



# News

AHS Programs and Events

## AHS Presence at Southern Spring Show

FELDER RUSHING, a horticulturist with the Mississippi State University Extension Service, will represent AHS as the keynote speaker on February 28 during the fifth annual “Southern Master Gardener Day” luncheon at the Southern Spring Show in Charlotte, North Carolina. Rushing will be introduced by Katherine Belk, a Charlotte resident and first vice chairman of the AHS Board of Directors.



A specialist in consumer horticulture, Rushing lectures and writes prolifically on garden-related topics, hosts weekly radio and television programs, and appears regularly on

HGTV and the Discovery Channel. He is also a member of the AHS National Children and Youth Garden Advisory Panel.

Southern Master Gardener Day will salute the horticultural contributions of Extension agents and Master Gardeners from North and South Carolina, Virginia, Georgia, and Tennessee, all of whom are invited to attend this special event. Advance registration for the luncheon and a show ticket is \$25; after February 9, registration increases to \$30.

The Southern Spring Show runs from February 24 through March 4 at the Charlotte Merchandise Mart. As a special AHS member benefit, the show will offer free one-day admission to members who present a current membership card at the entrance (free admission will not be honored on Benefit Preview Night, February 23). For more information, call (800) 849-0248 or visit the show’s Web site at [www.southernshows.com](http://www.southernshows.com).

## 2001 Southern Living Gardening School

IT MAY BE WINTER now, but southern gardeners are already gearing up for spring. This year, AHS is once again co-sponsoring the Southern Living Gardening School, a series of hour-long gardening presentations by experts from *Southern Living* magazine. Topics include “Setting the Stage for a Magical Makeover,” a discussion of basic landscaping concepts featuring favorites from the new Southern Living Plant Collection; “Color Where it Counts,” which offers ideas for keeping southern gardens blooming year round; and “Dear Southern Living...,” which addresses solutions for common problems faced by southern gardeners.

Many of the South’s best-known botanical gardens and resorts are hosting the gardening school, which debuts March 14 at the

Birmingham Botanical Gardens in Alabama. Other school sites include Callaway Gardens in Pine Mountain, Georgia (March 23), and Myriad Botanical Gardens in Oklahoma City (March 31).

For more details about the gardening school, call (888) 992-8243, or look for the complete schedule of schools listed in the March/April issue of *The American Gardener*.

## New Gardens Join Reciprocal Admission Program

DID YOU KNOW that more than 100 botanical gardens, arboreta, and conservatories in the United States and Canada offer free or discounted admission and other benefits to AHS members? These organizations are all part of the Society’s Reciprocal Admission Program (RAP), which continues to add new participants from all over North America. To take advantage of this important member benefit, just present your valid AHS membership card at participating facilities. In addition to free or reduced admission, many gardens offer AHS members free parking or discounts in their gift shops.

Among the facilities that have recently joined the program are Dothan Area Botanical Garden, Dothan, Alabama; Japanese Friendship Garden, San Diego, California; Washington Park Botanical Garden, Springfield, Illinois; Dyck Arboretum of the Plains, Hesston, Kansas; Frelinghuysen Arboretum, Morristown, New Jersey; Webster Arboretum, Webster, New York; The Dawes Arboretum, Newark, Ohio; and Historic Bartram’s Garden, Philadelphia, Pennsylvania.

For a complete list of participants, check the 2001 AHS *Directory of Member Benefits*, or visit our Web site, [www.ahs.org](http://www.ahs.org).



A scene from Dyck Arboretum in Kansas, new to AHS’s RAP program.

## award winner IN FOCUS

### Paul Ecke Jr. Wins Bailey Award

by Margaret T. Baird

PAUL ECKE JR. is this year's recipient of the American Horticultural Society's prestigious Liberty Hyde Bailey Award, given for his significant and enduring contributions to horticulture through his leadership, business, and administrative skills. Ecke is the retired chairman of the Paul Ecke Ranch in Encinitas,



California—the company largely credited with making the poinsettia such a traditional part of the holiday season, as well as the top-selling potted plant grown in North America.

