SAVE THE DATES!
July 19th - 21st
VNLA Workshop, Field Day, and Summer Tour 2017

Dr. Charles R. Hall
Developing a Value Proposition that Resonates with Future Consumers

More details at www.vnla.org
info@vnla.org | 540-382-0943


Growing Smarter
SAVE THE DATES!

Wednesday
July 19
FlowVision®
The Lean Business & Supply Chain Consulting Group

Lean Management Workshop:
FlowVision System implemented by Bennett’s Creek Nursery

Thursday
July 20
Field Day
Dr. Charlie Hall, Keynote Speaker, tours, exhibitors, networking, business enhancement speakers
Bennett’s Creek Nursery

Friday
July 21
Summer Tour
4 Private Gardens - Va Beach
Norfolk Botanical Garden
Guided Tram Tour
Bill and Linda Pinkham’s Garden on the River, Smithfield
2017 Field Day and Summer Tour Pre-Registration for All Events

Company Name:  
Address:  
City:  
State:  
Zip code:  
Check if VSLD Member:  
Email:  
Cell Phone:  

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Fee Members</th>
<th>Fee Non-Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lean Management Workshop</td>
<td>July 19</td>
<td>$119</td>
<td>$249</td>
</tr>
<tr>
<td>Casual Networking Reception</td>
<td>July 20</td>
<td>$60</td>
<td>$85</td>
</tr>
<tr>
<td>Field Day at Bennett’s Creek</td>
<td>July 21</td>
<td>$30 (includes buffet dinner and 1 drink ticket)</td>
<td>$97 (includes buffet dinner and 1 drink ticket)</td>
</tr>
</tbody>
</table>

Qualifying CEUs
- Lean Management Workshop 1-5 pm: 4 CEU
- Casual Networking Reception Smithfield Station 5:30-7pm: 4 CEU
- Happy Hour and Dinner at the Smithfield Inn: 4 CEU

Print Name(s) of Person(s) Registering

Make check payable to: VNLA Field Day

Charge to Credit Card #:

Signature:

Mail to: VNLA Field Day  
383 Coal Hollow Rd  
Christiansburg, VA 24073-6721

Questions?  
Call 1-540-382-0943

Or Email: fieldday@vnla.org

Save Time and $$$  
Pre-Register TODAY!

By Friday, June 30

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

**Does NOT include overnight accommodations; make reservations at the Hampton Inn & Suites at 1-757-365-4760; $119/night [http://bit.ly/2pwSp0H](http://bit.ly/2pwSp0H)

---

**I have special food, lodging or transportation requirements:**

---

\*Copy form for additional persons registering:

---

Total Due

---
Field Day
Thursday, July 20
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 Bennett’s Creek Nursery
OR “Time of Opportunity in Midst of Uncertainty” (Dr. Charlie Hall)
10:00 - 10:30 am – Network with Exhibitors
10:30 - 11:30 am – Tour Bennett’s Creek Nursery
OR “Employee Accountability” (Marcus vandeVliet)
11:30 - 12:00 pm - Network with Exhibitors
12:00 - 1:00 pm - Box Lunch under the Tent

★ Workship:★

Lean Flow in the Green Industry
by Gerson “Gary” Cortes

Location: Smithfield Center

Wednesday, July 19, 1-5 pm

In all industries, being competitive is more vital than ever for survival, with profit margins dwindling. This is especially true in the “Green Industry.” As production costs rise, growers and landscapers need to look for ways to lean out their processes and become more profitable. Recently, the Green Industry has begun to employ Lean and Flow manufacturing practices to reduce costs, eliminate non-value work and improving productivity. FlowVision® is the industry leader in Lean and Flow manufacturing consulting for the Green Industry, we have worked with over 130 growers.

Participants learn the exciting techniques for reducing lead-time, improving productivity, planning their labor more efficiently and improving quality. Practical hands-on workshops help the students assimilate the classroom discussions, enabling better understanding of the concepts. Each student gets a printed copy of the instructor’s presentations. Real world examples, and case studies are shared with the students so that they can apply them back at their facility.

