

*GARDEN CLUB FEDERATION  
OF MASSACHUSETTS*



*PROGRAM SECTION  
SPRING 2021*

## **TIMELINE FOR PROGRAM CHAIRMEN**

### **AS SOON AS YOU BECOME PROGRAM CHAIRMAN**

Start a list of programs you wish to book.

Some suggested sources:

- Poll your club for their areas of interest
- Ask program chairmen of clubs with similar interests to recommend the best programs they have had recently. You can also ask, discreetly, which speakers were disappointing or overpriced
- Check out the Speakers Forum on the GCFM Website ([gcfm.org](http://gcfm.org))

### **SEVERAL MONTHS BEFORE YOUR MEETING DATES**

Start scheduling programs.

- Be clear about what types of programs your club would like.
- Make your calls. Remember that speakers in greatest demand get booked early, so you may want to have alternate dates in mind.
- Establish the date, location, time, topic, title, and length of the program.
- Agree on the speaker's fee and other reimbursable expenses such as mileage and cost for materials.
- Inform the speaker about the level of knowledge and experience your club members have in the particular subject area.
- Plan the set-up of the room. Establish who will provide equipment such as a microphone, projector (slide or digital), screen, and appropriate table coverings.
- Establish arrival time and number of helpers needed. If you are booking a floral design program, ask how many arrangements will be available for a drawing, auction, or give away.
- Reminder: If you plan to have the program videotaped, you must ask permission from the speaker.
- If it is necessary to check with your committee or executive board before finalizing a booking, be sure to contact the speaker in a timely manner to confirm or politely cancel the booking.
- Prepare a contract that includes everything you have agreed upon with the speaker.  
*NB: To make your job easier, you may use the standard GCFM Program Contract ([www.gcfm.org/forms/speaker contract](http://www.gcfm.org/forms/speaker%20contract)), which includes all this information.*
- Email the contract to the speaker, or mail the speaker two (2) copies of the contract with a stamped, self-addressed envelope. Enclose a note asking the speaker to sign and return one copy while retaining the other copy for reference.
- Request biographical information from the speaker for your club to use for publicity and for his/her introduction.
  - Remember — until both you and the speaker have a signed contract, the deal is not complete! Attend to this within a few weeks of your inquiry.
  - Provide directions, if needed, to the meeting site. In the age of the GPS, this is not always necessary.
  - IMPORTANT. Exchange cell phone numbers with the speaker for contact on the program day. This will help prevent any anxious moments.
  - As soon as you have your programs scheduled, provide your yearbook chairman with complete information.

*Continued from previous page*

## **TIMELINE FOR PROGRAM CHAIRMEN**

### **THREE WEEKS BEFORE A MEETING**

- Contact the speaker to confirm the plans. Inform the speaker of the expected length of the business portion of the meeting, and approximately when the speaker can expect to begin.

### **ONE WEEK BEFORE THE MEETING**

- Confirm the room set-up.

### **THE DAY BEFORE THE MEETING**

- Prepare your introduction of the speaker.
- Have the treasurer prepare a check for the speaker. Make sure that it is given to the speaker before or immediately after the presentation. **(The speaker should not have to ask for it.)**

*Protocol: Traditionally, if a club member presents a program to her/his own club, the cost of materials is covered, but no fee is charged. The speaker may be given a small gift or honorarium.*

### **THE DAY OF THE MEETING**

- Have helpers ready to assist the speaker on arrival.
- Reserve a parking place for the speaker, close enough for convenient unloading.
- If a microphone or digital projector is to be used, be sure it is working properly.
- Know where the light switches, thermostat and electrical outlets are.
- Greet the speaker when she/he arrives, and offer assistance and refreshments.
- When it is time, introduce the speaker and then sit back and enjoy the program.
- When the program is over, thank the speaker and give him/her the check.
- Assist the speaker with packing up and loading out.
- A thank-you note is always appreciated.

