



United States Lavender ^{virtual} Conference

**GROW YOUR
BUSINESS!**

March 19 - 20, 2021



Since 2013, the U S Lavender Conference has been an important experience for our Members and growers around the world. A time to learn about plants, products and our people. A time for us to learn how we can grow our business.

The Event Committee is pleased to be able to welcome you to the 2021 Virtual Conference.

Hosted on the OpenWater platform, you will have access to 14 sessions providing information ranging from how to start a farm, to selecting varieties for your farm, to the science of distillation. A great feature of a virtual conference is that you will have unlimited access for 90 days to recordings of all sessions. No more pressure to make a choice between which session to attend.

Thank you for being a part of this Conference. We hope you have an opportunity to ask questions, to visit the Exhibit Hall to find services or products you need, and to meet fellow growers.

Sherri Wood, Event Chair
Capay Valley Lavender
Capay, California
event@uslavender.org



USLGA Member Benefits

Benefits for Grower, Additional Grower, and Affiliate members in good standing include:

- Regional member groups which promote ongoing involvement with the USLGA
- USLGA members-only Facebook group (If you would like to access the closed group, log onto Facebook and request to join USLGA Members group).
- Listing in the member directory with access to connect to your fellow members
- Members-only online calendar of events
- USLGA National Conference member discount
- Free event posting viewable onsite to both members and visitors
- In-depth members-only newsletter
- Member's marketplace where member growers can sell used equipment and surplus goods
- Survey participation
- Grower resources with links to relevant and educational information for the lavender grower/producer such as published articles and cutting-edge research
- Members-only USLGA map of members with a link to your business website
- Members-only products and services directory
- Access to monthly board meeting minutes on the USLGA website
- Invitations to periodic webinars

Benefits for Friends of Lavender in good standing include:

- Listing in the member directory with access to connect to your fellow members
- Members-only online calendar of events
- USLGA National Conference member discount
- In-depth members-only newsletter
- Grower resources with links to relevant and educational information for the lavender grower/producer such as published articles and cutting-edge research
- Members-only USLGA Map of Members
- Members-only products and services directory
- Access to monthly board meeting minutes on the USLGA website
- Survey participation
- Invitations to periodic webinars

Planned member benefits:

- Vendor directory
- Industry information
- Marketing information and opportunities for you and the industry as a whole
- Access to USLGA's farm directory, research, educational library, and other defined educational resources such as results from surveys and project
- Future marketing campaigns to support agritourism efforts for individual farms and lavender-related ventures



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Meet the Board



President
Mike Neustrom
Prairie Lavender Farm
Bennington, KS



Vice President
Sherri Wood
Capay Valley Lavender
Capay, CA



Secretary
Patricia Uptain
Blackthorn Estates Nursery
Sugar Grove, WV



Treasurer
Sarah Richards
Lavender Winds Farm
Coupeville, WA



Member
Joseph Downs
Lavender Boutique
East Wanatchee, WA



Member
Marilyn Kosel
Wayward Winds Lavender
Newberg, OR



Member
Julie Haushalter
White Oak Lavender Farm
Harrisonburg, VA



Member
Sally Miller
Willow Springs Lavender
Bedford, PA



Member
Jim Morford
Morford Lavender Farm
Kanopolis, KS

USLGA Committees

Education and Research Committee gathers and maintains statistics and data on domestic and foreign lavender production, researches domestic and foreign demand for lavender, and develops and collates surveys/questionnaires/studies to help focus United States lavender industry on the most valuable cultivars and products for market. The committee is also involved in leading the development of a USLGA certification program for lavender and lavender products, searching/creating educational materials on general, business and marketing (i.e., studies and reports) topics to members, conducting farm studies and gathering data beyond cultivars and products, and developing Lavender 101 topics for the website.
Committee Chair: Martha Wilczynski Email: education@uslavender.org

Newsletter Committee produces the Member newsletters for the USLGA. The Newsletter Committee obtains, writes, and edits materials for the newsletters.
Committee Chair and Editor: Marilyn Kosel Email: editor@uslavender.org

Internet Committee administrates the USLGA website, website access, updates, enhancements, and maintenance, as well as additional online services. This committee obtains and disperses content from other committees on the website and maintains consistency of content across website and online documents.
Committee Chair: Mary Bergstrom Email: webmaster@uslavender.org

Public Relations and Communications Committee works diligently to increase public awareness about the USLGA and its activities. This is accomplished through the use of social media, email campaigns, mailings, the public (non-member) newsletter, and other traditional media formats. The Public Relations and Communications Committee keeps membership informed on member events as well other organization and public events that are of interest to USLGA. In addition, this committee works to increase website and event traffic through dissemination of information of events and opportunities to promote membership in the USLGA. PR and Communications is also responsible for writing and coordinating all official press releases, news announcements and responses and the distribution of information to the public.
Committee Chair: Mary Althoff Email: pr@uslavender.org

Membership Committee is responsible for membership development, recruiting new members, working with the PR Committee on member campaigns, member relations, responding to member and future member inquiries, member retention, and developing new membership benefit offerings.
Committee Chair: Sally Miller Email: membership@uslavender.org

Finance Committee provides an oversight function for the Treasurer and any financial dealings the United States Lavender Growers Association has with outside businesses and organizations. They are to assist (in concert with the Treasurer on any purchases exceeding \$300) in making recommendations to the Board of Directors on any major financial undertakings. Additionally, the Finance Committee provides guidance and support for any fundraising activities the organization may undertake.
Committee Chair: Sarah Richards Email: treasurer@uslavender.org

Event Committee will manage and produce events for the U.S. Lavender Growers Association.
Committee Chair: Sherri Wood Email: event@uslavender.org

Advocacy Committee supports the members and mission of the U.S. Lavender Growers Association through monitoring national issues, advising the board on how to strategically approach issues, and facilitating board approved public policy issues.
Committee Chair: TBA Email: advocacy@uslavender.org

Nominating Committee seeks out appropriate members to run for open Board positions, answers questions regarding Board activities, approves member names to be on the ballot, and manages the voting process.
Committee Chair: Mike Neustrom Email: nomination@uslavender.org



Thank You to Our 2021 Conference Committee

Sherri Wood, Chair
Capay Valley Lavender
Capay, CA

Nancy Baggett
Nancy's Lavender Place
Ellicott City, MD

Janice Cox
Natural Beauty at Home
Medford, OR

Debrena Gordon
Blue Spring Run Farm
Covington, VA

Alice Marrin
Lookout Lavender Farm
Rising Fawn, GA

LeeAnn Nielsen
A Pinch of Lavender
Palisade, CO

Ellen Reynolds
Beagle Ridge Herb Farm
Wytheville, VA

Anne Roy
Lavender Field Farm
Mt. Vernon, NH

Jocelyn Sheppard
Appalachian Botanical Co.
Foster, WV

Sandra Shuff
Evening Light Lavender Farm
Deer Park, WA

Taylor Thomas
Deeply. Rooted Farms, LLC
Yerington, NV

Patricia Uptain
Blackthorn Estates Nursery
Sugar Grove, WV

Joanne Voelcker
Mt. Airy Lavender
Coatesville, PA

Deborah Weinstein
Thunder Moon Farms
Grassy Creek, NC



Conference Schedule

Friday, March 19, 2021

11:00 am E 8:00 am P	<i>Welcoming & Greeting</i>	
11:20 am E 8:20 am P	<i>Keynote Session: Grow Your Business with Email Marketing</i> <i>Charlotte Smith, 3Cow Marketing</i>	
	<i>Followed by Special Q & A with Charlotte!</i>	
12:20 pm E 9:20 am P	<i>Welcome Networking Session</i>	
12:40 pm E 9:40 am P	<i>Start a Farm</i> <i>Dan & Nicole Callan</i>	<i>Distillation</i> <i>Sandra Shuff</i>
1:35 pm E 10:35 am P	<i>Exhibitor Time</i>	
1:55 pm E 10:55 am P	<i>Start a Farm 2</i> <i>Dan & Nicole Callan</i>	<i>How to Select your Varieties</i> <i>Joseph Downs</i>
2:50 pm E 11:50 am P	<i>Exhibitor Scavenger Hunt / Bingo</i>	
3:55 pm E 12:55 pm P	<i>How to Build an Effective Website</i> <i>Charlotte Smith</i>	<i>Labels 101</i> <i>Allison Vought</i>
4:55 pm E 1:55 pm P	<i>Closing Session</i>	
TBD	<i>After-Hours Regional Meetup</i>	



