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Eucomis ‘Sparkling Burgundy’ Purple Pineapple Lily
Rudbeckia subtomentosa ‘Henry Eilers’ Sweet Coneflower
Schizachyrium scoparium ‘The Blues’ Blue Bluestem
Yucca filamentososa ‘Color Guard’

— 2009 Plants of Distinction —
Cercis chinensis ‘Don Egolf’ - Chinese Redbud
Hellebores x hybrids Pine Knot Strains - Lenten Rose
Ilex x ‘Virgilina’ - Holly
Agapanthus x ‘Monmid’ Midnight Blue” - Lily Of The Nile
Hydrangea quercifolia ‘Snowflake’ - Oakleaf Hydrangea
Thuja x ‘Steeplescape’ (PP) - Giant Western Arborvitae
Boxus x ‘Green Velvet’ - Boxwood
Stokesia lewis ‘Peachie’s Pick’ - Stokes’ Aster
Musa basjoo - Hardy Banana

Buxus sempervirens ‘Dee Runk’ American Boxwood

Cercis canadensis ‘Hearts of Gold’ Eastern Redbud

Virginia Plant Introduction Program
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Virginian Certified Horticulturist

VNLA 2010 Field Day & Summer Tour
HRAREC, Virginia Beach
September 8-9, 2010
**VNLA Mission, Vision and Objectives for 2010**

**Mission Statement:** To Enhance and promote Virginia’s nursery and landscape industry.

**Vision:** to become the leader and resource for the Virginia nursery and landscape industry.

**Objectives**

Educated, Available Skilled Labor Force - **Goal:** VNLA will continue to promote programs that will education, train and provide an available skilled labor force.

Effective Communication and Advocacy **GOAL:** VNLA will effectively communicate among staff, board, members, partners and the community.

Maximizing and Allocation Resources - **GOAL:** VNLA will secure increased funding from diverse sources and secure the necessary staff, board and committee members to run a dynamic organization.

Membership and Outreach - **GOAL:** Expand and communicate the value of membership

Stewardship - **GOAL:** VNLA will promote adoption of Best Management Practices.

Strategic Marketing - **GOAL:** VNLA will promote itself as the leader and resource of the green industry.

---

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First, congratulations are in order, you made it through the Great Recession, perhaps the worst of this century. If you are still standing now, you are probably going to make it. Sure, we are not out of the woods, but the financial crisis of the last 2 years seems to be waning. The future looks a lot better. Yet there are issues on the horizon that we must confront.

Game Change, an account of the 2008 presidential election, aptly describes the forces influencing the last presidential election, but it also provides an accurate phrase for where we as an industry and society find ourselves. Our industry continues to produce new and unsettling news. The regulatory posture in the Chesapeake Bay Watershed is about to change. And finally, in the face of so many regulatory gaffes like the Gulf oil spill, it would be hard to imagine that the regulatory framework for the many industries will change in the next years. We are certainly in era of change.

The question will be how we deal with the changes ahead. First the turbulent forces that have precipitated the closure of some of the biggest names in the industry will continue. The market for plants is not the same as it was in 2006. That kind of demand will not return over night. However, there will be shortages of material soon, perhaps as early as next Spring. Value is the key to any strategy for success. We at the VNLA are working hard to maintain and create value for our members and you need to do the same for your customers.

As you have heard in the news, the Chesapeake Bay is still in bad shape. Bay states are being pressed by the EPA to restore its health. EPA will soon require each state to submit cleanup plans on how they will reduce pollution, namely nitrogen, to comply with the Bay TMDL (total maximum daily load). There is a bill in Congress, the Chesapeake Clean Water Act, that would reduce the cost of compliance of the Bay TMDL by authorizing $2 billion for localities and farmers. At this time, the bill makes sense in that we will receive federal money to solve state problems and will enhance an asset that already provides $1.2 trillion in economic activity while operating at a severely impaired state.

As the oil spill and the financial implosion of our banking industry demonstrate, our regulatory processes are no longer working as we originally envisioned. Things will change as a result of these catastrophes. The changes will be politicized. That is why I continue to urge you to become involved in politics at any level. Our democracy demands that strong people lead it. And, if you are still in the horticultural game, you must be strong and thus able to influence our government in your own way.

Finally, I encourage you to take time and enjoy the summer. You have earned that privilege. Get out and enjoy your handiwork and family. Before you know it we will be back in Baltimore for the 2011 MANTS.

Ed Tankard, VNLA President
Letter – Virginia Agribusiness Council

Our thanks to you, and the VNLA for your contribution and sponsorship of our National Issues meeting last week. It was great to have so many representatives of your industry join us to discuss and learn about the Estate tax, pesticide restrictions, immigration reform and the Chesapeake Bay. While these issues are huge ones to tackle, our meeting resulted in council and VNLA members having up-to-date information to advocate for our industry.

Katie Kyger Frazier, Vice President – Public Affairs, Virginia Agribusiness Council

Editorial - How do you take care of the weeds in your life?

"What do you mean we can’t get rid of those weeds in time? Then go over there and put some fancy signs with Latin names in front of them." - Walt Disney

I love this quote from Walt Disney, always have. In this environment, you can’t say no to clients too much. You have to do everything you can to take care of them. Actually, we should not have needed an economic crisis to learn this lesson but that’s a message for another day.

We all have to figure a way out to survive; we have to deal with the cards that are dealt. Those who will win in the business environment are the ones that figure out a way to go around, go under, go over, do whatever they have to do to succeed. Expect a lot from your team but expect more from yourself. When you do that, it’s amazing the lesson you are teaching to your team!

FUN FACT: "Disney" is actually a changed version of Walt's family's original name. The original name was D'Isigny. Originally from France, Isigny-Sur-Mer was the area that Walt's relatives came from. Can you imagine planning a trip to D'Isigny and?

Martin J. Grunder Jr!, Entrepreneur, Speaker, Author, Consultant, Dad, & Husband, Marty Grunder! Inc., Grunder Landscaping Co.,
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VNLA – Congratulations to these new Virginia Certified Horticulturist!

Each year the VCH exam is given in different areas of the state. The passing rate averages 60-70% and these are the 47 individuals who have successfully passed the VCH exam so far this year.

<table>
<thead>
<tr>
<th>Name</th>
<th>Company/Role</th>
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<tbody>
<tr>
<td>Gale Adkins</td>
<td>Boulevard Flower Gardens</td>
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<td>David Bennett</td>
<td>Southern Landscape Group</td>
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<td>Mark Bennett</td>
<td>Davey Tree Expert Co.</td>
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<td>Meryl Berman</td>
<td>Merrifield Garden Center</td>
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<td>Greta Bjorkquist</td>
<td>Associate - Bjorkquist</td>
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<td>Michelll Booker</td>
<td>Apieing Services</td>
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<td>Wes Bray</td>
<td>Lawns &amp; Gardens Plus Inc</td>
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<td>Elizabeth Burns</td>
<td>Student - Monroe Technology Center</td>
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<tr>
<td>Kevin Cline</td>
<td>Boulevard Flower Gardens</td>
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<tr>
<td>Angela Cobb</td>
<td>Boulevard Flower Gardens</td>
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<tr>
<td>Maria Cockrell</td>
<td>Morning Moon Garden &amp; Landscaping</td>
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<td>Melinda Crouch</td>
<td>Melinda’s Garden and Designs LLC</td>
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<td>Sarah Davenport</td>
<td>Robbins Landscaping Inc</td>
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<td>Frank Davis</td>
<td>Landscapes By Wade</td>
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<td>Michael Dawson</td>
<td>Artscapes Landscaping</td>
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<td>Zsolt Frescka</td>
<td>The Landscape Division of Art &amp; Sign</td>
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<td>Linnea Heide</td>
<td>Associate - Heide</td>
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<td>Matthew Henry</td>
<td>JW Townsend</td>
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<td>Gwen Hipp</td>
<td>Associate - Hipp</td>
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<td>Rebecca Hughes</td>
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<td>Clarke Hume</td>
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<td>Matt Jones</td>
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<td>Cody Jordan</td>
<td>Cross Creek Nursery</td>
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<td>Ava Krogmann</td>
<td>Student - NVCC</td>
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<td>Colesville Nursery</td>
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<td>Dawn Lerch</td>
<td>Associate - Lerch</td>
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<td>Kyle Lewis</td>
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<td>Main Street Landscapes</td>
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<td>Student</td>
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<tr>
<td>Ellis Wiltshire</td>
<td>Rock Creek Nurseries</td>
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<tr>
<td>John Wright</td>
<td>Lawns &amp; Gardens Plus Inc</td>
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The Great Big Greenhouse is practically a household term in and around the Richmond area. After 34 years of operating a retail garden center, the Winsor family has decided to retire and sell the business. “It has been a grand ride and we are passing the reins to our fellow nurserymen, the Meadows family and MEADOWS FARMS NURSERY. They will take over operations as of July 1” says Meg Watson, daughter of owner, John Winsor.

The Winsor family wants to take this opportunity to thank all of you for helping to make The Great Big Greenhouse a garden center we are all proud of and for allowing us to be a part of the VNLA family over the past 34 years.

Meadows Farms Nursery is another household word in northern Virginia. Family-owned and operated for fifty years by Farmer and Betty Meadows, and with son Jay now at the helm, Meadows Farms had considered expanding into the Richmond market on and off over the years. When the opportunity to join forces with the Great Big Greenhouse presented itself, the Meadows’ said “yes”.

On July 1 the garden center will become Great Big Greenhouse & Meadows Farms Nursery. The mission is to blend the strengths of the two companies into one greater and bigger company. Many of the greenhouse staff will continue on with Meadows Farms, and plans are in place for the store to maintain most of its original flair and flavor.

News – The Great Big Greenhouse Sold

The “Retailer of the Year” in Hampton, Va. goes to Countryside Gardens. Retail Alliance, the association for retailing merchants since 1903 just announced the winners of the Retailer of the Year awards. Recipients were selected based on excellence in creativity, business acumen, retail success and the ability to thrive in a tough economy. "Running a business is no simple task; the market
is challenging and the obstacles retailers face are difficult," says Retail Alliance President & CEO Susan Milhoan." It takes more than the ordinary entrepreneur to succeed in this competitive environment. Retailers deserve to be recognized for outstanding customer service and devotion to their community." Countryside Gardens also received the Daily Press "Peoples Choice" award for Best Garden Center in Hampton and is the only garden center in Virginia to be voted as one of the "Top 100 garden centers in the United States" five years in a row by Today's Garden Center Magazine.

Countryside Gardens, Tish Llaneza, 220 E Mercury Blvd; Hampton, VA tish@countrysidegardens.biz

As part of the VNLA’s contribution the Virginia Agribusiness Council, part of it is allocated as a hole sponsor and a golf team at their annual event. This year, VNLA Legislative Chair, Steve Moore (right), was team captain and others participating were (left to right) T. Robins Buck, VDACS Marketing, Vernon Meacham, VA Tech CALS and Delegate Riley Ingram of Hopewell.

June 7, 2010 - The Conard-Pyle Co. is leaving the wholesale nursery business and redirecting its efforts to focus on the creation, development, patenting, marketing and licensing of its proprietary genetics. The 113-year-old company based in West Grove, Pa., will continue to produce bare root roses and liners of roses and other proprietary material, as well as broker rose and perennial liners.

The division of the business that is closing, CP Wholesale, produced finished container nursery stock primarily for independent garden centers. While the Maryland facility will be sold, the Pennsylvania wholesale facility will be leased. CEO Steve Hutton, a third-generation nurseryman, says up to 85 employees will be affected over the next 12 months.

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- Magnolias
- Hollies
- Redbuds
- Lilacs
- Viburnums

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Severance packages based on seniority have been offered to all qualifying employees. If a sale and lease can take place soon, it is probable some of the existing staff will be retained.

Additional details at: http://www.todaysgardencenter.com/news/?storyid=3362

News - VT Horticulture: Ornamental Plant Production & Marketing’s Statewide Tour

Our senior-level Horticulture course, “Ornamental Plant Production & Marketing” (OPP&M), toured a variety of businesses at the beginning of April to reinforce and elaborate on concepts taught in class. I led our crew on a three-day, two-night trip that took us across the state with stops at greenhouses, garden centers, and nurseries. We loaded into a couple of vans Thursday at 7:00 a.m. and made the two-hour trek to our first stop, Saunders Brothers, Inc. of Piney River, for a look at a large and diverse wholesale nursery with both field and container growing systems. Bennett Saunders took our group through the impressive boxwood fields and the orchards in full bloom; Paul Westervelt led us through the container production, including the annual and perennials houses. The students came away impressed by the emphasis on quality and the positive energy of everyone they interacted with. Thanks to Tom, Lyn, Jim, and Robert for providing lunch!

We then made our way to Battlefield Farms in Rapidan for a look at one of the largest greenhouses in the mid-Atlantic. Head grower Marc Verdel led us through countless ranges as well as the bustling potting and shipping areas. This jaw-dropping example of state-of-the-art greenhouses was almost overwhelming in size and scope. The students asked plenty of questions regarding the logistics of such a large operation and the challenges of working with big-box retailers. After touring acres and acres of annuals, we were ready for our next stop – a special wine tasting at James River Cellars Winery in Glen Allen, arranged by Mike Hildebrand! Winery manager Mitzie Batterson provided a lively overview of the Virginia wine industry, as well as some delicious samples. We ended the evening enjoying brick-oven pizza at Bertucci’s near Short Pump, thanks to the generosity of Mike and Susie Hildebrand.

The next morning started bright and early with a visit to James River Nurseries, Inc. in Ashland for a visit with a grower and re-wholesaler with a landscape emphasis. Mike Hildebrand candidly shared his on the economic downturn’s effects on his business. Mike’s trademark optimism could not be repressed, though, as he told the class of hopes for this season and plans for the future.

A visit to Strange’s flagship store and greenhouse at Short Pump provided a terrific garden center experience. The warm and sunny spring Friday had shoppers out in droves. Bill Gouldin, CEO of Strange’s Florists, Greenhouses and Garden Center provided background information on the business and then gave us a personal tour of the various departments. Bill was emphatic as to the importance of the fiscal side of growing and selling plants; especially the analysis of sales data. He also offered some valuable career advice - from his perspective, a good option for a recent graduate was “find and work with a grower or garden center owner who was ready to retire” instead of starting a business from scratch. You could practically
Wayne then facilitated our visit to Lilley Farms and Nursery for a good look at a field-grown tree farm. We all loved watching their expert crew dig with the tree spade and wrap those B&B’s up in just a few minutes—quite a bit faster than the hand-digging experience most of the students have had! Our busy day ended, as the sun went down, with a relaxing “beer on the pier” at Wayne’s house, and then he treated us to a fabulous dinner at the Vintage Tavern.

Saturday morning, we headed out to Bennett Creek’s Isle of Wight 190-acre growing facility. Wayne and John Lancaster, Jr., Senior V.P., took us through the nursery as they talked about products, growing systems and water management, as well as plans for future expansion. Here again, the positivity, opportunities, and prospects for growth in our industry was reinforced to the students.

We reflected on our experiences as we drove back to Blacksburg Saturday evening. Hearing the joys and challenges of our business first hand from these industry leaders made a huge impression on the students. Personal interactions, insights, and experiences gained on trips like this cannot be replicated in a classroom setting, no matter how many slides are shown. A big Hokie Horticulture “Thank You” to all the folks that gave generously of their time (and their amazing hospitality) during such a busy spring season. You made our first excursion so successful, we’re sure to do it again!

Holly Scoggins, Associate Professor, Department of Horticulture, and Director, Hahn Horticulture Garden

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Bill Gouldin of Strange’s shares his thoughts on pricing strategies.
News - Joyce Latimer receives Virginia Tech's 2010 Alumni Award for Outreach Excellence

BLACKSBURG, Va., May 14, 2010 – Joyce Latimer of Moneta, Va., professor of horticulture in the College of Agriculture and Life Sciences and Virginia Cooperative Extension specialist for greenhouse crops at Virginia Tech, has received the university’s 2010 Alumni Award for Outreach Excellence.

Established by the university’s Commission on Outreach and International Affairs with the support of the Virginia Tech Alumni Association, the Alumni Award for Outreach Excellence is presented annually to recognize outstanding contributions by Virginia Tech faculty members who have extended the university’s outreach mission throughout the commonwealth, the nation, and the world. Recipients are nominated by their peers, receive a $2,000 cash prize, and are inducted into the university’s Academy of Outreach Excellence.

Since joining the faculty in 1999, Latimer has provided invaluable state, regional, and national leadership in the greenhouse and perennial production industries. Her outreach focus for both Virginia Cooperative Extension agents and the commercial greenhouse industry has proven to be relevant, effective, and impactful, according to Alex Niemiera, associate professor of horticulture.

While Latimer’s outreach work covers a wide range of topics related to the greenhouse industry, her main research and extension work deals with the influence of growth regulators on herbaceous perennials, which are popular garden center and landscape contractor items.

