

BLOG OR JOURNAL ENTRY: Centerpiece or Bouquet

HEADLINE: 5-6 word title to emphasize main message

Examples: **Inspired by Nature - in a Vase**
Foliage for All Seasons
A Passion for Peonies
Hand-Gathered for a Spring Bride

SUB-HEAD: 1 Sentence to “Sell it”

Examples: *Romantic hellebores brighten the garden during the grayest season*
The Dahlia is Trending Thanks to Farmers and Florists Who’ve Popularized This
Near-Perfect Late-Summer Cut Flower

HOW THE HEADLINE/SUBHEAD WORK TOGETHER:

Oregon’s Organic Wedding Flowers

Joan Thorndike grows cut flowers for weddings and flower shops in Oregon’s agriculturally-rich Rogue River Valley

FLORAL NOTES

Musically-inspired bouquets reflect a Wine Country florist’s operatic background

By: Your name

Photo credit(s):

OPENING SENTENCE (various ways to start the story):

1. What is the key point?
2. What is a universal or timeless concept?
3. What action are you asking reader to do? (Learn, Make, Visit, etc.)

Example: *I was lured to Alaska by peonies.*

SUPPORTING STATEMENT (one or more):

Example: You probably didn’t think it was possible to use the words *Peonies* and *Alaska* in the same sentence, but guess what?

MORE INFORMATION

Tip, Step, Takeaway Example:

There are acres and acres of peony fields, flourishing in June and July as far north as Fairbanks (Latitude 64). A little further south, peonies bloom in Homer until August and even early September. The cool thing about this chilly state is that an intrepid group of farmers is making a cut flower industry possible. These flower lovers have seized the opportunity and created a market for their lovely crops at the exact same time when a huge percentage of weddings takes place in the Lower 48.

WRAP IT UP:

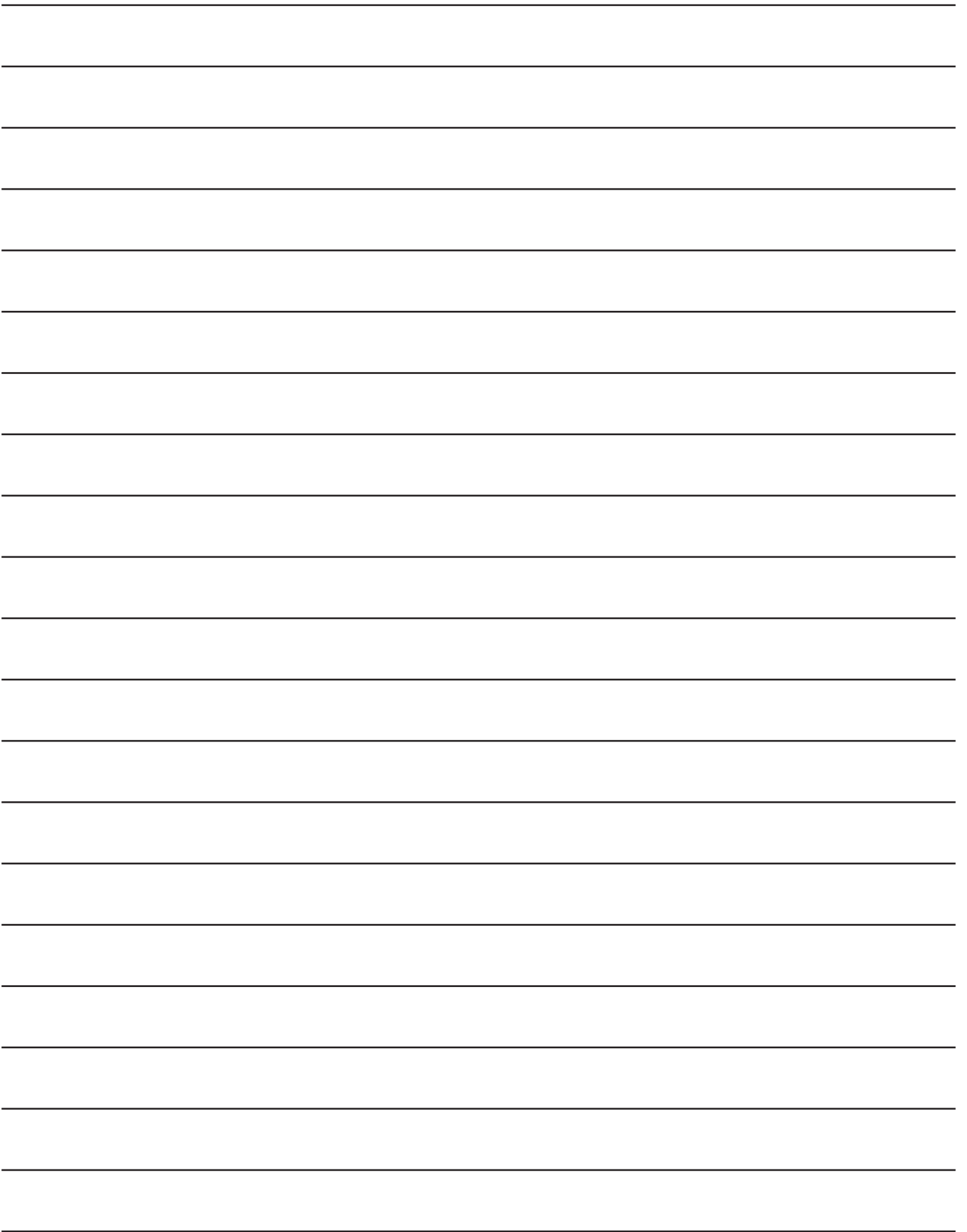
Challenge, Encouragement, Enticement, Invitation:

The growers typically harvest to order, fulfilling online requests, phone calls from anxious DIY brides, faxes from desperate floral designers — all who have joined the peony gold rush. Alaska has what they need. The flowers are harvested in the cool mornings or late in the day, stored in buckets of water and placed inside coolers large or small. The packaging is thoughtfully done. Stems of peonies “in bud” are swathed in soft quilt batting and arranged carefully in long boxes where there’s space for an ice pack or two. Then off they go, sent overnight so the recipient can enjoy his or her flowers as quickly as 24 hours after they were cut. What are you waiting for? These are must-have peonies!

MORE RESOURCES/DETAILS:

How can you find Alaskan peonies?





BLOG OR JOURNAL ENTRY: Flower or Plant

HEADLINE: 5-6 word title to emphasize main message

Example: **Dazzling Dahlias**

SUB-HEAD: 1 Sentence to “Sell it”

Example: *The Dahlia is Trending Thanks to Farmers and Florists Who’ve Popularized This Near-Perfect Late-Summer Cut Flower*

By: Your name

Photo credit(s):

OPENING SENTENCE (various ways to start the story):

1. What is the key point?
2. What is a universal or timeless concept?
3. What action are you asking reader to do? (Learn, Make, Visit, etc.)

Example: *Move over, roses.*

SUPPORTING STATEMENT (one or more):

Example: Dahlia is staging a comeback as queen of both the cutting garden and the centerpiece.

MORE INFORMATION

Tip, Step, Takeaway Example:

Once considered old-fashioned, she’s now the darling of hip designers and Instagram’s floral rock stars. Flower lovers can’t get enough of this alluring bloom, which practically arranges itself, making every customer a savvy designer. These flowers have been called luscious, breathtaking, decadent and bewitching. Design attributes are many, thanks to the dahlia’s symmetrical form, versatile sizes, vivid color ranges and tendency to bloom prolifically.

WRAP IT UP:

Challenge, Encouragement, Enticement, Invitation:

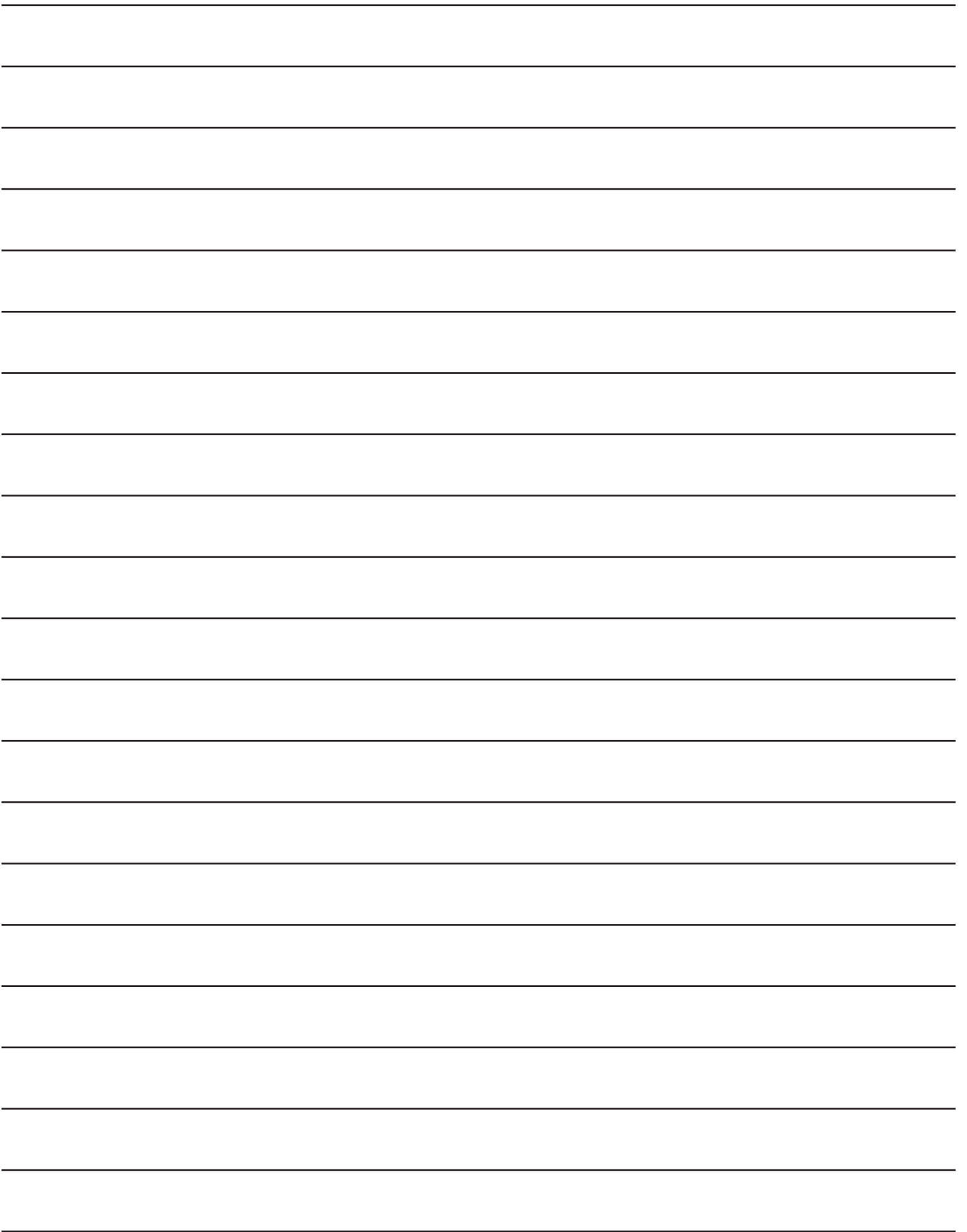
Dahlia flowers range from compact pompons to frilly water lilies to aptly-named dinner plates — so large that a single flower measures 10-inches across. Once cut, dahlias generally have a three- to four-day vase life, and the smaller ball-shape varieties last even longer.

MORE RESOURCES/DETAILS:

Dahlia Care Tips

- Keep Dahlias cool with refrigeration versus displaying in warm or sunny areas
- Keep stems hydrated with fresh water
- Wrap bunches to protect petals from being creased or broken
- Educate customers to re-cut the stems when they bring bouquets home and regularly refresh the vase water
- Once cut, vase life ranges from three to four days for larger Dahlias; up to eight days for ball-shaped Dahlias.





BLOG OR JOURNAL ENTRY: Personal Memoir or Essay

HEADLINE: 5-6 word title to emphasize main message

Example: **My Mother's Day gardening project**

SUB-HEAD: 1 Sentence to "Sell it"

Example: *The long life of a vintage wicker chair endures for one more chapter*

By: Your name

Photo credit(s):

OPENING SENTENCE (various ways to start the story):

Flashback to a setting, incident or scene you remember.

Example: *Ever since I can remember, I was in love with a 3-piece set of wicker furniture that stood inside the enclosed porch of my grandmother Helen Winslow Ford's home in Hammond, Indiana.*

SUPPORTING STATEMENT (one or more):

Explain WHY that opening sentence resonates or comes full circle to your situation today.

