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Gardening Newsletter

May 2, 2019

Dear Friends,

Here is the 290th issue of our weekly gardening newsletter for Houston, the Gulf Coast and beyond. We really appreciate all of our readers hanging in there with us, sharing stories and inspiring us in so many ways.

Thanks so much!

This newsletter is a project of The Lazy Gardener, Brenda Beust Smith & John Ferguson. (John is with Nature's Way Resources). We also have a great supporting cast of contributing writers and technical specialists who will chime in and tweak away regularly. We would love to keep receiving your input on this newsletter . . . comments . . . suggestions . . . questions. . . .Email your thoughts to: lazygardenerandfriends@gmail.com. Thanks so much for your interest.

Please sign yourself up to receive this newsletter by clicking this link "[Join Our Mailing List](#)". We will never sell or share our mailing list to protect the privacy of our subscribers.

Enjoy!



NATURE'S FREE "ANTIDEPRESSANT" ... CATALPAS ... SPECTACULAR CACTI

By BRENDA BEUST SMITH

LETTING READERS take over the column today to share some of the treasured input I receive! But, first . . .

NATURE IS PROVIDING US with a free, natural, totally healthy, antidepressant these days. It's now a proven fact. [Smiling triggers good things in your body that elevate your mental state.](#)

I don't know about other folks, but I'm smiling a lot these days. I had to work at it, to turn this into a habit. But I can now feel the emotional changes. Now a warm, happy relaxation just happens every time I smile at wildflowers blooming on the side of the road. One . . . or thousands, it makes no difference to me.

Wildflowers are abundant everywhere, in gardens, on freeway slopes, in vacant lots, sometimes even by choice where municipalities are letting them strut their stuff to reduce mowing expenses.

No one waters or feeds them . . . ultimate Lazy Gardener flowers! True miracles of Nature.

Good example: smiling at all the yellow coreopsis and multiple other yellow sunflower-type varieties was a major stress-lifter on a recent long drive to South Texas. Rivers of yellow were everywhere. Beautiful! Time flew by.

When you see bright color out your car window, let it make you smile. You'll feel better, your body will thank you and maybe someday it will become a habit. It is for me now, and I can definitely see a result.



HAPPY BELATED MAY DAY! I've never heard of the May Day May Basket tradition, so thanks to Paula Seigel for her mention that included this picture! Tiny baskets filled with flowers are hung on someone's front door handle. We may have missed May Day (May 1) but such a nice gesture to make a special someone happy -- maybe an elderly neighbor?



AND, SPEAKING OF WILDFLOWERS . . . GALVESTON'S incredible coreopsis display every spring (above) has to be one of our area's most beautiful and most extensive single wildflower panoramas. The masses of yellow in the Isle's huge Historic Cemetery District Complex on

Broadway will set the stage for "Galveston's Broadway Cemeteries" author [Kathleen Maca](#)'s Sat., May 11, "Wildflower Cemetery Tour" (\$30). [Register](#).

I BET ONLY A HANDFUL of us notice (and smile) when our native Southern Catalpas bloom. One of the showiest flowers of all American native trees, even catalpa's heart-shaped leaves are distinctive. *Catalpa bignonioides*' huge white flower clusters appear April-early May in woods & older neighborhoods. To herbalists and Native Americans, catalpas are Indian Bean Trees with numerous medicinal uses. To Husband, it means fishing worms. To be honest, some don't like the [catalpa sphinx moth caterpillars](#)



that can temporarily devastate foliage. It comes right back. Not unlike with Dale Phillips' fennel (below) & other habitat plantings!



