



EXECUTIVE

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Director of Instagram Shauna Pezzot

April 2019 Newsletter

Meeting will be at 7:00 pm, Wed, April 24th, in upper level of Heritage House, 100 Lorne St. Guests always welcome. Meetings are always the 4th Wed. of each month.

Speaker: Ian Farber is a master beekeeper with 40 plus years a beekeeper. A BCHPA (BC honey producers association) and certified beekeeping instructor. Ian along with his wife Betty owner of Westsyde Apiaries in Kamloops put on instructional classes in Kamloops on beekeeping. He will talk about bee flowering pollinators, fun facts on avocados and fruiting nut trees and a quick discussion on introduction to bee keeping

Thank you to March speaker Days for Girls - presented by Terry Lyn Stone about a personal hygiene program for girls in 3rd world countries. The club was so impressed by her presentation that we voted to give her a donation of \$200 to help women around the country buy cotton fabric to make sanitary napkins so girls could go to school when they have their monthly cycle, rather than stay home, miss a week, get behind, then ultimately quit school and end up getting married at a very young age. The program also educates these girls about pregnancy and how to avoid it, something that is common in our country but sex

education in parts of Africa is not happening, her email is:
presidentcanada@daysforgirls.org;

Reminder that our meetings are scent free, no perfumes or colognes please, as a couple members are very allergic to scents.

Goodies this month's will be brought by Lorna McMillan, and Roberta Marshall. Thank you to Lynn Hauzeneder, for March's goodies. In May we will not have goodies because Liv Sallows will make a birthday cake for the speaker Brenda Sanden. So Donna Edwards and Carolyn Demers might want to put their name down for to bring goodies next February.

Memberships are still due now for 2019, \$15 per person, \$20 per couple, cash or check.

VIP Contest this meeting of anything flowering in your yard, or started in your house, (in dirt is ok) crocuses, tulips, hyacinths, daffodils, lily of the valley, bluebells, hellebores, etc.

Purity Feed is looking for staff for its nursery, if you are interested or know someone who is, contact Carol Wozencroft cwozencroft@gmail.com; or 250-319-5451.
Purity Feed gives members a **15%** discount on plants only.

Plant & Garage Sale: will be on May 11 at Greg and John's house, 837 Lolo St. 8:am – Noon. **Plants MUST be labeled with the name of the plant, color of flower, height, sun or shade, and the PRICE.** There is not enough time in the morning for volunteers to be labeling all those plants. Also save those garage sale items you were going to take to the second hand store, and they can be anything not just gardening items, Please price those as well. If you are not able to bring items the morning of the sale you can drop them off the week before at 837 Lolo St. There will be 2 master gardeners and a table with our new picture poster and green cards, to hand out to hopefully attract new members.

Raffle at the plant sale of a Fairy Garden that is being donated,, and a pond Solar light. A volunteer is needed to take charge of the raffle. Small pieces of paper will be used to write names and phone numbers of buyers, ticket will be \$1 each or 3 for \$2.

Many Thanks to Lorri Hauzeneder and Jean Amendola for giving me pictures for the new club poster, which are in plastic envelopes so they can be changed.

Flower Show will be June 22nd at Heritage House, more on that in May.

We now have an Instagram account thanks to and managed by Shauna Pezzot. This is her explanation of how it works:

How are Instagram and Facebook Different?

Facebook is mainly a networking channel and based heavily on text information. You follow people you know – friends and family, and a couple of groups that you share a common interest in. Facebook is where you find shared articles, funny videos, information about businesses like store hours or event details.

Instagram is a visual platform. Based around real moments in time and showcasing who we are as a community – our feel, our beliefs, our stories. Content is original, not reposted. Instagram is less cluttered and easier to use. It is simpler and more expressive. You see less ads and more of who you choose to follow.

On Facebook, if you put Gardening as one of your interests, Facebook will populate your timeline with anything it sees as relevant, from beginners asking questions to stores selling products to companies targeting you with their ads. You end up seeing a lot of things that you don't want to see - less than 50% of your timeline is from real friends and family. With Instagram, only 5% of posts you see are sponsored, with the rest being pages that you have chosen to follow.

Why Should the Garden Club Connect with People Through Instagram?

We want new members, younger members. We want to connect with local Kamloops residents who share a passion for the beauty of gardens and the satisfaction of growing things. Those users are on Instagram.

Facebook users are declining, especially in the younger generations. In 2017 alone, Facebook lost 2 million users, while Instagram gained 200 million users.

Instagram has a much younger audience, with most users being under 40. Instagram is also a mobile-friendly platform, which is great because consumers spend more time viewing social media on their phones than at home on a desktop.

Facebook is great for following groups you already know, but you are unlikely to follow new pages you are unfamiliar with. Instagram is a much easier platform to reach new people. It is simpler, friendlier, more about inspiration and connection, which calls to new users even if they don't know you yet.

On the Technical Side

Facebook makes you pay to reach your full audience. If we have 30 members, and we create a post, Facebook will show that post to 10 of our followers. Instagram doesn't cut down your reach like that. If a person follows our page on Instagram, they will see our posts every time.

One is not better than the other, but they are very different. Different audiences, different uses. We need both if we want to reach new people.

To create an account:

1. Go to www.instagram.com
2. Click 'sign up', You will need an email address, create a user name, and password. That's it.

You can go to the search (the magnifying glass at the top of the screen on desktop, bottom of the screen on mobile.) and search kamloopsgardenclub. We will pop up and you can click to follow us.

Search for friends, or interests you have. You can look at suggested pages if you want help finding things you may like (the magnifying glass at the bottom on mobile, the compass at the top of the screen on desktop).

Suggestions to start : gardenanswer, garden_and_home_ideas, ifyousucs, arknappkamloops, purityfeedkamloops, izgardening, leafandclay, provenwinners,

It will take a while to populate your feed if you don't have many people to follow yet, but it will come. The more club members we have on Instagram, the better your feed will be.

A warm welcome to new members Shauna Pezzot, Charlene Hamilton, Marvel McLune, Janice Joneja, and 11 yr. old Chad Kolida.

This was the root on a weeping Larch was about 40" tall but crowding a blue spruce. The graft has rings like a tree trunk, was only one small root coming out of it.





plant trunk on the right of the graft.

<https://www.facebook.com/KamloopsGardenClub/>

