



The HERB SOCIETY of AMERICA

2021 Virtual Educational Conference and Annual Meeting of Members Meet the Speakers!



Keynote: Herbs R Us with Deni Bown

**Sponsored by the Grosse Pointe Unit
and Dava Stravinsky, Member at Large**

It goes without saying that HSA members use, enjoy, and delight in herbs, whether to flavour what we eat and drink, as garden plants, or through art and crafts, and increasingly through their benefits to mind, body, and soul. But what exactly is an herb and why do we attach importance to herbs?

In *Herbs R Us!* Deni Bown takes us on a whistle-stop tour of these fascinating plants and examines our relationship to herbs as a crucially important part of human culture. She goes back to our roots when it all began, looks at some milestones along the way, and asks us to consider where we go from here. Which herbs were most important in the past and what does the future hold for those we value and depend on most highly?

Deni Bown Bio:

Deni Bown is a writer, photographer, and botanical horticulturist. She is best known to Herb Society members for her Royal Horticultural Society Encyclopedia of Herbs & Their Uses (1995, 2000) which was published in collaboration with HSA in the USA, and in many different languages worldwide.

An active member of the HSA for many years, Deni was awarded the Gertrude B. Foster award for Excellence in Herbal Literature in 2002, chaired the Promising Plants committee from 2003 to 2006, and was Honorary President from 2004 to 2006. Prior to this, she chaired the Herb Society UK (1997-2000), was a member of the Fruit, Vegetable & Herb committee of the Royal Horticultural Society and judge of herb exhibits at the renowned Chelsea Flower Show (2003-2009). In 2013 she became a member of the Advisory Board of the American Botanical Council.

Now enjoying an action-packed retirement in Spain, Deni managed reforestation and environmental education projects at headquarters of the International Institute of Tropical Agriculture in Nigeria from 2009 to 2019. There she established an Ethnobotanical Garden, an indigenous plant nursery, and a Tree Heritage Park (arboretum) for threatened West African rainforest trees.



Garden to Glass: Adventures in Cocktail Gardening with Amy Stewart

**Sponsored by the NorthEast Seacoast Unit &
Jen Munson, HSA Education Chair**

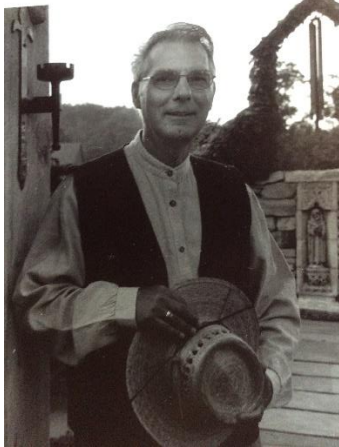
Edible gardening does not just put food on the table - it puts a drink in your hand, too. Join Amy Stewart for a talk on designing a cocktail garden that does double duty as a productive space to grow edibles and location for your next party. We will cover the most worthwhile cocktail-friendly plants to grow. Learn which variety of mint flavors authentic Cuban mojitos, discover patio-sized fruits for punches and smashes, and find out why growing your own celery for a Bloody Mary is totally worthwhile. We will look at examples of beautifully designed cocktail gardens and outdoor bars, and innovative ideas for extending the season indoors. You will also learn secrets to mixing great drinks and creating your own botanical infusions.

Amy Stewart Bio:

Amy Stewart is the New York Times best-selling author of the Kopp Sisters series, which are based on the true story of one of America's first female deputy sheriffs and her two rambunctious sisters. Her popular nonfiction titles include *The Drunken Botanist*, *Wicked Plants*, and *Flower Confidential*. Her books have sold over a million copies worldwide and have been translated into seventeen languages.

Amy has been featured on NPR's Morning Edition and Fresh Air as well as being profiled in the New York Times. Her checkered television career includes CBS Sunday Morning, Good Morning America, the PBS documentary *The Botany of Desire*, and—believe it or not—TLC's *Cake Boss*. (The cake was delicious!) She has won a National Endowment for the Arts fellowship, the American Horticulture Society's Book Award, and an International Association of Culinary Professionals Food Writing Award. She

lives in Portland, Oregon with her husband Scott Brown, a rare book dealer.