DON'T OVERLOOK HERBS FOR A HABITAT GARDEN, although you may have to fight the caterpillars when you want to harvest. Check your herbs for butterflies they attract. Fennel, for example, is an attractor of black swallowtail and anise swallowtail, to name just two. Just be prepared for caterpillars en masse, warns Dale Phillips of Friendswood. He happily used tomato cages

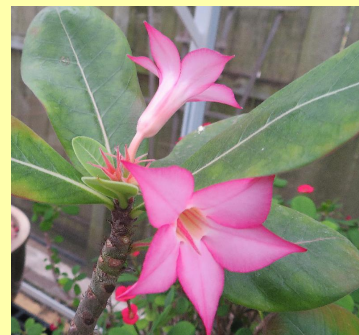
(above right) to brace up his stripped fennel stalks once the butterfly caterpillars finished with them. The fennel recovered nicely from the stripped stalks pictured above right.

* * *

ONE MORE OPTION TO SHOW OFF YOUR PRIZE DAYLILIES has come in. On Sat., May 18, the Lone Star Daylily Society will host its Daylily Show and a Daylily and Companion Plant Sale, 10am-4pm, Epiphany Lutheran Church, 5515 Broadway St., Pearland, Free, www.lonestardaylilyociety.org, 713-882-9958. In [last week's newsletter](#), experts gave tips on how to prepare daylilies for a show.

* * *

EVER WONDER WHAT EXCITES TRUE PLANT EXPERTS? The Houston Cactus & Succulent Society's big Spring Sale is Sat.-Sun, May 4-5. At my request, Liliana Cracraft asked HCSS members to show us just a few of the sale plants that have members excited and to tell us why. Their picks:



Adenium are very popular among succulent collectors for sculptural elegance and floral extravagance. Almost no other plant in cultivation offers this combination of

characteristics. L to r, *Adenium obesum*, *A. obeseum* and *A. shada*



Above left, *Mammillaria* take many shapes and readily flowers. Center, *Haworthia fasciata* (Zebra Plant). Right, grafted cacti (most are the species *Gymnocalycium*) have no chlorophyll so can't live alone. They attach to another cactus' green stalk, which supports them. They're the colorful tips!

SAT.-SUN, MAY 4-5: HOUSTON CACTUS & SUCCULENT SOCIETY SPRING SALE,

9-5 Sat., 9-3 Sun, Metropolitan Multi-Service Center, 1475 W Gray St. Free.
hcsstex.org

***EVENT NOTICES FOR CALENDAR MUST BE SUBMITTED SPECIFICALLY FOR PUBLICATION
 IN THIS NEWSLETTER. NO EVENTS ARE PICKED UP FROM OTHER NEWSLETTERS.
 See Calendar for details. Always check to make sure submitted event IS published.
 If you don't see it, email me: lazygardener@sbcglobal.net***

***Brenda's column in the LAZY GARDENER & FRIENDS HOUSTON GARDEN
 NEWSLETTER is based on her 40+ years as the Houston Chronicle's Lazy Gardener.***

**A PDF OF THIS NEWSLETTER IS POSTED AT
<https://www.natureswayresources.com/new.html>
 We hope you will repost & share it with anyone and everyone!**

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The Story of our Incredible NATIVE HARDWOOD MULCH Composted (Aged)

The story starts back in 1992 after I left the oil industry to start my own landscaping business. I started reading about the problems pine bark and hardwood bark mulches were causing in the landscape industry, hence I wanted to find out why they were causing problems.

I learned that the aged (composted) barks that had been used for decades had all been used up and only fresh bark was available. As I studied the problem, I found that fresh bark has very different chemical and biological properties (kills good microbes), it also looked different than aged bark. Hence, to make the bark look dark companies were adding toxic waste to the bark to chemically burn it black to make it look like composted bark. Since I wanted to use only organic and sustainable methods, I had to find an alternative.

For years I had an electric grinder that I used to grind up all my tree trimmings, pruning's, downed limbs from storms, etc. which I used as a mulch in some areas. My own yard originally was a nasty black gumbo clay soil, but in the areas, where I had used the ground up branches, I noticed something happening.

The clay had broken down into rich loam that was loose and crumbly, it was full of very large earthworms, there was all types of soil life present on and in the mulch, the soil stayed moist even in the hot summer without irrigation, the plants grew extremely well and without insect or disease problems. A very

different response than the areas where I had used pine or hardwood bark mulches.