Conference Schedule

Saturday, March 20, 2021

11:00 am E 8:00 am P	<i>Welcoming Back!</i>	
11:15 am E 8:15 am P	<i>Bee Keeping & Lavender</i> <i>Ted Maciejewski</i>	<i>GCMS Testing</i> <i>Kevin Dunn</i>
12:10 pm E 9:10 am P	<i>More Networking!</i>	
12:50 pm E 9:50 am P	<i>Latest News of Phytophthora</i> <i>Dr. Jeffers</i>	<i>Utilizing the USDA's Value Added Product Grant (VAPG) to Grow Your Business</i> <i>Allison Horseman & Mary May</i>
1:50 pm E 10:50 am P	<i>Exhibitor Break</i>	
2:30 pm E 11:30 am P	<i>Keeping Followers Engaged in Instagram</i> <i>Shellie Ritzman</i>	<i>Open the Farm for More Income</i> <i>Ellen Reynolds</i>
3:20 pm E 12:20 pm P	<i>Special USLGA Announcement!</i>	
3:50 pm E 12:50 pm P	<i>Soap Making</i> <i>Kevin Dunn</i>	<i>Lavender Festivals</i> <i>Tina Duffey</i>
4:45 pm E 1:45 pm P	<i>Closing Session</i>	



Discover Lavender Sessions

Video sessions will be available for 90 days after recording.

Saturday, March 20, 2021

11:00 am E 8:00 am P	<i>Joanne Voelcker - Mt. Airy Lavender</i> Lavender Primer History, Gardening Basics, Varieties and Joys
12:00 pm E 9:00 am P	<i>Joseph Downs -The Lavender Man</i> Culinary Lavender Workshop Tasting, Smelling and Comparing Lavenders
1:00 pm E 10:00 am P	<i>Courtney Obland - Founder of Sorva Syrups</i> Making Easy Cocktails and Mocktails with Sorva Syrups
2:00 pm E 11:00 am P	<i>Serene Pelletier - Srene Lavender Farm</i> How to Make Lavender Wreath or Lavender Bouquet
3:00 pm E 12:00 am P	<i>Janice Cox - Author of Beautiful Lavender</i> Enjoy Lavender for Personal Care, Wellness and Lifestyle Benefits
4:00 pm E 1:00 pm P	<i>Nancy Baggett - Author of The Art of Cooking with Lavender</i> Learn to Cook with Lavender - From Field to Kitchen to Table



Charlotte Smith



Charlotte Smith
3Cow Marketing
info@3cowmarketing.com
3CowMarketing.com



Notes:

Charlotte Smith is the founder of 3CowMarketing.com and The Profitable Mindset Podcast, helping farmers in the U.S and around the world learn to build profitable farms and lives through powerful modern marketing methods and mindset coaching.

Due to her dedication to improving the soil, animals and the people who eat their products, in 2016 Charlotte was named one of the Top 25 Most Influential Women in the World in Food and Agriculture by the non-profit, Food Tank.

You can visit Charlotte at 3CowMarketing.com or listen to the Profitable Mindset podcast or meet her on Instagram @CharlotteSmith3Cow

Lined area for notes.

Dan & Nicole Callen



Dan & Nicole Callen

Norwood Lavender Farm

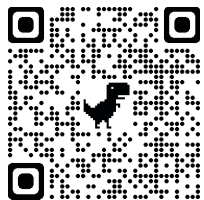
7740 SW Norwood Rd,

Tualatin, OR 97062

503.334.8999.

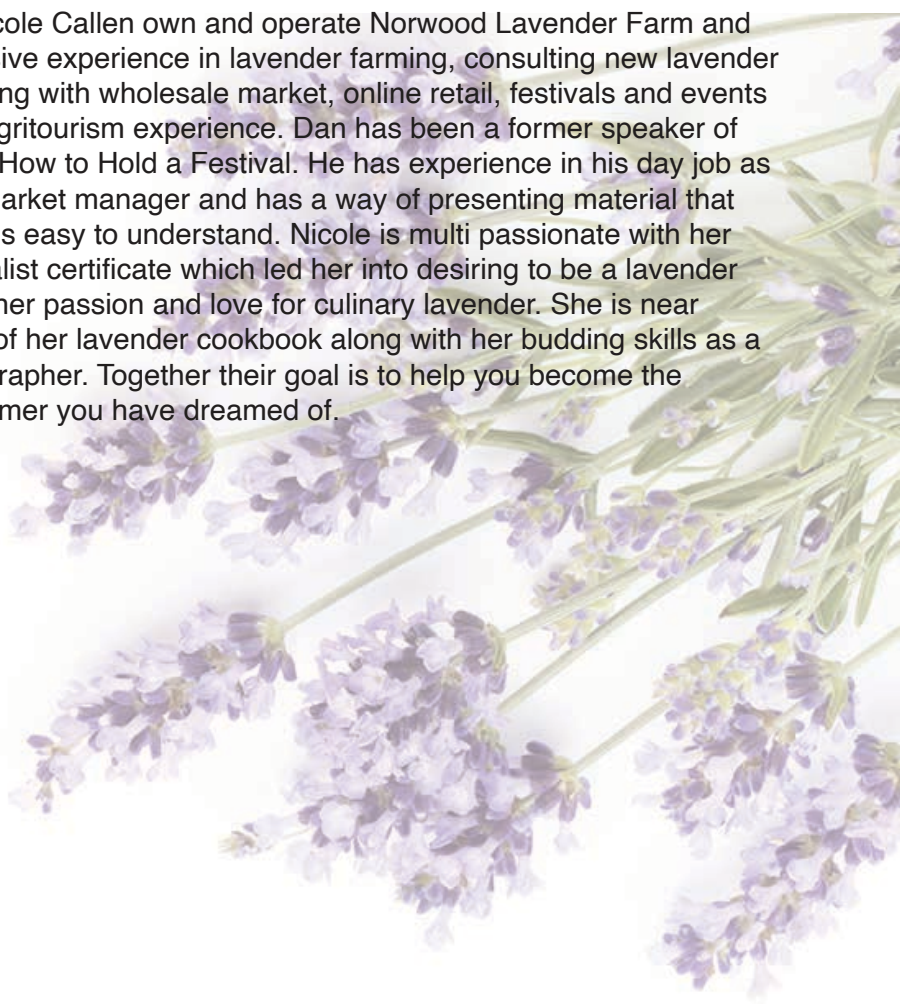
norwoodlavenderfarm@gmail.com

norwoodlavenderfarm.com



Notes:

Dan and Nicole Callen own and operate Norwood Lavender Farm and have extensive experience in lavender farming, consulting new lavender farmers, along with wholesale market, online retail, festivals and events as well as agritourism experience. Dan has been a former speaker of USLGA on, How to Hold a Festival. He has experience in his day job as a Product market manager and has a way of presenting material that makes things easy to understand. Nicole is multi passionate with her family herbalist certificate which led her into desiring to be a lavender farmer and her passion and love for culinary lavender. She is near completion of her lavender cookbook along with her budding skills as a food photographer. Together their goal is to help you become the lavender farmer you have dreamed of.



Notes:

Sandra Shuff



Sandra Shuff

*Evening Light Lavender
5552 S. Wallbridge Rd.
Deer Park, WA 99002
509.953.*

*sandra@eveninglightlavender.com
eveninglightlavender.com*



Sandra Shuff is a trained Distiller, Aromatherapist and Educator. As owner and operator of a 50-acre USDA Certified Organic farm she has a unique opportunity to grow, harvest and distill multiple aromatics in one location. Her farm Evening Light Lavender Farm grows approximately 24,000 lavender in 44 varieties, a field of rose geranium and various herbs for distillation. The farm successfully hosts thousands from the community at the annual U-pick Lavender Festival.

As Positively Aromatic she distills 52 different botanicals including those provided by her certified organic farm for steam distillation and other growers in her area. Hydrosol is distilled as a primary product in her distillery on Copper Alembic Stills. This low temperature, slow process allows the larger molecules to release and come through the distillation process to produce a high-quality Artisan Hydrosol and Essential Oils.

