

Program Committee Report, Beatrix Farrand Society
26 May 2012

We started this year's programs on Tuesday, May 8, 2012, with "Raspberries and Blackberries in Maine," presented by Dr. David Handley (UMaine Cooperative Extension Small Fruit and Vegetable Specialist). David was very well received by the 23 attendees. BFS gained one individual and one organization membership at this event.

Remaining 2012 programs are:

- June 9 **Unraveling and Re-raveling the Web of Life**
 Bill Cullina, Director of Coastal Maine Botanical Gardens
- July 2 **Stone in the Garden**
 Gordon Hayward, author of *Stone in the Garden*
- July 18 **Mr. Rockefeller's Roads**
 Ann Rockefeller Roberts, author of *Mr. Rockefeller's Roads*
 Cosponsored with Mt Desert Land and Garden Preserve
 Venue: Northeast Harbor Library
- July 26 **Gardens of the Jazz Age**
 Jenny Rose Carey, Director of Temple Univ's Ambler Arboretum
- August 4 **Gertrude Jekyll and the Country House Garden**
 Judith Tankard, author of *Gertrude Jekyll and the Country House Garden*
- August 15 **Natives with Bling**
 Stephanie Cohen, author of *Fallscaping*

Event publicity is started about 3 weeks before each event. Email publicity is repeated about one week before each event:

- (1) Press releases posted on Bangor Daily News and Mount Desert Islander websites.
- (2) Press release posted on Maine Archives and Museums' website.
- (3) Press release posted on BFS website.
- (4) Email notice to Master Gardeners in Penobscot, Washing and Hancock Counties.
- (5) Email notice to garden club contacts to share with their colleagues.
- (6) Email notice to BFS Board members.

Committee accomplishments in past year include:

- (1) Program fees were adjusted slightly (from \$15 to \$20 for nonmembers).
- (2) We've tweaked the publicity process since 2011 (eliminated posters because program evaluations based on attendee feedback; added the Maine Archives and Museums' website posting).

Challenges to be addressed this year include:

- (1) We'd like to increase seating in the barn if fire code allows it.
- (2) We'd like to see outdoor lighting installed, to allow evening programs.
- (3) We'd like to see increased air movement in the barn, which becomes quite warm during presentations in summer.
- (4) We'd like to address several attendees' request for padded chairs.

Respectfully submitted on behalf of committee (M. Bowditch, J. Tankard, L. Stack)
by Lois Berg Stack, Program Committee Chairwoman 2012