12 Herbs Everyone Should Know and Love

with Don Haynie

Sponsored by the Colonial Triangle of Virginia Unit

The quality of life can be enhanced with just a few special HERBS. We will review twelve herbs that will give both sweet and savory enhancement to your cooking. Grown in ground or in containers this special selection of herbs will be a joy to use and enjoy.

Don Haynie Bio:

After a successful career in the floral business, Don's interest in herbs led him to start the Buffalo Springs Herb Farm located in the Shenandoah Valley of Virginia in 1991. Annually, the Herb Farm welcomed 6000 visitors who enjoyed luncheons, garden walks, workshops, and lectures. The Herb Farm closed in 2007.

A move to Williamsburg, VA brought him to HSA's Colonial Triangle of Virginia Unit where he worked in their herb gardens with other unit volunteers. However, the Shenandoah Valley called him back and is where he now resides in Staunton Virginia. Here Don continues to herb garden and provide garden consultations. Don was a long-time member of The Virginia Commonwealth Unit and is now a Member at Large. Don has been honored to receive The Herb Society of America's Helen de Conway Little and the Elizabeth Crisp Rea Awards.



Maintaining the Perennial Garden – Deadheading to Division

with Mark Dwyer

Sponsored by Amy Schiavone, HSA President

Perennial combinations can offer amazing color, texture, and form in our gardens. To maximize the health, vigor, and longevity of our perennial plantings, it is important to understand their maintenance needs beyond simply planting and watering as needed. We will discuss the best way to maintain a wide range of

perennials with a focus on soil preparation, deadheading, staking, division and much more. A multitude of examples and recommendations will be offered.

Mark Dwyer Bio:

Mark Dwyer owns and operates Landscape Prescriptions by MD (www.landscapeprescriptionsmd.com), a landscape design and consultation business in Janesville, Wisconsin. Prior to this endeavor, he was the Director of Horticulture at Rotary Botanical Gardens in Janesville, WI for 21 years. He has degrees in landscape architecture and urban forestry and his true passion is obtaining, growing, photographing, and enjoying all manner of plants!



Cooking with Fines Herbes & Stories from the First Ladies' Herb Garden with Chef John Moeller

Sponsored by the Mid-Atlantic District and the Potomac Unit

Join Chef John Moeller for a culinary demonstration and behind the scenes peek into the herb gardens of the White House's former First Ladies. Chef Moeller will open the program by sharing the subtleties of the famous French blend, Fine Herbes, and will demonstrate using this delicate blend to create an Herb Crusted Chicken Breast. This was the same dish used for a luncheon for the President of the Republic of Indonesia, Her Excellency Megawati Soekarnoputri, who visited the White House on September 19, 2001. After completing this culinary demonstration Chef Moeller will share experiences and stories of working with the plants found in the First Ladies' Herb Gardens.

Chef John Moeller Bio:

Chef John Moeller studied the Culinary Arts at Johnson & Wales University in Providence RI. He continued his studies at France's University of Dijon. During John's time in France, he participated in the grape harvest in the Village of Meursault, Burgundy and worked at fine restaurants in the area before receiving additional culinary training in Brittany, France. After a short stint in the United States Virgin Islands, he headed back to his birthplace, Lancaster, PA. On his way, he stopped in Washington, DC working at area hotels and restaurants before starting as one of the Chefs at the White House. Starting for President Bush in

September of 1992 and continued with eight years with President Clinton and five years with President Bush until December 2005. The Chefs were responsible for all the private meals for the First Family and the official functions that occurred in the White House and Camp David.

After his time in the White House John relocated to Lancaster, PA to start his own business, State of Affairs Catering, and authored his first book *Dining at the White House* which was released in September of 2013. The book won three awards in 2014, winning gold for best autobiography, gold for best cookbook, and silver for best celebrity memoir.



To purchase Sue's books
www.suegoetz.com/

The Potted Herb Garden with Sue Goetz

Sponsored by the Pioneer Unit

Learn to cultivate herbs successfully in any size space! From windowsills to balconies, potted up herbs create a host of opportunities. Place containers of culinary herbs near your kitchen door and add instant flavor to your meals. Pot up medicinal herbs to create mini healing gardens, tea herbs for sanctuary spaces, or fragrant plants placed outside windowsills for the benefits of aromatherapy. Find out which herbs do best in potted gardens and how to harvest them. This program includes a handout of potted herb garden designs plus recipes and uses for the herbs you grow!

