Claudia West
Landscape Design Charrette

Field Day At Grelen Nursery

Summer Tour
Private Gardens

More details at www.vnla.org
info@vnla.org 800-476-0055
## Pre-Registration for All Events

Company Name:

Address:

City: State: Zip code:

Cell Phone: Email:

(VSLD members get VNLA Member rates)

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday</td>
<td><strong>Designing Plant Communities Workshop</strong> 1-5 pm</td>
</tr>
<tr>
<td>Thursday</td>
<td><strong>Casual Networking Reception Local Restaurant 5:30-7 pm</strong></td>
</tr>
<tr>
<td>Friday</td>
<td><strong>Buffet Dinner and Music on the patio at The Market at Grelen</strong></td>
</tr>
</tbody>
</table>

**Enter fees for each event you are registering for in the appropriate box(s)**

| Qualifying CEUs |
|-----------------|-----------------|
| 4 CEU           | 4 CEU           |
| 2 CEU           | 2 CEU           |

**Print Name(s) of Person(s) Registering**

- **$149 Members**
- **$249 non-Members**
- **$60 Members**
- **$85 Non-Member**
- **$30 (includes buffet dinner and 1 drink ticket and entertainment)**
- **$97 Members**
- **$117 Non-Member**

<table>
<thead>
<tr>
<th>Total $$$ Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>$30 (includes buffet dinner and 1 drink ticket and entertainment)</td>
</tr>
</tbody>
</table>

**Copy form for additional persons registering**

- **Does NOT include overnight accommodations, make reservations at the Holiday Inn Express Hotel at 1-540-672-6691; $77.36/night**

__ I have special food, lodging or transportation requirements:

**Make check payable to: VNLA Field Day**

Charge to Credit Card #: Expires:

- **VISA**
- **MasterCard**
- **Am Express**

Signature:

**Save Time and $$$ Pre-Register TODAY!**

By July 22

On-site Registration is $10 more per person per event

**Questions?**

Call 1-800-476-0055

Or Email: fieldday@vnla.org
Workshop: Designing Plant Communities that Stand the Test of Time
by Claudia West with hands-on design

Wednesday, August 10, 1-5 pm

Location: Spotswood Lodge, Orange, VA near Grelen Nursery

Description: Join us as we dig deeper into the art and science of successful planting design. This interactive workshop teaches an alternative to traditional planting and will take the mystery out of good plant combination. You will learn how to create beautiful and lasting plant communities for modern landscape needs. Several hands-on design exercises will give you the opportunity to refine newly acquired planting design and management skills so you can successfully apply them to upcoming projects.

Learning objectives:

- Understand scientific foundation of stable plant communities and learn how species fill ecological and spatial niches in successful planting
- Learn how to translate the principles of wild plant communities into designed planting, visualize complex planting schemes, and prepare installation guides for landscape crews
- Create adaptive management plans for designed plant communities based on common maintenance budgets and skill levels

The 4-hour workshop will give everyone an opportunity to draw designs, sort plants into categories, and discuss results with other attendees.

Attendance will be limited to no more than 25 people to make sure everyone gets the opportunity to draw designs and the workshop is as interactive as possible. Claudia will supply all drawing materials and simply ask attendees to bring their favorite pens and markers for the design exercises. VNLA and VSLD members $149 ($249 for non-members)

GROWING A HEALTHY BUSINESS ECOSYSTEM

VNLA 2016 Field Day

Thursday, August 11

8:30 am - 4 pm - Registration Open
9:00 am - 3:00 pm - Plant ID Quiz & Earn CEU’s!