As the Extension specialist for greenhouse crops, Latimer re-established a working relationship with the ornamental plant industry and the Virginia Flower Growers Association, assessed and addressed the industry’s research and education needs, and implemented an educational program to improve the profitability and sustainability of the greenhouse industry. “Given the economic importance of the green industry in Virginia, Joyce has re-established a vital outreach connection – with the greenhouse growers in particular – in her roles as researcher and Extension specialist,” said Niemiera.

“Her focus and continued research on plant growth regulators have been beneficial in developing programs to grow increasingly successful and healthy crops. She has offered computer programs and grid formulas for Virginia growers to use for tracking costs. Her research with plant growth regulators has allowed for more plant material on the benches and has resulted in a compact and vigorous plant for resale,” said Mark Landa, owner of Boulevard Flower Gardens in Colonial Heights, Va., and president of the Virginia Flower Growers Association. “Joyce has been a leader in encouraging growers in the importance of quality and the benefits of consistent pricing, helping local growers find profitable margins. Her assistance provides hope and promise for sustaining our industry throughout the state.”

Latimer has conducted more than 170 greenhouse grower programs and given more than 230 talks. In addition, she has reached thousands of growers with seven Web-based resources.

Latimer earned her bachelor’s degree from Virginia Tech and her master’s degree and Ph.D. from Purdue University, all in horticulture.

News-VT CALS Dean assumes temporary Leadership of Extension

Virginia Tech College of Agriculture and Life Sciences dean assumes temporary leadership of Virginia Cooperative Extension

BLACKSBURG, Va., May 11, 2010 – Alan Grant, dean of Virginia Tech’s College of Agriculture and Life Sciences, has assumed temporary leadership of Virginia Cooperative Extension until a national search for a new associate dean and Extension director is completed.

Rick Rudd, professor and head of the Department of Agricultural and Extension Education, held the Extension leadership position on an interim basis for a one-year term.

Over the past year, Rudd initiated a strategic planning effort for Extension and mapped out a plan for col-
lecting statewide input from stakeholders and citizens throughout Virginia. “I am grateful for the leadership Dr. Rudd has provided to Virginia Cooperative Extension (http://www.ext.vt.edu),” said Grant. “He has expertly guided the Extension strategic planning process to its current critical juncture of drafting the plan. I look forward to the finished strategic plan, which will help us shape our future and ensure that we will continue to respond to Virginians’ needs while facing the budget realities.”

Rudd has been charged with providing continued guidance to the strategic planning process for Extension, which is to culminate with a five-year strategic plan later this summer.

Prior to joining the College of Agriculture and Life Sciences in October 2009, Grant headed the Department of Animal Sciences at Purdue University where he was recognized as a University Faculty Scholar for his achievements in teaching and research. He received multiple teaching awards while at Purdue, including the Teaching for Tomorrow Award – an enrichment program that recognizes and fosters teaching skills.

Grant’s research on animal growth has focused on strategies for increasing the efficiency of lean meat production and utilization, and he has studied the relationship between muscle development and meat quality.

Grant is an advocate of regionalization and multi-state activities to support land-grant missions and has provided leadership to the U.S. Pork Center of Excellence.

Virginia Cooperative Extension (http://www.ext.vt.edu/) brings the resources of Virginia’s land-grant universities, Virginia Tech and Virginia State University, to the people of the commonwealth. Through a system of on-campus specialists and locally based agents, it delivers education in the areas of agriculture and natural resources, family and consumer sciences, community viability, and 4-H youth development. With a network of faculty at two universities, 107 county and city offices, 12 agricultural research and Extension centers, and six 4-H educational centers, Virginia Cooperative Extension provides solutions to the problems facing Virginians today.

Lori Greiner (540) 231-5863 lgreiner@vt.edu

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VNLA Photo Contest
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– 6 total per year.
One Grand Prize winner chosen at the end of the year.

Details at: www.vnla.org/AboutVNLA/photography_contest.htm
The end of spring semester must be upon us - signs advertising the Hort Club’s annual plant sale are everywhere and a feeling of excitement abounds. Perhaps it was that the final Plant Propagation exam was yesterday? After the whirlwind of the last couple of weeks we have 19 new alumni. These new graduates will be featured in the e-newsletter next month. Below are highlights from April. Enjoy! As always, we would appreciate e-mail updates from our alumni and friends.

The Hahn Horticulture Garden was recently featured on the university’s daily e-mail. Check it out at http://www.vt.edu/spotlight/impact/2010-04-19-hahn/hahn-garden.html

The Hahn Horticulture Gardens are used by many classes spanning several departments. Check out one interesting example: http://www.vtnews.vt.edu/story.php?relyear=2010&itemno=320

Check out the podcast featuring the big tree hunting of Byron Cameron at http://podcast.prx.org/nature/?p=724. Byron was featured on our website recently. Check that out at http://www.hort.vt.edu/alumnispotlight.html.

Susan Bay was awarded the 2010 Early Career Scientist Award by the International Society of Arboriculture. This award is granted to scientists in the fields of arboriculture and urban forestry who demonstrate exceptional promise and high career potential for producing internationally recognized research. Congratulations Susan!

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**Winner of the May/June 2010 Photo Contest**

“Dew on the Rose”

**Photo Winner: Yulita Ellis**

Landscape Designer/installer
Ellis Landscapes and Garden Designs, Gladstone, VA

Canon PowerShot A550, 7.1 mega pixel
4x optical zoom lens set to automatic focus.

“I was on my way to work on Thursday morning, May 20th. The first day we had sun in 3 days. It is 6:45 a.m. I was out taking pictures of the garden and one of my favorite Roses was in full bloom. The light was just right.”

“Win $50, submit your photos!
Good Luck and Happy Photographing!”

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**VNLA Field Day/Summer Tour**

**September 8-9, 2010**

**Field Day**, Wednesday, September 8:
Hampton Roads Agriculture Research and Extension Center

**Summer Tour**, Thursday, September 9, Behind the Scenes tours of the Norfolk Botanical Garden and the Norfolk Zoo.

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**VNLA - Photo Contest Rules & Winner**

1. The contest is open to any photographer (amateur and professional) except members of Board of Directors of VNLA and their families. Entries are limited to VNLA members and their staff.

2. Each photographer may enter up to three (3) digital images per Newsletter deadline (see #6). E-mail images to info@vnla.org. Include your name, phone number and occupation. One winning entry per photographer per year. You may re-enter non-winning entries.

3. Please e-mail images separately. Feel free to elaborate on any story surrounding the photograph. Photos should be 300 dpi high resolution.

4. All photographs submitted must have been taken in Virginia within the past five years.

5. All photographs must be related to the Green Industry. The subject can be located in a nursery, back yard, or in a landscape--just so it is obviously related to the green industry profession.

6. Deadline for submission is 5:00 p.m. on the Newsletter Copy Deadline, which is the 15th of January, March, May, July, September and November. All submissions become the property of the VNLA.

7. Model Release forms are required with each photograph which contains a clearly identifiable person. Release forms are available from the VNLA office, on request, and are also available for download from the VNLA website at Model release in MS Word format or Adobe PDF format.

Judging done by the VNLA Communication Committee. All decisions are final.
Researchers at the Institute for Sustainable and Renewable Resources (ISRR), located at the Institute for Advanced Learning and Research (IALR) in Danville, have developed a triploid daylily that took a blue ribbon at the Richmond Daylily Show and a yellow ribbon at the Tidewater Daylily Show in its first two showings in the summer of 2008.

The winning daylily, known simply as #33, is one of about 50 varieties ISRR has developed as part of a comprehensive partnership with the Virginia Nursery and Landscape Association's Beautiful Gardens program, of which Virginia Tech is a key collaborator. Bred to exhibit prolonged blooming and more vigorous growth, the triploid lily, according to ISRR researcher Zhiwu Li, will be much more valuable than the popular existing cultivars in the floriculture market because of its rarity and its unique phenotype.

There are two primary types of daylilies — diploids and tetraploids. These novel triploid daylily varieties are good candidates for commercial propagation and sale and are also ideal for genetic engineering. Triploids don't produce healthy pollen and therefore cannot contribute to transgene flow, which solves the concern that unwanted genes could be inadvertently transferred to other plants.

Li and his cohorts at ISRR and at Virginia Tech have some 20 daylily varieties currently in the garden for evaluation. According to Barry Flinn, director of ISRR, the triploid is expected to go commercial in the very near future. "Working with the IALR Foundation, we hope to have our commercial tissue culture propagation company up and running before the fall," he says. "One of the first plants that will go into production will be #33, with additional daylilies and other plants to follow."

By Deborah P. Morehead, Institute for Advanced Learning and Research

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ValleyCrest will extend the time it searches for U.S. workers for jobs that would otherwise be filled with H-2B workers.

The U.S. Department of Justice reached an agreement with Calabasas, Calif.-based ValleyCrest Landscape Cos. to resolve charges of hiring discrimination against U.S. citizens and other work-authorized domestic workers at its Virginia locations.

Under the agreement, ValleyCrest will modify its hiring policy to extend significantly the time period during which it will recruit U.S. workers for jobs that would otherwise be filled with H-2B temporary visa holders. Specifically, ValleyCrest will recruit and hire domestic workers up until two weeks before H-2B workers are scheduled to begin work. It has also made other changes to its personnel practices and will provide full back pay of $111,737 to a U.S. citizen who applied for but was not given a job.

“Every individual who is authorized to work in this country has the right to know they will be free from discrimination, and that they will be on the same playing field as every other applicant or worker,” said Thomas E. Perez, Assistant Attorney General for the Justice Department’s Civil Rights Division.

The charges were filed by the Mid-Atlantic Regional Organizing Coalition (MAROC) of the Laborers’ International Union of North America.

ValleyCrest issued the following statement: “After a thorough investigation by the Justice Department, it was determined that an isolated incident had occurred involving one individual. Full compliance with all immigration and related laws as well as proper hiring training practices are important matters for ValleyCrest and we will continue to make them top priorities.”

http://www.lawnandlandscape.com/
Headline Enews 5/17/10
It is the middle of May and the spring 2010 plant buying and planting season is in full swing. Our Beautiful Gardens® ‘plants of distinction’ are on display for all to see and consider for their yards and gardens. Plants showing good movement include the ‘Hearts of Gold’ Eastern Redbud, the ‘Color Guard’ Yucca, ‘The Blues’ Blue Bluestem and the ‘Brilliance’ Autumn Fern. Continued interest from the 2009 list highlights the ‘Pine Knot Strains’ Lenten Rose, the ‘Green Velvet’ Buxus and the ‘Peachie’s Pick Stokes Astor’. The posters, banners, brochures and category cards have been well received and are used throughout the participating garden centers.

Staff has participated in a number of spring open houses and promotional days with the Beautiful Gardens exhibit and presentations. Several garden centers including, Smithfield and Merrifield, have incorporated Beautiful Gardens information into their own promotional programs. We thank them for the extra effort.

Media attention of Beautiful Gardens has improved this year over last. Virginia Cooperative Extension, Farm Bureau, VDACS, Virginia gardening magazines, Andre Viette, Richard Nunnally, Sylvia Wright and many more have contributed to our increased visibility and positive response. We ask that each of you contribute to the growth of Beautiful Gardens by linking to www.beautifulgardens.org from your own websites.

Please refer to the Beautiful Gardens website for the list of 2011 ‘plants of distinction’.

You can participate by growing one, several or all of these plants. Contact Lisa Lipsey at llilpsey@vt.edu for liner sources on these plants.

Speaking of liners, the Beautiful Gardens program will sponsor a ‘liner workshop’ at the J Sargeant Reynolds CC in Goochland to provide up to date information on the care and handling of plant liners with specific emphasis on Beautiful Gardens liners. We want you to know how to handle the plant material coming out of the tissue culture lab (IALR) in Danville and we want to start signing up Virginia/VNLA growers to produce Beautiful Gardens liners. This will include our new plant introductions scheduled for 2013. Please contact Rick Baker with VDACS at rick.baker@vdacs.virginia.gov if you are interested. We will be providing more information in the near future.

Another Beautiful Gardens activity slated for June 2010, at the VCE – Master Gardeners College at Virginia Tech, is the Breeders Workshop. These workshops are designed to instruct the novice to professional on
Many myths and legends surround hellebores, a widely grown genus of plants known to some as "winter roses" or "Christmas or Lenten roses." In Greek mythology, hellebores cured a legendary soothsayer from madness, and in Greek history, some researchers believe that Alexander the Great died of a hellebore overdose. The perennial flowering plant was once even associated with witchcraft and purported by some to have medicinal value. Mostly grown for horticultural purposes today, small hellebore plants sell for about $7 and large ones sell for about $28.

"Right now, Helleborus plants are cloned in Japan, propagated in India, and sold in the United States," says Chris Pantazis, a research assistant and lab manager at the Institute for Advanced Learning and Research (IALR) in Danville, Va. "They are shipped wet, making them very expensive to produce."

The Danville research facility is finding ways to produce hellebores in Virginia without the need to ship them from country to country, while also researching techniques to grow value-added varieties of the ornamental species at a faster rate. Although farmers need three years to grow the plant from seed, it only takes six to seven months to produce Helleborus in a lab setting.

"Our facility is to the point where we can clone, propagate, and clean Helleborus plants and almost to the point where we can produce them in mass quantities," says Pantazis, who speculates that the hellebore industry could stimulate the economy in Southside Virginia.

Yinghui Dan, a senior research associate at the IALR and lead investigator on the project, has developed an efficient in vitro micropropagation system that prevents decontamination from outside plant materials, ensures clean and sufficient material supply through in-house Helleborus stock plant production, and enables the massive and rapid production of the plant with proper tissue culture conditions.

Though known to gardeners for their early, long-lasting flowers, evergreen foliage, and environmental adaptation, hellebores have posed many challenges to scientists. "Their endophyte habitation and recalcitrance to tissue culture conditions took a great effort to overcome," Dan explains.

Today, Virginia can only produce about 30 percent of the plants required for the $1 million hellebore market because of the difficulty in sexual and asexual propagation and the long periods of time that the plant needs for seed dormancy. Dan, who is also working on creating larger plants with a deeper hue, hopes to bypass these problems with the new system.

Key partners in the hellebore initiative include Virginia-based nursery owners Richard and Judith Tyler of Pine Knot Farms in Clarksville, Va., and the Virginia Nursery and Landscape Association (VLNA), a state trade association that aims to enhance and promote the state's nursery and landscape industry through their Beautiful Gardens Plant Introduction Program.

The Tylers have specialized in breeding Helleborus species and hybrids since the early 1990s on the former tobacco farm that has been in Judith Tyler's family for decades. The breeders provide plant tissues to Danville researchers who, in turn, develop the clonal propagation methods for these popular plants in what has been a successful effort to speed up their reproduction. The plant biology research center's collaboration with VLNA on hellebore production is part of a larger project to work with the organization to identify new and superior plants that can be cloned and eventually commercialized to more than 700 VLNA members.

The Institute for Sustainable and Renewable Resources — a research center at the IALR that is affiliated with the Department of Horticulture and the Department of Forest Resources and Environmental Conservation at Virginia Tech — has many similar projects that aim to bring jobs to Southside Virginia, including the development of novel ornamental, crop, and forestry plant varieties. For example, the center has worked to produce virus-resistant Impatiens using transformation technology, introduced a strain of bacteria in switchgrass that makes it grow faster and taller and provides more material for the ethanol production process, and accelerated the process to grow Miscanthus grasses for biofuels.

By Michael Sutphin
Member Profile – Maryland Plants and Supplies

Jim Franklin

“1976 Maryland Plants & Supplies was started as a plant brokering company dealing exclusively with Greenleaf Enterprises growers of cell pack foliage and annuals. My father, who worked for Ball Seed, had suggested I sell for Green Leaf Enterprises. I learned about the plant material by working a weekend in Greenleaf’s packing department without pay. Then went out and started selling cell pack liners and rented a truck to deliver to customers. For those who remember, those years were the height of the foliage boom. Green Leaf had sold out of products so I sold Florida foliage. I took orders for the Greenhouses who wholesale to the Florist shops. I traveled to Florida and in 5 days would contract a truck, visit growers, and select the best material. This material was delivered to a staging area, each plant would come in sleeved and labeled, I organized orders to drops, loaded the truck, and traveled back to Maryland.”

“Later, I decided I could sell hard line products to my same customers and started to add manufacturers of pots, poly, greenhouses, etc... Maryland Plants & Supplies was the first regional distributors for some of most commonly known manufacturers to this day. Some of these Manufacturers are Tufflite greenhouse films, Gleason material handling equipment, Nursery Supplies Containers, T.O. Plastics, etc. Through out the years I came up with an extensive line of products for the commercial growers. Then there came sales representatives, delivery trucks, catalogs, etc... to where we are today. Maryland Plants and Supplies full line Horticultural distributor with access to all horticultural related products.”

Jim Franklin is the President of Maryland Plants and Supplies. Jim graduated from Blackford High School in San Jose, California. He later attended Shenandoah College in Winchester, VA, James Madison University in Harrisonburg, VA and then Towson State University in Towson, MD. While in High School Jim was in wrestling JV & Varsity

Jim says that their business philosophy is “Be honest and fair to all of our customers; my integrity and that of the company is the most important thing to me as an individual and business owner.” “Our Mission statement is, “Meet and exceed our customer needs at competitive prices.”