Topics covered in this workshop include:

✓ Why Implement Lean Flow?
✓ Process Flow Charts
✓ Product/Process Matrices
✓ Standard Operation Worksheets
✓ Takt Time Calculation
✓ Line Balancing
✓ In-Process Kanban (IPK)
✓ Progressive Work
✓ One-Piece Flow
✓ Resource Planning and Utilization
✓ Lean Flow Production Scheduling
✓ Material Kanban Sizing
✓ Dock Supermarket Sizing
✓ Line Management
✓ Visual Instruction Sheets
✓ Implementation Strategy
✓ Sustaining Long-term Success

Attendence will be limited to no more than 50 people to make sure everyone gets the opportunity to participate in the workshop as interactively as possible.

Recent political events have left the country in a state of uncertainty; many suggest more than we’ve experienced in a decade. While few economic red flags exist at the moment, there is still a wait and see kind of atmosphere hanging in the air. Yet there are opportunities across the green industry for above-average profits in 2017.

Developing a Value Proposition that Resonates with Future Consumers

Many current trends and driving forces point to the fact that consumer demand in the green industry marketplace is maturing. Assuming this to be the case, a strategic response is required in order to survive. This session will focus on the three-pronged formula for success for the future – value, relevancy, and authenticity – and how these foundational tenants should be incorporated into every strategic marketing message in the future!

Dr. Charles R. Hall
Professor and Ellison Chair in International Floriculture, Texas A&M University

His major research, teaching, and extension areas of specialization include strategic management, market situation/outlook, cost accounting, and financial analysis for Green Industry firms.

Don’t miss Charlie Hall!

Employee Accountability

Employee accountability is a significant challenge for most business owners and managers. It is critical to clearly define expectations including measurable goals. Setting goals will improve management consistency and establish employee metrics. Ultimately there needs to be a link between performance and consequence.

Topics Include:
- Job Descriptions and Orientation
- Setting Goals and Priorities
- Accountability Metrics
- Performance Based Compensation
- Employee Reviews
- Training & SOPs

Bio: Marcus vandeVliet, Company: MV Enterprises

Marcus is a full-time consultant, primarily to the landscape and other green industries. Areas of consultation include software implementation, business management, operations systems, estimating, employee training and strategic planning. Marcus has developed and built ConstructionMetrics, a landscape construction management software program.

Prior to consulting Marcus managed both small to large landscape construction companies. Marcus has spoken for several National and State Trade Associations throughout the USA and Canada.

Seasonal Labor – Are You Legal?

VNLA Member Panel Discussion on their trials and tribulations on obtaining legal seasonal labor through the H2A (Production) and H2B (Landscape) programs, experience using the E-Verify System, Virginia Employment Commission, and labor contractors.
Innovations and Improvements at Bennett’s Creek Nursery

- New automotive shop for complete servicing of equipment from ATV cart up to a full-sized road trailer, complete with washing bay.

- The propagation department is moving into a new facility behind the shop building, producing over 750,000 liners per year.

- The nursery solves problems resourcefully. An enclosed trailer was retrofitted with an RV AC unit, insulation, and a tongue-mounted generator that cools cuttings during collection and transportation.

- Their potting facility is a 6,000 sf building area. During peak production the can pot around forty-five 3-gallon containers per minute and they use up to 3 truckloads of bark per day.

- The new Smithfield location encompasses 400 acres, with 250 acres currently in production with new areas being added each year.

- They treat and use around 12 million gallons of water per month in the summer. The nursery also developed and implemented wireless network irrigation clocks that can be remotely controlled by a mobile device app.

See a detailed article in the June 2017 VNLA Newsletter

photos: Matthew Babb, Bennett’s Creek Nursery
In the heart of downtown historic Smithfield at the Smithfield Inn Buffet Dinner and Drink Ticket (see registration form)
Mingle with Field Day and Summer Tour attendees in the Tavern and outside Garden Patio
Transportation to and from the Smithfield Inn on your own

**VNLA Summer Tour - Friday, July 21**

**Campbell Garden**

The home of gardener Meg and artist husband Bill Campbell, is a 100 year+ cedar shake beach cottage built along one of the few remaining secondary beach dune lines in the North End of Virginia Beach. The owners purchased the adjacent lot to protect the dune and the ancient Live Oaks that occupy it, and created a unique and magical garden amongst the sprawling live oaks. Bluestone floored outdoor entertaining rooms, elevated deck walks, and enchanting water fall spilling from the shady dune and salt and shade tolerant landscape plantings compliment the site.