Sandra's commitment to her passion also has her serving and giving back. Therefore, she is a Regional Director for the National Association of Holistic Aromatherapists (NAHA). She is a Regional Director for the United States Lavender Growers Association (USLGA) and on the Board of the newly formed Lavender Northwest. As an educator she is a speaker at USLGA national conferences, Regional conferences, holds workshops on distillation, the business of lavender, Agritourism, Essential Oil Safety, Hydrosols and other classes at her farm. She is regularly invited to speak at various garden clubs, schools and other groups. She hosts college internship during the summers. Additionally, she has given back in her service on teams to Guatemala, South Africa, Morocco and Mozambique since 2005.

Notes:

Joseph Downs



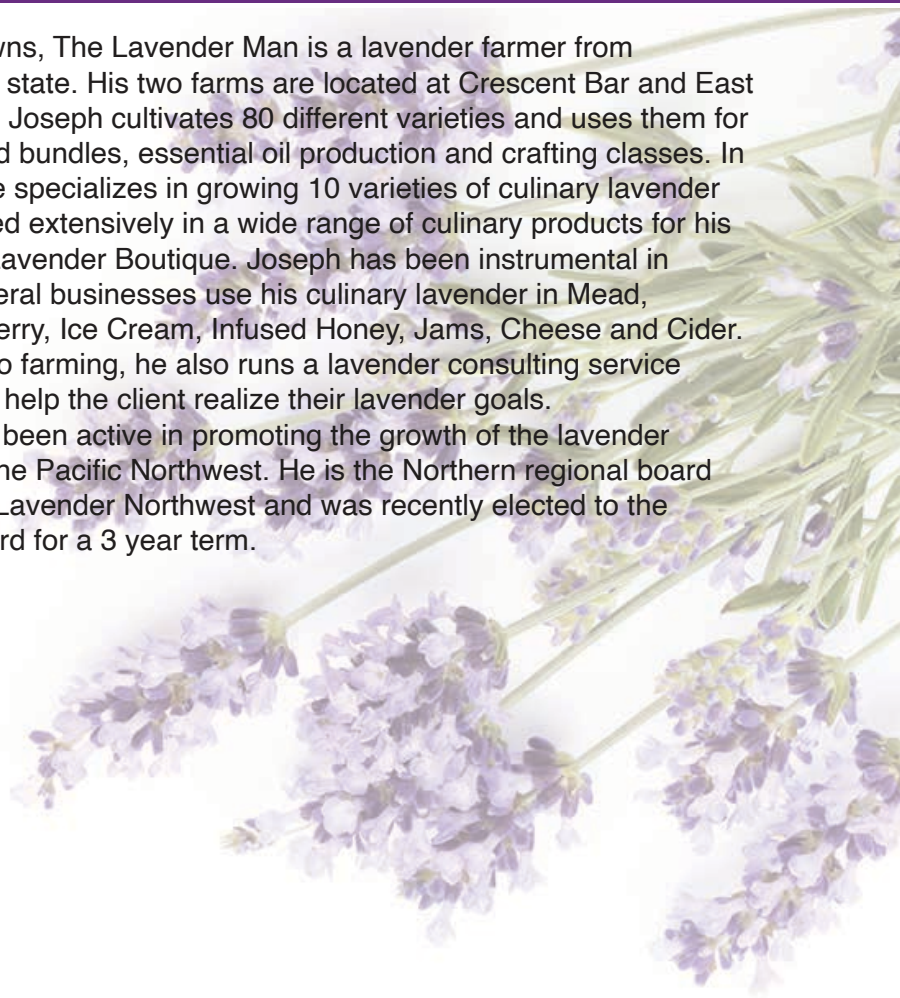
Steve Jeffers

The Lavender Man
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thelavenderboutique.net



Joseph Downs, The Lavender Man is a lavender farmer from Washington state. His two farms are located at Crescent Bar and East Wenatchee. Joseph cultivates 80 different varieties and uses them for fresh & dried bundles, essential oil production and crafting classes. In particular he specializes in growing 10 varieties of culinary lavender which is used extensively in a wide range of culinary products for his store, The Lavender Boutique. Joseph has been instrumental in helping several businesses use his culinary lavender in Mead, Lavender Perry, Ice Cream, Infused Honey, Jams, Cheese and Cider. In addition to farming, he also runs a lavender consulting service designed to help the client realize their lavender goals.

Joseph has been active in promoting the growth of the lavender industry in the Pacific Northwest. He is the Northern regional board member of Lavender Northwest and was recently elected to the USLGA board for a 3 year term.



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Allison Vought



Allison Vought
Alimar, LLC



Allison Vought is an inventive scientist and educator specializing in natural cosmetic formulation and short-run, private label skincare. Since 2005, she has worked as chief cosmetic formulator, business consultant and CEO of various skin care companies. Allison is the co-founder of Alimar, LLC, a private label manufacturer specializing in ultra-low minimums, as well as co-founder of a vegan skincare line.



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Ted Maciejewski



Ted Maciejewski
University of Montana

Sergeant First Class Ted Maciejewski retired after serving 27 years in the U.S. Army. He is now a certified master beekeeper through the University of Montana. He teaches beekeeping and woodworking, is a representative for The Servicemember Agricultural Vocation Education (SAVE) Farm in Kansas, and is the general manager at the Golden Prairie Honey Farm in California (an extension of the SAVE program). These farms are a pathway to farming and beekeeping for veterans and transitioning military. Almost all employees on the farms are veterans and veteran spouses. The SAVE Farm teaches future farmers how to work with cattle, row crops, sheep, goats, hogs, and horses. Golden Prairie Honey Farms is a beekeeping supply and honey production business that offers beekeeping equipment that is made, packaged and shipped by soldiers and veterans, as they learn skills in woodworking, business, and agriculture. Golden Prairie Honey Farm is a 501c3 nonprofit charitable, educational corporation. All proceeds from the sales of beekeeping supplies and honey at Golden Prairie Honey Farms will go back into our agricultural training programs, providing a pathway to farming careers. By purchasing your beekeeping equipment at Golden Prairie Honey Farms, you help deserving service members and veterans find purpose and a new life.

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Kevin Dunn, Ph D



Kevin Dunn, PhD
Author

Kevin Dunn is the Elliott Professor of Chemistry at Hampden-Sydney College. His first book, *Caveman Chemistry*, brought him to the attention of handcrafted soapmakers. His second book, *Scientific Soapmaking*, explores the chemistry of soap at a deep, but accessible level. Professor Dunn's ongoing research continues to uncover fascinating details of the behavior of fats, oils, soaps, and synthetic detergents.



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Steve Jeffers, Ph.D.



Steve Jeffers
*Professor
Clemson University*

I am a Professor of Plant Pathology and an Extension Specialist with statewide responsibilities for diseases of ornamental crops in nurseries, greenhouses, and landscapes, and I also work on diseases of trees in both urban and natural ecosystems. Currently, my research focuses on diseases caused by species of *Phytophthora*. I am interested in the biology and ecology of *Phytophthora* species, pathogen detection, identifying sources of inoculum, and integrated disease management. I have been investigating *Phytophthora* root and crown rot on lavender since June 2015. I also teach Principles of Plant Pathology to both undergraduate and graduate students each Fall Semester.