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expectations by lowering their risk, giving them the competitive edge, and making their life easier at the lowest possible cost."

Jim has served on the Board of Directors for the Maryland Nurseryman and Landscapers Association. He served two terms on the Board of Directors for the North American Horticultural Suppliers Association (NAHSA). Jim was also was chair for the Weights and Measures Task Force. He was the founding member of the Horticultural Distributors Alliance (past president and currently Vice President). He served as Vice President and President of Maryland Greenhouse Growers Association, and served the Greenhouse Suppliers Association as Treasurer, Vice President and President Jim served on the University of Maryland Horticultural Advisory Counsel.

Jim is now a member in good standing with Ohio Florist Association (OFA), Maryland Nursery and Landscapers Association, Virginia Flower Growers Association, and Shenandoah Valley Nursery Growers Association along with numerous other regional associations

He has been acknowledged by the MGGA (Maryland Greenhouse Growers Association) for MAGIC Fund, Educational Foundation, He has been President and sponsors for many of the activities such as Green (Si Grow Show. NASHA also acknowledged his contribution on the Board of Directors.

What was the best idea you ever stole?

JF: “Setting up a collection for the MGGA by charging each Maryland customer (with the customers approval) extra on their invoice and matching that contribution for legislative fund for water restriction in the state of Maryland. Later this money went to a legislative fund for representing the interests of growers in Maryland know as MGGA Magic Fund.”

Jim’s favorite plant is the Shasta daisy. His favorite flower color is yellow.

He dislikes not being busy, and customers who don’t pay. He feels that his best habit is problem solving, knowing greenhouses and how to design, labor savings for nursery and greenhouse, building relationships, and bringing a value to our customers.

Jim’s worst habit is volunteering too much for various projects. His hobbies are working around the house, fresh air, traveling, etc. His dream vacation is traveling anywhere.

Jim says that the heroes to my life are some of the great relationships developed over the years. His favorite quote: "Where ever there is a challenge there is an opportunity"(my quote). "An ounce of prevention is worth a pound of cure".

Jim’s aspirations: “Being able to make a good living and allowing my employees to achieve their personal and professional goals and objectives, and solving our customer's problems better than the other guy.”

Jim’s hardest part of his workday is “whenever he is not able to get answers faster. The best part of his workday is turning challenges into opportunities, and solving problems, meeting our customer's needs and exceeding their expectations by lowering their risk, giving them the competitive edge and making their life easier.”

When dealing with employees, Jim’s hint is “to communicate in a fashion that will accomplish your goals and objectives, showing how that employee's job is important to the team. When disciplining make it prompt, personal, and progressive.”

Jim feels that the hottest upcoming trends are natural ventilation, decorative pots, high tunnels, organic food and products, vegetables, regional growing of food products, etc.

What advice would he give a student looking to get into the green industry?"

JF: “Be Dynamic. Keep your eyes open for new ideas and ways of doing things better in the market and production. Change will happen and change is good; sometimes not welcome but good. Be ready to adapt. Find a niche that needs filling. Expect to be successful and be prepared to work hard. Be responsible, own your mistakes and own your success.”

Jim’s company has managed to stay in business by determination and compassion for the industry and great relationships that they have developed.

Biggest Challenge, Obstacle or Disaster in Business History:
JF: “Bad debt write offs. Customers who are never pleased.”

Who is your most significant mentor and why?

JF: “My father and mother showed me how things should be done. They taught me how to compromise; to understand others problems and issues and to be fair and reasonable. They also taught me how to accept responsibility.”

Future Plans?

JF: “Continue to grow Maryland Plants and Supplies’ business allowing myself and my employees to fulfill their professional and personal goals and objectives. Continue to offer our knowledge and products to allow our customers to achieve their own personal goals and objectives. Continue building relationships with some of the finest people we have come to know.”

Did you always know you wanted a career in the green industry or did you have other aspirations growing up?

JF: “I really did not know what I wanted to do until I tried it and it worked out”

How has the industry changed since you started in business?

JF: “The business has become very competitive at all levels. There are newer products which help resolve problems more effectively and efficiently. Both greenhouse and nursery production has become more sophisticated and detailed. For example everyone used to use the same old fertilizer they had used for years. Now there are specialty fertilizers for certain crops and to go one step further specialty fertilizes for the same crops but for different stages of the crop.

What do you know now, that you would have liked to know when you started in business?

JF: “Too many things to numerous to mention which I consider now as common knowledge. Some of the top ones are how to partner with our vendors and customers. Listen to our customers needs. Bring our vendors and customer together to meet both their needs. The every day challenges our customers face.”

Where do you think the green industry is going in the next 10 years?

JF: “Exactly where we will be in ten years is very hard to say, but I know with the way technology is going, so many changes in such a short time, I believe we will see changes unlike ever in the history of the industry. We must prepare ourselves to accept change or challenge and turn it into a

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opportunity. I believe we will continue to see the trend increase with organic farms, high tunnels, more regionally produced vegetables and meats, and more consumers producing their own vegetables and herbs. Flowering crops will pickup in sales due to more people staying at home.

**Why did you join the VNLA?**

**JF:** “My goal is to continue to expand and cultivate my relationships in the industry and offer the value of Maryland Plants and Supplies experience and knowledge to others. This is a great industry with a lot of good, honest, hard-working people. As our customers enjoy what they are doing I too enjoy what we can do for our customers. I feel that Maryland Plants and Supplies can provide the knowledge for many problem-solving options for our customers.”

*Edited by Sandy Miller*

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**News - CVNLA Scholarship Awarded**

Charles Smith is the recipient of the annual Central Virginia Nursery & Landscape Association "Harry Johnson Memorial" $500 scholarship for a horticulture student at J. Sargeant Reynolds Community College.

Charles is working toward his Associates degree in Applied Science majoring in Horticulture. He plans to operate his own landscaping business once he receives his degree. He currently works for Ultra Touch Landscaping. Charles is a graduate of Louisa County High School and lives in Bumpass. He has been a student of J. Sargeant Reynolds Community College since 2008.

The CVNLA has been providing this scholarship for many years and it was renamed this year in memory of Harry Johnson, Buckhorn Creek Nursery, who had been a long-time strong supporter of the CVNLA and was serving as Treasurer when he passed away recently.

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**Obituary – Steve Evans**

EVANS, Stephen Clifton, 59, of New Kent, died Sunday, April 4, 2010. He is survived by his wife, Sally (Evans Evergreen Nursery); daughter, Stacey; sisters, Judy Layne and family from Richmond, and Patty Higgins and family from North Carolina; “extended family” at McGeorge Mercedes Car Company; and true fishing partner, his dog "040" (forty).

Steve lived and died with the same values. dignity, integrity, truth and passion. He followed his own guidelines throughout life, making sure every decision never strayed from his true self. His strong morals and determination for perfection were contagious. Those who were close, learned to challenge and hold themselves to a higher standard.

[continued on page 25]
CENTRAL VIRGINIA NURSERY AND LANDSCAPE ASSOCIATION MEMBERS DONATE PLANTS TO THE EXECUTIVE MANSION GROUNDS

Visitors to the Executive Mansion will enjoy some new landscaping generously donated by CVNLA members Colesville Nursery (Ashland), Glen Allen Nursery (Glen Allen), and Hanover Farms Nursery (Oilville), with design and coordination by Shipp & Wilson Landscaping (Mechanicsville). The First Lady suggested the additions of Forest Pansy Redbud and Hardy Gardenias to the grounds, and two areas of Pachysandra ground cover to complete the foundation beds.

Another section of the grounds is slated for renovation. It will be designed using Plants of Distinction from the Beautiful Gardens™ program. Rick Baker with the Virginia Department of Agriculture and Consumer Services is the Beautiful Gardens contact for this project. Visit www.beautifulgardens.org to learn more about this Virginia consortium which is testing and promoting new and underused plants of merit for the Mid-Atlantic region.
News - Governor appoints Assistant Secretary of Agriculture & Forestry: Matt Conrad

Matt Conrad began his career in government service at the Virginia Office of the Attorney General. Beginning in 2005, Conrad served as an Assistant Attorney General and was promoted to lead attorney for legislation and agency advice within his section in 2007. He was also appointed a Special Assistant U.S. Attorney for the Eastern District of Virginia. Conrad joined the Richmond-based Alliance Group in 2008 where he was director of the Virginia Wine Council, an agricultural membership organization organized to represent the interests of grape growers and Virginia's farm wineries on the state and local levels. A native of Appomattox, Conrad graduated from James Madison University in 2001 and received his J.D. from George Mason University in 2005.

Matthew A. Conrad joins the McDonnell Administration on May 10 as Assistant Secretary of Agriculture & Forestry. We congratulate Matt on his appointment. Over the past few years we have enjoyed working with him to advocate for Virginia's farm wineries and vineyards.

Todd Haymore, Secretary of Agriculture & Forestry said, "I'm very pleased that Governor McDonnell reinstated the position within the Secretariat and that Matt accepted the offer to join the administration. I've known Matt for about three years and have found him to be an extremely hard worker and quick study on complicated issues and challenges. I know that he will be a valuable asset to the Governor's team, especially to those of us working to promote and advocate for Virginia's top two industries, agriculture and forestry. I believe his experience will serve him well in assisting DOF, VDACS, and the agencies' stakeholders and partners."

Matt was born and raised on his family's farm in Appomattox County. For the last few years, he has been director of the Virginia Wine Council, a consortium of Virginia's farm wineries and vineyards advocating for the interests of farmers and small businesspeople across the state. In addition, Matt spent three years working in the Office of the Attorney General as Lead Attorney for Legislation and Agency Advice in the Public Safety and Enforcement Division.

Provided by the Virginia Agribusiness Council

VNLA – Membership Discount Programs to Save You Money!

NIAP Partners (National Industry Affinity Program) Discount Programs

Partnership

Now VNLA members can save on all of your inbound and outbound packages and shipments to and from anywhere—around the corner, around the country, around the world—with world-class carriers, unbeatable customer service professionals, and great discounts to boot! These great savings come for no additional cost. It's free to use the program. It's free to enroll. No minimum shipping requirements, no obligations, no hassles. Discounts on UPS and YELLOW are currently at 64% and FEDEX discounts are as high as 27%. www.PartnerShip.com

Live Asset Insurance

A revolutionary new insurance product has been created for the nursery, greenhouse and landscape industries. This program is extended to nursery, greenhouse, landscape and retail plants whether they are field or container grown, above ground or installed in the landscape. This insurance product covers acute weather occurrences such as hail, freezes and hurricanes and wind, as well as fire and other named perils. This program is available to all and can be sold through existing broker relationships, but VNLA members will receive a 10% discount on their premiums. www.liveassetinsurance.com

Lands’ End Business Outfitters

ANLA’s partnership with Lands’ End Business Outfitters offers VNLA members the chance to order classic, quality company uniforms and apparel. With their frequent savings offers, ordering with Lands’ End Business Outfitters will save you money (10% discount) and time in creating a professional look for VNLA business team.

Educational Programs

NewsBrief - ANLA’s newest online e-newsletter is now available to VNLA members. This weekly communication provides comprehensive news briefings of the top industry and business stories, as well as the latest postings on ANLA’s Industry Knowledge Center (also available to VNLA members).

Webinars - Each month, ANLA presents practical, useful, timely information and knowledge in the form of an online webinar. The ANLA Webinar Series is presented by industry experts, consultants and professionals and are free of charge.

- VNLA working in partnership with the American Nursery & Landscape Association

VNLA Members 10% discount on commercial auto policy

“Allstate is implementing decreases that range from approximately 22-37% on commercial auto policies in certain areas of Virginia. This decrease, coupled with the 10% discount that you will receive for being a member of VNLA could potentially save you a lot of money! Allstate can also assist you with insurance for your other lines of business, such as Worker’s Comp, GL, and your business location.

Please call Nicole Orriola at 202-368-4538 for further details!”
Save on all your FedEx® shipping—air, ground, inbound, and outbound!

Because of your membership in VNLA you are eligible for the American Nursery and Landscape Association’s (ANLA) shipping discounts through PartnerShip®. PartnerShip, the endorsed freight management provider of ANLA, has been negotiating substantial carrier discounts on behalf of our customers since 1989. VNLA members who enroll in the free ANLA FedEx Alliance Program will receive significant discounts through FedEx, delivering expertise, great service and value for all your shipping needs, virtually anytime, anywhere. Over the last year, members who used the ANLA FedEx Alliance Program saved an average of $489.

- **Save up to 27%** on select FedEx Express® services
- **Save up to 20%** on select FedEx Ground® services
- **Save up to 10%** on select FedEx Home Delivery® services

Go to [www.PartnerShip.com/42ANLA](http://www.PartnerShip.com/42ANLA) and enter «PRO» in the promo field to enroll and start saving with this valuable member benefit!

After you enroll you'll have access to **savings on inbound and outbound shipping** and the unparalleled customer service that PartnerShip is committed to providing. This ANLA member benefit comes at **no cost to you** and has no minimum shipping requirements or obligations.

Visit [www.PartnerShip.com/42ANLA](http://www.PartnerShip.com/42ANLA) for a full summary of your FedEx discounts, as well as information on our other services, including discounts on LTL freight shipments.

If you have any questions, please call PartnerShip at **800-599-2902** or email [sales@PartnerShip.com](mailto:sales@PartnerShip.com).

*Includes a 5% online processing discount. Full details available at [www.PartnerShip.com/42ANLA/FedExdiscounts](http://www.PartnerShip.com/42ANLA/FedExdiscounts)*

For eligible FedEx services and rates, contact your association or PartnerShip. All FedEx shipments are subject to the applicable FedEx Service Guide at [fedex.com](http://fedex.com). FedEx service marks used by permission.

*A VNLA Member Benefit

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[continued from page 22 -Obituary – Steve Evans]

His pursuit of perfection was witnessed not only in his work, but also in his leisure activities. Steve was an avid fisherman, spending hours out on the lake searching for his "8 lb. bass". His dedication to his beloved pastime was a metaphor for the way he lived his life.

Memorial contributions may be made to the Thomas Palliative Care Unit, VCU Medical Center, North Hospital, 4th Floor, P.O. Box 985934, Richmond, Va. 23298-0934, c/o Ellie Coyne.  

*Published in Richmond Times-Dispatch on April 11, 2010*
Tips - Maintaining Customer Relationships

You know the saying, "It's easier to keep your current customers than to find new ones."

Well, in today's marketplace and economy it's getting hard to keep our current customers too. This is the time to do something extra - be seen, be heard, be proactive, to follow up.

It doesn't matter what business you're in - doctor, dentist, lawyer, retail, manufacturing, insurance, you name it; we all have customers and losing just one often makes a major impact in your business. So how do we maintain a relationship? What can we do to be special, different, proactive and extra good?

One is to keep your name in front of your customers. We like to think that the Telephone Doctor newsletter you're reading now is one way to maintain a relationship. At least you know we're thinking of you once a month. Staying in front of the customer, unobtrusively, is one of several ways to maintain a relationship.

You see, once you interact with the customer, once they purchase an item from you, they don't like to be ignored. Well, it's not that they don't like it, they really don't understand it. The customers think to themselves, "Gee, I just bought a bunch of XXX from YYY and I never hear from them. They must have forgotten about me."

I remember the copy machine salesman we had a while back. He was very good at the point of sale. But I promise you, we had a better relationship with the repairman (they out-sourced it) than we did with the original salesperson.

So in addition to a newsletter or direct mail, all of which are good, we have some other ideas to help you maintain a great relationship with your customers taken from our best selling program Maintaining Customer Relationships.

Take a peek.

Call the customer with a specific reason such as a follow up call to be sure all is going well. And if you're worried about getting voice mail, here's a great Telephone Doctor tip. Expect and be prepared to reach voice mail. It's gonna happen. So be prepared! Have a ready made, short, sweet and to the point message for your customer. It's not necessary to ask them to call you back (unless there's a very good reason). You can simply make an announcement such as, "Mrs. Jones, this is Bob at Bob's Appliances. I hope your new dishwasher is doing great. Was thinking about you and wanted to say thank you again for your purchase." That's it. Your company name will be in their computer brain. It's a way to maintain customer relationships. (Caution: Don't WING a voice mail. Be prepared!)

Be proactive. If your contact is no longer at the company, don't just let that go. Let's say you worked with Sue Smith at Fox & Company. And you called to say hello. Whoops, Sue Smith moved on to another company about 3 months ago. Sadly she didn't tell all her vendors that. So you still have her name on your list. You have two choices. You can hang up and move on to another call or you can be proactive and find out who replaced Sue Smith and start a new relationship. You have a great story to tell the new contact because you had a good relationship with Sue Smith. So find out who replaced Sue Smith. Someone is doing her job. Be proactive. You'll be pleasantly surprised at how well you'll be received.

