The Herb Society of America Mid-Atlantic District Meeting
Will be Held September 27th and 28th, 2019
In Hershey, Pennsylvania

Chocolate..................... and Roses Too!

Plan to Attend!

Make it a Family Weekend – There are Many Attractions in Chocolate Town, USA
Chocolate..................and Roses too!

Everyone knows of Hershey chocolate from “Kisses to Kit-Kat Bars” and beyond! We will be sampling chocolate throughout the weekend, but we also will be concentrating on the gardens overlooking the town of Hershey – especially the Rose Garden, Children’s Garden, and Butterfly Atrium! **We ask that you arrive early Friday to spend time in these gardens.** The entrance is at 170 Hotel Road, Hershey, PA 17033, and the welcome sign will be out (telephone - 717-534-3492). **Be sure to bring your HSA membership card with you – that is your admission ticket into the garden – each card permits one person to enter!** Hours are 9:00 AM – 5:00 PM.

The botanical excellence in this garden provides a real treat for visitors year round! Because of Milton Hershey’s request for a nice rose garden the garden opened in 1937 – it was three and one half acres then. Currently, after years of expansion, it is 23 acres and includes The Rose Garden, The Children’s Garden where children of all ages learn about plants (the hoop house features growing techniques and a contained hive of bees – they exit to the outside), and 11 theme gardens - the seasonal display garden, the herb garden, the Highpoint Garden (old roses), Japanese garden, perennial garden, and a rock garden to mention a few of them. In addition, there is a wonderful Butterfly Atrium housed in the conservatory. Plan to stroll through the gardens, stimulate your senses as you take in the sights, sounds, and aromas, and simply relax in nature. This is a perfect place to escape from the stresses of our daily routines.

When you finish your afternoon of touring, come to the hotel, register for the meeting, and join everyone for a wine tasting and reception sponsored by PA Heartland Unit. Dinner will be on your own Friday evening.

Saturday, we have a full day planned with our District Meeting and three wonderful speakers:

**Megan Talley**, manager of programs and administration at Hershey Gardens, who will speak to us about Milton Hershey and his horticultural legacy.

**Chef John Moeller**, a former White House Chef, who will speak to us about his culinary experiences in the White House and demonstrate how to prepare a wonderful chocolate dessert!

**Christine Moore**, our Curator of The National Herb Garden, who will tell us about “Chocolate’s Rise to Fame”.

Shopping opportunities will abound with several vendors and, of course, we will have lots of fun with our raffle items as we raise funds for our district account.

We are looking forward to a great weekend in Hershey as we share and enjoy herbal learning!

**Lodging Information**

The Holiday Inn Harrisburg, Hershey, 604 Station Road, Grantville, PA 17028  
(Take exit 80 from Interstate 81 for PA 743 toward Grantville/Hershey)

The Herb Society has reserved a block of rooms at this hotel which is also the site of our Friday evening reception and Saturday meetings. Rooms are $115.00 per night. To make a hotel reservation use our rate code **HRB. Call 717-469-0661**.

**Other** – Because Hershey is a popular vacation spot there are many other hotels readily available.

**Restaurants**

**In addition to the hotel restaurant, there are many really good options. You might consider:**

**Hershey Pantry, 801 E. Chocolate Ave. Tel. 717-533-7505**  
American, Vegetarian Friendly, Vegan

The Chocolate Ave. Grill, 114 W. Chocolate Ave. Tel. 717-836-0888  
American, Continental, Vegetarian Friendly
Things to Do in Hershey

While there are a multitude of things to do in Hershey, in addition to The Hershey Gardens that we don’t want you to miss, we have selected four top rated sites to visit. We realize that you will have to return to Hershey many more times to see it all!

