



Helen Freidberg
35th GCFM President
1991-1993
“Toward a Cleaner, Greener Earth”
193 clubs – 11,440 members



The Garden Club Federation of Massachusetts celebrated its 65th year with increased participation at club, district and state levels. Three more clubs joined GCFM. A redistricting study resulted in the formation of eleven regional districts, with a maximum of 25 clubs each. Last October's President's Conference attracted the largest audience in years, with a program by Richard Jeffries. There was increased interest in Junior Gardening. The Smokey Bear poster contest produced over 2,500 entries, with a national winner.

Cooperation with other horticultural organizations is of mutual benefit. The new botanic garden of the Worcester Horticultural Society is a popular meeting place for garden clubs in the local district, and many volunteers help with their projects. GCFM received National Council's Silver Seal Award from Executive Director John Trexler. A group from Judges Council visited the Garden Club of Bermuda in January, and the Bermudians were invited to return the visit.

The president's theme, "Toward a Cleaner, Greener Earth", has been advanced in several areas. Average attendance at monthly horticulture meetings doubled. Speakers at the Energy, Economics & Environment Conference focused on conservation, a strong tradition in New England. The Wild Flower Workshop included a tour of the New England Wild Flower Society's garden, where an ambitious endangered species preservation plan has begun. A Land Trust boat trip took place on the Merrimack River. The watershed director was on board to talk about that organization's goals. Two district projects on this theme included the planting of 15,000 culms of dune grass to prevent shore erosion, and the planting of an interstate access site with low maintenance material.

GCFM conducted a fund drive to preserve our state's endangered plant species. Both Judges Council and the horticultural morning had one program on endangered species this year, and each Presidential Reminder mailed monthly to clubs had some information about them included.

A consortium of 68 conservation organizations are collaborating on research, legislation and habitat preservation as the New England Plant Conservation Program. The cost of preserving one species is \$1,300. As this administration ended, we were proud to have made the difference for four of Massachusetts' rare native plants.

GCFM's newsletter received a new look and a new name! After 24 years of one cover design, *Publish* magazine awarded us a free makeover by a graphic design firm, featuring the new *Mayflower* in an article. The editor produced computer disks ready to print, and many of the contributors have learned, sometimes with the help of their children, to submit material on disks as well.