We have a great saying at Telephone Doctor. Make a few "NUM" calls a day. NUM calls? Don't look it up cuz we made it up. NUM calls stands for NO ULTERIOR MOTIVE. That's right, a simple "I was thinking about you and wanted to say hello" call. Until you do this a few times and get the amazing results we have over the years, you probably won't appreciate the technique. I hesitated to even share it with you. But then, what kind of customer service would that be? NUM calls are great for voice mails and especially if you have the good fortune to reach the customer. Wish someone would give me a NUM call once in a while - that's a rarity.

Handle all problems immediately. Don't we always ask? Well ya know, sometimes people put things off, especially when it's unpleasant. And if you need to call a customer back when there's been a problem, the sooner you call them back or handle it in person, the better off you are. And it speeds maintaining a relationship. Ignoring the customer or putting off calling will only make the situation worse. You know the old saying, handling a problem you're getting that ole 'second chance.' If you're good at what you do, you probably can help the situation move in the right direction. This is a great way to maintain customer relationships.

Gain additional business. Word of mouth is one of the best ways to maintain customer relationships. So when you make that NUM call or handle the problem immediately, what do you think your customers will tell others? Right. How good you are! And you can gain additional business by those methods. What do you think I would have told my business associates if that copy salesperson had stayed in touch with us? Right. How good he was. I could have gotten that sales person additional business. By staying away from me I had forgotten him. Not a great method.

There are dozens of other ways to maintain a relationship with your customers. These are just a few.

Nancy Friedman, customer service and sales expert, is available to speak. Contact nancy@telephonedoctor.com to discuss your specific needs.
HRAREC Demonstration Gardens

- Shrub/Hedge Comparisons
- Seaside Garden
- Perennials Comparison
- Ornamental Grasses
- Native Plants Garden
- Groundcover Garden
- Garden Gazebo
- Fragrance and Texture
- Four Seasons Bulb Garden
- Entry Beds
- Enabling Garden
- Edible Landscaping
- Daylily Garden
- Children's Garden
- Changeover Garden
- Butterfly Garden
- Bog/Water Garden
- Tidewater Rain Garden
- Perennial Garden
- Herb Garden
- Bay Scape Garden
- All-America Trial
- Utility Arboretum
- Arboretum
- Tidewater

Northampton Boulevard, Exit (282). Go to the 4th stop light after the exit, and turn left onto Diamond Northampton Boulevard. From Interstate 64 -

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

Cut off date for Group Rate: August 30

Ask for the ‘VNLA Field Day’ Group

For Reservations, call: 800-485-2375

$55.24 for 2 queen beds or a king

Directions to Hampton Roads Agriculture Research & Extension Center

Virginia Beach, VA

September 8-9

Hampton Roads AREC

It’s Not Just a Research Center!

Gardens and Demonstration Areas

- Theme Gardens

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VNLA 2010 Field Day
Hampton Roads Agriculture Research & Extension Center
Virginia Beach, VA
(Tidewater/Hampton Roads near the Bay Bridge/Tunnel Entrance)

SCHEDULE
9:00 a.m. Registration Open
9:00 a.m. - 4:00 pm Field Day Activities
   • Plant ID Contest
   • Silent Auction (for the benefit of the Hampton Roads Nursery & Landscape Assoc)
   • Educational Seminars
   • Tours of the Research Center

Research Tours
These tours will be ongoing throughout the day.

Exhibitors
9 a.m. – 4 p.m.: A number of exhibitors will be on hand throughout the day in the Exhibitor Tent to showcase their products and services and answer any questions that attendees might have. So please make time to visit these vendors and see how they can help your business grow.

Plant ID Contest
11 a.m. – 3 p.m. with winners from each of the following categories:
   • Grower
   • Landscape Contractor
   • Retail Garden Center / Other

Silent Auction
9 a.m. – 3:30 p.m. presented by the Hampton Roads Nursery & Landscape Association (HRNLA)

Seminars
9:30-10:50 – Overall AREC Tour And Bare Root Research – Outside by Bonnie Appleton
10-10:50 - Sustainable Landscape Design – Outside by Laurie Fox
10-10:50 - Invasive Insects – Classroom by Pete Schultz and Eric Day
11-11:50 – Turf Research Updates & Tackling Turf in Tidewater - Outside by Mike Goatley and Jeff Derr
11-noon - Field Production - Classroom by Chuan Hong
Noon – BBQ Lunch
1-3:00 - Landscape Practices – Classroom by Dwight Hughes
1-2:30 - Overall AREC Tour And Bare Root Research Outside by Bonnie Appleton
6-8:00 p.m. – Reception at Chicks Oyster Bar 2143 Vista Circle Virginia Beach
Cash bar and Steamer platter (oysters, shrimp, clams, mussels), presented by the Hampton Roads Nursery and Landscape Association
(Dinner on your own)

Additional details and updated information available on the VNLA website at http://www.vnla.org/fieldday.htm
Nursery Industry Speaker & Consultant

Presentations have made to state, regional and national associations centered on professional nursery management. Three major phases including field production, landscape installation, and nursery business management are popular topics. Verbal explanations are supported with pictures showcasing major points of interest. Time management, people management, money management and marketing are the four themes stressed throughout each talk. **The most important message related to the audience is production per person efficiencies that contribute to company benefits far ahead of nursery industry averages and standards.**

**Production includes a complete mechanization process of growing specimen trees and shrubs.** Included in the system is mechanical planting, cultivating, spraying, digging, burlapping and handling. All elements of the system are mechanical with very little labor input.

**Landscape installation equipment is central to the overall mission of company procedures.** Installation of plants, borders and mulches is shown and described with innovations of equipment that can be accomplished with one-half the labor required when compared to other similar landscape crew operations. Hydraulics, power equipment, space management, time and motion studies have proven the system to be highly productive per employee.

**General business aspects cover company image and customer policies.** Personnel management and facility layout are shown in detail in order to convey the "family spirit" and "team effort" required to be successful in today’s marketplace.

Dwight Hughes Jr. is a third generation nurseryman assisting his sons, Tom and John, operate a landscape nursery in Cedar Rapids, Iowa. He graduated from Iowa State University in 1970 with a B.S. degree in ornamental horticulture and landscape architecture. After graduation, he spent two years with the U.S. Army and was trained as infantry field leader for Viet Nam.

Dwight is past president of the American Nursery and Landscaping Association and the Horticulture Research Institute. He is past chairman of the popular "New Ideas Program" and coordinates the national "Lighthouse Program" for ANLA.

**As an industry speaker,** Dwight has made over 100 presentations in 40 states and Canada on efficient landscape management and field production systems. He published a book, video and DVD in 1996 titled Systems for Success that is a popular educational package on strategies for maximum efficiency in landscape installation and nursery production.

**At the local level,** Dwight has served on the Board of Kirkwood Community College, Cedar Rapids Chamber of Commerce, Historic Brucemore, Indian Creek Nature Center, C.R. Rotary, Prairie School Foundation, US Bank, and The Boy Scouts of America.

Dwight will have copies of his highly acclaimed book “SYSTEMS For Success” as well as the DVD version available for sale at the Field Day.

There is limited seating for these presentations by Dwight Hughes. 
**Seats will be reserved for the first 79 people registering for his presentations**

If you are involved in nursery production or landscape installation, these are “a CAN’T MISS” presentations!
Speakers & Presentations Summary

Bonnie Appleton is a Professor of Horticulture and Extension Specialist with Virginia Tech's Hampton Roads Agricultural Research and Extension Center (HRAREC) where she has concentrated on alternative nursery production containers, landscape installation methods (bare root planting, stabilizing), utility compatible trees, and cut holly production. She is an author of the widely used reference “The NY/Mid-Atlantic Gardener’s Book of Lists”. She has been an educational advisor to the VNLA Board for just short of 25 years with her retirement from VT on June 30th.

Talk – Bare Root Production Research and HRAREC Tour – Bonnie will be showing her modified version of the Missouri Gravel Bed System that is proposed as a means to produce trees bare root rather than bare rooting trees at planting. She will also conduct abbreviated tours of research projects and demonstrations at HRAREC.

Laurie Fox is a Horticulture Associate at VT’s HRAREC and has worked in the areas of water quality (phyto-remediation – cleaning water with aquatic plants, aquatic vegetation management, storm water management) and sustainable landscapes (sustainable landscape practices, BayScaping with native plants, buffer zones, rain gardens) for the last 14 years. She is an author and the publisher of the "Best Plants for Hampton Roads" book.

Talk - Sustainable Landscape Design - This talk will cover basic sustainable concepts and 30 practices everyone can use while touring the new sustainable landscape practices demonstration garden.

Chuan Hong - Dr. Hong is an Associate Professor of Plant Pathology at Virginia Tech. His research program produces innovative solutions to issues of global significance to the green industry. He has authored three books, 63 peer-reviewed scientific papers, numerous extension and trade journal articles. He was the recipient of the College of Agriculture and Life Sciences Award for Excellence in Applied Research in 2007.

Talk - Plant Health Begins With Clean Water. This presentation examines why many pathogens become more destructive at nurseries that recycle runoff for irrigation and discusses what you can do to reduce the crop health risk associated with recycling irrigation.

Pete Schultz is the Director of the Hampton Roads Agricultural Research & Extension Center (Field Day Host) and conducts research in the area of Entomology and focuses on developing and implementing integrated pest management strategies (IPM) of key insect pests of horticultural crops in nursery production and landscape plantings in commercial, private, and public environments.

Eric Day manages the Insect Identification Laboratory in the Department of Entomology at Virginia Tech. He receives and identifies approximately 1700 insects per year, most of which arrive in the summer. In addition he coordinates exotic pest surveys with APHIS/PPQ and provide input to the NAPIS data base. He also manages Common Insect and Mite Pests of Christmas Trees website - an ongoing project providing scouting, identification, and control information to Christmas tree growers regarding insect and mite pests.

Mike Goatley - Dr. Mike Goatley is a Professor of Crop and Soil Environmental Sciences and serves Virginia as its Extension Turfgrass Specialist. He conducts applied research and outreach programs in turfgrass variety evaluations and urban nutrient management statewide.

Jeff Derr – Dr. Jeffrey Derr is a Professor of Weed Science and is located at Virginia Tech's Hampton Roads Agricultural Research and Extension Center in Virginia Beach. He focuses on weed management in container and field nursery production, fruit production, landscape bed maintenance, and turfgrass. He has also researched control of certain invasive weeds, including Phragmites and Japanese stiltgrass, in non-crop areas.

Talk: Tackling Turf in Tidewater - Maintaining quality turf can be a challenge in eastern Virginia. Jeff Derr and Mike Goatley will utilize turf research plots at the station to discuss variety selection, management, and weed control for cool and warm season turfgrass species.
HRAREC Demonstration Gardens

There are a number of gardens and demonstration areas to explore at the Hampton Roads AREC. Besides their beauty, the gardens offer nurserymen and the general public a chance to see how different plants grow in our Zone 8A climate. There is no admission fee to visit the gardens, and they are open seven days a week from dawn to dusk. Visit throughout the different seasons to see how the plants respond to changes in temperature and light.

It’s Not Just a Research Center!

Gardens and Demonstration Areas

- All-America Trial Gardens
- Bay Scape Garden
- Buffer Zone Demonstration
- Enabling Garden
- Herb Garden
- Perennial Garden
- Rain Garden
- Tidewater Arboretum
- Utility Arboretum
- Theme Gardens

This garden was established in 1995 as a Master's degree project by Holly Cruser. It has developed into an outstanding display that illustrates, by demonstration, the assortment and usage of annual and perennial plants available for use in landscape installations. All plant material is labeled and provides visitors with necessary information to make sound purchasing decisions. It is maintained by Virginia Beach Master Gardeners.

- Bog/Water Garden
- Butterfly Garden
- Changeover Garden
- Children’s Garden
- Daylily Garden
- Edible Landscaping
- Enabling Garden
- Entry Beds
- Four Seasons Bulb Garden
- Fragrance and Texture
- Garden Gazebo
- Groundcover Garden
- Native Plants Garden
- Ornamental Grasses
- Perennials Comparison
- Seaside Garden
- Shrub/Hedge Comparisons
- Winter Garden

Hotel Information

Best Western Center Inn
5718 Northampton Blvd
Virginia Beach (within a mile of the Field Day)
I-64 Exit 25

For Reservations, call: 800-485-2375
$55.24 for 2 queen beds or a king
Ask for the “VNLA Field Day” Group

Cut off date for Group Rate: August 30

Directions to Hampton Roads Agriculture Research & Extension Center

1444 Diamond Springs Rd
Virginia Beach, VA 23455
(757) 363-3906
www.arec.vaes.vt.edu/hampton-roads/index.html

From Interstate 64 - From I-64 take the Northampton Boulevard, Exit (282). Go to the 4th stop light after the exit, and turn left onto Diamond Springs Road. The center is 0.3 miles north of Northampton Boulevard.

Additional details and updated information available on the VNLA website at http://www.vnla.org/fieldday.htm
VNLA Summer Tour - Thursday, September 9

Behind-the-scenes garden tours of Norfolk Botanical Garden and the Virginia Zoo at Norfolk

8:15 a.m. Bus will leave Best Western Center Inn
8:30-11 a.m. Tours of the Virginia Zoo by Marie Butler, Landscape Coordinator
             Optional train tour on your own ($2)
11-noon Lunch on your own at the Virginia Zoo (food service available on site)
Noon Bus leaves for Norfolk Botanical Gardens
12:15 – 3:30 p.m. Tours of Norfolk Botanical Gardens by Brian O’Neil, Director of Horticulture
                  Optional boat tour on your own ($5)
3:30-3:45 pm Return to Best Western Center Inn

Virginia Zoo

The Virginia Zoo- in Norfolk, VA - is 110 years old and covers 53 acres, much of which is along the Lafayette River. Home to over 350 animals of 115 different species, the Zoo also offers great botanical diversity. Every summer the grounds are planted with over 8,000 plants consisting of 350+ varieties of annuals and perennials that are grown at the Zoo. From realistic animal habitats and colorful display gardens, to wetlands restoration and rain gardens, the Horticulture Department covers a lot of turf and does it organically.

Not only does the Zoo have an annual visitation of over 400,000 people, it has ELEPHANTS in the garden, too.

Our exciting, new exhibit “Trail of the Tiger” is nearing completion. Just imagine southeast Asia in Norfolk. This will be a great chance to see Zoo landscape design in progress. About 11:00 you’ll be released into the wild to eat lunch, shop in our gift shop, and/or ride the train. We’ll escape the Zoo by 12:00, and should be at the Botanical Garden by 12:30 or a little earlier.

African Village Garden African vegetables and flowers remind us of the exotic origins of many of our regional favorites.
Butterfly Garden This corner of the Zoo is especially attractive to butterflies and their hungry caterpillars.
Color Gardens Pick your favorite from white, blue, orange and yellow themed gardens.
Herb Garden Beauty and usefulness blend in the Herb Garden.
Organic Rose Garden Antique and modern roses flourish with no artificial life support in this beautiful corner of the Zoo.
Ornamental Grass Garden Sample the diverse forms and colors of the many grasses that grow throughout the Zoo.
Rain Garden Storm water management never looked as good as it does at our Fountain Plaza.
Shade Garden Shady characters like leopard plants make this garden their den.
Tropical Garden This is Norfolk, not Bali, but just look at the hardy and tender plants that create a tropical illusion.
Virginia Barnyard Garden Heirloom flowers and vegetables stand, climb and sprawl proudly with their contemporary counterparts.

Their website is www.virginiazoo.org/
YEAR ROUND GARDENS

Renaissance Garden  Completed in 1984, Renaissance Court is magnificent in its design and beauty. Modeled along the classic lines of the Italian Renaissance of the late 16th century, the garden features all of the trademarks of that period.

Japanese Garden  This garden was created in 1962 to honor Norfolk’s sister city, Moji, Japan. Look for signature elements in the garden such as evergreen plants, stones and water.

Sensory Garden  This garden features plants that are attractive to the senses - touch, taste, smell, sight, hearing and sound. Herbs and perennials that beg to be touched and smelled fill this sunny garden.

WPA Memorial Garden  Honoring the original 220 workers who labored to create what is now Norfolk Botanical Garden, this site features a bronze sculpture of a WPA worker.

SPRING GARDENS

Spring is a fantastic time to visit us. Millions of blooms can be found throughout the Garden. Below is a list of some of the theme gardens at their best in the spring.

Bicentennial Rose Garden  The rose garden was dedicated in 1976 as a bicentennial tribute to the nation. This garden has been accredited as one of 130 All-American Rose Selections Display Garden.

Border Walk  One of the Garden’s main pathways leads through the Border Garden. A variety of flowering shrubs including a row of white-flowering 'Diane' hibiscus provide a backdrop to mixed plantings of perennials and annuals.

Colonial Herb Garden  The Colonial Garden evokes a time when man relied heavily on plants for his daily needs. This garden is filled with culinary, medicinal and ornamental plants from the colonial era.

Enchanted Forest  This garden is located on a peninsula of land at the north end of the Garden. The mature overstory of oak, hickory, and pine creates a wonderful secluded retreat for walkers, birdwatchers and nature lovers.

Rhododendron Glade  This area features many interesting trees and shrubs that thrive in a mature woodland setting. More than 175 varieties of rhododendrons and azaleas showcase their flowers each spring.