**Eure Garden**

The home of Donna and Ray Eure. Donna is an avid horticulturist, plant lover and a bee keeper. Their home is landscaped over a 1.5-acre site in a beautiful rustic style with garden beds and paths winding though their yard trees. Plant choices are a reflection of her love for different and underused great garden plants and the rustic garden style befitting their beautiful inland waterfront setting. Their back yard has sweeping views of Linkhorn Bay and the low beds are filled with many unusual plants (native and non-native) to support their love of plants, bees and the pollinators.

Donna is a horticulture judge with the Garden Club of America.

**Houfek Garden**

The home of Mac and Steve Houfek. Mac is an author of her newly released garden book ‘Reflections on a Coastal Garden’ which shares her experiences in the transformation of her overgrown yard into a beautiful welcoming southern and coastal landscape. Their beautiful weathered brick home is surrounded by garden rooms filled with winding garden paths, surprising views, trickling water features and “gardener’s garden plants reminiscent of a Charleston style landscape.

photos: Meg French, Gentle Rain

SPECIAL NOTE: The Summer Tour will start Friday morning with the bus leaving from the Hampton Inn & Suites, Smithfield, 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 Hampton Inn & Suites during the tour.

**Thursday Evening, Happy Hour & Sandwich Buffet Dinner**

7:45 am Bus Departs for Tours
4:30 pm Arrive Back at the Hotel

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 Hampton Inn & Suites during the tour.

**Eure Garden**

The home of Donna and Ray Eure. Donna is an avid horticulturist, plant lover and a bee keeper. Their home is landscaped over a 1.5-acre site in a beautiful rustic style with garden beds and paths winding though their yard trees. Plant choices are a reflection of her love for different and underused great garden plants and the rustic garden style befitting their beautiful inland waterfront setting. Their back yard has sweeping views of Linkhorn Bay and the low beds are filled with many unusual plants (native and non-native) to support their love of plants, bees and the pollinators.

Donna is a horticulture judge with the Garden Club of America.

**Houfek Garden**

The home of Mac and Steve Houfek. Mac is an author of her newly released garden book ‘Reflections on a Coastal Garden’ which shares her experiences in the transformation of her overgrown yard into a beautiful welcoming southern and coastal landscape. Their beautiful weathered brick home is surrounded by garden rooms filled with winding garden paths, surprising views, trickling water features and “gardener’s garden plants reminiscent of a Charleston style landscape.

photos: Meg French, Gentle Rain

**VNLA Summer Tour – Friday, July 21**

**Campbell Garden**

The home of gardener Meg and artist husband Bill Campbell, is a 100 year+ cedar shake beach cottage built along one of the few remaining secondary beach dune lines in the North End of Virginia Beach. The owners purchased the adjacent lot to protect the dune and the ancient Live Oaks that occupy it, and created a unique and magical garden amongst the sprawling live oaks. Bluestone floored outdoor entertaining rooms, elevated deck walks, and enchanting water fall spilling from the shady dune and salt and shade tolerant landscape plantings compliment the site.

**Eure Garden**

The home of Donna and Ray Eure. Donna is an avid horticulturist, plant lover and a bee keeper. Their home is landscaped over a 1.5-acre site in a beautiful rustic style with garden beds and paths winding though their yard trees. Plant choices are a reflection of her love for different and underused great garden plants and the rustic garden style befitting their beautiful inland waterfront setting. Their back yard has sweeping views of Linkhorn Bay and the low beds are filled with many unusual plants (native and non-native) to support their love of plants, bees and the pollinators.

Donna is a horticulture judge with the Garden Club of America.

**Houfek Garden**

The home of Mac and Steve Houfek. Mac is an author of her newly released garden book ‘Reflections on a Coastal Garden’ which shares her experiences in the transformation of her overgrown yard into a beautiful welcoming southern and coastal landscape. Their beautiful weathered brick home is surrounded by garden rooms filled with winding garden paths, surprising views, trickling water features and “gardener’s garden plants reminiscent of a Charleston style landscape.

photos: Meg French, Gentle Rain
**Junkin/Nichols Garden**

Helen Junkin and Bernie Nichols have been a magical teaming and blending of Helen’s, the exuberant and freestyle artists hand and Bernie’s love for an English style stone, boxwood and a controlled hand. Their home was Helen’s childhood home, and they have loved their journey in creating a delightful landscape that reflects their love for plants, garden rooms, art and good humor!

