



Gardening in a Changing Climate

September 27-28, 2024
Virtual Conference



WSU Extension Master Gardener Program



WASHINGTON STATE UNIVERSITY
EXTENSION



MASTER GARDENER
FOUNDATION
OF WASHINGTON STATE

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Event Information

The [WSU Extension Master Gardener Advanced Education Conference](#) attracts Extension Master Gardeners and gardening enthusiasts from 39 counties and one tribal location across the State of Washington and beyond, providing them with an opportunity to enhance their educational and gardening skills.

This conference offers continuing education credits for WSU Extension Master Gardeners through plenary sessions and 35 advanced education classes. Notably, the event is open to the public. The virtual conference is scheduled to take place on September 27-28, 2024.

Anticipated attendees include approximately 400-450 WSU Extension Master Gardeners and gardening enthusiasts seeking education in research-based horticultural and environmental stewardship practices.

About Extension Master Gardeners

The Master Gardener Program is a [Washington State University Extension Program](#) within the College of Agricultural, Human, and Natural Resource Sciences (CAHNRS). Founded in 1973 by WSU Extension agents from King and Pierce Counties, the Master Gardener concept has been replicated across the United States and Internationally. Today, there are 100,000 certified Extension Master Gardeners.



From the outset our mission has been to engage university-trained volunteers to empower and sustain diverse communities with relevant, unbiased, research-based horticulture and environmental stewardship education. Through our efforts, we teach best practices for creating sustainable landscapes to enhance and protect natural resources and to improve the health and well-being of individuals and communities.

As a [land-grant university](#), Washington State University has responsibilities to teach, research, and extend knowledge to all people. The Extension Master Gardener Program, launched in 1973 by WSU, is one way that land-grant universities fulfill those purposes.

Partners to Further the Mission

In collaboration with the [WSU Extension Master Gardener Program](#) and the commitment of WSU Extension Master Gardener volunteers, the [Master Gardener Foundation of Washington State](#) organizes an annual Advanced Education Conference. This conference is a key initiative aimed at advancing the training of volunteers, keeping them updated on cutting-edge horticultural science.

Our commitment to hosting this educational event is driven by the goal of providing communities with Extension Master Gardeners who can offer innovative, unbiased, and scientifically supported advice. By doing so, we ensure that individuals reaching out to their local Extension Master Gardeners receive the highest quality guidance and expertise.



2024 Keynote Speaker



We are pleased to announce our 2024 keynote speaker, [Rebecca McMackin](#)!

Rebecca McMackin is an ecologically obsessed horticulturist and garden designer. She's been awarded the Harvard Loeb Fellowship and is in Cambridge studying ecological design and science communication.

She spent the last decade as Director of Horticulture of Brooklyn Bridge Park, where she managed 85 acres of diverse parkland organically and with an eye towards habitat creation for birds, butterflies, and soil microorganisms.

Rebecca grew up gardening on an old farm in Connecticut, but only became a professional at 30 when, disenchanted with academia, she moved to Brooklyn to garden for NYC Parks. She was soon the head gardener at historic Washington Square Park, where she learned the fine art of maintaining a display bed amid the chaos and excitement of one of the busiest parks in the country. She began managing Brooklyn Bridge Park just after it opened in 2010 and built out the horticulture department to a passionate and efficient operation that developed management strategies used by people across the continent. She cares a lot about ethical labor management and sees her work as a public servant to steward the land, care for the commons, and help the horticultural realm provide rewarding careers for a wide variety of gardeners.

In her imaginary free time, Rebecca lectures and writes about landscape management and pollination ecology, as well as designs the occasional garden. She was VP of the Metro Hort Group in NY and has served on the boards of the Ecological Landscape Alliance and the Torrey Botanical Society. She taught many classes at the Brooklyn Botanic Garden and the New York Botanical Garden. Her writing has been published in the New York Times, the Landscape Institute, and the Ecological Landscape Alliance. Her work has been featured on PBS's Garden Smart, Margaret Roach's A Way to Garden, and Jennifer Jewel's Cultivating Place.



Rebecca holds a M.Sc. in Biology from the University of Victoria, and a M.Sc. in Landscape Design from Columbia University. She plans to eventually move to Connecticut with her husband, Christopher Roddick, their 7 year old, and rescue dog, Winterberry.

Thank you for your interest in supporting the 2024 WSU Extension Master Gardener Advanced Education Conference!

The 2024 WSU Extension Master Gardener Advanced Education Conference offers a prime opportunity for your organization to actively contribute to the success of this event. With over 400 attendees, including Master Gardener volunteers, program coordinators, and the gardening public, the conference serves as a platform for research-based horticultural and environmental stewardship education. Attendees also earn required continuing education credits through the offered classes.

The invaluable support of organizations like yours is crucial for the realization of this essential educational program. By becoming an engaged sponsor, your organization stands to gain:

- Strengthened prominence as a leader in the gardening community
- Increased brand recognition and exposure
- Enhanced product knowledge
- Expanded outreach opportunities

HOW TO SPONSOR



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SPONSORSHIP LEVELS AND BENEFITS	PLATINUM \$3,000 +	GOLD \$1,500- 2,999	SILVER \$750- 1,499	BRONZE \$250-749
Sponsorship of Keynote				
Brief speaking opportunity (10 minutes) at conference – if sponsorship is received by September 1st				
Premium placement of logo and link to your organization’s homepage on conference and foundation websites				
Complimentary registration(s) – includes full virtual conference participation	4	2		
Sponsorship of conference sessions (your choice on a first come, first served basis)	6	4	2	
Acknowledgement on conference and foundation home pages with logo and link to your organization homepage				
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Acceptance of sponsorships is at the sole discretion of the Master Gardener Foundation of Washington State.



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