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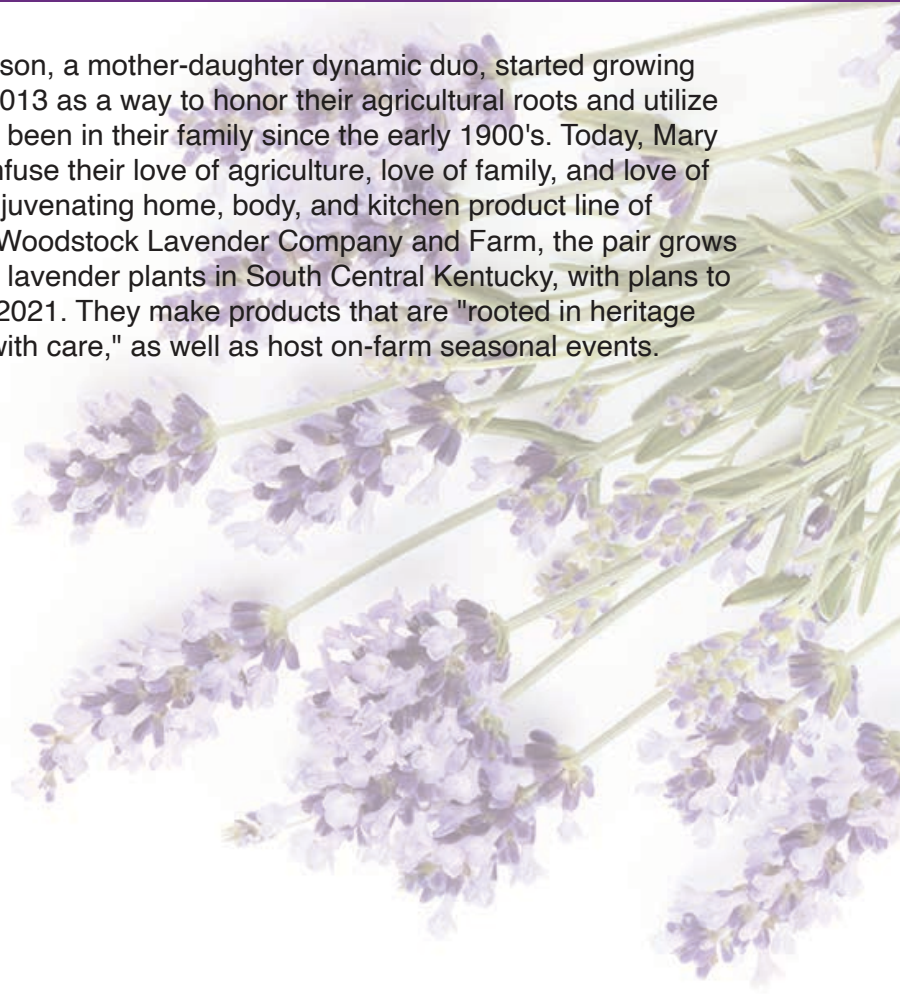
Allison Horseman & Mary May



Allison Horseman & Mary May
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Mary and Allison, a mother-daughter dynamic duo, started growing lavender in 2013 as a way to honor their agricultural roots and utilize land that has been in their family since the early 1900's. Today, Mary and Allison infuse their love of agriculture, love of family, and love of land into a rejuvenating home, body, and kitchen product line of products. At Woodstock Lavender Company and Farm, the pair grows just over 700 lavender plants in South Central Kentucky, with plans to add more in 2021. They make products that are "rooted in heritage and crafted with care," as well as host on-farm seasonal events.



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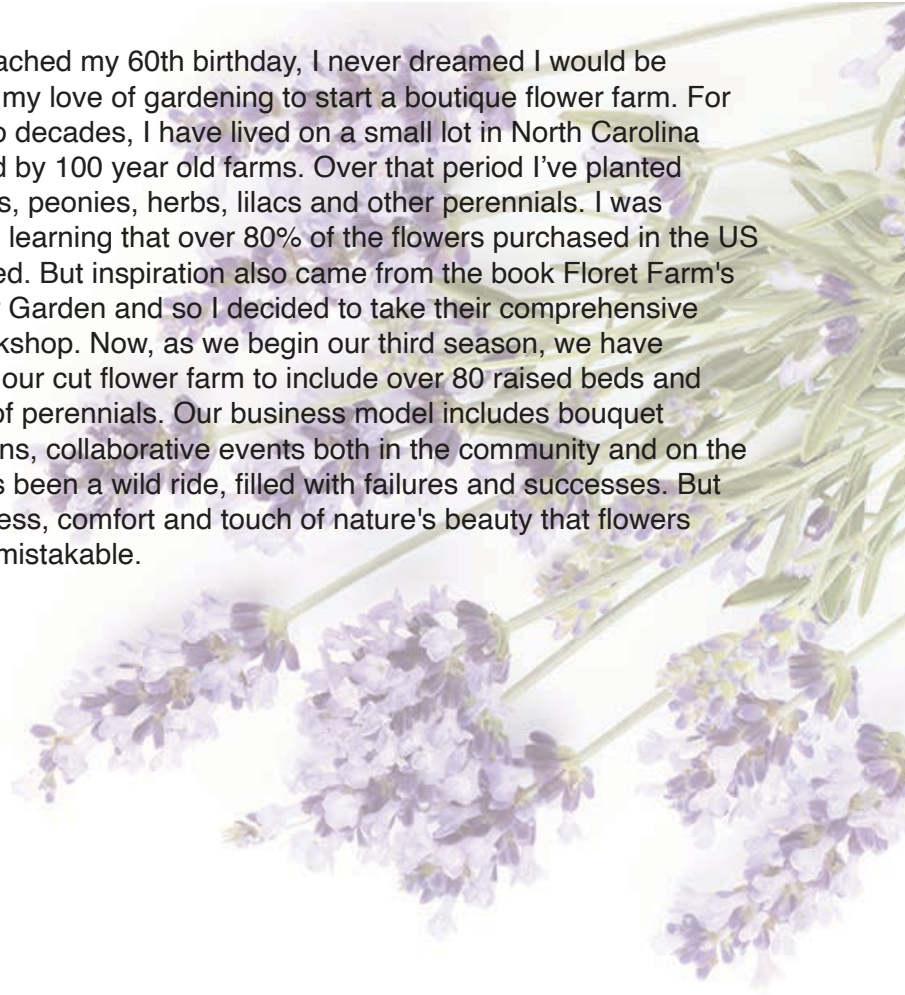
Shellie Watkins Ritzman



Shellie Watkins Ritzman
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As I approached my 60th birthday, I never dreamed I would be expanding my love of gardening to start a boutique flower farm. For the last two decades, I have lived on a small lot in North Carolina surrounded by 100 year old farms. Over that period I've planted trees, roses, peonies, herbs, lilacs and other perennials. I was inspired by learning that over 80% of the flowers purchased in the US are imported. But inspiration also came from the book Floret Farm's Cut Flower Garden and so I decided to take their comprehensive Floret Workshop. Now, as we begin our third season, we have expanding our cut flower farm to include over 80 raised beds and hundreds of perennials. Our business model includes bouquet subscriptions, collaborative events both in the community and on the farm. It has been a wild ride, filled with failures and successes. But the happiness, comfort and touch of nature's beauty that flowers bring is unmistakable.



Notes:

Notes:

Ellen Reynolds



Ellen Reynolds

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beagleridge@gmail.com
beagleridge.org



Ellen Reynolds owns Beagle Ridge Herb Farm and Environmental Education Center, a 210 acre retreat in the mountains of Southwest Virginia. Although in a remote location and open only weekends for the first several years, she has developed a following both at the farm and on line. Opened on the grounds of what was once a hunting preserve she is now celebrating her 20th year in business, welcoming visitors from all 50 states and 32 foreign countries. Beagle Ridge is also home to several other business enterprises Ellen has started on site. Flying Flowers, a butterfly house/butterfly farm was named one of the top butterfly destinations in the nation by Birds n Bloom magazine. Lick Mountain Excursions is a guided nature tour operation which takes advantage of the desire to learn about natural history of the area, and Serendipity Event Center, a wedding and event venue which has become a site for destination weddings.

Ellen has been a life long gardener and a Master Gardener since 1992. She is passionate about sharing and teaches a variety of classes both at the farm and is a speaker at venues across the southeast. Ellen consults for Lavender farms across the country and for the last 4 years has taught a 2 day Lavender Academy at the farm which has been attended by growers from 19 states. Although originally started as an herb farm, Lavender has become the focus at Beagle Ridge. Ellen uses what she grows to create her ever expanding product line. Products are available at the farm, online and in retail establishments around the region. In addition she wholesales and private labels to other lavender farms across the country.

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Tina & David Duffey



Tina & David Duffey
Red Oak Lavender Farm
2882 Red Oak Flats Rd.
Dahlonega, GA 30533
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redoaklavender@gmail.com
redoaklavender.com



Tina and David Duffey own Red Oak Lavender Farm LLC, an agritourism lavender farm in Dahlonega, GA. The climate of her area with Georgia clay soil, rains that total yearly from 61 to 74 inches, and high humidity was not the best for growing lavender. She researched for a year and through trial and error of planting over the years have learned to grow about 3,000 lavender plants. Within a few months from planting her first crop in 2014, she started selling her lavender at a local Farmers' Market, and then the following year built a lavender shop on the farm. The third year she had her first Lavender Festival with help of family and had 50 people attend. The second festival had 300 attended and her third festival there were over 8,000 people that attended on their 2-acre farm. That year she met and later married David. Today together, David and Tina, continue with their lavender farm and shop, expanding each year and their lavender farm is a very popular attraction to visit. People are amazed to see and smell lavender growing in this area. They have been featured in several magazines, such as North Georgia Living Magazine, and were in many newspaper articles, such as Atlanta Journal Constitution. Tina has business training with owning other successful businesses over the years and has a Masters' degree in Education. She is now retired from teaching. David grew up on a farm and is a retired engineer for the Department of Transportation in the State of Georgia with technology training and experience.

