

WESTMORELAND HILLS GARDEN CLUB

²⁰¹² 2012-2013 President's Report

The Executive Committee took a look at two important Garden Club issues at the beginning of the new fiscal year:

- A gradual decline in membership to a current active member list of 30-32 (maximum membership is 40)
- A decline in the profit margin of the annual Plant and Bake sale (over the past three or four years)

The President requested that the Executive Committee consider ways to address each issue.

The membership team of Kathy Jahn and Anne Brooks Rudzki was asked to increase WHGC's presence online with garden club memos to our Westmoreland Hills community via our neighborhood news site, Big Tent. They used "garden tips" such as a caution against planting impatiens in our neighborhood because of a disease that can be spread to other yards. This was followed by an invitation to call either of them about an interest in belonging to WHGC. By the end of the year, there was general consensus among our members that this is a good idea to continue and, in fact, that the garden club should have an active website and/or presence on Big Tent.

The second issue was addressed by the co-chairs of the newly named Garden and Gourmet Sale, Anna Nunez and Diane Koslow. They used marketing strategies to get a large crowd to the sale and increased the number of offerings at the sale to appeal to all neighbors. The traditional perennial and annual sale did very well as did the café, gourmet food section, and the greatly enhanced boutique. Fun elements such as the Children's Table attracted families to the event. The end result was a profit that brought us back to our previous income high of a few years ago. This is important as we move forward with distributing a generous donation budget to a number of area conservation and gardening groups.

The Program Year included four excellent speakers, a field trip to Tudor Place, and a "special event" trip to the Philadelphia Flower Show. Thanks to Kaki Power and Ann Swett for organizing our programs and to Mary Ellen Rogers for the trip to Philadelphia.

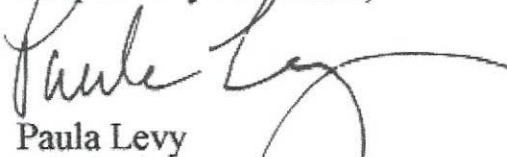
The overall function of WHGC, to maintain the Corner Garden and Jamestown Creek for the enjoyment of our neighbors, was overseen by the capable Maintenance Committee (Laura Donohue and Lisa Oswald) and Horticulture (Anne Bowen and Susan Hobbs). The spring display of tulips this year was extraordinary and was commented upon by the many customers at the Garden and Gourmet Sale as well as by our own members.

Similarly, the club's commitment to the environment was enhanced by a highly successful Little Falls Creek Clean-up, chaired by Lisa Sirianni and Diane August. They worked in conjunction with area schools and civic groups to host an outstanding Saturday clean-up effort that makes a hike along our local creek a pleasure.

Not forgetting to treat ourselves, our annual Cocktail Party was hosted at the beautiful home of Ginny Wydler, who co-chaired the event with Puffin Travers. The food, flowers and colorful decorations made us feel like we were in India. Thank you to them and their committee for a wonderful pre-holiday evening.

A folder with material such as agenda, minutes and NCAGC materials has been transferred along with a box of historical materials to our incoming President, Alison Newman. The outgoing President also transferred these materials to Alison via email and has been copying her on email communications throughout the year.

Respectfully submitted,



Paula Levy

Outgoing President, May 24, 2013