

ASHS Celebrates Horticultural Science at USA Science and Engineering Festival

The 2nd USA Science and Engineering Festival took place at the Washington, D.C., convention center April 28–29, 2012, and ASHS shared the wonders of horticulture with about 1500 people who stopped by the ASHS booth. Started in 2010 on the National Mall to re-invigorate the interest of our nation’s youth in STEM, the festival attracted 150,000 people to see nearly 3000 hands-on exhibits about science. ASHS has been a proud participant in both festivals.



Special thanks go to ASHS member Carole Bassett, USDA-ARS, and Sylvia DeMar and Mike Neff from headquarters for manning the booth for the weekend. The ASHS exhibit featured Bassett’s

“Orchard in a Jar” display on clonal propagation (very popular with attendees and a great chance to explain what clonal propagation is, and *isn't*, to people young and old). Bassett also demonstrated live-time electrophoresis, with hands-on par-



ticipation by visitors. Additional exhibits included “Horticulture in Space” with educational Space Garden kits generously donated by ORBITEC and “match the seed to the plant” exercise that was popular with young and old alike. Posters were on display throughout the booth showing the diversity of horticulture and career opportunities.



DeMar and Bassett created plant tattoos (temporary) and refrigerator magnets encouraging everyone to “Think Horticulture!” “This is a great opportunity to increase public awareness of horticultural science,” said ASHS Executive Director Mike Neff. “While everyone sees ‘horticulture’ every day of their lives, many are unaware that all the fruits, vegetables, flowers, and landscapes is ‘horticulture’ and that there is a strong science behind it all,” he added. “I thank Carole and Sylvia for all the time and effort in making the ASHS booth a great exhibit,” said Neff.

