For a full **schedule of weekend events** consult the schedule attached to this invitation.

Speaker biographies are also included with this flyer.

Accommodations are available onsite for a rate of \$82/per person/per night. We will have basic college style rooms in the VanderPloeg and Sherriff Hall Apartments and Orchard Dorm Suites.

You will receive your room and key code information from HSA in advance of your departure to the gathering. Rooms will be available after 3 pm on Thursday, September 11, 2025 and will need to be vacated by 11 am on Sunday, September 14, 2025.

VanderPloeg and Sherriff Hall Apartments



The apartments overlook Gull Lake and offer convenient parking and quick access to the dining hall. Most apartments are furnished with a fully equipped kitchenette, full-size refrigerators, stoves or microwaves and private bathrooms. All apartments offer free Wifi and linens. Wheelchair accessible apartments are available.

Orchard Dorm Suites



Overlooking the grounds of the Kellogg Manor estate, these suites have two twin beds on each side, dorm refrigerators, study desks, and wireless Internet connectivity. Bathrooms are shared between two rooms (4 beds / 1 bathroom per suite) with separate vanity areas that include a sink and counter space. All suites offer free Wi-fi and linens. Parking is adjacent to the Dorm Suites.

If you wish to share a room in one of the Apartments, please provide the name of your roommate when you register. If you wish to share a 4 person suite, please provide the names of your other roommates when you register.

If you would prefer alternative accommodations, hotels in the area for your consideration include:

The Inn at Gull Lake [The Inn at Gull Lake](#) 269-731-4131
Radisson Plaza Hotel & Suites Kalamazoo [Radisson Kalamazoo](#) 269-343-3333
Hilton Garden Inn Kalamazoo [Hilton Garden Inn Kalamazoo](#) 269-382-4000
Fairfield Inn Battle Creek [Fairfield Inn Battle Creek](#) 269-979-8000
Holiday Inn Battle Creek [Holiday Inn Battle Creek](#) 269-979-0500

Thursday Afternoon/Evening. Check in to your room after **3 p.m.** Dinner is on your own. Welcome packet materials contain area restaurant suggestions and things to do.

Friday Morning.

Continental Breakfast (8 a.m.) McCrary Dining Hall. (\$12 extra charge- needs to be selected on the registration form)

Explore the Gull Lake Area on your own. Welcome packet materials contain suggestions for things to do in the area.

Lunch (Noon) McCrary Dining Hall. (\$17.50 extra charge - needs to be selected on the registration form)

Friday Afternoon Activities.

Registration and raffle sales will take place at the **Registration Desk** in the **Academic Center Auditorium Hallway (1-5 p.m.)**

We are offering two organized activities on Friday afternoon:

Nature Walk with Judy Semroc (2-3 p.m.) W.K. Kellogg Manor House Estate.

Stretch your legs and familiarize yourself with the horticultural and natural wonders of beautiful grounds of the estate. Meet at the sign in front of the Manor House depicted on the first page of the invitation.

Deciphering Cordials and Bitters with Andrea Jackson (3-4 p.m.) Academic Center Auditorium.

While in the **Academic Center** on Friday and Saturday enjoying shopping and supporting our vendors at the **Vendors Marketplace** in the hallway outside of the **Auditorium**. Also check out the wonderful raffle items and purchase tickets to support the Great Lakes District Fund at the **Registration Desk**.



Friday Evening Reception and Dinner (5:30-8:00 p.m.) W.K. Kellogg Manor House.

Our opening dinner and reception will be held in this magnificent home. You may wish to familiarize yourself with the house and the estate by watching the informative video created by Ethan Viaches, a 2024 summer intern at the Manor House (above.) We look forward to celebrating and toasting the district's award winners and Rosemary Circle and Golden Sage inductees during this festive dinner.

The remainder of the evening has been left open for you to enjoy with friends both old and new.

