

Contributor Guidelines

ARTICLE CONTENT

The ACS Conifer Quarterly welcomes articles on any subject related to conifers. When developing your article, keep in mind the threefold mission of the Society:

The development, preservation and propagation of conifers, with an emphasis on those that are dwarf and unusual.

The standardization and clarification of conifer nomenclature and the proper registration of new cultivars.

The education of the public—a continuing effort to explain and promote the value and use of conifers in the garden.

The primary audience is the hobby gardener, but our membership ranges from the novice to the expert.

The Conifer Quarterly publishes articles of varying length on the following topics:

- Profile of a conifer genera, species and cultivar
- Conifer collections in public or private gardens
- A novel technique for conifer propagation or care
- Relevant books and scientific research, reviewed in layperson's language
- Notable plantsmen and women
- Landscape design using conifers
- Companion plants for conifer gardens
- Other topics: contact conifereditor@yahoo.com.

All article submissions must include:

- Both scientific and common names for plant references
- Your complete contact information (address, phone and e-mail)
- A brief description of yourself as the author, to appear at the end of the article.

SUBMISSION DATES

Issue Deadline to submit articles

Summer May 15

Fall August 15

Winter November 15

Spring February 15

CONTACTING THE EDITOR

Articles and images can be accepted by mail or e-mail.

Mail CD-R, Zip or floppy disks to:

Ron Elardo

Editor, *Conifer Quarterly*
conifereditor@yahoo.com

SUBMITTING ARTICLES AND IMAGES

Text file formats: Three acceptable file formats are Microsoft Word (.doc), Text (.txt) or Rich Text Format (.rtf). If you use WordPerfect, the article must be saved as text (.txt) prior to submission. If you cannot submit your article electronically and must send a hard copy, please mail your typed, double-spaced pages to the address above.

Image formats: Every article can benefit from a great picture. Professional quality slides should be mailed to the editor at the above address. Original sketches and drawings, when appropriate to the subject matter, should also be mailed for scanning by our production team. High-quality digital images can be accepted as e-mail attachments in Photoshop (.psd), TIFF (.tif) or JPEG (.jpg) formats.

IMPORTANT – Digital image resolution guidelines: Contributors who wish to submit digital images must understand the capabilities and limitations of their camera equipment and must verify the pixel resolution of each image before submission. No image less than 900 pixels wide can be considered. A pixel width of 1200 or more is preferred. Keep in mind that pixels will be lost if excess background area must be cropped out.

The reason for this 900-pixel lower limit can be understood by simple arithmetic: a 900-pixel wide image printed at the industry-standard resolution of 300 pixels per inch (ppi) can be printed no larger than 3 inches wide. (900 pixels/inch divided by 300 pixels equals 3 inches.) If you used a low-resolution camera setting to save memory when you took the picture, it cannot be artificially enhanced. The numbers can be changed but the quality will not increase.

In general, images selected for the covers will be published in color, while images used on interior pages will be published in black and white. The editor will make every effort to return original slides and drawings to the sender via First Class Mail after the issue is published. However, the Conifer Society cannot be responsible for materials lost during shipping. Digital media such as CDs will not be returned unless specifically requested within three months after publication.

HINTS FOR CONTRIBUTORS

There is a story in every conifer lover's garden, travels or life experiences. Please share yours!

Try to keep your writing lively and informative. Write in the active voice ("He planted five more hemlocks...") and avoid the passive voice ("Five more hemlocks were planted..."). And don't just tell us something is amazing, tell us why it is amazing. Describe what brings it to life for you.

Compare:

“His shaded conifer garden was amazing.”

vs.

“The owner deliberately placed a bench among the hemlocks and hostas so visitors could experience the purring waterfall.”

Brainstorm to uncover your own story to tell:

How did you become involved with plants? Did any specific person or experience influence you?

How much of your time does your interest consume?

What first got you interested in dwarf and unusual conifers, or conifers in general?

What specific aspect of working with plants do you enjoy most?

What is the funniest thing that ever happened to you when collecting, propagating or planting?

List a few of your favorite plants and give a brief reason why.

Tell us about your current garden. When did you start it? Describe the style and size. How many conifers and what companion plants did you include? What is your soil type and climate?

What personal benefit do you derive from your association with plants and your garden?

Does anyone else share your interest, and if so, what is their participation?

To begin writing, just imagine you are telling the story to a friend you are comfortable with. Write using the same language you would use to describe your garden or a conifer to this person. The Conifer Society membership is eager to hear your story.

Contact conifereditor@yahoo.com with any questions or comments.

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The Conifer Quarterly (ISSN 8755-0490) is published quarterly by the American Conifer Society. The Society is a non-profit organization incorporated under the laws of the

Commonwealth of Pennsylvania and is tax exempt under section 501(c)3 of the Internal Revenue Service Code.

You are invited to join our Society. Please address membership and other inquiries to the American Conifer Society National Office, 175 Charisma Lane, Lewisville, NC 27023-9611. Membership: US & Canada \$38, International \$58 (indiv.), \$30 (institutional), \$50 (sustaining), \$100 (corporate business) and \$130 (patron).

If you are moving, please notify the National Office 4 weeks in advance.

All editorial and advertising matters should be sent to: Ron Elardo, 5749 Hunter Ct., Adrian, MI 49221-2471, (517) 902-7230 or e-mail conifereditor@yahoo.com

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