Antique Automobile Club of America Museum, 161 Museum Drive, Hershey, PA

Telephone -717-566-7100

The AACA Museum opened to the public in June of 2003 and is dedicated to telling the history and preserving vintage automobiles. The AACA museum offers hands-on activities for those of all ages. The galleries hold a collection of antique automobiles, motorcycles, model trains and buses. The museum offers self-guided tours with gallery docents available for questions or further discussion. Special exhibits include Whitney Houston's 1986 Rolls Royce Silver Spur Factory Limousine; the Lakeland Bus from award-winning movie Forrest Gump; and From Roads to Rails Custom Model Train Display. The museum is open daily and offers complimentary parking.

Troegs Brewing Company, 200 E. Hershey Park Drive, Hershey, PA 17033

Telephone – 717- 534- 1297

Tröegs Brewing Company was founded by Chris and John Troegner, and since 1997, the brothers have been handcrafting world-class beers. “While only available in the Mid-Atlantic region, Tröegs Brewery is known nationwide for their award-winning Troegenator Double Bock, highly-desirable seasonal releases like Nugget Nectar and The Mad Elf, and brewery-only beers like the Scratch and Splinter series.” Their brewhouse is located in a 5,000 square foot tasting room that opens onto a beer garden. “Visitors are able to observe the brewing process firsthand and take a self-guided tour along a window-lined hallway for a close-up view of the entire brewery.”

Hershey Theater, 15 E Caracas Ave, Hershey, PA 17033-141

Telephone - 717-534-3405

The theater was conceived by Milton Hershey in the early twentieth century. The plans were drawn in 1915, and the theater was built between 1929 and 1933 as a part of Mr. Hershey’s “Great Building Campaign” of the great depression. The ornate architecture is spectacular, and the Aeolian-Skinner organ has over 4,000 pipes! Anyone visiting Hershey, PA, should make a visit to the Hershey Theatre. See a performance or call ahead and request a backstage tour. Many reviewers state that this theater is a “must see” experience.

The Hershey Story, 63 W Chocolate Ave, Hershey, PA 17033

Telephone - 717-534-8939

To gain an understanding of the many aspects of Hershey, this would be the place to begin. Answers to numerous questions are to be found:

- How did Milton Hershey go from bankruptcy to brilliance, transforming chocolate from a luxury to an everyday treat?

- How did he invent a community?

- Why did he give away his fortune?

At this museum you can participate in a 45-minute, hands on class in the Chocolate Lab and sample warm drinking chocolate from around the world at Tastings. Delicious treats are available from the Pantry Café, and a unique assortment of keepsakes and chocolate are in the Museum Shop.
2019 Mid Atlantic District Meeting – Hershey, PA

September 27\textsuperscript{th} and 28\textsuperscript{th}, 2019

\textit{Chocolate.........and Roses too!}

Schedule of Events

\textbf{Friday – After touring the Hershey Gardens}

Registration – Hotel Lobby. .............................................. 4:30 to 6:30 PM

Wine tasting (Room 123) and Reception (Regency Suite). .............. 5:30 to 7:00 PM

Dinner is on your own.

\textbf{Saturday}

Registration – Hotel Lobby. .............................................. 6:30 to 8:30 AM

6:30 AM - Restaurant Opens - Breakfast - (remember to take your ticket with you)

7:00 AM – Grande Hallway - Vendors available for shopping

8:00 AM - Doors open to the Grande Ballroom

8:30 AM - HSA Presentation and Mid Atlantic District meeting

\hspace{1cm} Break, Time for Shopping, and Purchasing Raffle Tickets

10:15 – 11:00 AM – Speaker – Megan Talley - “History of the Hershey Gardens"

\textit{Megan is Manager of Programs and Administration at the gardens and has many responsibilities. She assisted with the planning and fundraising for the Milton and Catherine Hershey Conservatory and new educational initiatives for the year-round Butterfly Atrium. She received her B.A. degree in history and communication from Messiah College. Her love of Hershey History was piqued when she interned at The Hershey Community Archives and it continues to grow at Hershey Gardens. She looks forward to sharing the story of Milton Hershey and his legacy of horticulture and roses with us.}

\hspace{1cm} Break While Chef Moeller sets up
11:30 – 1:00 PM – Speaker – John Moeller - White House Chef

