PELARGONIUM PUZZLE REVISITED

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Hi Jerry:

Can you tell me more about the "PELARGONIUM PUZZLE" on the back cover of WW46.2 (May 2013)?

I noticed that there's another solution besides the one given on page 162, namely
AGO LUG UMA
   PIG RUE
   LOP PEN ELM
   NOR AIR NIM
This isn't an automorphism of the graph, because e.g. AIR has degree 6 in your solution but degree 4 in this one.

(Of course mirror images give two more solutions. Those four are the only ones.)

I suppose somewhere you've explained coming up with those eleven words (because they happen to have three occurrences of each letter in PELARGONIUM?). Maybe it's also some kind of Steiner system?
Tic-Tac-Toe can also be played on this diagram and can always be won by the first player from any starting position.