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Joanne Volcker

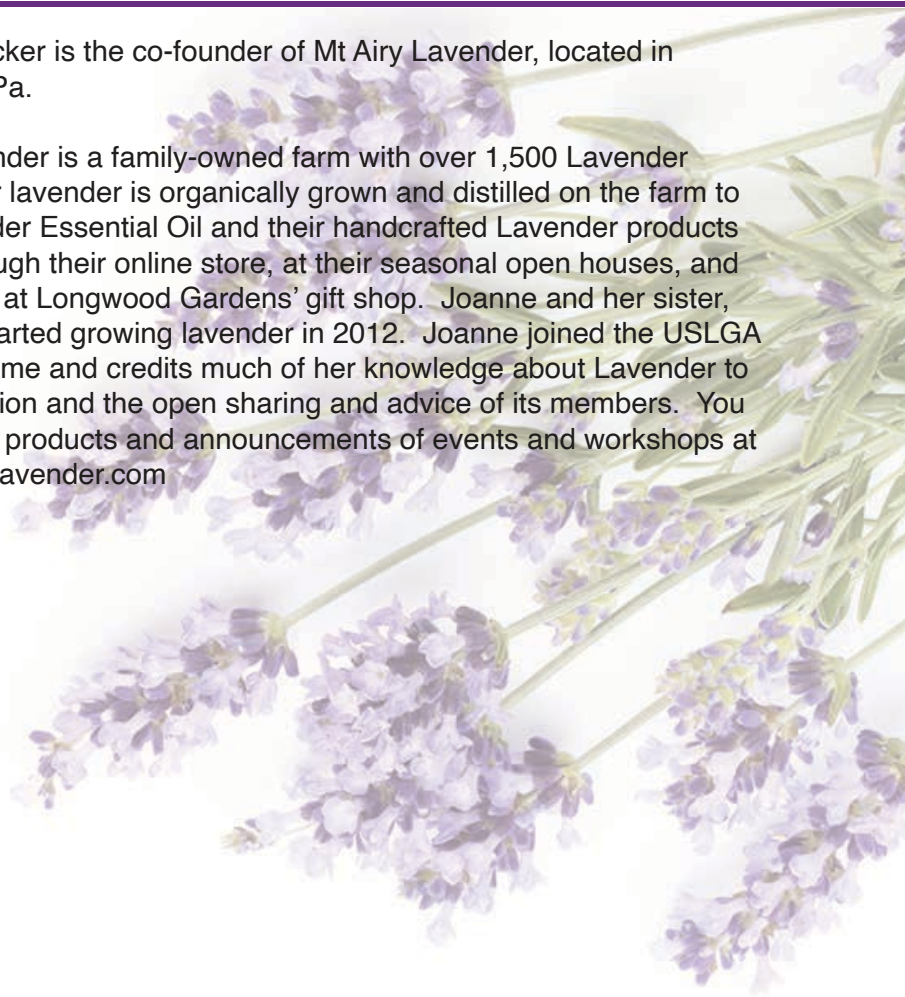


Joanne Volcker
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Joanne Voelcker is the co-founder of Mt Airy Lavender, located in Coatesville, Pa.

Mt Airy Lavender is a family-owned farm with over 1,500 Lavender Plants. Their lavender is organically grown and distilled on the farm to make Lavender Essential Oil and their handcrafted Lavender products are sold through their online store, at their seasonal open houses, and are available at Longwood Gardens' gift shop. Joanne and her sister, Amy Saha started growing lavender in 2012. Joanne joined the USLGA around that time and credits much of her knowledge about Lavender to the organization and the open sharing and advice of its members. You can find their products and announcements of events and workshops at www.MtAiryLavender.com



Notes:

Notes:

Courtney Obland



Courtney Obland
Sorva Syrups
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sorvasyrups.com



Courtney started this company with her husband, Mike, in 2014. She is a full-time entrepreneur, working with her syrups and also in charge of her monthly neighborhood magazine. She has two boys who are 5 and 9 and keep her busy. She enjoys bringing the love of lavender to people who enjoy delicious mocktails and cocktails!



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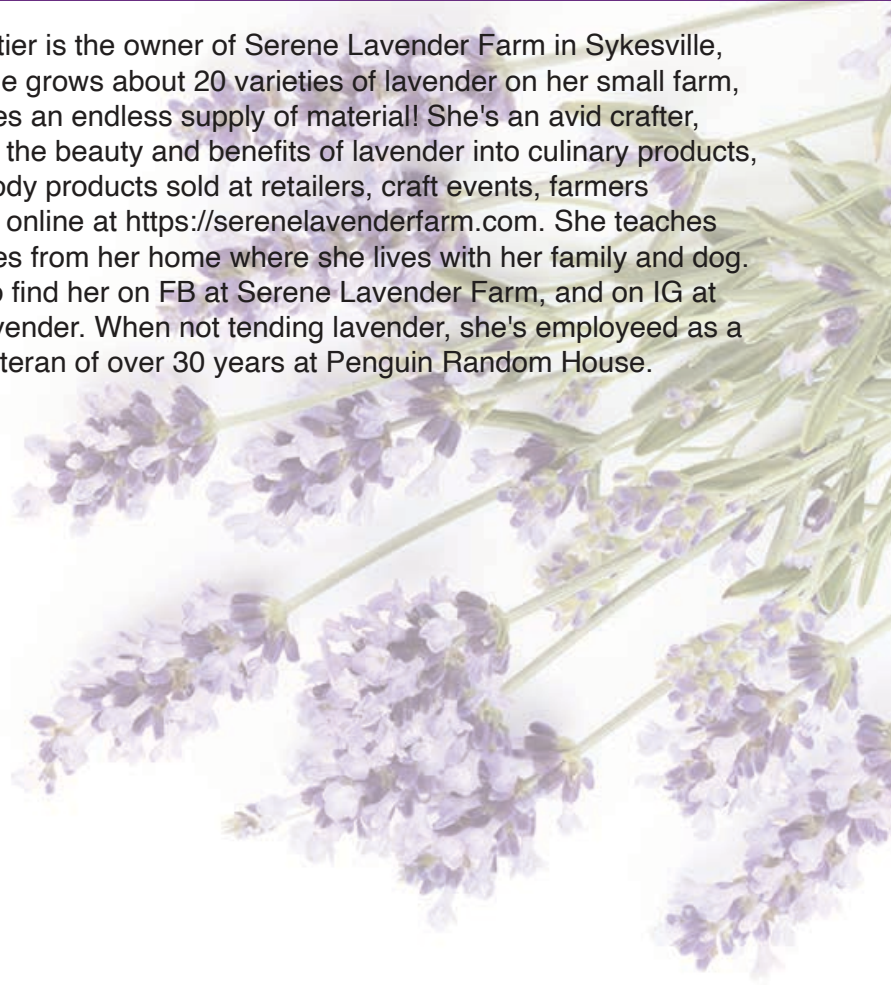
Serena Pelletier



Serena Pelletier
Serene Lavender Farm
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Serena Pelletier is the owner of Serene Lavender Farm in Sykesville, Maryland. She grows about 20 varieties of lavender on her small farm, which provides an endless supply of material! She's an avid crafter, incorporating the beauty and benefits of lavender into culinary products, decor, and body products sold at retailers, craft events, farmers markets, and online at <https://serenelavenderfarm.com>. She teaches wreath classes from her home where she lives with her family and dog. You may also find her on FB at Serene Lavender Farm, and on IG at [realserenelavender](https://www.instagram.com/realserenelavender). When not tending lavender, she's employed as a publishing veteran of over 30 years at Penguin Random House.