**Norfolk Botanical Garden**

Norfolk Botanical Garden includes 175-acres, with 52 themed gardens that can be viewed by tram, boat or by foot. Themed gardens include the Bristow Butterfly Garden, the Sarah Lee Baker Perennial Garden, the Virginia Native Plant Garden and the Bicentennial Rose Garden. Each of these gardens allow guests to see a variety of plants – from the cultivated to the wild.

Norfolk Botanical Garden provides an educational experience while entertaining visitors of all ages. More than twenty thousand children and adults are reached every year at the Garden by programs, classes and Norfolk Botanical Garden lectures. Volunteers provide more than seventeen thousand hours each year working in all aspects of the Gardens operations. From its humble beginnings as a WPA project to its status as a nationally recognized garden that attracts visitors from around the world, Norfolk Botanical Garden has experienced amazing growth.

See a complete history of the Garden at [http://norfolkbotanicalgarden.org/about/history/](http://norfolkbotanicalgarden.org/about/history/)

*photos: Norfolk Botanical Gardens*

**Pinkham Garden**

After retiring from owning and operating a design/build landscape firm & garden center for 30 years and creating gardens all over Tidewater, Linda and Bill set out to complete their own garden.

They have a one acre garden on a three-acre (+ 3 acres of marsh) property located on the James River in Isle of Wight County. Their major thrust has been collecting unusual plants and displaying them in a beautiful garden setting while trying to get the maximum show of bloom throughout the year. The garden is somewhat sectioned off into different themes &/or venues including Asian, formal, tropical, shade, pond, bog, flower border, daylily border, and rock garden.

They have 2 large “daylily only” beds plus daylilies planted among other perennials. It’s hard to keep track, but they think they have approximately 1500 different cultivars from many different hybridizers.

Linda has been hybridizing since 2006. She has registered 2 triploid daylilies after completing a project with VA Tech to determine if sterile daylilies bloomed longer because they were sterile and did not make seeds. The result – some did; some didn’t. But it taught her the joy of making crosses in hopes of creating long blooming garden daylilies.

The garden has been featured in newspaper articles and magazines, the latest being BEST OF COUNTRY GARDENS - 10 of Our All-Time Favorite Gardens (spring 2017 issue). It is also the site of many tours, including the National Societies of Boxwood, Camellias, Azaleas/Rhododendron, Daffodils & Daylilies. It was part of the Garden Club of Virginia’s Historic Garden Week in 2010 and will be again in April 2018.

*photos: Bill Pinkham*
**Hotel Accommodations**

Welcome to Hampton Inn & Suites Smithfield, located just minutes from the Historic District. The hotel is situated in a tranquil coastal village known for its rich history and hospitality.

Business center, indoor pool, Free Wi-Fi Internet access, available throughout the hotel.

Ask for the “Virginia Nursery & Landscape Association” special rate of $119.00/room

**Make your own reservations at:**

757-365-4760

http://bit.ly/2pwSp0H

Code: VNL

**RESERVATION CUTOFF:**

June 30

(As available after this date)

---

**Directions to Bennett’s Creek Nursery from Hampton Inn & Suites**

9 minutes – 5.2 miles from Hampton Inn & Suites

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

---

**Bennett’s Creek Nursery**

1974 – Started by Art Lancaster

1988 – Speculating future urbanization of Suffolk, BCN begins to purchase land near Smithfield, VA

1994 – Wayne Sawyer becomes President

1999 – First crop is grown at the Smithfield location

1999 – 2008 Smithfield operation expands and more land is acquired

2011 – Wayne Sawyer is named “Nursery Grower of the Year” by Nursery Management

2013 – Adjacent retreat center is acquired and renovations begin for the corporate office. Land total reaches 400 acres

2015 – Wayne Sawyer passes away after a lifelong career in horticulture. Matthew Sawyer becomes CEO and John Lancaster is named President.

2016 – Projects are underway to complete the mover from the original location, including a sales yard, automotive shop, and propagation facility.

2017 – VNLA Field Day

(Left) This Sprayer, delivered in the Fall of 2016, was custom built by Airtec Sprayers, 72’ coverage, and will clear hoop houses up to 12’ in height. 500-gallon tank. 40-60 gallons per acre with 25% reduction in chemical usage. See it in action at Field Day!