Over 25 years ago, I was at a trade show and met a man named Malcomb Beck whom owned a compost company in San Antonio and he had similar experiences in using ground up branches and limbs that he just referred to as "Native Mulch".

I became fascinated and excited as I had a possible solution, hence, I started researching this type of mulch. This was before the internet days so I spent a lot of time going through horticultural and soil science journals at our university libraries looking for research papers on this type of mulch but there was very little information to be found.

However, the organic waste recycling movement was just beginning in the USA and universities started studying how to use this ground up material. A new model of soil health and fertility called the "soil food web" was also being developed that explained why this type of mulch worked so well.

As a sidebar, when I started my composting business, recycling brush and leaves into our now famous "leaf mold compost" and into an aged (composted) "native mulch" they would not sell at first. As folks tried the leaf mold compost and got excellent results it started selling, but the mulch did not even though it was extremely high quality.

So, I had an idea and renamed the mulch from "Native Mulch" to "Native Hardwood Mulch" and it started flying out the door as the fad at the time was hardwood bark mulch. Folks started using it and it quickly became the standard for high quality mulches.

This experience started a journey on studying all types of mulches and how they compare to each other and how to use them. There is a whole world of information on mulches in the scientific literature that most folks are not aware of. As I studied and learned over the years, I continued to improve the quality and benefits.

During the drought of 2011 many homes burned to the ground due to the mulch on their flowerbeds as many are highly flammable. Universities studies have shown that the aged (composted) native mulches are extremely fire resistant.

The other day I was listening to both of our gardening radio shows and both hosts recommended placing compost down first and then the native mulch. This is the best way to mulch our flowerbeds as it copies the way God does it in nature.

At Nature's Way
Resources we produce our
coarse ground aged
(composted) native mulch
to naturally have a lot of



compost in it. After listening to the garden shows I was curious as to how much compost is in our mulch, so I decided to find out.

First, we only use the small branches and limbs of trees to make our native mulch. The reason deer, squirrels, beavers and

other animals eat branches and limbs for food is that it is full of vitamins, proteins, minerals, etc. When one uses this type of material to make the native mulch it makes a very nutrient rich mulch. If you notice in the picture below there is lots of leaves and small limbs.

The leaves and the cambium layers of the branches rapidly turn into a rich compost. The woody pieces turn a dark chocolate brown as the age up due to the composting process. The composting process shrinks the material which increases the nutrient density of the mulch and concentrates the nutrient content.



To find out how much compost was in our "Native (Hardwood) Mulch" I took a small bucket nine inches deep to use as a container.



I filled the bucket with the coarse ground native mulch till full. I then hand screened all the mulch in the bucket through a ¼ inch mesh hardware cloth.

I then poured the fines that were collected back into the original bucket and measured the amount. It turns out our Native Hardwood Mulch is over 50% microbe enriched compost (humus).



For years I have noticed that earthworms get huge when living in the native mulch, many times larger than normal. The large amount of compost content explains why. Most earthworms eat microbes living on the organic matter. Earthworms can easily ingest the compost fines in the native mulch that are full of microbes. Since the microbes are feeding on a nutrient rich material, they are full of nutrients, hence one gets very large fat and healthy earthworms.

Another benefit of Native Mulch the way we make it, is that the microbes that feed on it will also break apart heavy dense sticky clay and turn it into beautiful loamy soils that all plants love.

When used on one's flowerbeds the composted mulch fines turns into rich humus that holds water, nutrients and minerals in the soil preventing leaching. The humus formed is a mixture of humates, fulmates, humins, and other compounds that make the soil healthy.

The fines in the native mulch are much denser than the larger pieces, hence when it is applied to one's landscape beds they naturally settle to the bottom and the woodier pieces float to the top. This recreates the mulch layers that God uses in nature. The soil is covered with 1-2 inches of dark brown to almost black crumbly organic matter (a compost layer) and then 1-3 inches of brown leaves, twigs, etc. the woody layer.