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Janice Cox



Janice Cox

Author

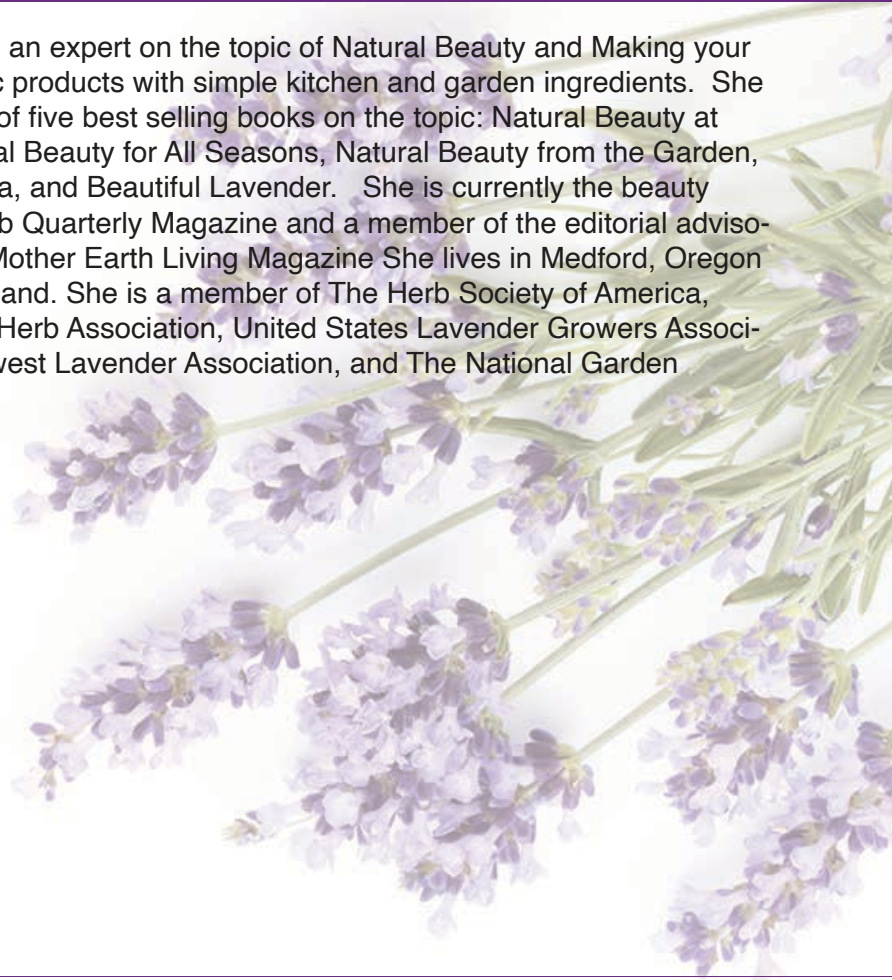
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Notes:

Janice Cox is an expert on the topic of Natural Beauty and Making your own cosmetic products with simple kitchen and garden ingredients. She is the author of five best selling books on the topic: *Natural Beauty at Home*, *Natural Beauty for All Seasons*, *Natural Beauty from the Garden*, *Beautiful Luffa*, and *Beautiful Lavender*. She is currently the beauty editor for *Herb Quarterly Magazine* and a member of the editorial advisory board for *Mother Earth Living Magazine*. She lives in Medford, Oregon with her husband. She is a member of The Herb Society of America, International Herb Association, United States Lavender Growers Association, Northwest Lavender Association, and The National Garden Bureau.



Notes:

Nancy Baggett



Nancy Baggett

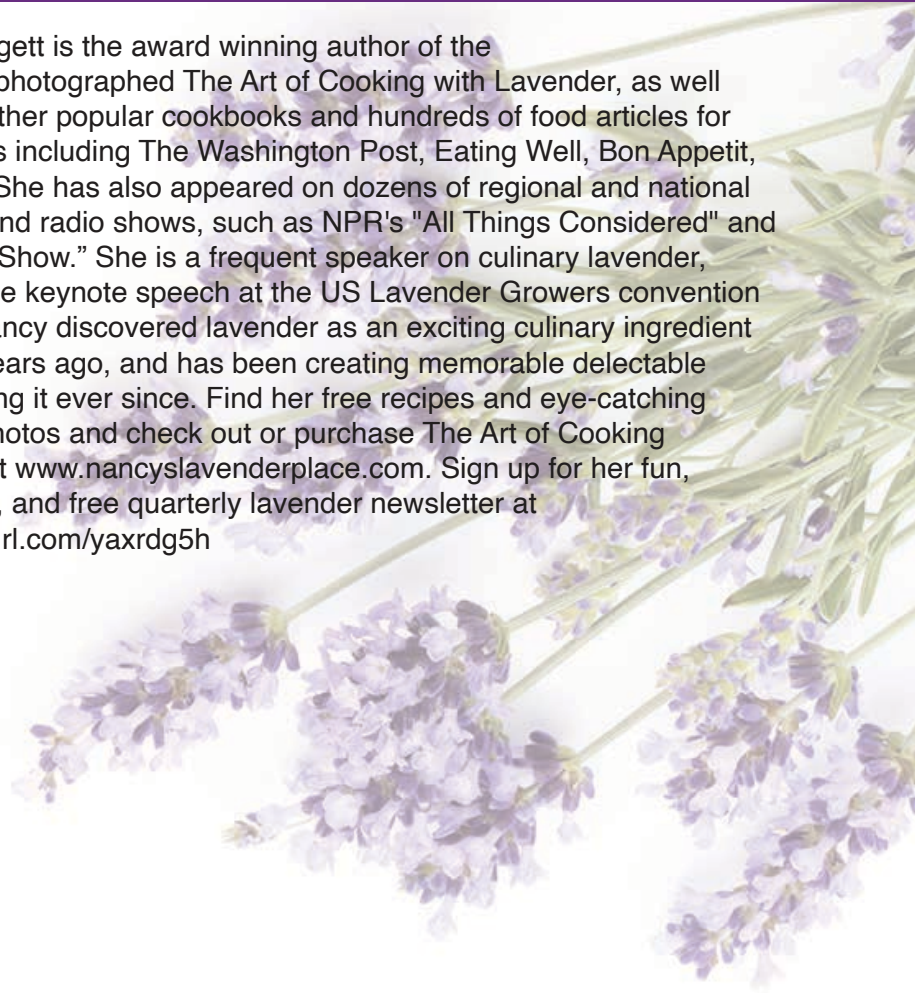
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Nancy Baggett is the award winning author of the beautifully-photographed *The Art of Cooking with Lavender*, as well as nearly 20 other popular cookbooks and hundreds of food articles for publications including *The Washington Post*, *Eating Well*, *Bon Appetit*, and more. She has also appeared on dozens of regional and national television and radio shows, such as NPR's "All Things Considered" and the "Today Show." She is a frequent speaker on culinary lavender, including the keynote speech at the US Lavender Growers convention in 2016. Nancy discovered lavender as an exciting culinary ingredient about 13 years ago, and has been creating memorable delectable recipes using it ever since. Find her free recipes and eye-catching lavender photos and check out or purchase *The Art of Cooking Lavender* at www.nancyslavenderplace.com. Sign up for her fun, informative, and free quarterly lavender newsletter at <https://tinyurl.com/yaxrdg5h>



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Moose Run Productions
Mount Clemens, MI



Terminology



alfalfa mosaic (al'falfə mō'zāik) *n.* - a virus that is seed born in alfalfa ,transmitted by several species of aphids; spread from alfalfa to surrounding crops is common

agritourism (a-gri-'tur-i-zəm) *n.* - the practice of touring agricultural areas to see farms and often to participate in farm activities

allopatric (alə'patrik) *adj.* - (of animals or plants, especially of related species or populations) occurring in separate non-overlapping geographical areas.

analgesic (an'jēzik) *adj.* - acting to relieve pain

angustifolia (ə) *n.* - species name angustifolia is Latin for "narrow leaf". Previously, it was known as *Lavandula officinalis*, referring to its medicinal properties.

anthesis (an'THēsis) *n.* - the flowering period of a plant, from the opening of the flower bud.