SUMMER GARDENS

Bristow Butterfly Garden  This 2-acre garden provides a habitat to attract and support butterflies and moths during all stages of their life cycle. Within the garden you will find a nectar garden, butterfly bush collection and butterfly maze.

Kaufman Hydrangea Garden  This 1.5 acre garden features approximately 300 hydrangeas representing 20 different species and 200 different cultivars. The most prevalent species in the garden is the Bigleaf Hydrangea.

Statuary Vista  The Statuary Vista is a unique outdoor sculpture gallery set in a 400-foot long double border garden stretching from the back of Renaissance Court to the edge of Lake Whitehurst.

Four Seasons Garden and Wildflower Meadow  This meadow features a mixture of more than 50 species of wildflowers and 10 species of grasses. The area is an outdoor classroom where one can observe wildflowers and the birds and insects they attract.

WOW Children's Garden  This three-acre garden is dedicated to families and children. WOW has several distinct areas, each offering different interactive lessons, but all offering excitement, enrichment and entertainment.

There will be a guided tram and an optional boat tour ($5) available

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**Pre-Registration for All Events**

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Reception at 6 p.m. | Member $40 | Non-Member $65 | Total $$ Due |
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**Copy form for additional persons registering**

**✓** Dwight Hughes presentations has limited seating, ✓ check session(s) to reserve a seat

**TOTAL DUE**

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Signature:

Mail to: VNLA Field Day  
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Garden.com Founder Launches the Ultimate Virtual Backyard Fence for North American Gardeners

If you’re searching for localized gardening info on the Internet, or seeking a green thumb friend with similar passions, you now may be able to find both with one click of the mouse. A new social networking website, www.digthedirt.com, is designed to put gardeners in touch with other gardeners on an information-packed website dedicated to all aspects of the growing hobby of gardening. DigtheDirt.com goes beyond blogs and forums to create a virtual back fence over which gardeners (whether across the country or right next door) can share their experiences while together building the most comprehensive interactive source of horticultural ideas and information ever created.

The website is the brainchild of Seattle-based Web veteran and gardener Cliff Sharples, who calls his team’s creation “a gardener’s virtual playground for meeting, seeking, learning and obsessing over shared enthusiasms.”

A Dynamic Experience Where Shared Learning Creates Powerful Tools

DigtheDirt.com is built on a social networking and publishing platform uniquely tailored for home gardeners, connecting people with shared interests, garden conditions and geographic locations. The site offers the type of powerful social networking tools familiar to users of Facebook and Twitter and the combines those networking tools with a social database of plants for the home garden, garden how-to information and inspirational landscape and design ideas. These resources are dynamic, designed to gain depth, detail and relevance with user input, harnessing what Sharples calls, “the wisdom of the crowd.”

Sharples is one of the founding partners of the Web’s first gardening megasite, garden.com. Launched in 1995, the original garden.com—a combination of e-magazine, information hub and pioneering e-commerce emporium—was one of the largest and most ambitious websites ever dedicated to gardening. Born, as its URL name suggests, early in the dotcom boom of the nineties, it fell victim to the dotcom stock meltdown. Sharples went on to start several venture-backed Internet-based companies and maintains a successful career as an Internet consultant. He says he is thrilled to be back in the gardening sector.

“I’m a gardener. This is coming home,” says Sharples, who is founder and “Chief Cultivator” of the site. “Gardeners love to share. We swap seeds, plants, stories, frustrations, successes, advice and ideas. A social networking site for gardeners just makes sense.

“We took our time putting DigtheDirt together. We wanted to tap into the freedom and power of social networking, but we also need to build in sophisticated foundations for security, privacy, interaction and sharing. With Facebook’s increasingly complex privacy concerns, not to mention its all-things, all-topics approach to feeding users a deluge of information that includes anything your friends and acquaintances can think of, I believe a specialized community built around an information resource that centers on the passion of home gardening has great appeal, and can be truly useful.

“A garden needs structure and care, and so does a good garden social networking site,” concludes Sharples. At DigtheDirt, gardeners benefit from democratic social interaction, enhanced by expert commentary, editing and information.
Little Richard Abelia
(Abelia x grandiflora 'Little Richard')
Compact evergreen shrub with white bell-shaped flowers on arching branches in summer.
Bloom Time: Summer to Fall
Height: 3-4'h
Zone: 6
Spread: 3-4'w

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Tools, Technology and a Compelling Destination

From the beginning, says Sharples, the goal was to make use of the latest techniques and technologies to create a site that is a vital tool and customizable resource for gardeners, while also being an entertaining and compelling destination. DigtheDirt co-founder is Bruce Tate, a pioneering Web technologist based in Austin, Texas, who is a top consultant and author of nearly a dozen books on Web and website technology. Their goal: a user friendly, intuitive site that’s easy, powerful and fun.

“On the one hand I can have a look over morning coffee at how my east coast friend’s garden is coming along through my link to their profile,” explains Sharples. “While at the same time I can actively search or query fellow northwest gardeners to see if they’re getting the same white spots on their Chinese witch hazel. As a user, I’ve customized my experience. I follow the topics, plant categories and people that interest me. I contribute my successes, my failures and my knowledge.

“As gardeners in an online community we customize and improve our own experience.” says Sharples. “We enhance the experience of others. In turn, their input enhances our experience. Together we can create quantifiable pools of regional information that goes down to the microclimate level. This is a first. It’s ‘garden think’ on a macro/micro level. That to me is exciting.”

DigtheDirt.com enables people to input their personal experiences with their plants and gardens along with the plant's geographic location, building an overall consensus of a plant's behavior and characteristics based on its exact location. Site visitors can filter by proximity and other attributes to see how a plant will respond in their yard based on others who have planted in similar conditions. Gardeners can post photos and stories, and soon videos, to chronicle their gardens’ progress and receive regular updates and advice on plants saved to their profiles.

Already the site offers users the ability to filter and search for plants based on over 100 attributes. DigtheDirt.com also offers gardeners links to find suppliers for the plants and other products they wish to purchase, another component that will grow.

With a fresh approach to social networking, DigtheDirt’s database of plant data, care instructions, gardening how-to articles and landscape ideas are cross-referenced and dynamically assembled for a home gardener based on the type of gardening or garden topic that that person might be interested in. With more than 200 topic centers, gardeners can come together with other gardeners, horticulture experts, landscape designers and gardening professionals to share ideas, carry on conversations, ask questions, view photos and make friends.

Building the Foundations of the Ultimate Gardening Community

"Our goal is to offer the ultimate virtual community garden," says Sharples. Gardening is one of America’s #1 outdoor hobbies. According to the latest survey by the National Gardening Association (NGA) up to 72 percent of all American households participated in gardening in 2009. Many experts feel gardening is poised for a new period of growth industry due to interest in the environment, living "green", and edible gardening. NGA studies suggest that 43 million U.S. households planned to grow food in 2009, up almost 20% from the previous year. 2010 sees that trend growing stronger, motivated by people’s desire to lower grocery bills due to the economy and the demand for better tasting, high quality produce that is locally grown.

According to NGA demographic studies, the Internet ranks high as an important source of information for gardeners. Gardeners look to websites for gardening information more than they do to books, magazines or newspapers and on a par with TV shows. The number one source of gardening information, however, remains other gardeners. DigtheDirt.com seems ideally suited to provide both a strong source of information and a vibrant social community for today’s gardeners.

From: Sally Ferguson Caras LLC
427 Old Otis Road, Danby, VT 05739, 802-293-2800

News - California Nursery Industry Hits Hard

By Recession, Drought, Housing Slump

The California Association of Nurseries and Garden Centers (CANGC) announced today that combined impacts of the homebuilding collapse, recession, drought, and other factors hit hard in 2008-2009 to reduce annual farm-gate sales of nursery products by California nurseries by $688,000,000 to $3.3 billion compared to $4.0 billion in 2007-2008, down 17.5%, according to Hoy Carman, an agricultural economist at University of California–Davis. The year-to-year decline broke a 15-year record of uninterrupted sales growth dating back to 1993.

California retail sales of lawn and garden products, including nursery items, also declined $1.6 billion (a 12% drop) to $11.7 billion, and nursery production and retailing lost an estimated 25,492 jobs in 2008-2009, employing 192,065 Californians compared to 217,557 in 2008-2009 (off 11.7%). Landscapers, businesses, municipalities, and homeowners all reduced their spending on nursery products in response to cessation of new construction, sharply reduced home values, loss of jobs, rising unemployment, and reduced incomes.
according to Carman. Regulatory actions and invasive pest quarantines were also factors in the declines for nurseries.

“California nurseries’ share of agricultural output for California dropped from 12.5% to 9.1% of the total for all agricultural commodities as a result of a nearly perfect storm of recessionary pressures, natural events, and adverse court decisions that blocked water deliveries to growers and urban nursery customers alike,” according to CANGC Executive VP Robert Dolezal. “Now we begin the long process of rebuilding our lost production and sales as the economy starts to turn around and the drought’s impacts lessen,” Dolezal said.

Carman’s report is the latest in a series of previous annual studies of California’s nursery and floral sector. Nursery and floral crops each typically rank within the top ten California crops. Combined nursery and floral culture ranked second overall in 2008-2009, exceeded only by milk and cream sales.

The California Association of Nurseries and Garden Centers was founded in 1911 as a statewide trade organization for production nurseries, retail garden centers, and their suppliers. For more information, visit www.cangc.org.

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News - Economic Analysis Concludes: Trees Mean Jobs

Washington, DC — The proposed reauthorization of a national tree-planting program will produce an estimated economic impact of $741 million over the next five years according to a recent study. In addition, the program would create a total employment impact of more than 6,000 jobs during those five years, generating more than $87 million in revenue for federal, state and local governments at a time when municipal greening budgets continue to be cut.

The Small Business Environmental Stewardship Assistance Act (SBESA) is currently being considered in both chambers of the U.S. Congress. H.R. 4509, which would reauthorize the Small Business Administration’s “National Small Business Tree Planting Program,” was introduced by Rep. Kurt Schrader (OR) on January 26, 2010. A Senate companion bill was introduced on April 29, 2010 by Sen. Ron Wyden (OR). Between 1991 and 1994, more than 18,000 green industry firms were employed to plant more than 23 million trees across the country through the SBA program.

The report, released on May 13, 2010 by Dr. Alan Hodges of the University of Florida, joined by Dr. Charles Hall and Dr. Marco Palma at Texas A&M University, is entitled “Projected Economic Impacts of the Proposed Small Business Administration Tree Planting Program.”

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Environmental Stewardship Assistance Week coming up next week, relations. "With National Small Businesses, ANLA director of legislative national economy," said Corey Connors, ANLA director of legislative relations. “With National Small Business Week coming up next week, consideration of the Small Business Environmental Stewardship Assistance Act sounds like a pretty good idea to our industry.”

ANLA has launched a new web-based, grassroots campaign in support of the SBESA Act. Dr. Hodges, Dr. Hall and Dr. Palma’s full report, as well as more information on H.R. 4509 and S. 3279, can be found at www.treesmeanjobs.com.

News – OSHA to Increase Inspections & Penalties

US Department of Labor’s OS

HA takes action to protect America’s workers with severe violator program and increased penalties

WASHINGTON — Every day, about 14 Americans fail to come home from work to their families. Tens of thousands die from workplace disease and more than 4.6 million workers are seriously injured on the job annually. The U.S. Department of Labor's Occupational Safety and Health Administration, in an effort to address urgent safety and health problems facing Americans in the workplace, is implementing a new Severe Violator Enforcement Program and increasing civil penalty amounts.

"For many employers, investing in job safety happens only when they have adequate incentives to comply with OSHA's requirements," said Assistant Secretary of Labor for OSHA Dr. David Michaels. "Higher penalties and more aggressive, targeted enforcement will provide a greater deterrent and further encourage these employers to furnish safe and healthy workplaces for their employees."

The new Severe Violator Enforcement Program is intended to focus OSHA enforcement resources on recalcitrant employers who endanger workers by demonstrating indifference to their responsibilities under the law. This supplemental enforcement tool includes increased OSHA inspections in these worksites, including mandatory OSHA follow-up inspections, and inspections of other worksites of the same employer where similar hazards and deficiencies may be present. SVEP will become effective within the next 45 days. For more information, visit http://www.osha.gov/dep/svep-directive.pdf.

"SVEP will help OSHA concentrate its efforts on those repeatedly recalcitrant employers who fail to meet their obligations under the Occupational Safety and Health Act. It will include a more intense examination of an employer's practices for systemic problems that would trigger additional mandatory inspections," said Michaels.

Last year, OSHA assembled a work group to evaluate its penalty policies and found currently assessed penalties are too low to have an adequate deterrent effect. Based on the group’s findings and recommendations, several administrative changes to the penalty calculation system, outlined in the agency's Field Operations Manual, are being made. These administrative enhancements will become effective in the next several months. The penalty changes will increase the overall dollar amount of all penalties while maintaining OSHA's policy of reducing penalties for small employers and those acting in good faith.

The current maximum penalty for a serious violation, one capable of causing death or serious physical harm, is only $7,000 and the maximum penalty for a willful violation is $70,000. The average penalty for a serious violation will increase from about $1,000 to an average $3,000 to $4,000. Monetary penalties for violations of the OSH Act have been increased only once since 1990, to $12,000 and $250,000, respectively. Future penalty increases would also be tied to inflation. In the meantime, OSHA will focus on outreach in preparation of implementing this new penalty policy. For more information on the penalty policy, visit http://www.osha.gov/dep/penalty-change-memo.pdf.
"Although we are making significant adjustments in our penalty policy within the tight constraints of our law, this administrative effort is no substitute for the meaningful and substantial penalty changes included in PAWA," said Dr. Michaels. "OSHA enforcement and penalties are not just a reaction to workplace tragedies. They serve an important preventive function. OSHA inspections and penalties must be large enough to discourage employers from cutting corners or underfunding safety programs to save a few dollars."

OSHA News Release: [04/22/2010] Diana Petterson or Jason Surbey (202) 693-1898 or (202) 693-4644

News - ANLA Launches New Online Job Service

WASHINGTON, DC — The American Nursery & Landscape Association (ANLA) announces the launch of its interactive ANLA Job Board.

With its focus on green industry companies, the ANLA Job Board offers its members, and the green industry at large, an easy-to-use and highly targeted resource for online employment connections.

“We’re very excited about the ANLA Job Board because we know how critical it is for employers in the green industry to attract first-rate talent with a minimum expenditure of time and resources,” says ANLA President Tom Courtright. “This job board also allows future industry leaders to find career opportunities with premier green industry firms.”

While ANLA members receive preferred pricing, both members and non-members can use the ANLA Job Board to reach qualified candidates. Employers can post jobs online, search for qualified candidates based on specific job criteria, and create an online resume agent to email qualified candidates daily. They also benefit from online reporting that provides job activity statistics.

For job seekers, the ANLA Job Board is a free service that provides access to employers and jobs in the green industry. In addition to posting their resumes, job seekers can browse and view available jobs based on their criteria and save those jobs for later review if they choose. Job seekers can also create a search agent to provide email notifications of jobs that match their criteria.

The ANLA Job Board can be found at www.anla.org/jobboard. For additional information, contact ANLA Director of Member Services Amanda Flynn at aflynn@anla.org 202-789-2900

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**DON'T FORGET THE BULBS!**

It may seem hard to do in early spring with so much of the color showing in the garden that comes from flowering bulbs. Often as the season rolls along we tend to forget this segment of the plant palette in our designs. Bulbs can work into the landscape design in so many ways that will create a richer, fuller and more interesting garden for your client.

Scented bulbs like hyacinth and many of the multi-blooming daffodils work perfectly near a garden bench or entrance to a building. The same goes for the miniature bulbs like crocus and chionodoxa in these areas as well as in rock gardens. Bulbs used under plantings in perennial beds where the bulbs fills an area prior to the perennial emerging is another design tool. Using Camassia among your hosta beds or grape hyacinth through lysimachia aurea are some examples that have worked well for me. Planting between ornamental grasses gives life to these areas during the down time. This gives you twice the bloom time in the same space in your landscape. Planting tulips under pansies in the fall creates a wonderful display in the spring that changes the look of the area giving the client yet another look in the garden with little work involved. The color choices are vast and can be worked into most existing landscapes.

Low maintenance is something to consider when placing bulbs in the garden. I find using them in areas that are less attended later in the season works great. It draws you into that part of the property during bloom time without the need to water and weed the area as often when the rest of the garden awakes. Large drifts of daffodil make a bold statement from a distance and can be simply left to go dormant later in the season. This can be important for properties with limited water supply.

Bulbs are an investment for your client that will produce great results and returns for many years to come. As a designer it gives you an opportunity to revisit past gardens and work with your client to fill those voids in the landscape that may lead to fall installation work for your business. Bulbs make sense, scents and cents.

_L. Scott Creery / VSLD Certified Landscape Designer, River City Gardens LLC, Doswell, VA 23047, 804.837.4062 gardencree@aol.com_

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VNLA – Certification Quiz Article #47

If you are a Virginia Certified Horticulturist, read this article and answer the quiz questions on page 50, fax/mail the Quiz Answer postcard and get 1 CEU towards your re-certification requirements.