Research funded for over 30 years by Canada's Department of Forestry at Lavelle University, from studies all over the world have found this type of mulch is the quickest and most cost effective to improve soil whether sand or clay!

Benefits of our Native (Hardwood) Mulch:

- The heat from the composting process kills the weed seeds and plant pathogens
- Our native mulch is *ALIVE* as it contains huge amounts of beneficial microbes that create healthy fertile soil and prevent disease
- Our native mulch since it is composted is naturally stabilized, preventing nitrogen tie-up when applied

- Our native mulches improve soil quality faster than any other method and at lower cost
- Due to the tremendous density of beneficial microbes, native mulches prevent many types of plant diseases
- Native mulches increase plant growth rates and increase yields of vegetables and fruits.
- Native mulches prevent soil compaction as they provide food for earthworms and food for trillions of microbes that create soil structure
- Native mulches feed and fertilize the soil as they are many times higher in nutrients than traditional barks.
- Native mulches made from tree materials that have a high percentage of buds, shoots, leaves, and cambium layers in them. These materials are rich in protein, vitamins, enzymes, minerals and other nutrients.
- The humus particles (fines) attract water molecules and can actually absorb them from the humidity in the air and then store the water for plants to use later
- Studies at Tx A&M University has found that native mulches are the best at reducing erosion. The material tends to physically lock together and it is full of beneficial fungus fibers that glue mulch fragments together and to the soil (glomalin's). Hence, they do not float off in a hard rain as easily as most barks do. Native mulch is also full of bacteria that also produce glues (polysaccharides) that glue the particle to each other and the soil.
- Native mulches make an excellent potting medium or rooting medium for many species of plants.
- The use of native mulches completes the recycling loop. It helps save valuable landfill space by recycling grass, leaves, trees limbs and other woody material that would have created large amount of greenhouse gasses in the landfill. As it turns into humus it sequesters carbon into the soil.
- Many beneficial insects hide in the coarse mulch during the day and come out at night to eat pest insects like aphids.

Have You Tried . . .
GOMPHRENA
(Globe amaranth; bachelor button)

Wonderful old fashioned delight in regular and cutting gardens (cut can last for years). Long blooming, early summer to first hard frost. 1'-2', great for bare spots after spring bulbs bloom. Love our hot sun but must be well drained. Deadheading triggers more blooms but not a must. Lush bloomers without. Often perennial here. Drought tolerant. Many colors.



Carried by Nature's Way Resources. Or contact our new sponsor, Montgomery Pines Nursery in Willis, your independent neighborhood nursery or our other sponsors below for possible sources.

* * *

LAZY GARDENER & FRIENDS HOUSTON GARDEN NEWSLETTER

CALENDAR EVENTS

GARDEN/PLANT EVENTS ONLY

Events are in Houston unless otherwise noted. No events are picked up from newsletter, etc. Events must be submitted in exact format below to lazygardener@sbcglobal.net

SAT., MAY 4: GARDENING FOR BUTTERFLIES & BEES CLASS by JIM MAAS & PAT CORDRAY, 10am, Maas Nursery, 5511 Todville Rd., Seabrook. \$40. 281-474-2488, maasnursery.com

SAT., MAY 4: SUCCULENT PROPAGATION, 9:30am, free; MODERN SUCCULENTS WITH TILLANDSIAS WORKSHOP, 1pm, \$30, both by PAULA SPLETTER and MARILYN HILL. AgriLife Extension Bldg, Carbide Park, 4102-B Main St., La Marque. Galveston County Master Gardener events. REGISTER: galvcountymgs@gmail.com; 281-309-5065; aggie-horticulture.tamu.edu/galveston/index.html

SAT.-SUN., MAY 4-5: BROMELIAD SOCIETY / HOUSTON SHOW & SALE, Show 2 pm-5 pm Sat.; 11 am-3 pm Sun., Sale 9 am-5 pm Sat.; 11 am-3 pm Sun., Judson Robinson Jr. Community Center, 2020 Hermann Dr. Free. Bromeliad Society / Houston event. bromeliadsocietyhouston.org