Saturday Breakfast, Gathering Presentations, Lunch, Shopping and Raffle

Breakfast (8 a.m.) McCrary Dining Hall. Betsy Smith, President of The Herb Society of America will offer up **Simple Servings: Serving HSA with Delight** as we enjoy a hot breakfast.

Registration Desk (Raffle Tickets) and Vendor Marketplace will be open starting at 8:30 a.m. and during breaks and lunch. The **Marketplace** will close at 2:30 p.m.

Gathering Presentations throughout the day will be held in the **Academic Center Auditorium**.

Neighboring with Nature: Native Herbs for Purpose and Pleasure with Susan Betz (9-10 a.m.)

Break (10-10:30 a.m.)

Cooking with Foraged Finds with Pat Crocker (10:30-11:30 a.m.)

Lunch at McCrary Dining Hall and Terrace (12-1 p.m.)



A Medieval Garden of Herbs with Lady Catherine (1:00-2:00 p.m.)

Break (2-2:30 p.m.)

Herbs for Immunity Tea Workshop with Karen Langan (2:30-3:30 p.m.)

Raffle (3:30 p.m.) Raffle tickets - \$5 each or 12 tickets for \$40 will be available for credit card purchase online when you register or at the gathering if using cash or a check.

Gathering Concludes (4:00 p.m.)

Dinner (on your own). Welcome packet materials contain suggestions for area restaurants and things to do.

Sunday Morning

Continental Breakfast (8 a.m.) McCrary Dining Hall.

Explore the Gull Lake Area on your own. Welcome packet materials contain suggestions for things to do in the area.

Note: You will need to vacate your room by **11 a.m.**

Cancellation Policy

Registration cancellation requests for this gathering must be in writing and received by HSA Headquarters 30 days before the event to be eligible to receive a 100% refund of registration fees. Cancellations received 14 to 29 days prior to the event are eligible to receive a 50% refund of registration fees. Cancellations received less than 14 days prior to event date are not eligible for refund.

For any questions about the event, please contact Pamela Goetsch, (440)346-5880 pamelagoetsch@hotmail.com. For registration support, contact Lisa Murphy membership@herbsociety.org or Laura Martin, HSA Director at director@herbsociety.org or (440)256-0514.



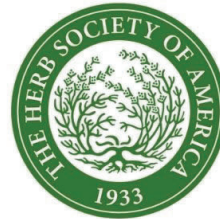
GATHERING SCHEDULE



Immerse yourself in the Great Lakes District herbal community at the Kellogg Manor House and Conference Center. Nestled on Gull Lake in southwest Michigan between Kalamazoo and Battle Creek, the center is the perfect getaway for herb and nature lovers. Enjoy the opportunity to socialize, learn, shop, and possibly win a raffle prize while supporting the Great Lakes District.

Friday September 12

- 2- 3 pm **Nature Walk** with Judy Semroc, co-author of two natural history guides, founder Chrysalis in Time, geologist, and teacher, Judy will share her love, knowledge, and passion for the natural world during this walk.
- 3 - 4 pm **Deciphering Cordials and Bitters**, Western Pennsylvania Unit Leadership team member, Andrea Jackson explores the history and art of crafting flavorful concoctions. She invites you to learn, taste, and enjoy.
- 5:30 pm **Cocktail Hour** in the Manor House
- 6:30 pm **Dinner in the Manor House**



Saturday, September 13

- 8 am **Breakfast**
Simple Servings: Serving HSA with Delight by Betsy Smith, President, HSA
- 9 - 10 am **Neighboring with Nature: Native Herbs for Purpose and Pleasure**, Susan Betz. Susan will explore how to incorporate the versatility of plants from HSA's Notable Native Herbs collection into sustainable landscapes and various garden settings.
- 10:30 - 11:30 am **Cooking with Foraged Finds**. Cookbook author Pat Crocker will share tales of Herb Walks at Riversong Cabin and demonstrate Wild Autumn Pesto.
- 12 - 1 pm **Lunch**
- 1 - 2 pm **A Medieval Garden of Herbs**, Lady Catherine shares the uses of herbs in the 15th century. She will teach and demonstrate the importance of herbs in our past leading to our future. An entertaining, educational, in-character performance by Kathleen Gips.
- 2:30 - 3:30 pm **Herbs for Immunity Tea**. Karen Langan, co-owner, Mulberry Creek Herb Farm will teach about immune herbs and she will guide you in preparing an Immunity Boosting Tea Blend to take home and enjoy.
- 3:30 - 4:30 pm **Raffle Distribution**

