

# Author encourages gardeners to follow own inclinations

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a plant closet, plants take priority over design, Mrs. Fox said.

"I would like to be more interested in design because I think design is important, but I love plants. If I see a plant I really want to try, I'll find a place for it, which is absolutely the opposite of what you should do, which is to have a plan in mind and find the plant that goes with it."

She encourages others to follow their own inclinations.

"People shouldn't feel they should have to grow what the magazines say or what the neighbours are growing. Gardening should be joyful and personal."

"It's nice to see gardens and container plantings that are wild and wacky. You might not like them, but if a person derives pleasure out of them, that's what gardening is for."

Mrs. Fox is largely self-taught, gathering her information from books and magazines as well as workshops and seminars, and

has attained the industry designation of master gardener.

With a background in journalism, she evolved from a writer interested in gardening to a gardener interested in writing.

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After working at a community newspaper then freelancing between her first and second child, Mrs. Fox began with Canadian Gardening on its first issue in 1990, also as a freelancer. She left 10 years later from the

position of editor, because she wanted to garden more and take correspondence courses.

Of her time at Canadian Gardening, Mrs. Fox said, "It was wonderful. I could have my hobby at home (gardening) and go to work and still have it."

With *The Potted Garden* published, Mrs. Fox is developing a website for gardening enthusiasts (www.gardenmaking.com) with an eye toward a newsletter for the fall. In addition, she is close to completing her horticultural design diploma through the University of Guelph.

While Mrs. Fox is the only gardener in her family, she describes her husband, 16-year-old daughter and 21-year-old son as "tolerant and appreciative" of her pastime.

"My husband digs the large holes and packs up the pots at the end up the season," she said.

Mrs. Fox will be signing copies of *The Potted Garden* March 24 from 1 to 4 p.m. at Kate's Garden at Hwy. 7 and McCowan Road.

# Key is making media's job easy

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Throughout her 20-year career, Ms Sommers has been both exhilarated and exasperated with the media.

Once, the sponsor of a workshop held in a church basement set up an area for TV cameras. "I said I thought a TV camera would never show up at the event. Two showed up."

At another event, seven TV stations booked to cover an exhibition launch. Not one showed up.

The onus for avoiding that kind of disappointment falls with the person or agency wanting coverage, she said.

She encourages media relations people to sit down with the media at the outset of a campaign, explain what they want and ask how to make their jobs easier.

"That is the key to the media," she said. "They are short on staff, short on money. The client needs to know how to work with them."

When media don't show up, the person wanting exposure must follow up, Ms Sommers said. "That's where most people fall down ... They don't keep in touch with the media. They don't take the responsibility of making that ongoing relationship."

Media coverage from an objective third party carries more credibility than advertising and is therefore worth three

to seven times more, she said.

In her book, Ms Sommers takes readers through the steps of developing a media campaign, from research to evaluation. In between, she uses Canadian case studies, including two from non-profit organizations, to illustrate her advice.

Working on the book drew her back to writing, Ms Sommers said. Now, in addition to everything else, she writes a monthly column for a public relations newsletter on the Internet.

Her heart lies equally with writing journalism and public relations speaking, Ms Sommers said, adding she would like to present her workshops outside the country.

In the meantime, she believes misconceptions about the media can change, given time, effort and education.

"The more people understand that it's a long-term commitment (a media relationship), I think that's when things will change."

*Building Media Relationships*, \$36.95, is sold at the YMCA Markham Business Centre, 4855 14th Ave. Ms Sommers is donating 20 per cent of proceeds to the YMCA Community Fund. She is signing copies of her book at the centre Tuesday from 11 a.m. to noon. She will also be appearing from 7 to 8:30 p.m. at area Chapters stores: April 11 at the Yonge Street and Steeles Avenue store; April 18 at the Hwy. 7 and Woodbine Avenue location.