SAT.-SUN., MAY 4 -5: HOUSTON CACTUS & SUCCULENT SOCIETY SPRING SALE, 9am-5pm Sat., 9am-3pm Sun, Metropolitan Multi-Service Center, 1475 W Gray St. Free. hcsstex.org

TUES., MAY 7: GROWING PLUMERIAS, 7-9pm, Cherie Flores Garden Pavilion, 1500 Hermann Drive. Free. Plumeria Society of America event. theplumeriasociety.org

WED., MAY 8: TEXAS SNAKES, noon-2pm, Mercer Botanic Gardens, 22306 Aldine-Westfield, Humble. Free. Register: 713-274-4160.

THURS., MAY 9: ORGANICS A TO Z, HEALTHIEST LAWNS & GARDENS EVER! by MIKE SERANT, 10-11:30am, Genoa Friendship Gardens Educational Center Bldg, 1202 Genoa Red Bluff Rd. , Pasadena. Free. Harris County Master Gardener event. 713-274-0950; hcmga.tamu.edu

THURS., MAY 9: WATER CONSERVATION, 6:30-8:30pm, Barbara Bush Library, 6817 Cypresswood Dr., Spring. Free. Harris County Master Gardener event. 713-274-0950; hcmga.tamu.edu

THURS, MAY. 9 COMPANION PLANTS FOR YOUR ROSE GARDEN by Angela Chandler 7:00pm, Cherie Flores Pavilion, 1500 Hermann Drive, Houston 77004. Houston Rose Society event. Free. houstonrose.org

SAT., MAY 11: SQUARE FOOT GARDENING, 9:30-11:30am. Houston Museum of Natural Science, Moran Conference Room, 5555 Hermann Park Dr. \$30. Urban Harvest event. Register: 713-880-5540; urbanharvest.org/classes-calendar

SAT., MAY. 11: DAYLILY FLOWER SHOW & PLANT SALE, 1-3pm. Gethsemane Lutheran Church, 4040 Watonga, Houston, TX 77092 Free. cypresscreekdaylilyclub.simplesite.com

SAT, MAY 11: BRAZOSPORT DAYLILY CLUB SHOW & PLANT SALE. Show-Sale 1-4pm, St Mark's Lutheran Church, 501 Willow Drive, Lake Jackson. Free. 281-413-4844.

SAT., MAY 11: LONE STAR CHAPTER AMERICAN HIBISCUS SOCIETY HIBISCUS SHOW & PLANT SALE, 1-4pm, Knights of Columbus St. Basil Hall, 702 Burney Road, Sugar Land. lonestarahs.org

THURS., MAY 16: GARDEN PHOTOGRAPHY: TWO PRESENTATIONS by SUSAN CONATY and LAUREN SIMPSON, 6:45-8:30pm; Houston Arboretum, 4501 Woodway. Free. Native Plant Society of Texas/Houston Chapter event. npsot.org/houston

THURS., MAY 16: WATER CONSERVATION, 6:30-8:30pm, Freeman Branch Library, 16616 Diana Ln.. Free. Harris County Master Gardener event. 713-274-0950; hcmga.tamu.edu

SAT. MAY 18: MONTGOMERY COUNTY MASTER GARDENERS OPEN GARDEN DAY, 9:30-11:30 a.m., AgriLife Extension Office, 9020 Airport Rd, Conroe. Free. Montgomery County Master Gardener event. 936-539-7824, mcmga.com

SAT., MAY 18: WATER CONSERVATION, 10:30am-12:30pm, Maud Smith Marks Library, 1815 Westgreen Blvd., Katy. Free. Harris County Master Gardener event. 713-274-0950; hcmga.tamu.edu

SAT., MAY 18: LONE STAR DAYLILY SOCIETY SHOW & DAYLILY & COMPANION PLANT SALE. 10am-4pm, Epiphany Lutheran Church, 5515 Broadway St., Pearland, Free, www.lonestardaylilysociety.org, 713-882-9958.

