

2023 ANNUAL CONFERENCE

IMPACT

DELAWARE

**Unleashing Our Imagination and Power to
Solve Big Problems**

[#IMPACTDE2023](#)

Earl Sissell

Vice President of Consulting

DANA

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Andy Mox

Manager

YOUR
PART-TIME
CONTROLLER®
Celebrating ***30 Years!***

Communications in Uncertain Times

Patti Grimes, Executive Director, Joshua M. Freeman Foundation

Vikram Krishnamurthy, Executive Director, Delaware Center for Horticulture

Caitlyn Ridgley, Communications Manager, Delaware Center for Horticulture

Chelsea Warren, Director of Marketing, Joshua M. Freeman Foundation/ Freeman Arts Pavilion

Moderator: Patricia V Rivera, Chief Executive Officer, Hook PR & Marketing





**Delaware Center for
HORTICULTURE**

Inspiring individuals and
communities through the
power of plants.

www.thedch.org





2012 WINTER-SPRING COMING EVENTS
 at TheDCH.org or (302) 658-6262

COMING EVENTS

JAN - FEB
 MAR - APR
 2012



THE DCH
 Delaware Center
 for Horticulture™
 People and Plants • Grow With Us

- (19) - CLASS**
Backyard Composting
 Thursday, Mar. 29, 4 – 5:30 p.m.
 \$10/member, \$15/non-member
 Learn how leaves, kitchen scraps and garden trimmings can become garden gold. Master Composter Hetty Francke digs into the basics of composting with a step by step "how to" and shows you a nearby compost demonstration site.
- April**
- (20) - WORKSHOP**
NEW! Flower Arrangement of the Month: Spring Has Sprung!
 Wednesday, Apr. 11, 5:30 – 7 p.m.
 \$30/member, \$40/non-member
 A hands-on workshop to create a beautiful spring arrangement of colorful flowers. Materials included.
- (21) - ART**
"My Garden Collection" by Susan Conner
 Show opening reception
 Friday, Apr. 13, 5:30 – 8 p.m.
 Oil painting with subjects as near as Mt. Cuba, White Clay & Longwood, as far away as Innisfree Garden in Millbrook N.Y.
- (22) - FAMILY**
NEW! Go Green!
 Saturday, Apr. 14, 10 – 11:30 a.m.
 \$30/member family, \$40/non-member family
 Explore what it means to be green, organic & eco-friendly. Learn about natural resources, composting & decomposition, and decorate a recycling box to take home. Materials included. For families with children ages 4 - 10.
- (23) - DAY TRIP**
Susquehanna Wildflower Hike
 Wednesday, Apr. 18, 8:30 a.m. – 3:30 p.m.
 \$20/member, \$27/non-member (Optional: \$6/lunch)
 Join The DCH staff and volunteer Brenda Tunis for a 3 - 4 mile hike. Bring a picnic lunch, or enjoy our sandwich-fixing supplies. Carpool (additional parking fees apply) or travel in TheDCH's 15-passenger van. Wear appropriate footwear. **Space is limited: register by April 11.**
- (24) - CLASS**
Sharing Nature with your Child
 Monday, Apr. 23, 5:30 – 7 p.m.
 \$10/member, \$15/non-member
 Emily Smith, TheDCH Education Coordinator, shares gardening projects for kids and shows how to make a yard child-friendly. If you're a parent, grandparent, nanny or teacher, get ideas to spark your child's interest in the outdoors.

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Enhancing climate resiliency and strengthening green career pathways

THE DELAWARE RIVER CLIMATE CORPS

The Delaware Center for Horticulture is proud to announce its participation in forming a new Delaware River Climate Corps (DRCC), a regional initiative led and supported by the William Penn Foundation and The Corps Network.

The DRCC is an initiative to enhance climate resiliency and strengthen green career pathways through expanding Corps programming within the Delaware River Watershed. This initiative spans Delaware, New Jersey, New York, and Pennsylvania. The DRCC recognizes the importance of building a workforce with the knowledge to address climate and sustainability issues, making the partnership a natural fit for the DCH Branches to Chances® and Public Landscapes Programs.

continued on page 6

All Search by topic or standard



Create | Quick

Back to My Lessons

Slide 1 / 42

Arbor Day

The Delaware Center for Horticulture is pleased to present this curriculum on trees for 2nd grade students. It has been created using the Next Generation Science Standards and Project Learning Tree curriculum elements. It has been separated into four separate lessons, and can be done at your own pace.



