

August 2019

Dear Friend,

You may have noticed a few changes at MSHS in recent months, starting with an office move in June. We are committed to being good stewards of the natural environment and the Society's resources, and this move reduces overhead costs, minimizes our carbon footprint, and encourages staff to spend more time out in the community with members, partners, and program participants. Our internal team is smaller, too. Although this has been the most difficult change, it has allowed us to harness the best expertise in our community so that we can better serve you.

You will also notice some changes in our space at the Minnesota State Fair. We overhauled our booth to make room for new, gardening-focused merchandise, including tools endorsed by experienced gardeners, garden-themed t-shirts and a fun display about growing ingredients to make your own cocktails, mocktails, and smoothies. We are also strengthening our digital presence, offering more free gardening webinars for members, digital membership cards, and a refreshed website that will continue to evolve and offer more resources to help you grow as a gardener.

Rest assured, the key pillars of our business plan remain the same. We are working toward the same community-oriented mission to serve our most important constituents, cold-climate gardeners like you. We are collaborating with the same dedicated editorial magazine team, committed to bringing you the quality content you look forward to every other month. We continue to value partnerships with our incredible friends, members, donors, advertisers, discount partners, and supporters in the green industry. And, we are providing the same signature outreach programs, Garden-in-a-Box and Minnesota Green, which are growing more gardeners this summer than ever before.

We are deeply grateful for your membership, volunteer, and financial support, which is why we are reaching out to explain what these changes mean. Our ongoing evaluation of MSHS goals and programs is focused on what matters most – bringing gardening education and resources to you. Our enhanced operational efficiencies mean more of your gifts and membership dollars directly support Garden-in-a-Box, Minnesota Green, and *Northern Gardener* magazine. A turbo-charged State Fair booth sparks more engagement with millions of fairgoers. An updated website and growing webinar series make gardening education more accessible to an ever-expanding audience, not only in the Twin Cities metro area, but also throughout Minnesota and beyond.

Thank you for your continued support. Please stop by our new Roseville office anytime and visit us in The Dirt wing at the State Fair. We are working hard to grow with you.

Sincerely,



Mike Heger
MSHS Board Chair