Sue Goetz Bio:

Sue Goetz is an award-winning garden designer, writer, and speaker. Sue's latest book, "*Complete Container Herb Gardening*" published by Cool Spring Press/Quarto is Sue's latest book to celebrate her love of growing and creating with herbs from the garden. Her other books include *A Taste for Herbs* (St. Lynn's Press, 2019) and *The Herb-Lover's Spa Book* (St. Lynn's Press 2015).

Through her business, Creative Gardener, she works with clients to personalize outdoor spaces – from garden coaching to full landscape design. A popular speaker and hands-on workshop leader, Sue is all about creativity in and out of the garden. Her garden design work has earned gold medals at the Northwest

Flower & Garden Show and specialty awards, including the Sunset magazine award, the Fine Gardening magazine award and the American Horticultural Society Award. She has been named Educator of the Year by the Washington State Nursery and Landscape Association and shares her love of the garden and herb growing all over the U.S. A member of GWA (The Association of Garden Communicators), her work has appeared in numerous publications, including the Tacoma News Tribune, Seattle Met, and APLD Designer, Pacific Horticulture, and Fine Gardening magazines. Sue lives in the beautiful Pacific Northwest and when not up to her nose in herbs and dirt in the garden she enjoys creating collaged art with pressed plants and botanical illustration.



To purchase Nancy's book:
nancyslavenderplace.com

Culinary Lavender - Secrets to Cooking with this Surprisingly Versatile Herb with Nancy Baggett

Sponsored by the Western Reserve Unit

Note: Nancy's program includes a "cook along." To participate have on hand some culinary lavender, a Chai-flavored tea bag, a cup of apple juice, and a fine sieve or strainer.

Many herb enthusiasts are aware that culinary lavender can add flavor and fragrance to lemonade and shortbread cookies. But few know the numerous ways lavender can work in sweet and savory fare. In this lively, interactive program, participants will have an opportunity to "cook along" with Nancy by making their own enticing cup of lavender-spice apple tea. After which participants will enjoy a visually pleasing, information-packed Powerpoint of preferred lavender culinary varieties, along with recipes, and cooking how-tos and secrets. The program will close with Nancy demoing a simple, but delectable and colorful gourmet lavender fruit syrup.

Nancy Baggett Bio:

Nancy Baggett is the award-winning author of the beautifully-illustrated *The Art of Cooking with Lavender*, as well nearly twenty other popular and well-reviewed cookbooks and hundreds of food articles for notable publications including The Washington Post, Eating Well, Bon Appetit, and more. She has also appeared on dozens of regional and national television and radio shows, such as NPR's "All Things Considered" and the "Today Show."

She is a frequent speaker on culinary lavender, including the keynote at the US Lavender Growers convention in 2016.

Thirteen years ago, Nancy discovered lavender as an exciting culinary ingredient and has been creating memorable delectable recipes using it ever since. Visit her website at www.nancyslavenderplace.com where you will find free recipes, eye-catching lavender photos, and be able to purchase her book *The Art of Cooking Lavender*. You can also sign up for her free, fun, informative, and free quarterly lavender newsletter at <https://tinyurl.com/yaxrdg5h>



Unity, Diversity, Color, and a Skeleton with Laura Deeter, Ph.D

Sponsored by the Great Lakes District

Landscape and garden design has many “rules” to follow like create good lines, balance things, and allow for repetition and variety. Bending the rules, or even breaking them will allow the gardener to insert their own personality and creativity. Each garden and landscape offers its own unique challenges and opportunities for following and for breaking traditional design “rules.”

Laura Deeter Ph.D Bio:

Laura Deeter received her Ph.D in horticulture from The Ohio State University after studying road-salt tolerance in herbaceous perennials under Dr. Steve Still. She is currently a Full Professor of Horticulture at Ohio State ATI in Wooster, Ohio teaching a multitude of horticulture classes including: Woody and Herbaceous Plant Identification, Landscape Design, Sustainable Landscaping, Plant Health Management, Landscape Construction, and Ecology, to name a few.