After taking the reins of the family business from his father in the early '60s, Ecke was largely responsible for shifting the growing of poinsettias from open fields into the controlled environments of greenhouses—a

key improvement that allowed the Ecke Ranch to develop a vegetative cutting business. Where previously poinsettias had to be shipped as dormant mother plants via railroad, the shift to cuttings made air transport possible—and allowed for the export of Ecke poinsettias to growers all over the globe.

Ecke also assembled an expert research staff at the Ranch that improved poinsettias through such developments as extending peak color in the petal-like bracts and increasing the sturdiness of the stems. Although Ecke's son, Paul Ecke III, took over management of the Paul Ecke Ranch in 1991, Ecke continues to foster research priorities for the entire floral industry through his service on multiple advisory boards and green organizations.

"Paul Ecke Jr. has encouraged the cooperative spirit of the greenhouse industry," says H. Marc Cathey, president emeritus of AHS. "He has promoted the sharing of technological information with all growers to raise the performance and safety of floral products, while introducing new forms and colors that expand dramatic floral displays for the holiday season," says Cathey.

After serving two consecutive terms as a member of the AHS Board of Directors, Ecke rotated off the board last year but continues to play an active role on various Society committees. He also serves on boards and committees for a wide range of industry and community groups, including the Ohio Florists' Association, the Society of American Florists, three different California universities, the YMCA, and the Stevens Cancer Center in La Jolla, California.

*Margaret T. Baird is communications assistant for The American Gardener.*

A COMPLETE LIST OF 2001 AHS AWARD WINNERS is printed below. Additional information about the award recipients can be found in the 2001 *Directory of Member Benefits* and on the Society's Web site ([www.ahs.org](http://www.ahs.org)). All awards will be presented at the Society's 2001 Great American Gardeners Annual Conference to be held June 13–16 in Cleveland, Ohio.

## 2001 Great American Gardeners Award Winners

### Liberty Hyde Bailey Award

Paul Ecke Jr.  
*Paul Ecke Ranch, Encinitas, California*

### Luther Burbank Award

Claude Hope (*posthumous*)

### Commercial Award—Individual

Brent and Becky Heath  
*Brent and Becky's Bulbs, Gloucester, Virginia*

### Commercial Award—Institution

W. Atlee Burpee & Co.  
*Warminster, Pennsylvania*

### G. B. Gunlogson Award

Edward Gilman  
*University of Florida, Gainesville, Florida*

### Horticultural Communication Award

Doug Jimerson  
*Studio G, West Des Moines, Iowa*

### Horticultural Therapy Award

Nancy Chambers  
*Rusk Institute of Rehabilitation Medicine, New York, New York*

### Horticultural Writing Award

Jules Janick  
*Purdue University, West Lafayette, Indiana*

### Landscape Design Award

Robin Moore  
*North Carolina State University, Raleigh, North Carolina*

### Local Horticulture Award

C. W. Eliot and Linda Paine  
*Kirtland Hills, Ohio*

### Meritorious Service Award

Nancy Thomas  
*Houston, Texas*

### Frances Jones Poetker Award

Rocky Pollitz  
*Teleflora, Los Angeles, California*

### Professional Award

Brian Holley  
*Cleveland Botanical Garden, Cleveland, Ohio*

### Catherine H. Sweeney Award

Joanna McQuail Reed  
*Malvern, Pennsylvania*

### Jane L. Taylor Award

Dirck and Molly Brown  
*Roots and Shoots School Gardens Lexington, Virginia*

### Teaching Award

Marihelen Kamp-Glass  
*North Carolina A & T State University, Greensboro, North Carolina*

### Urban Beautification Award

Bette Midler  
*New York Restoration Project New York, New York*