Arbor Day - 2nd Grade Lessons

Grade(s) 2nd

Lesson

Sarah Bett

Edit Lesson

Teach



Show more

Related lessons



Lesson

Newton's 1st and 2nd laws
Grade(s) 6-8

For Students By Students



Lesson

For the President, All in a Day's Work
Grade(s) 6-8

iCivics

Arbor Day

Standards

Lesson 1

What could it be?

Collaborate Board

Draw a Tree

Draw It

Parts of a Tree



Joshua M. Freeman
FOUNDATION

Creating opportunities to
elevate the human spirit.

freemanarts.org



Adaptability and Agility: Changes in Technology and Human Interaction



2019: The Freeman Stage



2020: Pods + Rebrand



2021: Freeman Arts Pavilion



Adaptability and Agility: Changes in Technology and Human Interaction

- Remote Work
 - Changes and grows ways in which we communicate internally
 - Creates options for next generation of workforce and their needs from their employers
- Cyber Security
 - Technology shifts for ecommerce and giving
 - Creating transparent and educational communication for consumers to better understand how/why processes have changed

Freeman Arts Pavilion
 March 23 at 10:00 PM

Swipe through a few things to keep in mind for public on-sale tomorrow!

More helpful links:
 Important Info for 2023: <https://youtu.be/hqLpEIZcelQ>
 Prepping for On-Sale: <https://youtu.be/JxN5B8gclPA>
 How to Access Your Tickets Online: <https://youtube.com/shorts/1CFS7wxUSX8?feature=share>

Swipe through a few things to keep in mind for public on-sale!

Arriving to the site early does not give you an advantage in the Queue. A pre-queue will be active for anyone who arrives on the site before the public on-sale time.

Once on-sale begins you will have to complete a reCAPTCHA before you are randomly placed in line. This is an added defense we've taken to deter bots and resellers.

Quick Tip: Be sure you have a stable WiFi connection, keep your browser window open until your order is confirmed. Do not refresh.

This season we moved to mobile tickets. They do not need to be printed and can be shown on your phone upon arrival at the venue via the ticket email or by logging into your account on our website. You can also take a screenshot of these tickets to send to friends.

FULL LIST OF PERFORMANCES

Need to know info ahead of on-sale

- Arriving to the site early does not give you an advantage in the Queue. A pre-queue will be active for anyone who arrives on the site before the public on-sale time.
- Once on-sale begins you will have to complete a reCAPTCHA before you are randomly placed in line. This is an added defense we've taken to deter bots and resellers.
- If you enter the site at the time of public on-sale your place in line is determined by the number of people who entered ahead of you.
- Please note, if you try to get on the site ahead of the public on-sale to log into your account, you will encounter the pre-queue. This is OK — you will be able to sign in upon checkout.
- Quick Tip: Be sure you have a stable WiFi connection, keep your browser window open until your order is confirmed. **Do not refresh.**
- This season we moved to mobile tickets. They do not need to be printed and can be shown on your phone upon arrival at the venue via the ticket email or by logging into your account on our website.
- If you would like printed tickets, please select "Will Call" as the delivery option upon checkout to pick them up at the Freeman Arts Pavilion Box Office.
- All orders that exceed the 8 ticket limit and/or are associated with the same name, email address, credit card or billing address will be automatically refunded.

Facebook, Twitter, Instagram, YouTube, TikTok, Email icons

Adaptability and Agility: Changes in Technology and Human Interaction

- Safety
 - Increased signage within venue
 - Increased detail and information for venue policies
 - Developing easier to consume examples to ensure guests best understand the why and how we are keeping our visitors safe
- Rise in Incivility - Rudeness
 - Face to face interactions of have changed when providing customer service
 - Immediacy, demand
 - Social media had empowered and entitled consumers
 - Created shifts in how we understand source information vs. opinion
 - Changes in community connection and interactions with each other within the audience



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E-news
March 2023



As the early blooms of spring and continuing spring preparations in the DCH landscapes. As we continue getting ready for spring, we're also looking for garden volunteering opportunities. If you're interested in volunteering, please visit our calendar [here](#).

Check Out What We've Been Up To



We have officially kicked off the 2023 season of Branches to Chances. Over the next few weeks, our 8 new trainees will participate in classroom learning and hands-on experiences working outside. Our first week will focus on onboarding, plant anatomy, safety, computer literacy, and plant processes like photosynthesis.