Tips - Don't Send Money Down the Drain!

July is Smart Irrigation Month!

Support an industry campaign to promote water conservation through advanced technology and practices.

The Irrigation Association named July Smart Irrigation Month to promote efficient watering practices, technologically advanced irrigation products, and water conservation. Smart Irrigation Month is an opportunity to draw attention to water-saving products, practices and services. Whether you're in agriculture, landscape or golf course irrigation, whether you're a manufacturer, distributor, dealer, contractor or grower, and no matter how large or small your business, you can take part in Smart Irrigation Month.

With growing demands straining water resources everywhere, it's important to promote water-saving products, adopt "best practices" and educate customers about how to do more with less. Smart Irrigation Month is the perfect time for the industry to promote a history of innovation and drive public awareness of the value of irrigation - from crop production to functional green spaces.

Continue reading to learn the benefits of supporting Smart Irrigation Month and to discover ideas that will help highlight products and practices making the most efficient use of water.

Share the "Homeowners" link

There is a special homeowners link to Smart Irrigation Month general information, tips and logos at:

Homeowners and commercial business customers:
www.smartirrigationmonth.org

Tips - Don't Send Money Down the Drain!

Learn to water smart to save money this summer for the contractor and consumer.

Most homeowners overwater their yard, unwittingly wasting money every time they take out the hose or turn on the sprinklers. Adopting water-savvy habits not only helps reduce this waste, it saves money while promoting a healthier lawn and landscape. To raise awareness of the benefits of smart irrigation practices, the Irrigation Association has named July Smart Irrigation Month.

Water use issues have become a big concern in communities across the United States. A well-trained irrigation professional, working with today's technology can save homeowners time and money, and provide better results. One of the goals of Smart Irrigation Month is to provide homeowners with smart irrigation practices to help them get the best results when working with irrigation professionals whether installing, maintaining or improving their systems.

Contents:
* Installing a New Automatic Irrigation System
* Maintaining an Irrigation System
* Updating an Irrigation System
* Lawn, Plant and Gardening Tips
* Right, From the Start

Create an efficient irrigation system.

Creating an efficient irrigation system requires specialized knowledge and understanding of irrigation design principles and local environmental conditions - something most weekend gardeners don't have. Complying with local installation codes is another consideration. Similarly, the best irrigation design won't perform well if the installation is done incorrectly or if inferior components are used. Something as simple as selecting the correct type of pipe can mean the difference between a system that lasts and one that suffers from ongoing repair problems.

Irrigation systems also need regular maintenance to keep them working efficiently year after year. Damage from lawn equipment or from improper winterization can cause leaks and failures. The best bet is to hire an IA Certified Irrigation Designer or Contractor to design and install the new system for you. To make finding a qualified contractor easier, the IA maintains a registry of trained, certified irrigation professionals. Always be sure to check the credentials of a prospective contractor and don't be afraid to ask questions. Hiring a well-trained contractor and insisting on high-quality components is the best start to ensure your system will operate at peak efficiency.

Design It Right

* An efficient irrigation system is one that works properly all the time. Invest in a good designer or contractor at the start, one who takes into consideration the unique water requirements of
your landscape and local weather conditions.

* Plan your irrigation zones carefully. Be sure that your system will have enough capacity to handle all the plant types you will be watering. The more irrigation zones you plan for, the more tailored the watering schedule can be.

* Use the best components you can afford. This will pay dividends in the end.

* Check the water pressure. Low or high water pressure can seriously affect sprinkler performance. Sprinklers should be selected to match the on-site pressure.

**Contract It Right**

* A vital step in creating a high quality, efficient irrigation system is choosing the right irrigation contractor. Make sure the contractor is certified and, if required, licensed to install irrigation systems in your area. Check references.

* Is the contractor properly insured? Ask to review a copy of their policy.

* Visit the IA at: www.irrigation.org. Review the Tips for Hiring a Contractor and the names of Certified Irrigation Contractors in your area.

* Obtain several bids. Understand the differences between them. The lowest bid may not be the best deal.

**Install It Right**

* When installing a new system, use components that will provide the greatest flexibility in watering your landscape. Different types of plants have different watering needs that may change over time. Your system should allow you to apply the right amount of water for each type of plant by the most effective method.

* Always install excess irrigation zone capacity. Irrigation zones are areas of the yard that are watered by the same irrigation valve and plumbing. Installing extra connections now makes it easier and less expensive to expand your irrigation system later. Install the required backflow prevention device. A backflow prevention device is required by the National Plumbing Code for all irrigation systems. It keeps irrigation system water out of the main water supply, preventing contamination. Your contractor will know which type is specified for your area.

* Install lines at the correct depth. Irrigation lines should be installed at a depth where aeration and other lawn maintenance will not interfere with them.

**Landscape It Right**

* A well-designed landscape and a well-designed irrigation system
need to work well together to maximize savings.

* Use turf or plant species appropriate to the climate whenever possible.

* Practice "hydro-zoning" by grouping plants with similar water needs close together.

* Confine non-turf plants to plant beds to make it easier to water lawn areas.

Schedule It Right

* Modern irrigation controllers allow the user to easily adjust their watering schedules to suit all sorts of landscape watering needs.

* Schedule each individual zone in your irrigation system to account for sun, shade and wind exposure.

* Consider the soil type in each zone, as it affects the how quickly water can be applied and infiltrate without runoff.

* Adjust your watering schedules at least seasonally to account for changing water needs. Monthly or weekly adjustments will save substantially more water and improve plant health.

Water It Right

* Watering at the right time of day, when the sun is low, the winds are calm and temperatures are cool will save a lot of water - as much as 30% - by reducing evaporative losses. The best time to water is late afternoon, evening and just before sunrise.

* Saturate the root zones. Roots are generally within the top six inches of soil. Then let the soil dry. Watering too frequently results in shallow roots, weed growth, disease and fungus.

* Don't water too long. Water each zone several times for short periods rather than in one long session. For example, rather then watering for 15 minutes, water three times for 5 minutes, allowing time for the water to soak into the ground before watering again. This reduces run-off.

* Take careful aim. Be sure your sprinklers are not watering driveways, sidewalks, patios, or buildings. It's all water down the drain.

* Finally, consider installing "smart" technology that automatically adjusts your system to apply water based on factors such as evaporation, precipitation, plant water use, or soil moisture. By replacing only the water that is needed, smart systems offer substantial savings - and convenience.

* Another option is a rain sensor. This little device senses precipitation and, depending on the amount of rainfall, stops the system from irrigating. When the rain stops the system picks up right where it should. Soil moisture sensors are another innovation that can be added at any time. These long metal probes measure the soil's moisture content at the root zone. Basic sensors turn off the system when water is adequate; "smart" models turn on the system to maintain correct moisture levels.

Keeping Up Appearances

A well-maintained irrigation system is an efficient irrigation system. Whether you have a small urban yard using a simple irrigation system, or you are watering acres using the latest irrigation technology, proper maintenance is a must. Without regular maintenance your water stingy irrigation system could turn into a water guzzler. Irrigation systems are exposed to the elements year-round, as well as everything from lawn mower blades to the family dog. That means they need to be inspected and adjusted at least once a year.

The most convenient and effective way to verify your system is to have an IA Certified Landscape Irrigation Auditor inspect it before the growing season begins. This IA certified professional will inspect the entire system and adjust it for peak performance, replacing any damaged components. The auditor can conduct a uniformity test to make sure all areas are getting the proper amount of water and that your sprinklers are placed correctly. You may discover that a few sprinklers need adjustment to achieve proper "head-to-head" coverage in your yard. If needed, the auditor can even create a new watering schedule for an old system to make it more efficient.
Here are a few essential maintenance tips to ensure that your irrigation system is always operating at its best:

1. **Learn how to program your irrigation controller.** Adjusting the run times (number of minutes) and the frequency of watering (daily, twice a week, etc.) based on current local weather conditions is the best way to give your plants the water they need. You should also adjust settings for seasonal changes in the plants' water needs and the weather.

2. **Inspect the irrigation system for leaks.** Leaks are a huge water waster. A good contractor can perform regular maintenance checks for leaks, broken or clogged spray heads, and other problems. Ask them to show you common problems to watch for between visits.

3. **Clean the filter screens if clogged.** All sprinklers from the biggest to the smallest use filters to prevent spray nozzles and emitters from getting clogged and degrading the spray pattern.

4. **Adjust sprinkler head height.** Stationary and rotary sprinkler heads need a certain amount of clearance over the plants to operate correctly. Over time plants grow and turf can build up around sprinklers interfering with the spray pattern. Periodically checking the sprinklers for proper clearance is very important. Taller risers may need to be added, or in-ground sprinklers reset so they can distribute water evenly.

5. **Adjust spray patterns and positions.** Water that lands on sidewalks, patios, and decks, etc. is water wasted. Sprinklers can get whacked out of adjustment, so having their aim checked yearly is a must.

6. **Winterize!** If you live in a climate where freezing can occur you need to have your system properly winterized in the fall. This is usually best left to an irrigation contractor, who has the equipment to ensure the system is clear of any water that could freeze and crack pipes, valve bodies, and sprinklers. A thorough winterization - and proper spring start up - is cheap insurance.

7. **Finally, check the pressure.** Just because the pressure was correct when the system was installed doesn't mean it still is. Pressure that is too low or too high can seriously affect the efficiency of your irrigation system. So, have the pressure checked and adjusted every year.
Teaching an Old Irrigation System Some New Tricks

Update your irrigation system for greater efficiency.

Savings water is in every homeowner’s best interest. You save money and help conserve the local water supply at the same time. Just because you have an old irrigation system installed in your yard doesn’t mean that you can’t update it to take advantage of the newest, most efficient technology. Your irrigation contractor can tell you what components are best suited to your system and offer the greatest benefit.

Here is a quick look at a few of the options:

1. Add "smart" technology. Smart technology basically refers to irrigation devices that can adjust your watering schedule without direct input from you. Climate-based controllers that adjust watering schedules based on weather conditions and plant information can have a profound impact on your water usage. Find out more about smart technology at: www.irrigation.org/swat/homeowners.

2. Install a centralized irrigation controller. Typically used on golf courses, these systems are finding their way into more residential and commercial applications, especially for large lawns where water is expensive. With just a few computer keystrokes or by remote control, the user can reprogram controllers in multiple locations. Plus, watering schedules can be saved and reused with ease.

3. Have a rain sensor installed...low-cost, excellent value! This device can be added to almost any system and will automatically override the system settings to prevent watering when it rains. They are inexpensive, simple to install, and they save water and money.

4. Add a pressure regulator. Incorrect water pressure can cause conditions such as “misting.” Misting occurs when water is turned to vapor rather than droplets at the sprinkler from too much water pressure. Most of the misted water just gets blown away. While a pressure regulator may not help your neighbor’s lawn, having one installed by a qualified contractor could do wonders for yours.

5. Install micro-irrigation. Some of your old sprinklers may be replaceable with micro or drip irrigation components. Your irrigation professional can tell you if micro irrigation is suitable for any of your existing irrigation zones. The water savings from switching may be substantial. Micro irrigation works well in gardens and around trees and shrubs and minimizes evaporative water loss and runoff.

6. Other relatively inexpensive upgrades include installing check valves on the sprinkler lines and adding matched precipitation rate nozzles. Check valves installed on slopes prevent water from draining downhill and flooding around the lower sprinklers. Installing matched precipitation rate nozzles can save water by ensuring uniform water application in every zone. These nozzles are engineered to deliver water at the same rate, no matter what the pattern. So a zone that has full-circle patterns mixed with partial-circle patterns will be watered evenly, reducing wasteful overwatering.

Plan Right and Plant Right to Save Water

Plan your landscape carefully to save water and money.

Conserving water doesn't have to involve a lot of trenching and plumbing. Whether you own an automatic irrigation system or not there are many ways to save water in a landscape. These tips can be implemented as part of your normal landscaping and gardening routine.

1. Aerate your lawn and around trees at least once a year to ensure good water penetration. Turn and cultivate soil, adding compost, or fertilizer, when planting. This helps the soil hold moisture and produces healthier plants that require less water to remain strong.

2. Mulch well around plants, bushes and trees. Using 2-4 inches of mulch reduces evaporation, moderates soil temperatures, improves water penetration, and helps to control weeds that compete for water.

3. Landscape to suit your lot. Evaluate conditions like sun and shade, dry and damp areas, what size plants you want now and at maturity, and how you want to use each section of your yard.

4. Purchase turf or plant species that have low water requirements and are well suited to the environment and the area of the yard where they will be planted.

5. Hydro-zone your yard. That means grouping landscape plants with similar moisture needs in the same area. Separate them from turf areas, which have different water requirements.

6. Plant in spring or fall when less water is needed to establish new plants. Smaller plants also need less water to become established.
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7. Create functional turf areas, for example, in play areas. Avoid using turf where it's difficult to irrigate properly, such as on steep slopes. Good alternatives for hard-to-irrigate areas are ground covers, perimeter plants and mulch.

8. Plant shade trees to lower the air and soil temperatures. This will reduce soil moisture loss.

9. Maintain your yard by mowing, weeding, pruning and irrigating as needed. A well-maintained yard requires less water.

Saved Water Is Money in the Bank

Whether getting ready to install an efficient new irrigation system, or simply looking for ways to save money using an existing system, there are many choices available. Consulting with a qualified irrigation specialist will make those decisions easier. Watering your landscape with a properly planned, maintained and operated irrigation system will save you money and you'll be doing your part to help extend the local water supply. Most importantly, whether during Smart Irrigation Month in July, or any other time of year, practice better water-saving habits everyday.

Complete the Quiz on page 51 and get 1 CEU for your Virginia Certified Horticulturist re-certification!

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Smart Irrigation

If you are a Virginia Certified Horticulturist, answer the following questions from the previous article, mark your answers on the card insert to the left and mail or fax back to the VNLA office towards your recertification CEU’s for your Virginia Certified Horticulturist.

1. An important step to creating an efficient and top quality irrigation system is installing the system yourself.
   A. True
   B. False

2. Water pressure does not affect the efficiency of your irrigation system.
   A. True
   B. False

3. Hydro-zoning is:
   A. Making sure there are enough sprinkler heads in a particular zone.
   B. Avoiding areas that the irrigation system will cover
   C. Grouping plants with similar water needs close together.

4. Schedule each individual zone in your irrigation system to account for:
   A. Sun
   B. Shade
   C. Wind
   D. All of the above

5. Always install excess irrigation zone capacity.
   A. True
   B. False

6. Most homeowners do not overwater their lawn.
   A. True
   B. False

7. Creating an efficient irrigation system requires knowledge that most weekend gardeners would have.
   A. True
   B. False

8. Irrigation should be done at the:
   A. right time of day
   B. when the sun is low and winds are calm
   C. Both A & B

9. Make sure that the irrigation contractor is properly insured.
   A. True
   B. False

10. How deep your irrigation lines are installed are not important.
    A. True
    B. False
Legislation - ANLA Submits Comments on USDA BCAP Program

Washington, D.C.- On April 9, 2010, the American Nursery & Landscape Association (ANLA) submitted comments to USDA on the potential harms for the vertically-integrated green industry represented by implementation of the Biomass Crop Assistance Program (BCAP). The inclusion of BCAP in the 2007 Farm Bill allows for a subsidy of up to $45 per ton of wood-based materials like pine bark and hardwood/softwood chips that are used in production and installation of green goods.

To read ANLA’s comments to USDA, visit http://www.anla.org/knowledgecenter/index.cfm?ID=2205&type=pdf.

For more information on BCAP and ANLA’s efforts, visit www.anla.org/bcap.

Jonathan Bardzik, Director of Marketing and Industry Relations 202-789-2900

Legislation – ANLA Updates

Pushing Back On Form 1099 Mandate

ANLA is urging support for H.R.5141, a bill that would repeal an onerous provision in the new health care law that will require businesses to issue Forms 1099 to vendors for all purchases of not only services, but also products, totaling over $600. Meanwhile, concerns about the administrative burden associated with the new provision have been brought to the attention of the Treasury Department, Small Business Administration, and the White House. For more on H.R. 5141, visit www.ANLA.org, Government Relations.

New Green Card Design

Homeland Security’s Citizenship and Immigration Services bureau has announced that it is now issuing a newly redesigned permanent resident card, commonly known as a "green card". Beginning May 11, 2010, all new green cards will be in the new, more secure format. This includes those who have recently been approved for lawful permanent residency as well as those who have applied for a renewal or replacement card. CIS also encourages anyone who holds a permanent resident card without an expiration date to apply to replace their cards with the redesigned version. For more, visit www.uscis.gov.