SUN., MAY 19: WEST TEXAS FERNS AND OTHER PLANTS by MICHAEL EASON, 2pm, Judson Robinson Jr. Community Center, 2020 Hermann Dr. Free. Texas Gulf Coast Fern Society event. tgcfernsoc.org

TUES., MAY 21: BROMELIADS OF ECUADOR by CRISTY BRENNER, 7pm, West Gray Multi-Service Center, 1475 West Gray. Free. Bromeliad Society/Houston event. bromeliadsocietyhouston.org

TUES., MAY 21: WATER CONSERVATION, 6:30-8:30pm, Spring Branch Memorial Library, 930 Corbindale, Houston. Free. Harris County Master Gardener event. 713-274-0950; hcmga.tamu.edu

SAT, JUN 1: BRAZOSPORT DAYLILY CLUB PLANT SALE, 9am-2pm, Lake Jackson Civic Center, 333 Highway 332, Lake Jackson. Free. 281-413-4844.

Sun., JUNE 2: LONE STAR CHAPTER AMERICAN HIBISCUS SOCIETY HIBISCUS SHOW & PLANT SALE, 1-4pm, Condit Elementary, 7000 S. 3rd. St., Bellaire. Free. lonestarahs.org

SAT., JUNE 8, BRINGING BEES TO YOUR GARDEN, 8-10am, & OTHER POLLINATORS BESIDES BEES, 10:30am-12:30pm. AgriLife Extension Office, 9020 Airport Rd., Conroe. \$5 each/\$8 both. Montgomery County Master Gardener event. 936-529-7824 or mcmga.com

SAT., JUNE 8: PLUMERIA SOCIETY OF AMERICA SHOW & SALE, 9:30am-3pm, Bay Area Community Center, 5002 E Nasa Parkway, Seabrook. Free. theplumeriasociety.org

WED., JUNE 12: BEHIND SCENES AT A BOTANIC GARDEN, noon-2pm, Mercer Botanic Gardens, 22306 Aldine-Westfield, Humble. Free. Register: 713-274-4160.

THURS., JUN. 20: JUST ENOUGH LATIN TO GO PLANT SHOPPING by CAROL CLARK, 6:45-8:30pm; Houston Arboretum, 4501 Woodway. Free. Native Plant Society of Texas/Houston Chapter event. npsot.org/houston

TUES., JULY 9: GROWING PLUMERIAS, 7-9pm, Cherie Flores Garden Pavilion, 1500 Hermann Drive. Free. Plumeria Society of America event. theplumeriasociety.org

WED., JULY 10: TREE IDENTIFICATION. Noon-2pm, Mercer Botanic Gardens, 22306 Aldine-Westfield, Humble. Free. Register: 713-274-4160.

SAT., JULY 13: TROPICAL SYMPOSIUM, 8:30am-4pm, Mercer Botanic Gardens, 22306 Aldine-Westfield, Humble. Fee. Register: 713-274-4160.

THURS., JUL. 18: VIRTUALLY WILD! TEXAS – CONNECTING STUDENTS DIGITALLY by JAIME GONZALES, 6:45-8:30pm; Houston Arboretum, 4501 Woodway. Free. Native Plant Society of Texas/Houston Chapter event. npsot.org/houston

SAT., JULY 20: PLUMERIA SOCIETY OF AMERICA SHOW & SALE, 9:30am-pm, Bay Area Community Center, 5002 E Nasa Parkway, Seabrook. Free. theplumeriasociety.org

WED., AUG. 14: BIRDS OF A FEATHER IN YOUR GARDEN, noon-2pm, Mercer Botanic Gardens, 22306 Aldine-Westfield, Humble. Free. Register: 713-274-4160.

TUES., Oct. 8: GROWING PLUMERIAS, 7-9pm, Cherie Flores Garden Pavilion, 1500 Hermann Drive. Free. Plumeria Society of America event. theplumeriasociety.org

SAT. DEC. 14, 2019: CHAPPELL HILL GARDEN CLUB CHRISTMAS HOME TOUR, 10am-5pm., Chappell Hill. \$20 advance/\$25 tour day. 713-562-6191; 979-337-1200

If we inspire you to attend any of these,
please let them know you heard about it in . . .
THE LAZY GARDENER & FRIENDS NEWSLETTER!
& please patronize our Newsletter & Calendar sponsors below!