Upcoming Events You Don't Want To Miss

Winter Tree ID Walk
March 4th, 10 - 11:30am

Join our Community Forester, Heather Titanich, in learning how to confidently identify urban trees throughout the season. We will start with a brief, indoor lecture talking about parts of a tree and identification techniques, followed by an outdoor guided tour of City trees.



E-news
April 2023



Spring has arrived!

We're gearing up for an eventful April! In honor of Earth Day and Arbor Day this month, our team will be planting over 60 trees throughout Wilmington. Celebrate these holidays by joining us for our Low-Coast Tree Sale on April, 8th to plant your own tree, or visit our gardens to enjoy spring blooms.

Check Out What We've Been Up To

Volunteer Opportunities are Open!

Help us in the DCH gardens on Wednesdays from 9a.m. - 12p.m. now through the end of October. We welcome all levels of gardeners (and non-gardeners) to lend a hand. We also have a violet planting on Arbor day, and we need volunteer help!

[Sign Up](#)



The Branches to Chances program is nearing the finish line with three more weeks to go. This week, the team toured Chanticleer Gardens where they learned how to approach designing a garden space including timing for planting flowers and trimming grasses to showcase blooms. They also learned how Chanticleer works towards minimizing their environmental impact by using natural herbicides, recycling plant material into compost, and making the switch to electric landscaping tools and golf carts.

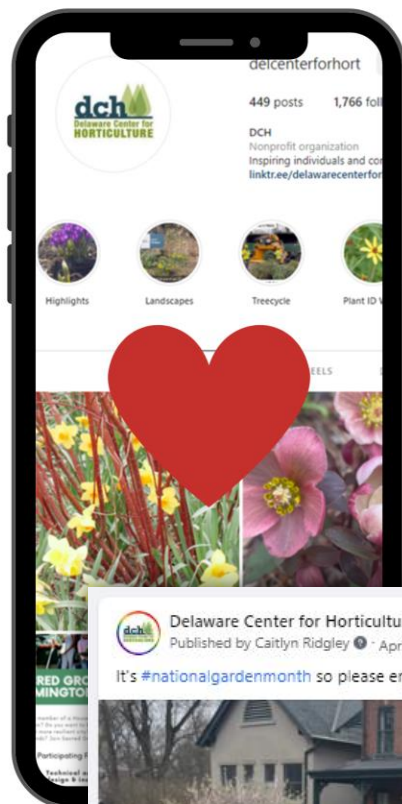
Upcoming Events You Don't Want To Miss



Trees for Change Low-Coast Tree Sale

April 8th, 10am - 1pm
Rain or Shine

Get a head start on your Arbor Day...



Delaware Center for Horticulture is at Delaware Center for Horticulture
Published by Caitlyn Ridgley · April 5 at 8:25 AM · Wilmington, DE

It's #nationalgardenmonth so please enjoy these shots from...



Delaware Center for Horticulture is at Chanticleer Garden.
Published by Caitlyn Ridgley · April 6 at 10:02 AM · Wayne, PA

The Branches to Chances® program is nearing the finish line with three more weeks to go. This week, the team toured Chanticleer Garden where they learned how to approach designing a garden space including timing for planting flowers and trimming grasses to showcase blooms. They also learned how Chanticleer works towards minimizing their environmental impact by using natural herbicides, recycling plant material into compost, and making the switch to electric landscaping tools and golf carts.





delcenterforhort
Neko Fuzz • Beautiful Sight (feat. Barbasauce)

delcenterforhort Today we planted a meadow garden with the students of NCCL and volunteers from Discover at Phillips park. The students had designed the layout of the garden and picked the native plants to help support local pollinators and wildlife. Over 1500 landscape plugs were planted and each student and volunteer were able to take a bee balm plant home to continue its life in their own garden. Thank you to the students and the City of Newark, DE!

Tagged

- discover Discover
- delcenterforhort DCH
- newarkparksrec Newark Parks & Recreation
- ncclschool NCCL School
- cityofnewarkde City of Newark, Delaware

Planting a meadow garden with The Newark Center for Creative Learning and Discover Volunteers

View insights Boost post

126 likes
SEPTEMBER 8, 2022

Add a comment... Post

delcenterforhort


PRIMARY GENERAL

- Delaware Greenways
Mentioned you in their story · 4d
- Interfaith Community Housing of Delaware, Inc.
Hi, thanks for contacting us. W... · 6d
- Mara Tyler
Mentioned you in their story · 6d
- Dude
Hi, thanks for contacting us. W... · 1w
- Chanticleer, a pleasure garden
You mentioned chanticleergar... · 2w
- Delaware Nature Society
Active 2h ago
- Davey Tree
Liked a message · 3w

Delaware Greenways

March 9, 2023 12:43

delawaregreenways



Join Delaware Greenways
Greenways Gala
Farm to Table Dinner
FRIDAY, MAY 19TH
DELAWARE CENTER FOR HORTICULTURE WITH
CHEFS KHORAN HORN AND GERALD ALLEN
TICKETS ON SALE!
DELAWAREGREENWAYS.ORG/EVENTS/GREENWAYS-GALA/

delawaregreenways Tickets are now on sale for our Greenways Gala at the...
[...]