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Speakers



Judy Semroc is the founder of Chrysalis in Time, the first Ohio chapter of the North American Butterfly Association (NABA). Judy also serves on the board of the Ohio Ornithological Society (Conservation Committee) and the Ohio Biological Survey. She has co-authored two natural history guides, *Dragonflies & Damselflies of Northeast Ohio* and *Goldenrods of Northeast Ohio: A Field Guide to Identification & Natural History*. For more than 20 years, Judy was a Conservation Specialist in the Natural Areas Division of the Cleveland Museum of Natural History. As a former Petroleum Geologist and science teacher, Judy loves to learn about and share her passion for the natural world through field trips, interpretive programs, and photography. Learn more about Judy's latest adventures & offerings through her new company, **Nature Spark!**

Andrea Jackson is a member of the Western Pennsylvania Unit of The Herb Society of America (HSA) where she currently serves as a member of the Leadership team for the Unit. She is also a Master Gardener and a nurse. Andrea has been studying and loving herbs for over half her life and her particular interests are the medicinal uses of herbs, herbal lore and weeds. She has lectured to groups ranging from professional organizations to garden clubs and she has been a contributor to the HSA blog and *The Herbarist*. She is also a member of the American Herbalists Guild and the American Botanical Council. Andrea was featured on a local news station on a segment about medicinal uses of herbs.





Betsy Smith serves as the President of The Herb Society of America. Betsy's motto is, "Growing Learners, Growing Leaders." She and her husband Darin live on ten acres in Clanton, Alabama with their 5 dogs and 1 cat. Betsy holds a doctorate degree in Educational Leadership from Samford University and retired in 2018 from a 32-year career in public education as a teacher and elementary school principal. After retiring, Betsy enrolled in the Extension Master Gardener Program. She has served as Chilton County Master Gardeners Association Vice President and attended Alabama Master Gardener College Leadership Training. She assists in leading the intern class for new interns and is a part of the Chilton County Master Gardeners Conservation

Group that works to promote education and awareness of rare native plant species growing in, or around Chilton County, Alabama. The group propagates plant material, works on plant site identification and community education. In addition to being a Master Gardener, Betsy teaches English as a second language virtually to students in other countries. She also teaches yoga and quilting. One of Betsy's favorite ways to use herbs is to take fresh herbs from her garden to the yoga classes she teaches so her students can delight in the fresh scent of the herbs while practicing yoga.

Susan Betz is an Honorary Master Gardener, author, and garden communicator. She has been actively growing and using herbs to educate the public about gardening and the natural world for over 35 years. Susan is a member of Garden Communicator International, the Ecological Landscape Alliance, and the National Garden Bureau. Susan is a life member of The Herb Society of America (HSA). She is a charter member of HSA's Native Herb Conservation Committee and the Society's sustainable garden initiative. Susan currently serves on HSA's Notable Native Herb Committee and is a contributing author to HSA's native herb fact sheets published annually. She is the author of *Magical Moons & Seasonal Circles*, *Stepping into the Circle of the Seasons*, *Neighboring with Nature/Native Herbs for Pleasure and Purpose*, and *Herbal Houseplants, How to Grow Beautiful Herbs Indoors, For Flavor, Fragrance and Fun*.