# Registration

**YOGA**  
Awaken, Stretch, Energize  
Six Classes in this Ancient Discipline  
Starts Tues., Mar. 19th or Thurs., Mar. 21st  
9:30 to 10:40 a.m. or 7:30 to 8:40 p.m.  
Please register by Monday, Mar. 18th  
Call Anne Taylor, (905) 475-3742 today.

**Markham Tennis Club**  
Open Registration - Summer 2002  
Date: Saturday, March 23, 2002  
Time: 10am - 2pm  
Location: In the lobby of Centennial Arena  
McCowan Rd & Bullock Dr.  
(across from Markville Mall)

- Information available on houseleague, competitive play and singles ladder
- Ask about our great Junior program, including Tennis Camps in July and August
- Meet Tennis Canada certified Club Pro Mike Neuber for Junior and Adult lessons
- Call Scott at the MTC hotline 905-472-5569 for more information!

**Ski & Snowboarding SEASON PASSES 2002/2003**

**20% Off to March 31/02**

<b>Weekday</b>		Monday to Friday	
Adults (19 & over)	\$186	\$149	
Youth (6-18)	\$107	\$85	
<b>Weeknight</b>		Monday to Friday	
Adults (19 & over)	\$169	\$135	
Youth (6-18)	\$99	\$79	
<b>Weekday &amp; Night</b>		Monday to Friday	
Adults (19 & over)	\$249	\$199	
Youth (6-18)	\$149	\$119	

5 yrs of age and under free  
Subject to availability. Prices may change without notice.  
Not valid Christmas holidays or Club event days.  
Certain restrictions may apply. No refunds.

**SKYLOFT SKI & COUNTRY CLUB**  
(905) 649-5160 x305

**Unionville - Milliken Soccer Club**  
Rep. Tryouts for Boys and Girls Teams  
Outdoor Season 2002  
Milliken Mills Soccer Dome during March  
Please Note: No fee for tryouts  
Contact the Coach directly for dates and times

**UNIONVILLE-MILLIKEN GIRLS REP 2002**

OYSL	U18	Greg Stamkos	905-940-0601
CGSL	U10	Sam Lacava	905-477-8368
	U12	Keith Wasylik	905-477-3127
	U14	George Babiolakis	905-477-0719
	U15	Bill Markos	905-201-8244
	U16	Sam Nicolosi	905-887-9049

**UNIONVILLE-MILLIKEN BOYS REP 2002**

OYSL	U17A	Rick Rosemin	905-471-6843
CSL	U10	Charles Grant	905-472-8336
	U12	Carlos Nicholls	905-201-0308
	U13	John Gonsalves	905-294-7426
	U14	Leon Williams	905-887-4346
	U15	Andy Wong	905-887-9786
	U16	John McLaren	905-472-5009
	U17B	Mario Morra	905-472-5924
YRSL MINI	U8	Kevin Kerr	905-477-4663
	U9A	Glenn Bernard	905-882-1882
	U9B	Linton Valentine	905-471-0744
	U10B	Keith Rouse	905-887-8994

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**Let's Play Ball!**

**Crosby Memorial Arena & Mount Joy Arena - lobby**  
16th Ave., east of #48 - behind Brother Andre  
Saturday, March 23, 2002  
10 am - 1 pm

T-Ball, 5-Pitch & Fastpitch Divisions open to youths born in 1983-1997, at any skill level.  
House League plays from May to mid September  
Full uniform, Photos, Skill development clinics,  
Weekly game (same night), Trophy, 2 Tournaments

Select Division ages 8-19!  
Sponsors & Coaches are needed.  
Call for info & a Summer of FUN!  
905-470-9996  
e-mail: [umsa@interlog.com](mailto:umsa@interlog.com)

**MARKHAM RAIDERS Minor Football Association**  
Markham Raiders Minor Football Association is holding  
**OPEN REGISTRATION**  
for all levels of players on  
Saturday, March 23rd,  
at Centennial Arena from  
10:00 a.m. to 12:00 noon  
in the main lobby of both  
Centennial Arena and  
Thornhill Community Centre.  
For more information call,  
**(905) 201-8763**