Example:

After I wrote the above paragraph, I started asking myself "what was it about the wicker porch furniture that tugged at my heart?" Vintage wicker somehow symbolizes all the feelings of comfort, care and love that I always felt at Grandma's house. Those emotions continued with my own mother and the home she created and kept for her family. And now, maybe I can emulate those traits here in my grownup life, for the husband and sons I care for.

MORE INFORMATION

A personal memory, reminiscence or family lore. Touch on the Who, What, Where & How

That timeworn wicker – a love seat, arm chair and rocking chair – made its way from Grandma's home on Florence Street to my mother Anita Ford Prinzing. I first remember seeing the pieces in our Portland, Ore., house (perhaps Mom inherited the furniture after Grandma passed away – I'll have to ask her).

CONNECTIONS

What meaningful connection, lesson or insight can you draw?

When my mom passed along Grandma's 1940s wicker porch set, I knew that the slightly unraveled rocking chair was destined for a new role in my garden. So two weekends ago, on Mother's Day, I started creating a sedum seat for the cherished rocker.

WRAP IT UP:

A total negative from my mother's point of view (the shredded wicker arm reminded her that a childhood dog had gnawed on the arm and practically ruined it for comfortable use), I decided to use the gaping void as a spot for more succulents. I don't remember much about her family pet other than that the dog's name was Sue-Sue. According to Mom, my grandfather used to open the front door and call out to the dog: "Oh, Susanna!" That's a silly story, but I remember it made me laugh as a girl.

(OPTIONAL) READER TAKEAWAY

After giving Grandma's wicker chair a fresh coat of herbal green paint, I was ready to turn the family hand-me-down into an ornamental garden feature. Here's Part Two of my Mother's Day gardening project, which illustrates how to prepare and plant the chair.

OTHER PROMPTS FOR CONCLUDING A PERSONAL MEMOIR:

Give a challenge to yourself or reader

Find a universal message or lesson to share





BLOG OR JOURNAL ENTRY: Tour, Event, Profile, Installation, Art

HEADLINE: 5-6 word title to emphasize main message

Example: **In My Backyard**

SUB-HEAD: 1 Sentence to “Sell it”

Example: *A visit to the Rhododendron Species Botanic Garden*

By: Your name

Photo credit(s):

OPENING SENTENCE (various ways to start the story):

Entice the reader with a promise/hint of what’s to come

Example: *Yes, I’ve moved to the suburbs, with all the cliché trappings you can imagine, but . . . there is also a world-class public garden just a few miles from my new home.*

SUPPORTING STATEMENT (one or more):

Explain WHY that opening sentence resonates or comes full circle to your situation today.

Example:

I’ve visited this garden once or twice before, but now there is no excuse for me to not witness the stature of its native evergreen trees, the graceful gesture of the deciduous understory dogwoods and Japanese maples, or, the namesake rhododendron collection in all four seasons.

MORE INFORMATION/SET THE SCENE:

At the Rhododendron Species Botanic Garden, even the person who’s ambivalent about rhododendrons and azaleas will be enchanted by the beauty of these specimens.

Home to one of the largest collections of species rhododendrons in the world, the garden displays over 700 of the more than 1,000 species found in the wilds of North America, Europe, and Asia, as well as the tropical regions of southeast Asia and northern Australia. Conservation has come to be a primary importance in recent years with the destruction of Rhododendron habitat in many areas of the world.

LESSONS/TAKEAWAY:

What do you want the reader to learn/remember?

I stopped by yesterday, paid \$8 for admission and then decided to pay \$30 more to become a member. I can now visit for free all year long and bring one guest with me anytime. What a great excuse to get outdoors and wander the 22 acres of botanical beauty.

Rhododendron is Greek for “rose tree,” and I kind of like that. My friend Sue Goetz just posted a photo of a pink-flowering rhody on her Instagram feed with her suggested adjectives: Luscious, blousy, florid, flamboyant.

WRAP IT UP:

A footnote: The RSBG has a fantastic nursery where you can purchase rare and unusual rhododendrons (hybrids and species), as well as companion plants that prefer similar conditions, such as shade (dry or wet) and moderately mild Pacific Northwest winters. I came home with no fewer than eight perennials and I’m so excited to add them to my new garden. No rhody’s yet — still thinking about those.