Pat Crocker's mission in life is to write with insight and experience, cook with playful abandon, and eat herbs with gusto. She is happiest in a kitchen or sharing what she knows about herbs, whole foods, and eating to be healthy. Crocker infuses the medicinal benefits of herbs in every original recipe and cookbook she creates. A professional Home Economist (BAA, Toronto Metropolitan University) and Culinary Herbalist, Pat's passion for healthy food is fueled by her knowledge and love of herbs—she grows, photographs, and writes about what she calls, *the helping plants*.

Kathleen Gips has been growing, studying and writing about herbs for over forty years. Her areas of herbal knowledge include aromatherapy, herbal skin care, essential oils, teas and tea service, natural herbal home keeping, as well as culinary, horticultural and historical uses. Her main area of research has been the tussie mussie, or herbal nosegay, and the language of herbs and flowers. She owns an extensive collection of antique posy holders and floral dictionaries that compliment her research. She has had a number of articles published nationally and has been the editor of two herb publications published by The Herb Society of America (HSA). Her book, *Flora's Dictionary: The Victorian Language of Herbs and Flowers*, is now in its third printing. This work documents the use of floriography in the 1800's. Ms. Gips is a frequent lecturer at garden clubs, herb societies and symposiums. She has been a speaker at the Cleveland Flower Show, HSA, the International Herb Association and has instructed classes at the Cleveland Botanical Garden. Kathleen was a featured speaker at the Teaching Garden Herb Faire at the Royal Botanical Gardens in Hamilton, Ontario, Canada. She has appeared on local TV programs, was a guest on public radio and was featured in the garden section of *The Plain Dealer*. In 1994 she founded The Village Herb Shop in her home-town, the vintage village of Chagrin Falls, Ohio. The Herb Shop was a Brick Victorian house filled with two floors of herbal products and gifts. The gardens in front of the shop featured thirteen themed teaching gardens. Kathleen has sold her business but remains active in the Western Reserve Unit of HSA. She is also a member of the International Herb Association, and the Holden Forest and Gardens.





Karen Langen grew up in dirt! "Gardening is what I've done, and hopefully will do, more than anything else in my life." At age 5, she shadowed her dad, a lifelong grain farmer, in the family's vegetable garden. Soon she stepped inside to cook and preserve the harvests with her mom. Those experiences led to a degree in "Laboratory Science" and another in "Greenhouse Production & Management" from "The Ohio State University." After an internship as a gardener at "Cedar Point" and experience at a local nursery on the landscape crew, Karen headed west to train at "Molbak's Nursery," a premiere retail garden center in Woodinville, Washington. It was there where she cast her eyes upon her future husband Mark, whom she later took back home to Ohio as her "Seattle souvenir."

Karen returned to the family farm to help her dad. She & Mark diversified the grain farm to field grow ornamentals for seed production and finally shifted to their dream of: "Growing an extraordinary collection of herbaceous plants, developing an extensive educational program and building a business, literally from scratch, in their own backyard, where their future kids would grow." They opened their greenhouse doors to the public in 1995 and soon expanded into wholesale and mail order markets. In 2009, they chose to stop shipping plants to focus on their growing retail and wholesale customer base. With over 1000 varieties of herbs, miniature perennials and vegetable plants, Mulberry Creek Herb Farm rapidly achieved status among the best nurseries in the country for unusual varieties, knowledge and service. As important, they chose to be certified organic from the beginning. Luckily, that choice creates longer lasting plants for their customers. Karen and her husband Mark have spoken at countless local, state and national venues on herb usage, organic gardening and miniature gardens. Of Karen's many "hats," she ranks MOM as her greatest joy. TOGETHER, Mark and Karen's finest "propagation" achievements will always be Ben and Josh. "They are why we chose an environmentally friendly business in our backyard. They grew up in the greenhouse & gardens." They are embarking on their own adventures. Ben opened "Mulberry Creek Winery" May 2024 and Josh is building high performance engines that are shipped worldwide from his employer "Mast Motorsports" (Nacogdoches, TX).