Understanding a Multi-Generational Consumer Market

- Generational cohorts consume information similarly, but still need specific styles of communication

Advertising

- Utilizing print, radio and television more strategically
- Focusing on specific placement and style of creative for specific audiences
- Hyper-targeting audience demographics in advertising based on both demo and industry data combined with our audience purchase patterns
- Rise in direct mail print as an effective novelty



Organic

- Email
 - Strategic timing of messaging
 - Segmentation of audiences
 - A/B Testing
- Knowing which medium is most effective for what message
 - Creating thumb-stopping content
- Post-pandemic increase of digital awareness and collateral for stakeholders
- Staying trendy and relevant while maintaining brand and tone
- Concise and direct copy
- TRANSPARENCY
 - Transparency is critical in today's communication landscape
 - Lighthearted, behind the scenes content
 - "Face to Face" direct communication from team members



More shows added to the 2023 season!



Get into the spirit of the summer at Freeman Arts Pavilion! The final round of performances is here — check out the video above to see what's been added. Tickets will be available Thursday and Friday, April 6-7, and on-sale times will vary. Visit the individual event pages to see exact time. Please note, tickets to Brandi Carille will go on sale at a later date; announcement of on-sale time coming soon.



[#IMPACTDE2023](#)

DCH: climate and social justice.





LIVE WEBINAR

With Mardi Fuller and the
Delaware Center for Horticulture

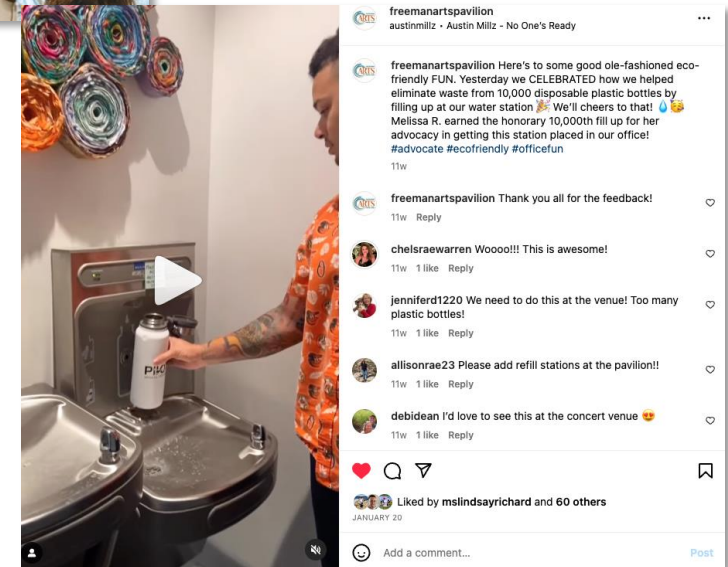
**Outdoor
Access For
All: Advancing
Racial Equity
In Nature**

 **Tuesday, February 21
1:00 - 2:00pm**



Environmental Awareness: Understanding

- Eco-Initiative
- Programming for ALL
 - Diversity in genre, artists and artist messages
 - 37% of performances at Freeman Arts Pavilion in 2023 are FREE to the public
- Meeting people where they are
 - Hosting off-site performances with area Boys & Girls Clubs in Sussex County, Georgetown Public Library, West Side New Beginnings in Rehoboth, DE
- Authenticity in Efforts
 - Internal education- ensuring your team understands the WHY
 - ADEI Learning
 - Environmental Impact
- Progress vs. Perfection



[#IMPACTDE2023](#)



Market Awareness

- Understanding who your overall audience is, and defining your future audiences based on environmental information regarding consumer behavior

Communication Mediums

- Emerging social media platforms
 - Knowing what makes sense for your organization
- Text Messaging
- Changes in current mediums
 - The rise of VIDEO
- Resurgence in novelty of mail

