

VNLA Accomplishments for 2014

- **Virginia Agribusiness Council**
 - **Legislative Banquet** – the VNLA had 6 representatives at the meeting and hosted guest Sandy Adams. She was appointed as Commissioner of the Virginia Department of Agriculture and Consumer Services this summer.
 - **VAC National and State Policy Meetings** – VNLA was a sponsor and represented.
- **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 sample VNLA Newsletters:
 - Mid-Atlantic Horticulture Short Course
 - Northern Virginia Nursery & Landscape Association
 - Shenandoah Greenhouse & Nursery Association
 - Piedmont Landscape Association
 - Virginia Society of Landscape Designers
 - Central Virginia Nursery & Landscape Association
 - Shenandoah Valley Plant Symposium
 - Virginia Tech College of Agriculture & Consumer Services Homecoming Open House
- **VNLA Board** – held 4 board meetings, a budget meeting, multiple conference calls
 - Held a 2-day Board Training and Strategic Planning Workshop
- **Event/Program Sponsorships**
 - Hahn Horticulture Gardens
 - Virginia Tech Horticulture Students to PLANET Career Days and Competitions
 - Virginia Tech Graduate Student to IPPS
 - FFA State Nursery Proficiency Award
 - Virginia Agribusiness Council
 - Ag In The Classroom (VA Farm Bureau)
 - Virginia Green Industry Council
 - Master Gardener Annual Conference
 - AmericanHort (formerly ANLA)
 - Legislative Beacon Fund and Lighthouse Program
- **Research**
 - \$25,598 in research projects were funded by the VNAHRF
 - **VNA Horticulture Research Foundation Gala/Auction** – The Research Committee held another successful gala/auction in Baltimore adding additional funds to the permanent research fund; now at over \$675,000
- **Scholarships** –
 - Laird/Gresham Scholarships at Virginia Tech (2 @ \$1,500 each)
 - Shoosmith Scholarships (\$9,000)
 - C.W. Bryant Scholarship (\$750, first time)
- **Field Day** - was attended by 125 members at Virginia Tech Department of Horticulture
- **Summer Tour** – was sold out with 55 participants
- **State Fair** – The VNLA, in conjunction with the Virginia Green Industry Council, had consumer-oriented displays promoting Virginia Certified Horticulturist and the new “Plant Something” marketing program for members. The attendance this year was 238,000, a 4 percent increase over 2013 attendance and the educational tours had around 8,000 students come through the agriculture exhibits in the Meadow Pavilion.
- **Certification**
 - 83 members passed the VNLA Virginia Certified Horticulturist (VCH) Exam
 - Certification Manual online study review available for 2015 through VT Scholar program
 - Plant Id study online for VCH exam
 - Working towards having the manual and test online.
- **Communications**
 - **Website Upgrades**
 - Added option for Virginia Certified Horticulturist to apply and pay for their recertification online.
 - Consumer online lookup for Virginia Certified Horticulturist in their area
 - **E-News Updates** to members on time sensitive and important issues
 - **Newsletters** – Quarterly Newsletters, 4-color, 68 pages
- **Guide to Virginia Growers** – expanded the “native plant” section to list growers who grow native plants and distributed over 4,000 copies of the Guide.
- **Legislation and Regulatory Issues** – the VNLA has been represented at meetings concerning invasive plants, noxious weeds, stormwater runoff, sustainable landscapes, Bay-friendly landscaping
 - **Mission H20** – 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.
 - **Distributed 140 gift baskets** with VNLA info to members of the General Assembly, the Governor’s office and Virginia Department Secretary’s