Choose Speaker Sessions or Tours

9 am-10:00 – Tour Grelen Nursery
OR “Are You OSHA Legal?”
(Brandon Takacs)
10:00-10:30 am – Network with Exhibitors
10:30-11:30 am – Tour Grelen Nursery
OR “Industry Panel – State of the Bay: Views from the Hills” - Dr. Jim Owen, moderator
11:30-12:00 pm - Network with Exhibitors
12:00-1:30 pm - Box Lunch under the Tent
1:30–2:30 pm - Tour Grelen Nursery
OR Urban Nutrient Management – Are you in Compliance?” (Derik Cataldi, DCR Urban Nutrient Management Specialist)
2:30-3:30 pm - “How to get Your Client to Commit!”
(David Marciniak, DescribelT and Revolutionary Garden)

(schedule subject to change)
Urban Nutrient Management - Are You in Compliance?

(Derik Cataldi, DCR Urban Nutrient Management Specialist)

A quick review of the current regulations, points of contacts for participants and how DCR’s Nutrient Management Program and the thoughts behind verifying nutrient management as a practice.

In DCR’s Nutrient Management Program there are two categories; agricultural and urban, centered around using proper nutrient management techniques to minimize nutrient loss to the environment, while still maintaining or establishing quality turfgrass and landscape plants. He is responsible for conducting training and developing exams Virginia certified nutrient management plan writers, as well as being responsible for tracking and expanding the amount of planned urban nutrient management acreage that will be entered into the Chesapeake Bay Model to help meet Virginia’s Watershed Implementation Plan goals.

How to get Your Client to Commit!

Why won’t they say yes? Understanding what your buyers are looking for!

(David Marciniak, DescribeIT and Revolutionary Gardens)

Isn’t it frustrating when you know that you’re the best fit for what a prospect wants to do and you just can’t seem to get traction in the sales process? We’re here to act as trusted consultants to our clients – landscape Sherpas, if you will.

I’ll talk about some of the most common psychological principles that drive buyer behavior and how we can use them for good (not evil). We’ll then talk about understanding our market through creating detailed buyer personas.

For the last portion of the talk, we’ll open the floor to questions as well as some fun sales role playing.

Are You OSHA Legal?

The Occupational Safety and Health Administration (OSHA) has identified the landscape industry as a "high hazard industry" based on injury, illness, and fatality data. The OSHTAC program includes “Hazard Identification and Control Training for Landscape and Horticultural Service Workers” and provides face-to-face, worker and employer training.

The VNLA has provided letters of support for OSHA Susan Harwood Training Grant applications to fund programs on Landscaper Safety.

State of the Bay: Views from the Hills

Industry Panel – Dr. Jim Owen, moderator

Leaders from the Nursery, Landscape, Education, Policy, and Best Practices will be discussing how the industry is responding to efforts for improving the Bay. What are the opportunities for the Green Industry? Where is the industry headed when it comes to issues related to protecting the Bay? There is a growing demand in the industry for companies that can cater to clients that are concerned about the Bay. This will be a great discussion and shouldn’t be missed!
ABOUT THE GRELEN NURSERY & THE MARKET AT GRELEN

“The Must-See” Integrated Industry Business!” Grelen Nursery is a 600-acre tree nursery with tens of thousands of trees and shrubs. They sell plant material (retail and wholesale) and offer landscaping, hardscaping and tree care services. On the property there is a retail Garden shop, called The Market at Grelen, which also offers a casual cafe, an event venue, PYO and 3.9 miles of walking trails!

In 1990, Dan Gregg founded Grelen Nursery, Inc. on a corner of a cattle farm owned by his family for three generations. The operation commenced as a wholesale field nursery; however, over the years, local demand grew to such a great extent that Gregg shifted the focus to retail sales and landscape installation and in 1997, hired Zeke Galvin as a partner to manage the landscaping business.

As the demand for Grelen’s trees and services grew, Gregg and Galvin realized a need to expand its operation, and in 2003, purchased a 200-acre farm located in Somerset, Virginia. Approximately four years later, the operations of the nursery were moved to the Somerset farm, which provided the much-needed space for the growing business.

During the past five years, Grelen has acquired two adjoining properties. Today, Grelen Nursery is one of the largest agricultural businesses in Orange County and one of the largest tree nurseries in the state of Virginia. The farm is almost 600 acres in size offering hundreds of types of trees, shrubs and plants and a full range of landscaping, hardscaping and maintenance services.

