

2017 Accomplishments

- **Hired Shellie Archer** as new Executive Director transitioning until Jeff Miller's retirement in June 2018
- **Virginia Agribusiness Council (VAC)**
 - Legislative Banquet — the VNLA had six representatives at the meeting and hosted a General Assembly delegate guest.
- **VAC National and State Policy Meetings** — VNLA was a sponsor and represented. Also met with our Congressmen and Senators in Washington on labor, pollinator and other Ag related issues.
- **Legislation and Regulatory Issues** — the VNLA was represented at meetings concerning invasive plants, noxious weeds, stormwater runoff, pollinators, conservation landscaping, nutrient management planning, native plant marketing, and pesticide applicator licensing
- **Mission H₂O** — VNLA is a member of this state organization working to coordinate collaboration and development of positions on ground and surface water supply issues, advocate for regional water supply studies/solution and legislative tracking.
- **Regional Meetings** — The VNLA was a sponsor of the following meetings/events and the Executive Director represented the VNLA distributing membership, certification, the Guide to Virginia Growers, and VNLA Newsletters:
 - Mid-Atlantic Horticulture Short Course
 - Piedmont Landscape Association
 - Central Virginia Nursery & Landscape Association
 - Shenandoah Valley Plant Symposium
 - NLAE — Host for the Northeast Leadership Conference in Washington DC
 - Native Plant meetings
 - Invasive Plant Advisory Committee
 - Advisory Committee for Virginia Pollinator Protection Strategy
- **VNLA Board** — held four board meetings, a budget meeting, multiple conference calls
- **Strategic Plan 2020** to keep the VNLA on a viable member-oriented future.
- **Hosted Regional Social events** in Richmond, Charlottesville areas
- **Workforce Development** – Partnering with NALP and other state associations to grow the industry and its workforce
- **Event/Program Sponsorships**
 - Hahn Horticulture Gardens
 - Virginia Tech Horticulture Students to NALP Career Days and Competitions
 - Virginia Agribusiness Council (VAC)
 - VAC Sporting Clay Tournament
 - Ag in the Classroom (VA Farm Bureau)
 - Master Gardener Annual Conference
 - AmericanHort (formerly ANLA)
 - Legislative Beacon Fund and Lighthouse Legislative Alert Program
 - Sponsored VAC Virginia Agricultural Labor Forum on labor laws regulations, especially H2A
- **Research**
 - VNLA Horticulture Research Foundation — The Research Committee monitors the permanent research fund; now at more than \$665,000
 - \$20,263 in research projects were funded by the VNAHRF
- **Scholarships**
 - Laird/Gresham Scholarships at Virginia Tech (2 @ \$1,500 each)
 - Shoosmith Scholarships (\$6,750)
 - C.W. Bryant Scholarship (\$750)
- **Field Day** — was attended by 179 members at Bennett's Creek Nursery in Suffolk, VA
- **Summer Tour** — was sold out with 40 participants
- **Landscape Management Workshop** — featuring FlowVision's Lean Management Workshop
- **Certification**
 - 111 members passed the VNLA Virginia Certified Horticulturist (VCH) Exam out of 154 tested with a 72% pass rate
 - Updates to the Certification Manual online study review available for 2017 through VT Canvas program
 - Updates to the Plant Id study online for VCH exam adding practice quizzes
 - Working towards having the manual and test online.
 - Developed and distributed VCH marketing stickers and magnets to VCH
- **Communications**
 - Website Upgrades to make it more user friendly
 - E-News Updates to members on time sensitive and important issues
 - Newsletters — Quarterly Newsletters, 4-color, 48–68 pages
- **Guide to Virginia Growers** – included the "native plant" section to list growers who grow native plants and distributed more than 3,000 copies of the Guide