

Perennials star on Netflix, Perennial Diva inducted to the Hall of Fame



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COMING UP THIS WEEK:

Broadening Our Vocabulary
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Perennials Featured on Netflix

Perennial PULSE

News and commentary on the global perennial plant market



Rudbeckia 'Treasure Trove'
New to Proven Winners Perennials
for 2025-2026!



Broadening Our Vocabulary

I understand this is kind of an unusual opening, but I'm going out on a limb here and selected **adjudication** as the word of the week. Hang in there, I don't anticipate this to be a regular feature of the newsletter and you'll soon see why I've chosen this word.



First, let's look at what adjudication means. According to the Merriam-Webster dictionary, adjudication is the act or process of adjudicating a dispute. It's essentially the act of reaching a judgment. Some sources define it as: that which has been chosen, or can potentially be chosen, among a variety of choices. There you have it,—multiple definitions for adjudication and hopefully I've introduced a new word into some of your vocabularies.

Although adjudication is largely used when referring to legal matters, I'd like to use the last definition (that which has been chosen, or can potentially be chosen, among a variety of choices) here. As you'll soon see, this week's diagnostic challenge is a special one and requires your participation. I need your input to supply the choices to adjudicate the cause of the issue. Am I reaching out a little far here? Alright, it's time to move along ...



What's Happening Here?

One of our anonymous subscribers sent me some pictures that should be featured in the currently unpublished "Stump the Expert" section of the newsletter. Take a look for yourself:



I think you can clearly see the weird discoloration on the echinacea flower petals. Here's a closer view of some of the more symptomatic blooms:



I do have a few ideas, but not a solid enough answer to bet the farm on. This is where you come in. Have you seen this odd phenomenon on echinacea flowers in the past? Did you have it diagnosed? If so, I'd like to hear from you. Even if you haven't, I'm open to hearing your thoughts as to what might be causing this flower distortion.

Okay, this is where I try to tie the knot in my own cheesy way. I'd like to use your input to help solve this dilemma for a fellow *Perennial Pulse* subscriber. Your ideas will be used for adjudication (that which has been chosen or can potentially be chosen, among a variety of choices). Your replies and comments are the potential choices we can use to help solve this unknown phenomenon. I'm not sure if I even used the word properly, but please just let me run with it.

The time has come for me to ask, "What's happening here?" It's not mandatory, but if possible, I'd like to get your input. Please email your thoughts and ideas to me at ppilon@perennialsolutions.com. I'll compile the answers and we'll see if together we can solve this great mystery. Be sure to read the next issue in early September to see the results of this month's challenge. Thank you in advance for your help.



Congrats to the Perennial Diva!

The perennial industry's own Stephanie Cohen, AKA The Perennial Diva, was recently inducted into the Garden Communicators (GardenComm) Hall of Fame.

Stephanie took her hobby and love of houseplants and pursued a degree in horticulture from Temple University Ambler. From there she began working for the university where she taught, designed the Temple Gardens and was the founding director of the Ambler Arboretum.

After her time at Temple University Ambler she's done many things, such as spending 21 years at Waterloo Gardens where she had many roles over that time, including managing the company's marketing. Stephanie has appeared on local cable TV, PBS and QVC. She was and still is a garden lecturer and writer, and contributes content to numerous trade and consumer magazines.

The Perennial Diva has authored several best-selling books including "Fallscaping," "The Perennial Gardener's Design Primer" and "The Nonstop Garden." She's won numerous awards for her accomplishments and contributions to this industry.



I could go on and on, but I think you can tell she's a passionate and giving person who undoubtedly earn her rightful place in the Garden Communicators Hall of Fame. With that being said, I congratulate you, Stephanie, and truly thank you for the countless ways you've promoted and positively influenced horticulture.



New to the Market Forum

The Southern Nursery Association (SNA) is partnering with the Perennial Plant Association (PPA) on a new virtual experience called "New to the Market Forum." The first edition titled, "Meet Your New Favorites: New Plant & Products Review," premieres on August 26, 2020.



Learn about new products and plants, such as the **Monarda Berry Taffy** from Walters Gardens, shown here.

Participants will learn about new plants and products from several of our industry's top companies. Check out who's on the agenda for this first virtual event:

- A.M.A. Horticulture, Inc.—Craig Willett
- Darwin Perennials—Leland Toering
- DeVroomen Flower Bulbs & Perennials—Jack DeVroomen
- Pacific Plug & Liner—April Herring
- Plants Nouveau—Angela Treadwell-Palmer
- Terra Nova Nurseries
- Walters Gardens—Hans Hansen

As you can see, this is a pretty impressive lineup. The forum is from 3:00 to 4:40 p.m. Eastern on Wednesday, August 26, 2020. An optional Happy Hour will follow the forum. The event is open to the public and is free to PPA and SNA members (non-member cost is \$45).

You can register for the New to the Market Forum here: perennialplant.org/page/VirtualEdition.

Perennials Featured on Netflix

That's right, several perennials bred by Terra Nova Nurseries will be making their Netflix debut. Four heucheras—Fire Alarm, Marmalade, Obsidian and Paprika—will all be starring in the streaming service's original series, “The Big Flower Fight.”

This isn't a prank I've put together. “The Big Flower Fight” is a real show that pits 10 pairs of florists, sculptors and garden designers against each other in a new thematic garden sculpture challenge each week. In an upcoming episode, contestants on the show used these heuchera cultivars in several of their creative displays. (There was even an argument involving the heuchera. Nothing more exciting on TV than a little plant drama.)



Contestants Sarah Campbell and Jordan Marx used all the supporting cast of heuchera in their giant evergreen garden gnome shown above. You can see the Garden Gnome and the other displays arranged using Terra Nova's heuchera cultivars in Episode 7 (Green Giants) of Season 1 on "The Big Flower Fight" only on Netflix. I always knew these heuchera had great potential ...

Thanks for reading this edition of *Perennial Pulse*. My email is ppilon@ballpublishing.com if you have any comments or suggestions.

Take care,

Paul Pilon

Editor-at-Large - Perennial Pulse

Perennial Consultant - [Perennial Solutions Consulting](#)

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