With seven crews, two large tree spade trucks to transplant mature trees and a team of master stonemasons, craftsmen and gardeners, Grelen Nursery caters to clients who demand, and receive, the highest quality products and services.

In 2013, Grelen added The Market at Grelen. Dan believes that “This is a wonderful community, full of beauty, history and opportunity. The local economy has changed, and manufacturing type industries are no longer the bedrock, or the future, of our economy. I believe agriculture and tourism will play a much more vital role in Virginia’s economic battle to be sustainable. With Grelen Nursery, I want to combine the two into a potent local economic engine. I want to do my part as a citizen and business owner to bring as much to the community’s economic table as possible. I want to keep my land agricultural and protect its open space. I want to prove that agricultural businesses can be sustainable and economically viable, and that agriculture can actually stimulate tourism and, in turn, stimulate the local economy.”

Up for a hike, The Market at Grelen even boasts an extensive trail!
Thursday Evening, August 11
Dinner and Concert at The Market at Grelen

A seasonal, grilled dinner buffet using Grelen grown $30, includes one free drink ticket
Live music by local bluegrass musicians Alex Caton and Pat Egan
Virginia Beer, Wine, and Hard Cider available for purchase
Transportation to and from the Market at Grelen on your own

VNLA Summer Tour – Friday, August 12

7:45 am    Bus Departs for Tours
4:00 pm    Arrive Back at the Hotel

SPECIAL NOTE: The Summer Tour will start Friday morning with the bus leaving from the Holiday Inn Express, Orange, VA

If you are staying at another location or driving in for the day, you will be required to ride the bus Friday as all tour stops have limited access. You may park at the Holiday Inn Express during the tour.

At 20, the garden evolves toward more Piedmont native plants to replace mature nonnative (and in some cases invasive) shrubs and trees, edibles including blueberries, figs and straw bale gardens, native/naturalized low input fine fescue turfgrass, and a mown labyrinth for more meditative journeys through the landscape.

The garden has been featured on tours including the international conference and tour of the Association for Professional Landscape Designers (APLD.org), The Delaware Center for Horticulture, and The Virginia Society of Landscape Designers (VSLD.org).

Glendale Farms
Contemporary Meditation Garden at 20

Owner: Glendale Farms LLC, Timber and Beef Cattle Farm conserved by easement donated to Virginia Outdoors Foundation; Landscape Design: Virginia Rockwell, VSLD, VCH, RI•CH, Gentle Gardener Green Design, 1996

Inspired by a ‘cosmic tree’ 80’ canopy Nyssa sylvatica, and clients who wanted a home and garden that complemented, rather than dominated, the Piedmont landscape, Roger Birle, AIA drew the curves of the home’s walls from Glendale’s topography. Virginia Rockwell, VSLD, VCH united the home and trees with a meditation walk that echoes the gum tree’s size, and placed a small compass garden where an 1850’s frame home once stood amid rows of boxwood and outbuildings. A meditation bench made from an old stone chimney gives a place to pause on your journey through the garden.

“The Hill”
Tim Hess – designer and Chad Lohr - installation manager, Lee Highway Nursery. The Hill is a rustic mountain top log cabin residence that added on a large guest house and garage last summer. The garden opens up to magnificent views of the blue ridge mountains. The site had many challenges including removal of a large monolith of limestone to accommodate the engineered retaining wall and parking pad. The garden and guest house provide a tranquil space for the homeowners and guests to sit in the evenings and enjoy sunsets and the peaceful mountain top setting. The incorporation of both natural and man-made materials help to soften the engineered aspect of building on a very challenging site. Turf stone permeable pavement paths and techo bloc walks and steps provide hardscape contrast to the rustic landscape plantings.
Traditional home – Italian Inspired Villa

Scott Price Design;
Residence of Bill and Pat Price.