She was awarded the ATI Distinguished Teaching Award twice, the OSU Alumni Award for Distinguished Teaching, the Perennial Plant Association Teaching Award, the American Horticulture Society Teaching Award, and the Perennial Plant Association Service Award. She travels extensively around the country speaking on a variety of topics ranging from taxonomy and nomenclature to shade gardens, design, color, and specialty gardens and plants. At home she gardens on her tenth of an acre

with her hubby, three dogs, 100 pink flamingos and counts her 300+ species of perennials as dear friends.



Herbs in the Headlines: Notable Women in the Plant Sciences

with Karen Cottingham

Sponsored by the South Central District

Join South Texas Unit Member Karen Cottingham as she explores the notable unsung heroes of the plant sciences. Through her talk you will become acquainted with female scientists who study traditional herbal remedies with therapeutic benefits. Dr. Cassandra Quave, Ph.D, (Atlanta, Georgia) studied ethnobotany and traditional medicine in the Amazon rainforest of Peru where she developed a great interest in Brazilian pepperberry, *Schinus terebinthifolius*, to treat skin infections. Youyou Tu (China) was one of hundreds of scientists assigned to work on a top-secret military project to find a new treatment for drug resistant malaria. Youyou Tu won the 2015 Nobel Prize for her work on Sweet Annie, *Artemisia annua*, as a treatment for malaria. And finally, Ghanaian scientist Marian Addy (1942 - 2014) was the first female science professor in Ghana. Her research focused on the biochemistry of herbal medicines used in traditional medicines, with an emphasis on establishing a firm scientific basis for herbal remedies. Not only are these women great contributors they each have interesting life stories!

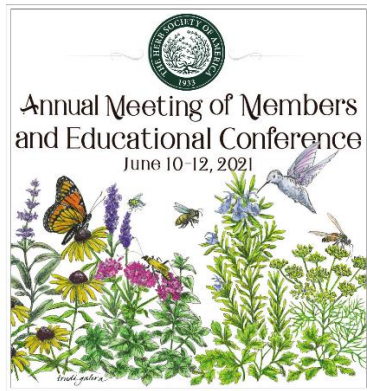
Karen Cottingham Bio:

Karen Cottingham lives in Houston, Texas, but she grew up in a farming community in rural Washington state. After a long career in medicine, Karen now devotes most of her time to sharing her knowledge and enthusiasm for all aspects of herbs. She serves as the South Texas Unit's Program Chair, contributes articles to various STU and Herb Society of America publications, and provides the content for the HSA-STU Facebook page. Karen particularly enjoys introducing herbs to the public through demonstrations at libraries, museums, elementary schools, and public gardens. To follow Karen's work visit:

www.facebook.com/HerbSociety.SouthTexasUnit/



To purchase Trudi's work:
www.trudihawaii.com



Meet Trudi Galera our Virtual EdCon Logo Contest Winner!

Trudi Galera Bio:

Trudi was born and raised in Honolulu, Hawaii, where she was inspired by the natural beauty of her home in lush Mānoa Valley as well as the coastal life of her mother's childhood beach house on Lā'ie Bay. As an artist, Trudi was encouraged by her father, a graphic designer, and mother, an educator and jewelry designer. In high school, Trudi explored life through drawing, jewelry making, printmaking, and many other art forms. Her skills developed into wax carving to create unique designs for casting sterling silver and gold for her family's custom jewelry studio.

Although Trudi earned a Bachelors and a Master's Degree in Literature, her love of art and art history comprised all of her elective classes. Even as an educator, fine art remains a passion where she has freelanced, designing illustrations for children's books.

Other lifelong loves include hula, lei making, and the native botanicals of her island home. Travel has given her the opportunity to sketch and paint flora and fauna in far off places- most recently in Alaska, where she was inspired by the unique natural landscape and delicate wildflowers- -and Japan, where she painted glorious irises and Shinto gardens. Today, Trudi lives in Mānoa with her husband and creates art in her backyard studio.

Trudi Galera Studio

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Instagram: [trudihawaiiartist](https://www.instagram.com/trudihawaiiartist)

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