NPDES Permits For Certain Pesticide Applications

EPA is poised to publish its draft National Pollutant Discharge Elimination System (NPDES) permit for applications of pesticides to, near or over Waters of the United States. A court order in National Cotton Council v. EPA requires these Clean Water Act permits to be in place by April 9, 2011. EPA’s draft permit will apply to five states - Alaska, Idaho, Massachusetts, New Hampshire and New Mexico - as well as most U.S. territories and tribal lands. The remaining 45 states will have to issue their own permits by the April 9, 2011 deadline. While these permits must meet all of the requirements of the EPA permit, they may be more stringent than the federal permit. Under the draft the following pesticide applications would require NPDES permits:

- Mosquito and other flying insect pest control
- Aquatic weed and algae control
- Aquatic nuisance animal control
- Forest canopy pest control

While most nursery and landscape uses would not be subject to permits, ANLA is reviewing the lengthy draft to assess the impacts for our industry.

One of the most troubling aspects of the permit is the Clean Water Act’s allowance of citizen action lawsuits. We expect numerous environmental groups to file lawsuits in an effort to expand the scope of the permit to all terrestrial pesticide uses.

Climate Change

On May 19, Senators Kerry (D-MA) and Lieberman (I-CT) released their much anticipated climate bill, The American Power Act. The bill would reduce greenhouse gas emissions from 2005 levels, 17% by 2020 and 83% by 2050. The legislation would institute a cap-and-trade system for the electric power sector, with energy-intensive manufacturers included in 2016; the transportation sector will also be part of the cap, but it will have a separate trading system. The bill has received initial support from important stakeholders including PG&E, Duke Energy, Shell Oil, the Nuclear Energy Institute and Republicans for Environmental Protection.

The bill’s near-term prospects are doubtful, as it was released without the support of Senator Lindsey Graham (R-SC), who had been working for months on the framework for the bill with Sens. Kerry and Lieberman. Graham’s support would have given the bill more credibility with Republicans, especially considering that he had negotiated to have provisions to expand offshore drilling included. Since the Gulf oil spill, it seems unlikely that the offshore provisions will remain in the bill or if they do, they will be watered down to a point that may further dim prospects for Republican support, and therefore passage.

USDA Requires Prenotification For P. Ramorum

On May 27, USDA-APHIS published a federal order requiring written prenotification of shipments from regulated areas to the receiving states' plant regulatory officials, by mail, email, or fax. The requirement is set to take effect June 21, but USDA is considering delaying the effective
date. The requirement may be met by providing a bill of sale, manifest, or other documentation that includes name, telephone number and address of consignee; name, telephone number and address of shipper; plant names and numbers shipped; and mode of transportation. Contact information for state plant regulators may be found at

http://www.nationalplantboard.org/member/index.html. The stated purpose of the new requirement is to facilitate traceability in the event that P. ramorum is detected in plant shipments. ANLA expressed disappointment that USDA failed to meaningfully involve industry in consideration of various alternatives that could facilitate the goal of improved traceability.

**USDA Makes Other Quarantine Changes**

On May 25, USDA APHIS posted in the Federal Register modifications in quarantine regulations for black stem rust and emerald ash borer (EAB). APHIS has modified the black stem rust regulations to add Berberis media 'Dual Jewel' and the B. thunbergii cultivars 'Ada', 'Amera', 'Arlene', 'Benita', 'Breval 8', 'Celeste', 'Chloe', 'Edda', 'Fay', 'Gail', 'Golden Torch', 'Helen', 'Joyce', 'Kasia', 'Koren', 'Lotty', 'Martha', 'Mimi', 'Phoebe', and 'Ruth', as well as the Mahonia cultivars 'Bokasiao' Sioux and 'Bokrafoot' Blackfoot to the list of rust-resistant Berberis and Mahonia species that can be moved into or through protected areas if accompanied by a certificate. Black stem rust is a destructive plant disease of small grains. The fungus lives on a variety of alternate host plants of the genera Berberis, Mahoberberis, and Mahonia. The fungus is spread from host to host by windborne spores. For more details:


For emerald ash borer (EAB), USDA APHIS is adding portions of Kentucky, Michigan, Minnesota, New York, Pennsylvania, Wisconsin, and the entire State of West Virginia to the list of quarantined areas. The EAB regulations in 7 CFR 301.53-1 through 301.53-9 restrict the interstate movement of regulated articles from quarantined areas to prevent the artificial spread of EAB to noninfested areas of the United States. Portions of Illinois, Indiana, Minnesota, Michigan, Ohio, Pennsylvania, West Virginia, and Wisconsin have already been designated as quarantined areas. For more details:


These articles are provided by the VNLA and ANLA as a Lighthouse Program benefit.
**News - ANLA Launches New Online Job Service**

WASHINGTON, DC — The American Nursery & Landscape Association (ANLA) announces the launch of its interactive ANLA Job Board. With its focus on green industry companies, the ANLA Job Board offers its members, and the green industry at large, an easy-to-use and highly targeted resource for online employment connections.

“We’re very excited about the ANLA Job Board because we know how critical it is for employers in the green industry to attract first-rate talent with a minimum expenditure of time and resources,” says ANLA President Tom Courtright. “This job board also allows future industry leaders to find career opportunities with premier green industry firms.”

While ANLA members receive preferred pricing, both members and non-members can use the ANLA Job Board to reach qualified candidates. Employers can post jobs online, search for qualified candidates based on specific job criteria, and create an online resume agent to email qualified candidates daily. They also benefit from online reporting that provides job activity statistics.

For job seekers, the ANLA Job Board is a free service that provides access to employers and jobs in the green industry. In addition to posting their resumes, job seekers can browse and view available jobs based on their criteria and save those jobs for later review if they choose. Job seekers can also create a search agent to provide email notifications of jobs that match their criteria.

Employers who post jobs between now and May 31, 2010 will receive 25 percent off each posting by using the discount code LAUNCH25. The ANLA Job Board can be found at [http://www.anlha.org/jobboard](http://www.anlha.org/jobboard).

*For additional information, contact ANLA Director of Member Services Amanda Flynn at aflynn@anla.org.*

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**CENTS**

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Brown Summit, NC
Plastic Pot Recycling Pilot Project for Richmond

Thank you for partnering with your local independent garden center to recycle plastic nursery pots and containers. Each year more than 300 million pounds of plastics go to our nation’s landfills. We have surveyed most of the recycling centers in the greater Richmond area and have found none that collect garden pots. However, much of this plastic can be recycled into new garden and nursery containers or other plastic items. We just need to collect it! With your assistance we can start reducing the amount of garden and nursery pot plastics that goes to the landfill.

This Richmond pilot project is the beginning of a statewide initiative to redirect plastic garden and nursery containers and pots from landfills to recycling facilities. Furthermore, we will be sending these pots to a recycler that will be using them to create new nursery products. See the resin code on the bottom of the pot. All plastics with the same code can be grouped together, regardless of pot size, color or style. Miscellaneous nursery plastics that are not identifiable can be co-mingled and recycled separate from the numbered plastics. So, bring all your garden pots to the garden center. **Note: This program can only collect nursery plastics. Take your consumer plastics to your local recycling center.**

Group containers by the resin code on the bottom of the pot. The primary plastics used for garden and nursery containers bear the following symbols: #2 for high density polyethylene (HDPE), #5 for polypropylene (PP) and #6 for polystyrene (PS).

Look for opportunities at this garden center and other collection sites for specific drop-off programs throughout the growing season. For this to work most efficiently please do the following with your waste nursery containers:

- Separate the plastics according to the type of plastic.
- Knock out all loose dirt.
- Remove all metal wire from hanging planters.
- Nest the pots or trays together as tightly as possible.
- At the garden center, stack your pots with those of the same resin code. (Someone at your local garden center will likely help you with this step.)

For updated information on participating garden centers where you can recycle your gardening containers, visit [http://www.bse.vt.edu/green/Plastics/overview.htm](http://www.bse.vt.edu/green/Plastics/overview.htm)

Virginia Cooperative Extension, the Virginia Green Industry Council, and the Virginia Master Gardener Association are working together to promote and implement this new program. You can also help by identifying other local independent garden centers and encouraging them to participate in this program in the future. Direct them to Dr. Joyce Latimer at 540-231-5451. You can also contact your local Virginia Cooperative Extension office with further questions or needs for assistance.
Tips: Telephone Doctor's Six Cardinal Rules of Customer Service

There are a lot of 'rules' in customer service, but few more important than the six we've listed here from our newly reproduced DVD Six Cardinal Rules of Customer Service. Each makes a valid statement and will increase the satisfaction of your clients.

Cardinal Rule #1 - Personal Responsibility/Accountability: Don't Pass the Buck
One of the most important attributes a company staff member can have is personal responsibility - personal accountability. Those that have it refuse to accuse, blame and complain. Those that do accuse, blame and complain break one of the most important cardinal rules. "Who" statements accuse and blame. "Who took my stapler?" We should use a more positive manner and take personal responsibility by saying, "I seem to have misplaced my stapler; has anyone seen it?" Remember to take full responsibility with the customer. The customer doesn't like to hear accusing, blaming and complaining statements. They know when you're passing the buck!

Cardinal Rule #2 - People before Paperwork
When someone walks into your place of business or calls you while you're working on something, Cardinal Rule #2 says drop everything. Attend to that person. Remember, paper and other tasks can wait, people should not. We've all been abused when we go shopping and been ignored because the staffer is doing something else and we know how that feels. Let's not abuse our own customers. Remember: People before paperwork.

Cardinal Rule #3 - Don't RUSH Your Customers
Sure, you may understand something real quick, but rushing the customer along will only lead to them feeling intimidated. Remember to mirror their speed. Trying to be "done" with a customer as quickly as possible is seen as being rude and uncaring. Rushing threatens customers. Take your time with each and every contact.

Cardinal Rule #4 - Company Jargon
Ever get a report from a company and not understand it? Some companies have company jargon that makes the CIA wonder what's up. Be very careful not to use your own company jargon on your customers. You and your employees may understand it very well, but the customer may not. And you'll only cause a lot of unnecessary confusion. Spell things out for your customers. Use easy words. Try not to abbreviate. Remember, don't use military language on civilians.

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Cardinal Rule #5 -
*Don't Be Too Busy To Be Nice*

Hey, everyone's busy! That's what it's all about. Being busy does not give you carte blanche to be rude. Remember, you meet the same people going down as you do going up. They'll remember you. (What's worse than being busy? NOT being busy.)

**Cardinal Rule #6 - Be Friendly BEFORE You Know Who It Is**

There's a good lesson to be learned here. One Telephone Doctor saying is: Smile BEFORE you know who it is. Often times it's too late. Being friendly before you know who it is will earn you classic customer service points. The customer needs to know you want to work with them, no matter who they are. Remember, sometimes it's way too late to smile and be friendly after you know who it is.

Any one of these tips can boost your customer service!

By Nancy Friedman, *The Telephone Doctor*

Nancy Friedman is a featured speaker at association and corporate meetings around the world. She has appeared on OPRAH, The Today Show, CNN, Good Morning America and CBS This Morning. Her articles have been published in the Wall Street Journal, USA TODAY, as well as hundreds of other print outlets. She is also the author of six best selling books. For more information, log onto the Telephone Doctor website at www.telephonedoctor.com or call 314.291.1012.

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**Tips – Planet Crystal Ball Report #29**

**“Innovating Toward a Sustainable and Profitable Future”**

Sustainability is not just a fad; it is a trend that has its roots in the environmentally conscientious generation of the 1960s that has come of age, combined with the fact that the planet's supply of oil and other resources is being strained to its limits. Thanks to the speed and breadth of communication, people around the world are more aware than ever before of issues regarding pollution, rapidly diminishing biodiversity, and the reduction of the quality of life that accompanies these changes.

There are many examples of the economic reality of the strength of the "green" movement in the United States and abroad. One of the most obvious and opportunity-filled ones is the emergence of the LEED system. In addition, the emergence of the Sustainable Sites Initiative promises to expand the opportunities for the landscape industry both within and outside of LEED.

Most of our technologies are based on energy resources that are limited and non-renewable. While advances are being made, energy production without any harmful effects to the environment or by-products does not presently exist. That does not mean, however, that we should be satisfied with the status-quo. We should strive to minimize the use of resources and the production of pollutants in the near term while future technologies and energy sources are developed that produce usable by-products rather than waste.

In the early stages of "greening" the industry, there will be opportunities for companies to take leadership roles and distinguish themselves as being more sustainable than the competition. By riding the green wave that is trickling through the American public and educating employees and clients, these companies will differentiate themselves from the crowd.

As companies head down this path, it would behoove them to view themselves through the threefold lens of People, Planet, and Profits. Excluding any one of these three focal points can lead to unbalanced development and more missteps on the road to more sustainable practices.

Companies must examine their practices and look to reduce and eventually eliminate waste. The idea of waste reduction has its roots in LEAN practices (see Crystal Ball #27: Time Is the Currency of the Future) championed by companies like Toyota. It's interesting to note that Toyota brought us the first hybrid car as well.

The examination of sustainable practices passes through every level of a company: internally in the office, throughout the delivery of services, in the standards a company embraces in its designs, in the vendors it chooses to partner with, and in the way it treats its employees and partners within the community.

Start with a grand vision for your company. Be bold and audacious. Anchor this vision with small, simple, implementable steps, always keeping in mind that your company will need the cooperation and buy-in of all your staff in order to implement change and remain profitable. No doubt, as circumstances change, so will the steps toward reaching the goal. As long as you keep your eyes on the prize and adjust as needed, keeping People, Profit, and Planet balanced in your plans, you cannot fail.

In the "Case Studies" section of this report, we have seen several examples of how companies have already taken the lead in distinguishing themselves as eco-friendly leaders: through composting; through special growing practices that are not only eco-friendly, but also less expensive; through pursuing green roof and green walls; through providing more energy-efficient maintenance services by using biofuels and the latest equipment; and through making their employees the heart of their process.

There is a vision for the industry that is based on partnering with other industries, the government, suppliers, and like-minded organizations. It is steeped in educating ourselves and the public. Our vision is for an industry that not only acknowledges how green it is already and is willing to toot its horn a little, but that also continually strives to develop best practices that are supportive of local ecologies and communities. Finally, our vision includes a large dose of the
entrepreneurial spirit that has created this wonderful industry. We will continue to create opportunities to, "Do good and do well."

**Above is just a short summary.** The Entire Crystal Ball Report #29 is available from Planet through VNLA Membership for $10.00 (Non-members $28.00). Please call VNLA office at 1-800-476-0055 or email info@vnla.org.

*From Conclusion of Crystal Ball Report #29*

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**VGIC - Meeting Minutes**

Wednesday, March 10, 2010
Americraft Pavilion, State Fair, Doswell, VA

The meeting was called to order at 9:00 a.m. with the following present: Gwynn Hubbard, Donna Johnson, Lorene Blackwood, Lin Diacont, Cary Gouldin, Rick Baker, Jason Ericson, Jeff Miller, Bill Bonwell, Cheri Haggerty, Chris Coen, Mary Williams, Tom Thompson, and Carey White.

**Legislative Update** – Donna Johnson, Virginia Agribusiness Council, gave an update on the status of bills of interest of the General Assembly, which had just adjourned. Elimination of some extension offices and programs was of major concern, as well as the Chesapeake Bay, storm-water runoff, fertilizer applications on non-ag land and budget reductions throughout state government and programs. The VAC has worked to get DCR to continue funding their program of voluntary reporting of fertilizer applications. Representatives with Scotts Company were very helpful in providing information to the VAC and General Assembly committees on issues on labeling requirement legislation.

The Chesapeake Bay Foundation wants to meet with industry throughout the year. A motion was made, seconded and passed that we should talk with the CBF to find common ground and to work on issues of concern. The VAC has a “Virginia Agriculture United” Coalition meeting scheduled on March 23 to discuss Bay issues.

**Fertilizer reporting requirements** – Cary White is meeting with the Department of Ag board to review new regulations to go into effect on fertilizer applications.

**Virginia Agribusiness Banquet** - Donna thanked the VGIC for supplying the plants, flowers and table decorations for the banquet. Everyone was impressed with the colorful displays and enjoyed being able to take plants home.
Water Withdrawal Reporting – Jason Ericson, DEQ Office of Surface and Ground Water Supply Planning, presented an excellent review of Virginia’s Water Withdrawal Programs and issues affecting water supplies. The VGIC will work to get this information disseminated to users in the green industry. (see attached info)

Virginia GoGreen Garden Festival – Rick Baker reported on plans for the 5th Festival scheduled for September 11 at the Science Museum of Virginia and presented a flyer on the planned events. He is working on soliciting sponsors and vendors and plans on having them done by the end of March. It was the consensus that we should charge a $3 admission fee this year with children 12 and under free.

FSMIP Grant – Rick presented information on potential options for applying for a FSMIP grant through VDACS for recycling poly and plastic pots. Tom Thompson presented information of portable plastic balers and information that Joyce Latimer had been working on to establish a pilot recycling program. She will be attending a demonstration of a baler in Maryland on March 17.

Secretary’s Report – It was moved to approve the minutes of the January 13, 2010 meeting in Henrico as emailed to the board, seconded and passed.

Treasurer’s Report – Jeff Miller present copies of the current balance and income sheets. It was moved to approve the report as presented, seconded and passed.

Economic Impact Report – Herman Ellison, NASS statistician, is finalizing the report from the 2007 survey and should have the results soon. Scott Sink, Virginia Tech Ag Econ, is ready to take this data and prepare a total economic impact of the green industry in the Commonwealth of Virginia. Jeff reported that the VGIC is still soliciting member associations to contribute to the impact statement.

