



Mrs. C. Norman Collard (La Verne R.)
24th GCFM President
1970-1972
“Concern – Action for
Environmental Improvement”
194 clubs – 12,864 members



The President's theme was stressed at the Presidents' Conference held at Wellesley College. Featured speaker was Dr. Harriet Creighton, Professor of Botany at Wellesley College on "Plants Have Hormones Too". Following the meeting, we toured the college greenhouses.

There was an increase in the number of entries in the Sears, Roebuck & Co. Civic Beautification contest. GCFM was awarded the Regional Civic Beautification Silver Bowl for the second time.

An Anti-Litter Conference was held in March with the Coca-Cola Bottling Company serving as host. There was a good exchange of ideas between garden club members and industry. Since the conference, two can companies and 35 soft drink plants were serving as collection centers for bottles, glass jars and cans for recycling.

The Metropolitan District continued with their Hub Box project, cooperating with the volunteers of the Boston School System and the Massachusetts Horticultural Society teaching horticulture in the lower grades. There was an increase of 28 volunteers over the last year.

GCFM's annual meeting was held at the Sheraton-Hyannis with 508 present, representing 102 clubs. The meeting was highlighted by a talk, "World Gardening", by Mrs. William J. Hedley, Third Vice President of National Council of State Garden Clubs, Inc.

The Massachusetts Horticultural Society, for the first time, invited the President to serve as a Trustee during her term of office. At the conclusion of her administration, she would become a Trustee Emeriti. This has continued with each administration.

In cooperation with the University of Massachusetts Suburban Experiment Station, Waltham, MA, GCFM offered a ten-week course on Herbaceous Plant Materials, along with a course on Home Grounds Maintenance and a course on Woody Plant Materials.

In February 1971, GCFM sponsored a tour to Majorca with 181 enjoying the trip. A similar trip went to Hawaii the following year. Part of the proceeds went to establishing a Headquarters Fund.