

**Texas Master Gardener Association
PUBLICATION AWARD**

Association Membership/Size: Medium
(Small, Medium, or Large)

Date: Jan 20, 2006

County: Hood
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Publication Title: Spring and Summer Favorites

Brief Description of Publication: (150 words or less)

Spring and Summer Favorites, a booklet authored by the Publication Committee of Hood County Master Gardeners (HCMG), focuses on plants that are proven performers for our area. This educational booklet provides the following information: scientific and common names, plant growth habit, ideal environmental growing conditions, plant care, plant propagation methods and plant characteristics.

The publication, **Spring and Summer Favorites**, emphasizes native and adapted plants that are easy to maintain in the challenging growing conditions of Hood County and are at their peak of beauty in the spring and summer. The easy to read seven-section booklet comes with a CD showing detailed color photographs and descriptions of each selected plant. The need for this educational, descriptive presentation was determined by the large volume of telephone calls and questions the Extension office received.

Karen Bitnar
Signature of person submitting the nomination

Marty Vahlenkamp
Signature of County Master Gardener Program Coordinator

Publications Award Title Page

Please answer the following questions as they relate to the entry for the Award Year. **Do not exceed two (2) pages of questionnaire.**

I. Planning and Production (300 Points)

1. Describe the process for determining a clientele need for the publication.

The need for this educational, descriptive presentation was determined by the large volume of telephone calls and questions the Extension Office and Master Gardeners had received. The inquirers, most new to this area, needed information regarding what plants to use in their landscape. Many had unsuccessful, frustrating experiences with their earlier attempts. Their questions related to a need for landscape information on shade, color, and plant viability. This educational booklet addresses these questions and provides new ideas for homeowners of this area.

2. What is the objective of the publication?

The object of **Spring and Summer Favorites** are:

- To educationally inform the residents of Hood County of plants which are proven performers for our area
- To emphasize native and adapted plants that are easy to maintain as well as conserve water in the challenging growing conditions of Hood County.
- To inform readers of ideal environmental growing conditions and plant care.
- To provide a visual and descriptive explanation of each plant so that good landscaping techniques can be achieved.

3. Was the publication jointly sponsored by Texas Cooperative Extension and/or other organization? If yes, describe.

Yes. The Extension Service fields questions from the community about plant selection and plant care for home landscapes. A publication addressing these concerns was suggested by the Extension agent. The Extension office provided informational resources including the office's extensive reference library. The Extension staff helped copy and bind the booklets. The Extension staff also helped to market the booklet to the visiting general public.

4. How many Master Gardeners were involved in developing the publication?

Seven

5. Describe the roles Master Gardeners served in developing the publication (i.e., author, editor, desk-top publisher, artist - no names of Master Gardeners should be mentioned).

The seven-member publication committee was comprised exclusively of Master Gardeners. All of the information came from first hand experience of the members and most pictures in the booklet and on the CD were taken in Master Gardener's gardens. The committee collected the information, determined the appropriate plants to be used, typed the information using Microsoft Word and designed the cover. Three members of the committee edited each section and formatted the booklet using text and pictures. The committee also produced all CDs that accompanied the books.

6. How many Master Gardener volunteer hours were contributed in developing the publication?

405

7. Was Extension personnel or others involved in developing the publication? If yes, how?

The Extension office relayed questions from the community, assisted in research and helped in the printing and assembly of the publication.

8. How was the accuracy of the information in the publication assured/insured?

The information was gleaned from well-respected and accredited texts and websites; with Texas A&M horticultural texts used as the general authority. Area Master Gardeners and horticulturalists were also asked to provide their own personal experiences with each plant.

9. How many copies of the publication were printed/produced?

200

10. How many copies of the publication were distributed, and how?

190 copies were distributed at the Extension office, Garden clubs, Fall Plant Fair, Chamber of Commerce office and luncheons, Fall Landscape Seminar, Garden Tour 2005, MG meetings, Speakers Bureau programs and by individual MG's. The Extension agents always have a copy or two to show if the opportunity arises to promote the sale of the booklet.

11. How was the development and production of the publication funded?

HCMG funded the entire cost of the **Spring and Summer Favorites** publication.

12. Describe any plans to revise, expand, or reprint the publication? How would this be funded?

Plans are to complete a more comprehensive book adding many more sections such as vegetable gardening and watering practices. This booklet will be combined with the award winning Fall Favorites in that endeavor. Funding will again be provided totally from Master Gardener funds.

13. Describe any evaluation process for the publication and/or impact of the publication on meeting its intended objective?

The many requests for these booklets and sales of the booklets help us know that this publication is achieving its original objective of helping area residents make educated decisions in designing their landscapes.

14. In addition to the above comments, describe any other involvement the Master Gardener organization had in developing the publication.

The Master Gardener organization was very involved at all stages of this project. Many members provided valuable information for content and the general membership approved the funding for this booklet. On-going information regarding the progress of sales and interest is announced at Master Gardener meetings. Members also help market and sell the booklet at all public events and speaking engagements.

15. Has this publication won any previous TMGA awards? If yes, explain the changes that were made to this publication.

No.

II. Publication Award. (700 Points)

These points are attributed to will be given to the Publication itself compared to all entries received in this category.