antipyretic (an(t)ē'pīredik) *adj.* - used to prevent or reduce fever

aroma (ə'rō-mə) *n.* - a distinctive, pervasive, and usually pleasant or savory smell

aromatherapist (ə-rō-mə-'ther-ə-pist) *n.* - a person who is qualified to practice aromatherapy

aromatherapy (ə-rō-mə-'ther-ə-pē) *n.* - inhalation or bodily application (as by massage) of fragrant essential oils (as from flowers and fruits) for therapeutic purposes

basonym ('bā-sə-nim) *n.* - An earlier valid scientific name of a species that has since been renamed and from which the new name is partially derived

border ('bor-dər) *n.* - a narrow bed of planted ground along the edge of a lawn or walkway

bundling ('bænd(ə)liŋg) *v.* - tie or roll up (a number of things) together as though into a parcel

calyx ('kālīks) *n.* - the sepals of a flower, typically forming a whorl that encloses the petals and forms a protective layer around a flower in bud

camphor ('kam(p)-fər) *n.* - a volatile compound produced by some plants belonging to the class of compounds called monoterpenoids

chasmophyte (kazmə'fit) *n.* - a plant that grows in the crevices of rocks

cleistogamous (klī-'stā-gə-məs) *adj.* - characterized by or being small inconspicuous closed self-pollinating flowers additional to and often more fruitful than showier ones on the same plant

climate ('klīmit) *n.* - the weather conditions prevailing in an area in general or over a long period

clone (klōn) *v.* - to propagate a clone from; to make a copy of; the sum-total or the plants derived from the vegetative reproduction of an individual, all having the same genetic construct

common name ('kāmən nām) *n.* - a common name of a taxon or organism (also known as a vernacular name, English name, colloquial name, trivial name, trivial epithet,

country name, popular name, or farmer's name) is a name that is based on the normal language of everyday life

condenser (kən'densər) *n.* - an apparatus or container for condensing vapor

conspecific (kän(t)-spi-'si-fik) *adj.* - of the same species

corolla (kə-'ră-lə) *n.* - the part of a flower that consists of the separate or fused petals and constitutes the inner whorl of the perianth

crafting ('kraftiNG) *n.* - the activity or hobby of making decorative articles by hand

culinary ('kə-lə-ner-ē) *n.* - of or relating to the kitchen or cookery

cultivar (kəl-tə-'vār) *n.* - an organism and especially one of an agricultural or horticultural variety or strain originating and persistent under cultivation

cultivate (kəl-tə-'vāt) *v.* - 1: to prepare or prepare and use for the raising of crops. also : to loosen or break up the soil about (growing plants) 2: to foster the growth of

cyme (sīm) *n.* - an inflorescence in which each floral axis terminates in a single flower

didynamous (dī'dinəməs) *adj.* - having four stamens disposed in pairs of unequal length —used especially of plants of the families Scrophulariaceae and Labiatae

distill (di-'stil) *v.* - to let fall, exude, or precipitate in drops or in a wet mist; to purify or transform (a liquid) by successive evaporation and condensation : to subject to or transform by distillation

dry ('dri) *v.* - to devoid of natural moisture

epithet ('e-pə-'thet) *n.* - the part of a taxonomic name identifying a subordinate unit within a genus

essence (e-sən(t)s) *n.* - the aromatic substance which is produced by some plants

essential oil (i-'sen(t)-shəl 'ōi(-ə)l) *n.* - any of a class of volatile oils that give plants their characteristic odors and are used especially in perfumes and flavorings, and for aromatherapy

esters ('e-stər) *n.* - any of a class of often fragrant organic compounds that can be represented by the formula RCOOR' and that are usually formed by the reaction between an acid and an alcohol with elimination of water

eau de toilette (ō-də-twä-'let) *n.* - a perfumed liquid containing a lower percentage of fragrant oils than is contained in ordinary perfume or eau de parfum

everclear ('e-vər klir) *n.* - a grain alcohol and neutral spirit

exine ('ek-'sēn) *n.* - the outer of the two major layers forming the walls of some spores and especially pollen grains

fertilizer ('fər-tə-'li-zər) *n.* - a substance (such as manure or a chemical mixture) used to make soil more fertile

festival ('fe-stə-vəl) *n.* - a time of celebration marked by special observances

flowering head ('flau(-ə)r-in 'hed) *n.* - a short dense spike in which the flowers are borne directly on a broad, flat peduncle, giving the inflorescence the appearance of a single flower

flowering stem ('flau(-ə)r-in 'stem) *n.* - is made up of nodes, the part where one or more leaves are borne and

Terminology

of the usually longer, in-between lying internodes

foliage ('fō-lē-ij) *n.* - a representation of leaves, flowers, and branches for architectural ornamentation

fragrance ('frā-grən(t)s) *n.* - a sweet or delicate odor (as of fresh flowers, pine trees, or perfume); something (such as a perfume) compounded to give off a sweet or pleasant odor; the quality or state of having a sweet odor

genus ('ek-'sēn) *n.* - a category of biological classification ranking between the family and the species, comprising structurally or phylogenetically related species or an isolated species exhibiting unusual differentiation, and being designated by a Latin or latinized capitalized singular noun

hardwood cutting ('hārd-wud 'kə-tiŋ) *n.* - consisting of mature woody tissue

hardiness ('hār-dē-nəs) *n.* - ability of withstanding adverse conditions

harvest ('hār-vəst) *n.* - 1: the season for gathering in agricultural crops 2: the act or process of gathering in a crop 3: a mature crop (as of grain or fruit) 4: the quantity of a natural product gathered in a single season

hedge ('hej) *n.* - a fence or boundary formed by a dense row of shrubs or low trees

herb ('ərb) *n.* - a seed-producing annual, biennial, or perennial that does not develop persistent woody tissue but dies down at the end of a growing season; a plant or plant part valued for its medicinal, savory, or aromatic qualities

herbalist ('(h)ər-bə-list) *n.* - a person who practices healing by the use of herbs

herbicide ('(h)ər-bə-sīd) *n.* - an agent used to destroy or inhibit plant growth

hybrid ('hī-brəd) *n.* - a plant resulting from the cross fertilization of genetically distinct individuals (two species, sub species, varieties, etc)

infuse ('in-fyüz) *v.* - to cause to be permeated with something (such as a principle or quality) that alters usually for the better

•intermedia (intər'midiə) *n.* - the outer

irrigation ('ir-ə-'gā-shən) *n.* - the watering of land by artificial means to foster plant growth

isopropyl alcohol (ī-sə-'prō-pəl 'al-kə-həl) *n.* - a volatile flammable alcohol C₃H₈O used especially as a solvent and rubbing alcohol

laterals ('la-tə-rəls) *n.* - side branches off the peduncle, e.g. as in *L. x intermedia*

latifolia (lat'ə-fō-lē-ə) *adj.* - known as broadleaved

latin binomial ('la-tən bī-nō-mē-əl) *n.* - scientific naming of species whereby each species receives a Latin or Latinized name of two parts, the first indicating the genus and the second being the specific epithet

lavender ('la-vən-dər) *n.* - 1: a Mediterranean mint (*Lavandula angustifolia* synonym *L. officinalis*) widely cultivated for its narrow aromatic leaves and spikes of lilac-purple flowers which are dried and used in sachets and from which is extracted an aromatic oil used chiefly in perfumery 2: a pale purple

lavender garland ('la-vən-dər 'gär-lənd) *n.* - a circular or spiral arrangement of intertwined material (such as flowers or leaves)

lavender wand ('la-vən-dər wänd) *n.* - a slender staff carried in a procession

lavandin (lə'vandən) *n.* - a hybrid lavender (*Lavandula hybrida*) cultivated for its essential oil especially in France

lavendula (lə'venjələ) *n.* - is a genus of 47 known species of flowering plants in the mint family, Lamiaceae.