A transitional house with a pool house garden shed and greenhouse in the owners’ complex situated on a working Madison county farm. The gardens include a formal boxwood garden, a large vegetable garden using straw bale growing techniques, a pergola to divide gardens, extensive stone walls and paving. Recently the dated pool was removed and is being replaced with a water feature for the dogs to cool off in (they were the primary users of the old pool), a sunken entertaining space with seating walls. A fire pit level and a barbecue shack with build in kitchen. The owner also uses extensive container gardens to create venues and garden rooms. The farm name of the villa in Madison is Monte Ventoso (windy mountain) It is the home of Jennifer Price.

The adjoining farm is Arrowhead Farm. The home of Bill and Pat Price, the landscape is now under construction, but the job will be completed by July 4.

Early Mountain Vineyards – Madison

Vineyard, event spaces - design by Jessica Primm and installation by Lee Highway Nursery

In 2011, when new owners acquired what is now Early Mountain Vineyard, planning was begun to create a landscape that would unify and soften the buildings and site. Plantings were chosen to create a welcoming and relaxed feel that speak to the beauty of the surrounding landscape.

By spring of 2012, the installation of a 5,300 square foot flower meadow was begun at the Tasting Facility entrance using 1000 plugs of native and non-native perennials and several thousand spring blooming bulbs. Baptisia, Allium, Catmint, Beebalm, Coneflowers, Butterfly Weed, Switchgrass, Phlox, Asters and Goldenrods provide interest 12 months out the year as dormant foliage is allowed to remain throughout the winter months until Daffodils emerge in late February.

Stone columns, black fencing, and an apple orchard were added later that year to bring much needed attention to the entrance and drive.

The wedding terrace to the right of the tasting facility was completed in spring of 2014. Bulbs, perennials, and shrubs that bloom in hues of white and purple surround a 10,000 square foot elliptical lawn that takes advantage of the fantastic views of the surrounding vineyards, Madison County countryside and Early Mountain.

Smaller gardens located at the Upper Barn and Cottage incorporate the romantic and relaxed feel of their grander counterparts located at the winery proper.

Woodberry Forest School

Woodberry Forest School, near our hotel just north of the Rapidan River, and along the route of the “Journey through Hallowed Ground” was founded in 1889 on a central Virginia farm originally owned by the family of President James Madison. Today the stunning 1200-acre campus attracts students from all over the nation and around the world. The scope of grounds management goes beyond the many immaculate turf sports fields to include care of trees in the park-like setting, a golf course, grounds for academic buildings, both classic and state-of-the-art, hardscapes, commons and gardens near faculty residences.
Hotel Accommodations

Boasting serene views of the beautiful Blue Ridge Mountains, the hotel provides you with gorgeous surroundings. Business center, outdoor pool, Free Wi-Fi Internet access, available throughout the hotel.

Make your own reservations at:
1-540-672-6691
http://bit.ly/1osa6lQ
Code:EG2

RESERVATION CUTOFF: July 22
(As available after this date)

Ask for the “Virginia Nursery & Landscape Association” special rate of $77.36/room

The Market At Grelen

The Market at Grelen is a unique destination that offers a wide variety of services, including: a casual cafe, garden shop, workshops & events, pick-your-own fruit, and much more.

Our Garden Shop has a wonderful selection of plants and is fully equipped with the materials you need to handle your next gardening project. Make a day of it and enjoy a delicious lunch in Grelen's Casual Cafe.

Grelen Trails - Now designated a Virginia Treasure, Grelen has over 3.9 miles of trails to discover! Whether you're looking for a full day excursion, or a light stroll after lunch, we highly recommend you save time for a hike.

A View From Above
https://www.youtube.com/watch?v=wC9l5fpUNLI

Directions to Grelen Nursery from Holiday Inn Express Orange

15 minutes – 8 miles from Holiday Inn Orange

Additional directions, details and updated information available on the VNLA website at http://www.vnla.org