Prepared by Marisa McCoy (2013)

Updated by Jill Malcolm (2021)

Program Contract form can be found on the website: [www.gcfm.org](http://www.gcfm.org) under Forms



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## Betty Sanders

*Betty is recognized as one of the best horticultural and environmental speakers in New England. Her presentations are as much fun to listen to as they are informative. Her wealth of knowledge, coupled with a casual and welcoming style, make her a speaker invited back year after year.*

## Neal Sanders

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- The Pollinator-Friendly Garden
- Dirt on Your Hands, Soil in Your Garden
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- Container Gardening  
(May/June/July only)

*A full description of these and other programs can be found at her website: [www.BettyOnGardening.com](http://www.BettyOnGardening.com) Email her for a program brochure.*

**Contact her at  
Betty02052@  
gmail.com or  
508-359-9453**

*Who says horticulture can't be funny? Neal's programs help clubs attract new members, start or end the club year on a high note, enliven annual luncheons or a dreary winter meeting, and let spouses join in on the fun. These richly illustrated talks are a humorous 'husband's point of view' of what goes on in the garden. Good advice is dispensed and bad advice is debunked – all in a way that keeps the audience laughing*

Start with **“Gardening Is Murder”**. If your club loved that program, invite him back for **“Gardening Will Kill You”** and **“Pain-Free Gardening and Other Lies”**. They're the same format but with fresh observations about the way we garden. Email Neal for a complete program brochure.

**Contact him at  
Neal02052@gmail.com  
or 508-359-9453**



**For your club's special event, invite both Betty and Neal Sanders for “He Said/She Said”, the gardening presentation that answers the question, ‘when a man is alone in his garden, has he automatically forgotten everything she taught him?’**



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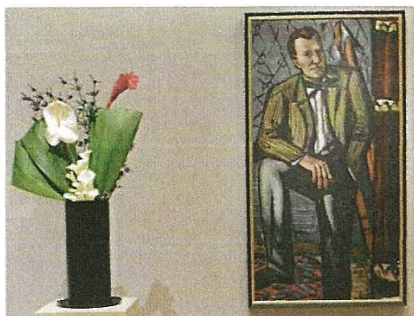
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*See website for full descriptions & lecture flyer*



## To Garden Club Presidents & Program Chairs

The Museum of Fine Arts Senior Associates  
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### The Art in Bloom Road Show

A colorful PowerPoint presentation depicting behind-the-scenes preparations for Art in Bloom with stunning examples of floral interpretations of MFA art objects is followed by a live floral interpretation of a museum masterpiece by an MFA Senior Associate floral designer. The demonstration will include expert arranging tips.

Detail: Perry T. Rathbone, Max Beckmann, 1948, MFA, Boston/Wollaston GC, AIB 2017

### Creative Tablescapes from the MFA

An informative PowerPoint presentation depicting photos of many of the behind-the-scenes decisions for special parties and events held at the MFA is followed by a live floral demonstration by an MFA Senior Associate floral designer with tips on how to coordinate for your own personal event. From linens to invitations and floral arrangements, our aim is to inspire you to create your own special event at home.



### Behind-the-Scenes Floral Arranging at the MFA

Hear about a day in the life of an MFA Senior Associate floral designer. Via an instructive PowerPoint presentation followed by a live floral design demonstration, learn how the MFA Associates and Senior Associates design extraordinarily creative arrangements for the museum on a weekly basis – with varying themes from springtime to holidays to playing off new exhibitions. It's fun and informative with an abundance of arranging tips from our accomplished floral designers!

**PowerPoint Lecture & Floral Demonstration Programs: \$400**  
**(AIB Roadshow PowerPoint-only Presentation: \$200)**

For further information:

MFA Senior Associates Office, 617-369-3998 or  
Christine Sampson at [mfaa.christinesampson@gmail.com](mailto:mfaa.christinesampson@gmail.com)






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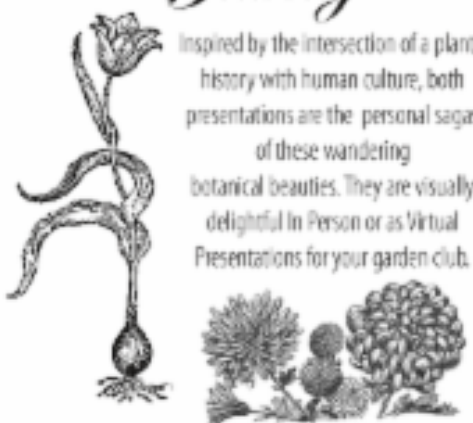
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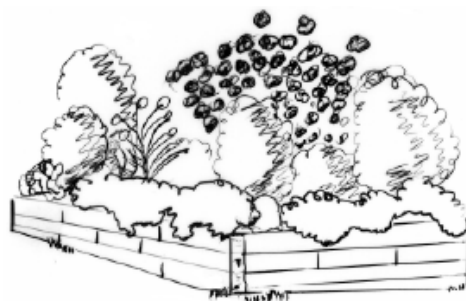
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in the Speakers Gallery on the Home Page.

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at [gardenclubfedma@gmail.com](mailto:gardenclubfedma@gmail.com)

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