PLEASE READ BEFORE
SUBMITTING AN EVENT FOR THIS CALENDAR. _

Events NOT submitted in the EXACT written format below may take two weeks or longer

to be reformatted/retyped. After that point, if your event does not appear, please email us.

Sorry, no children's programs. - Submit to: lazygardener@sbcglobal.net

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If you are interested in becoming a sponsor, please contact us at 936-273-1200 or send an e-mail to: lazygardenerandfriends@gmail.com



www.bartlett.com



About Us

BRENDA BEUST SMITH

WE KNOW HER BEST AS THE LAZY GARDENER . . .

. . . but Brenda Beust Smith is also:

- * a national award-winning writer & editor
- * a nationally-published writer & photographer
- * a national horticultural speaker
- * a former Houston Chronicle reporter

When the Chronicle discontinued Brenda's 45-year-old Lazy Gardener" print column a couple of years ago, it ranked as the longest-running, continuously-published local newspaper column in the Greater Houston area.

Brenda's gradual sideways step from Chronicle reporter into gardening writing led first to an 18-year series of when-to-do-what Lazy Gardener Calendars, then to her Lazy Gardener's Guide book and now to her Lazy Gardener's Guide on CD (which retails for \$20. However, \$5 of every sale is returned to the sponsoring group at her speaking engagements).

A Harris County Master Gardener, Brenda has served on the boards of many Greater Houston area horticulture organizations and has hosted local radio and TV shows, most notably a 10+-year Lazy Gardener run on HoustonPBS (Ch. 8) and her call-in "EcoGardening" show on KPFT-FM.

Brenda recently ended her decades-long stint as Production Manager of the Garden Club of America's BULLETIN magazine. Although still an active horticulture lecturer and broad-based freelance writer, Brenda's main focus now is THE LAZY GARDENER & FRIENDS HOUSTON GARDEN NEWSLETTER with John Ferguson and Pablo Hernandez of Nature's Way Resources.

A native of New Orleans and graduate of St. Agnes Academy and the University of Houston, Brenda lives in Aldine and is married to the now retired Aldine High School Coach Bill Smith. They have one son, Blake.

Regarding this newsletter, Brenda is the lead writer, originator of it and the daily inspiration for it. We so appreciate the way she has made gardening such a fun way to celebrate life together for such a long time.

JOHN FERGUSON

John is a native Houstonian and has over 27 years of business experience. He owns Nature's Way Resources, a composting company that specializes in high quality compost, mulch, and soil mixes. He holds a MS degree in Physics and Geology and is a licensed Soil Scientist in Texas.

John has won many awards in horticulture and environmental issues. He represents the composting industry on the Houston-Galveston Area Council for solid waste. His personal garden has been featured in several horticultural books and "Better Homes and Gardens" magazine. His business has been recognized in the Wall Street Journal for the quality and value of their products. He is a member of the Physics Honor Society and many other professional societies. John is the co-author of the book Organic Management for the Professional.

For this newsletter, John contributes articles regularly and is responsible for publishing it.

PABLO HERNANDEZ

Pablo Hernandez is the special projects coordinator for Nature's Way Resources. His realm of responsibilities include: serving as a webmaster, IT support, technical problem solving/troubleshooting, metrics management and quality control.

Pablo helps this newsletter happen from a technical support standpoint.



Your copy should address 3 key questions: Who am I writing for? (Audience) Why should they care? (Benefit) What do I want them to do here? (Call-to-Action)

Create a great offer by adding words like "free" "personalized" "complimentary" or "customized." A sense of urgency often helps readers take an action, so think about inserting phrases like "for a limited time only" or "only 7 remaining!"

Confirm that you like this.

Click the "Like" button.