leaf spot ('lēf spät) *n.* - any of various plant diseases characterized by discolored often circular spots on the leaves

linalool (lə-'na-lə-'wól) *n.* - a fragrant liquid alcohol $C_{10}H_{18}O$ that occurs both free and in the form of esters in many essential oils and is used in perfumes, soaps, and flavoring materials

linalyl acetate ('la-tə-rəls) *n.* - a fragrant liquid ester $CH_3COOC_{10}H_{17}$ that is found especially in bergamot oil, lavender oil, and petitgrain oil, that is also made from linalool, and that is used similarly to linalool

note ('nōt) *n.* - any of the basic components of a fragrance

organic (ór-'ga-ník) *n.* - 1: of, relating to, yielding, or involving the use of food produced with the use of feed or fertilizer of plant or animal origin without employment of chemically formulated fertilizers, growth stimulants, antibiotics, or pesticides 2: of, relating to, or derived from living organisms 3: relating to, being, or dealt with by a branch of chemistry concerned with the carbon compounds of living beings and most other carbon compounds

pedicel ('pe-də-sel) *n.* - a plant stalk that supports a fruiting or spore-bearing organ

peduncle ('pē-dəŋ-kəl) *n.* - 1: a stalk bearing a flower or flower cluster or a fructification 2: a narrow part by which some larger part or the whole body of an organism is attached : STALK, PEDICEL 3: a narrow stalk by which a tumor or polyp is attached

perennial (pə-'re-nē-əl) *adj.* - persisting for several years usually with new herbaceous growth from a perennating part

pesticide ('pe-stə-sīd) *n.* - an agent used to destroy pests , bugs, rodents

pH ('pē-äch) *n.* - a measure of acidity and alkalinity of a solution that is a number on a scale on which a value of 7 represents neutrality and lower numbers indicate increasing acidity and higher numbers increasing alkalinity and on which each unit of change represents a tenfold change in acidity or alkalinity and that is the negative logarithm of the effective hydrogen-ion concentration or hydrogen-ion activity in gram equivalents per liter of the solution

phytophthora ('fi täfthərə) *n.* - a genus of destructive parasitic fungi (family Pythiaceae) having conidia that usually act as sporangia especially under moist cool conditions and sporangiophores that are simple or branched

propagate ('pră-pə-gāt) *v.* - 1: to cause to continue or increase by sexual or asexual reproduction 2: to pass along to offspring

potpourri (pō-pu-'rē) *n.* - a mixture of flowers, herbs, and spices that is usually kept in a jar and used for scent

prune ('prün) *v.* - to reduce especially by eliminating superfluous matter

root hormone ('rut 'hor-mōn) *n.* - a hormone or hormonal agent that promotes root growth

rooting soil ('rut-in soi(-ə)l) *n.* - a soilless media is the best starting mix for starting plant cuttings

Terminology

scythe (ˈsī) *n.* - an implement used for mowing grass, grain, or other crops and composed of a long curving blade fastened at an angle to a long handle

seed (ˈsēd) *n.* - the fertilized ripened ovule of a flowering plant containing an embryo and capable normally of germination to produce a new plant

seed husk (ˈsēd ˈhəsk) *n.* - a usually dry or membranous outer covering (such as a pod or one composed of bracts) of various seeds and fruits (such as barley and corn) : HULL

separator (ˈse-prā-tər) *n.* - a device for separating liquids of different specific gravities

sickle (ˈsi-kəl) *n.* - an agricultural implement consisting of a curved metal blade with a short handle fitted on a tang

softwood cutting (ˈsoft-wud ˈkə-tɪŋ) *n.* - the stalk of a plant that is soft and easy to cut

species (ˈspē-shēz) *n.* - a category of biological classification ranking immediately below the genus or subgenus, comprising related organisms or populations potentially capable of interbreeding, and being designated by a binomial that consists of the name of a genus followed by a Latin or latinized uncapitalized noun or adjective agreeing grammatically with the genus name

spittle bug (ˈspi-təl-bæg) *n.* - any of a family (Cercopidae) of leaping homopterous insects whose nymphal larvae produce a frothy secretion

stamen (ˈstā-mən) *n.* - a microsporophyll of a seed plant; specifically : the pollen-producing male organ of a flower that consists of an anther and a filament

sterilant (ˈster-ə-lənt) *n.* - a substance or preparation (such as ethylene oxide gas or hydrogen peroxide) that destroys or inactivates all types of microorganisms

sterilize (ˈster-ə-līz) *v.* - to free from all viable microorganisms (as by the use of steam, dry heat or liquid)

still (ˈstil) *n.* - apparatus used in distillation comprising either the chamber in which the vaporization is carried out or the entire equipment

stillroom (ˈstil-rüm) *n.* - a room where the distillation process is completed

subspecies (ˈsəb-spē-shēz) *n.* - a subdivision of a species: such as; a category in biological classification that ranks immediately below a species and designates a population of a particular geographic region genetically distinguishable from other such populations of the same species and capable of interbreeding successfully with them where its range overlaps theirs

taxon (ˈtak-sän) *n.* - a scientifically classified group or entity : a taxonomic unit (such as a genus or order) of any rank

top-note (ˈtɒp ˈnōt) *n.* - the first perceptible note or impression of odor, characteristic of an essential oil, but difficult to reproduce

undertone (ˈən-dər-tōn) *n.* - secondary notes or nuances behind the top-note of odor

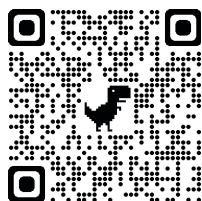
variety (və-ˈrī-ə-tē) *n.* - the secondary category in the nomenclatural hierarchy between species and forma

whorl ((h)wɔr(-ə)l) *n.* - 1: a drum-shaped section on the lower part of a spindle in spinning or weaving machinery serving as a pulley for the tape drive that rotates the spindle 2: an arrangement of similar anatomical parts (such as leaves) in a circle around a point on an axis

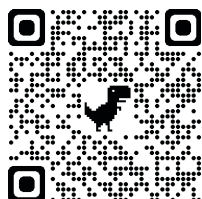
wreath (ˈrēth) *n.* - something intertwined or arranged in a circular shape: such as; a decorative arrangement of foliage or flowers on a circular base

Supplies

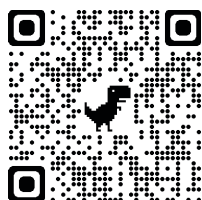
www.greenhousemegastore.com



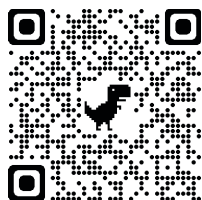
www.agriculturesolutions.com



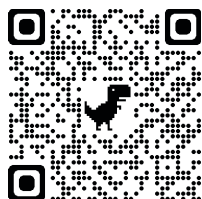
www.groworganic.com



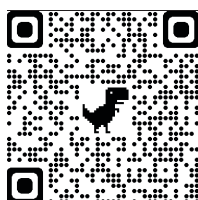
www.growerssupply.com



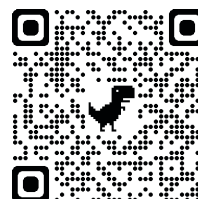
www.gardeners.com



www.amazon.com

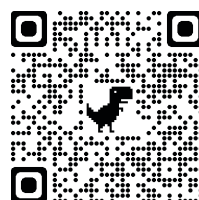


www.dripworks.com

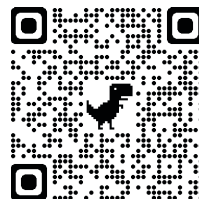


Growing Zones

www.usna.usda.gov/Hardzone/ushzmap.html

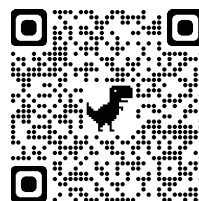


www.arborday.org/treeinfo/zonelookup.cfm

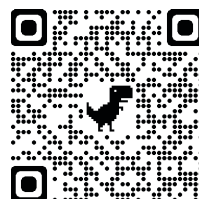


Canada

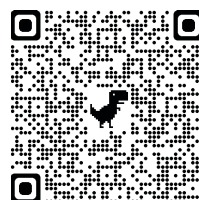
<http://planthardiness.gc.ca/?m=1>



www.garden.org/nga/zipzon



www.backyardgardener.com/zone/



Associations in the US

Lavender Association of Colorado
coloradolavender.org



Lavender Northwest
lavender-nw.org



Texas Lavender Association
texaslavenderassociation.org



CCL Growers Association
centralcoastlavender.com



Sequim Lavender Growers Association
sequimlavender.org



Great Lakes Lavender Growers Association
greatlakeslavendergrowers.org



United States Lavender Growers Association
uslavender.org



Notes:

Notes:

Sketch your Plan

A large grid of graph paper for sketching a plan. The grid is composed of 20 columns and 20 rows of small squares, with thicker lines every 5 columns and 5 rows to create a larger-scale grid.

Sketch your Plan