John Moeller is a Lancaster, PA, native, and after graduating from high school, pursued culinary arts with studies at Johnson and Wales University in Providence, Rhode Island. After his graduation, he worked in Providence for a few years before moving to France where he studied at the University of Dijon. He worked in fine restaurants and had six months of additional training in Brittany on the west coast of France before returning to the US in 1986. His work in Washington, DC, ultimately led him to serve as one of the Chefs at the White House starting in 1992. He worked for both of the Bush administrations and for Clinton’s. His responsibilities included preparing meals for the First Family and the Official Functions that occurred in the White House and Camp David. In 2010, he moved back to Lancaster to start his own business “State of Affairs Catering” and authored his book, “Dining at the White House” which was released in 2013. In 2014, his book received three awards: Gold for Best Autobiography, Gold for Best Cook Book, and Silver for Best Celebrity Memoir. He also recently opened a fine restaurant in Lancaster called “Greenfields”. We welcome Chef Moeller to share some of his experiences with us, as well as demonstrate how to make his delicious “Chocolate Torte with Raspberry Sauce”.

Break and Book Signing

Last call for Vendor Shopping

1:30 - Lunch – Grande Ballroom

3:00 PM – Speaker – Christine Moore – “A Star is Born: Chocolate’s Rise to Fame (with a few bumps along the way!)”

Christine Moore is the curator of the National Herb Garden at the U.S. National Arboretum and is a member of The Herb Society of America, Potomac Unit. She is a certified arborist (trees can be herbal, too!) with the International Society of Arboriculture. Working in the world’s best public herbal classroom for over 20 years has provided her with countless opportunities to learn new things which she then shares with the garden’s many admirers. Chrissy will highlight chocolate’s journey from humble beginnings in South America to its illustrious presence on the world stage. But no star’s career is without its hiccups, and chocolate is no exception. She will also discuss some of those “character flaws” (always wrapped in pretty foil of course) that have shaped this plant’s mostly stellar reputation.

4:00 PM – Raffle – Coordinated by the Potomac Unit

4:30 – Closing Remarks

If you have questions, contact co-chairpersons:

Joyce Brobst – jebrobst@verizon.net
Barbara Mills – seidelmill@aol.com
Marion Bardman – medithbard@gmail.com
Registration Form
Mid Atlantic District Meeting in Hershey, PA
September 27 and 28, 2019

Please use one form for each person attending

Name

Address

Telephone Cell

Email

Preferred Name for Name Tag

HSA Unit/Units Member at Large (State)

Guest of (HSA Member’s Name)

Note – Remember to Bring your Neck Wallet and HSA Membership Card

Please indicate your choices below and total your registration cost:

Early bird registration including Friday evening reception,
breakfast, lunch and all speakers on Saturday $85.00/person =

Registrations made after August 23, 2019 $95.00/person =

No Registrations will be accepted after September 16, 2019.

Make your luncheon selection:

Rosemary-Dijon Mustard Crusted Pork Loin - pork loin roasted with rosemary

Dijon mustard and garlic and served with a Dijon mustard cream sauce

Chicken Salad - romaine topped with grilled chicken breast, dried cranberries, slivered almonds, tomatoes, and cucumbers. Finished with ranch dressing and barbecue drizzle

Portobello Napoleon – balsamic vinegar marinated vegetables grilled and assembled with fresh mozzarella over light tomato basil broth

Lunch will include:
Rolls and Butter, Tomato Basil Soup, your selected entrée, Chef Moeller’s Chocolate Torte, and Coffee or Tea.

Do you have any dietary restrictions or allergies?

Provide details and phone number for use by the chef

Checks made payable to HSA - PA Heartland should be mailed with your registration to:

Marsden Champaign, 100 Huntington Place, Waynesboro, VA 22980-1557
Email – mchampaign41@gmail.com Telephone 540–949–4525
Completed Early Bird Forms with payments must be postmarked by Aug. 23, 2019.

No refunds will be made after Sept. 13, 2019