Website – the VGIC websites are still going well, but Jeff needs input on content, updates on events and ideas on improvements for the trade and consumer websites.

Arbor Day – the VGIC and the VNLA will be hosting a Virginia Arbor Day tree planting ceremony on Capitol Square in Richmond on Friday, April 30 at 11:30. The governor and other state officials have been invited and everyone is encouraged to attend.

Tree License Plates – Lorene reported on a meeting with Eric Wiseman and others at Virginia Tech in Forestry and Horticulture and related associations on developing a tree license plate. There needs to be a commitment for 350 plates to start the program with DMV. Proceeds from the program would be used to fund research at Virginia Tech. A motion was made to support the initiative, seconded and passed.

Public Relations Report – Sylvia Wright - see attached, was distributed via email before the meeting.

New Business

• Available Clean Water – the VGIC needs to move ahead of the crowd and help be a solution to the problem and promote the benefits of plants.

• Links to issues discussed today will be added to the websites.

• It was suggested that the VGIC develop a “green” award program.

• It was suggested that a survey be done on “how green are you?” as an online survey for the industry for distribution in June.

• Jeff suggested that the VGIC have an meeting to discuss upcoming legislation ahead of time.

• The next meeting will be Wednesday, June 9, 2010 at the Henrico Extension Office Demonstration Kitchen Room.

Being no other business, the meeting was adjourned at 1:30 p.m.

Respectfully submitted, Gwynn Hubbard

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News - Virginia’s 2007 Green Industry Survey Results
Events – GoGreen Festival

Virginia GoGreen Garden Festival
Saturday, September 11, 2010
9 AM – 4 PM
Science Museum of Virginia
 Garner Pavilion
2500 West Broad Street, Richmond

Listen, See, Participate, Learn, Relax, Buy, Eat

Satisfy Your Senses in a Charming Setting

Gardening plants and products from Virginia, environmental / green ideas and displays that can work for you and more:

- Plants for sale
- Gardening products demonstrated and for sale
- Ask the Experts about your yard and garden problems.
- Ask the Experts about yard and garden design
- Tour the Science Museum energy and sustainable garden displays
- Hear & See Andre Viette’s “In The Garden” radio show – live!
- GoGreen activities for the kids
- Seminars & displays about “living green”
- Live Music by local groups
- Food by Strawberry Street Café and others
- Door Prizes and Raffles
- Crafts
- Small Farmers Market

Free Parking at the Science Museum of Virginia
$3.00 Admission – Children 12 and under are free

The Virginia Green Industry Council is committed to environmental stewardship through public and industry education that will help keep Virginia green and growing. Come join us for a day of easy fun for you and the whole family.

Sponsored by the Virginia Green Industry Council

Guidelines for Participation

The Virginia Green Industry Council will sponsor their 5th annual Virginia GoGreen Garden Festival on Saturday, September 11, 2010 at the Science Museum of Virginia. We invite you and or your organization to participate in this activity that will feature plants, products and activities that support and promote the Virginia horticulture industry and environmental responsibility.

Sponsors

Sponsorship levels include: Gold - $1,000; Silver - $500; Bronze - $250
Gold = (1) exhibit space, listing in Festival program and signage, listing in all pre-Festival advertising.
Silver = (1) exhibit space, listing in Festival program and signage, sponsorship of a Festival activity or event.
Bronze = (1) exhibit space, listing in Festival program and signage.

Contact Rick Baker at 804-786-3951 for more information.

Garden Festival Exhibitors and Activities

Any individual, company or organization with a product, activity or service related to the horticulture industry, environmental well being or a better way to be responsibly green can apply.

Where – Science Museum of Virginia, 2500 West Broad Street, Richmond, VA - Outside, under roof in the Garner Pavilion.

Set Up – Friday, Sept 10, 4 PM to 6 PM and Saturday, Sept 11 7 AM to 8:30 AM

Take Down – Saturday, September 11 – 4 PM to 6 PM

Applications - due to Rick Baker at Virginia Dept of Agriculture and Consumer Services, Marketing, 102 Governor Street, Richmond, VA 23219 by July 15, 2010

Make checks payable to the Virginia Green Industry Council (VGIC)/

Exhibit Requirements

Exhibit Space = 10’ x 15’
Fee = $100 to all those selling a product, service or food. There is no charge for non-profits (but we do request a donation).

There is limited electricity and water available. Tables and chairs at no cost to you.

You will be required to provide us with a copy of your liability insurance.

The Science Museum does charge a 5% of gross sales fee to all exhibitors selling products.

VGIC Calendar 2010

August 11, 2010 - VGIC Meeting, Massey Cancer Center Conference Room, Tour Healing Garden (valet parking)

September 11, 2010 - Virginia GoGreen Garden Festival, Science Museum of Virginia

October 4, 2010 - State Fair of Virginia Plant Sale, benefitting VGIC

November 10, 2010 - VGIC Fall Meeting, Henrico County Extension Office Conference Room, Richmond
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Crystal Hewett, Sales/Marketing – 843-602-6592
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HOURS OF OPERATION: Monday - Friday: 7:30am-12pm and 1pm-4:30pm or call for an appointment
www.thetreesource.net
Virginia’s 2007 Green Industry Survey Results

The economic survey and statistical profile conducted by U.S. Department of Agriculture’s National Agricultural Statistics Service (NASS), Virginia Field Office (VA FO) in 2007, provides an indication of the economic contribution of nursery and landscape activities. The survey is the second comprehensive study of the entire Green Industry.

Here are a few highlights from the statistical profile:

- **Gross receipts $1.20 billion in 2007 up 5 percent from 2002**
  - Plant sales and Wholesale/Rewholesale Distribution accounted for 33%
  - Landscape Installation (exclude hardscape) accounted for 18%
  - Ground Maintenance accounted for 13%
  - Landscape (maintenance only) accounted for 11%
  - Landscape Installation (hardscape only) accounted for 8%
  - Design or Architectural Services accounted for 4%
  - Arboriculture and Christmas Trees accounted for 4%
  - Other categories accounted for 9%

- **Woody plants topped product sales**
  - Woody plants 57%
  - Annuals 20%
  - Herbaceous Perennials 11%
  - Other products (includes aquatic plants and Christmas trees) 9%
  - Specialty Greenhouse Crops 3%

- **Total expenses $1.02 billion in 2007 up 10 percent from 2002**

- **Virginia growers reported 27,460 production acres**, and 20.9 million square feet of covered space.

- **Over 21,200 people are employed by the industry**
  - 59% are employed for over 150 days
  - Average labor wage is $10.10/hr

- **Current Market value of total value of land, structures, and equipment was $1.31 billion.**

We thank all those who participated and contributed to this very informative statistical and economic profile.

Find agricultural statistics for your county, State, and the Nation at [www.nass.usda.gov](http://www.nass.usda.gov)
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The Virginia Water Withdrawal Regulation (9 VAC 25-200-10, et seq.) requires reporting for any withdrawal whose daily average withdrawal exceeds 10,000 gallons per day, with the exception of crop irrigation.

Reporting of crop irrigation applies to withdrawals exceeding one million gallons in any single month. Crop irrigators need not report withdrawals from ponds collecting diffuse surface water unless the ponds are dug ponds which intercept the groundwater table.

Water users exempted from the regulation are encouraged to report their water withdrawals voluntarily. Water Withdrawal Reports are collected by the Agency in January of each year for the preceding calendar year. Electronic reporting is now available.

Successful water resource management integrates the interests of users, local and regional planners, and state managers tasked with meeting the growing future water needs of the citizens of the Commonwealth while preserving the integrity of our diverse water resources.

**Why reporting your water withdrawal is important:**

**Knowledge** of your withdrawal history is important as the use type or pattern of use changes. Your reported withdrawals serve as the basis for understanding what beneficial uses have been sustained from a particular source and what may be supported in the future.

**Calculating** and reporting your annual water withdrawals may help you plan for future need in terms of growth or expansion.

**Analysis** of withdrawals in previous years can provide insight into the efficiency of your water use.

**Reporting** your water withdrawal provides the State with a more accurate understanding of the full water budget (an accounting of the inflow, outflow, and storage changes of water in a system) in our watersheds. Water budgets are an important tool for local planners evaluating and balancing current demand versus future need.

**Reporting** your water withdrawal establishes use trends that aid in response planning for drought. Part of your local government’s mandated water supply plan will establish indicators and responses in dry periods. Their knowledge of your water withdrawal improves consideration of how indicators affect your business and ensures your needs are understood.

**Reporting** your water withdrawal increases local, regional, and State planners’ understanding of the impacts of cumulative withdrawals for the region and the Commonwealth. Competition for this finite resource is increasing. While reporting does not guarantee your withdrawal rights for a specific volume, it enables planners to consider your established need while managing future growth, i.e. competing withdrawals.

**Data** pertaining to the type, size and frequency of water withdrawals is used by the state in evaluating the value and importance of water resources in the Commonwealth. This evaluation is critical to sustaining programs created to protect water resources for all beneficial uses. Historic information available in our databases is utilized by staff tasked with managing water resources. Our interests are the same – sustainable use of water resources for the benefit of all citizens in the Commonwealth.

**Report your water withdrawal as required in 9 VAC 25-200-10, et seq.**

Or participate voluntarily if you do not meet the requirements for reporting - be part of the planning process. Invest in your future.

Your water withdrawal information is valuable — it is shared with local and regional planners responsible for creating water supply plans for your community. It is analyzed by state leaders to better utilize your tax dollars in managing water resources.

Your water withdrawal information is compiled into an annual report to the Governor and the General Assembly. Understanding current water demand as it relates to future need enables Virginia legislators to craft pertinent and applicable laws that protect all beneficial uses of our limited water resources.

Join us as we make Virginia even greener

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- We provide education tailored to your needs
- We provide networking opportunities with your peers, industry professionals and manufacturers

VTC members have a definite advantage, as we keep them up to date on the latest research, newest products and environmental concerns that impact our industry. We invite you to join us as we break new ground for the turfgrass industry and continue to make Virginia even greener!

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For More Information: VIRGINIA TURFGRASS COUNCIL
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Legislation - Lighthouse Program Tools

Where to learn about federal actions that could affect your business

Each Lighthouse partner state association has set up a legislative website created by Capitol Advantage. These sites allow you to look up information on your state legislature's activities. They also show the most urgent pending federal action and are directly linked to ANLA's Lighthouse webpage (www.anla.org/lighthouse). The ANLA Lighthouse page has program information and grassroots tips.

How to Write Letters to Congress Using the Lighthouse Program Web Tools

1. Go to the state association webpage www.vnla.org/legislation and follow the links to the Legislative Action page;
2. Click on Issues and Legislation, then click on Legislative Alerts;
3. View the posted Alerts, and select the appropriate issue.
4. Enter your zip code for a sample letter. Personalize it, then print and fax, or send as an email.

How Can I Quadruple the Voice of My Business?

Many industry businesses have at least two, three, or four employees who may want to take an active part in shaping the industry's future, too. Please share this information with them, and encourage them to take part in the program too. If 2,500 industry businesses respond to an urgent call to action, and each has four employees participating, Congress will have 10,000 impressions made!

What if I Am An ANLA Member, Too?

ANLA members have formed the core of the industry's grassroots power base for years. Most are already trained and empowered to take action on issues important to them. When Lighthouse alerts are issued, some members may receive more than one alert, possibly through different communication channels. If so, please take the requested action, and share any extra alerts with a key employee other industry businessperson. ANLA members also have exclusive access to federal law compliance information, expert legal consultants, and other benefits. For details on membership, visit www.anla.org.

Tips on Voicing the Concerns of the Green Industry to Congress and the Public

Unsure about how to effectively build a relationship with your elected leaders and staff? Visit the Lighthouse website at www.vnla.org. By clicking on the Legislation button and then the “Legislative UPDATE” button, you can view the Lighthouse Program Grassroots Action Guide, which will guide you through the basic steps to communicating with Congress.

Alerts: Only Have A Minute?

The Lighthouse Program Makes It Easy.

We understand that running a successful business is time consuming and, therefore, business people have limited time to follow the political process. Therefore, at key points in the political process when there is an urgent need for the industry to be heard, you will get a Legislative Alert by fax or email, with specific instructions on what is needed. Usually, the Legislative Action website will feature a sample letter which you can personalize and send to your elected leaders by email, mail or fax. It only takes a few minutes to do your part.

How Do I Look Up My Elected Leaders?

Drop by the VNLA website at www.vnla.org and click on the link to state and federal legislation. Then Click on "Congressional Delegation" where you will see your state's elected officials. If you don’t know who your Legislators are you can look them up by zip code. Here you can link to "Send Message" in order to contact your representative.

Alerts: Only Have A Minute?

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Where To Begin

The best way to begin is to visit the VNLA legislative website at www.vnla.org/legislation.htm and click on the “Legislative Update” button. Click on the “take action” button. This will link you to the legislation and what action to take. Check periodically to see what key bills are being considered by Congress that will affect your business.

Again, keep an eye on newsletters as they will be posting articles to keep you informed of pending legislation and emerging national issues. When alerted, please take a minute to write or call your representatives and make your voice heard regarding legislation that will impact your business and the industry.
Central North Carolina Nursery Association

Plantsource N.C., is a plant locator service provided by The Central North Carolina Nursery Association Marketing Group. Fax your plant list to Plantsource N.C. Toll Free Fax 1-866-268-3509. Your list will then go out to all CNCNA Marketing Group Members for quotations. Each member that can supply items will reply by fax directly back to you.

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www.beeesonnursery.com

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budbloom@bellsouth.net

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1-800-758-8121

Cedarview Farm Nursery
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contact@cedarviewfarmnursery.com

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919-962-1020, fax 919-693-9554

Foxwood Farms Camellia Nursery
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www.foxwoodfarmsnursery.com

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irvingfarms@yahoo.com

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1-800-444-1116

O’ Southern Bloom
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336-656-4666, fax 336-656-4771
Elisa.Thames@yahoo.com

Oregon Hill Shrub
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336-348-3380, fx 336-939-3348

Piedmont Carolina Nursery
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raysland@bellsouth.net

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shilohnursery@hotmail.com

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www.terragenonline.com

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Swift Creek Nursery – A well-run wholesale container nursery where weather is long… find out more about how weather information can help your business.
Plant Delights Nursery – A quirky retail mail order nursery featuring rare perennials with a 6-acre display garden. (dinner stop)
Plantworks Nursery – A container nursery specializing in groundcovers, named one of the SNA’s Top 25 nurseries of 2008.
Hoffman's Nursery – Another of the SNA Top nurseries of 2008. Hoffman's only grows ornamental grasses… a lot of them. (lunch stop)
Duke Gardens – Oh what you can do if you have money and a love of plants. Duke Gardens has transformed itself over the last decades into one of the top botanic gardens in the country.
JC Raulston Arboretum – Founded by the legendary JC Raulston and now directed by our own Ted Bilderback, the arboretum promises a wealth of cool plants and great design… a garden that has changed dramatically over the last few years. (dinner stop)
UNC-Chapel Hill Campus Plant Tour – Rare old specimen trees, a Dirr favorite.
Camellia Forest Nursery – An amazing mail order nursery featuring rare woody, including winter hardy NC bred camellias.
Keith Arboretum – Prepare to be humbled after visiting one of the country's best tree collections.

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A not-to-be-missed question and answer session that often resembles the Jerry Springer show…at while enjoying the famed NC State made ice cream.
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<td>$130</td>
<td>(Horizontal)</td>
</tr>
<tr>
<td>1/2 page (3.5&quot; x 9.75&quot;)</td>
<td>$185</td>
<td>(Vertical)</td>
</tr>
<tr>
<td>2/3 page (4.75&quot; x 9.75&quot;)</td>
<td>$205</td>
<td>(2 col. Vertical)</td>
</tr>
<tr>
<td>full page (7.5&quot; x 9.75&quot;)</td>
<td>$235</td>
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</tbody>
</table>

**Business Card** (2" x 3.5") $40 $60

**Insert** 8”x10.75” single sheet $ Call for quote

*For one additional color, add 50% to above B&W prices.*

**Premium locations:** inside front cover, inside back cover - Add 10% to above rates
and 2/3 page on back cover - Add 25% to above rates

*(10% discount for six pre-paid ads for full-year run)*

The above rates are for camera-ready ads.

Any additional typesetting, at the VNLA Office will be at $50.00 per hour with a minimum of $20.00.

Any additional work that needs to be done by the printer will be at cost plus 15%.

**All non-member** advertising must be prepaid. No commissions or discounts allowed.

Our printer uses "133-150 line screen" 4-color film, emulsion side down
8.75" x 11.25" with 1/8" trim, 4 edges to bleed
Mac or PC files in Adobe PDF, Illustrator, Photoshop, Add all fonts and all linked images
Final trim = 8.5" x 11"; Bleed = .125" on each edge; Live area = Full bleeds are OK.

*Most of the pages within the book have the text block or full page ads within 7.5" x 9.75". We would prefer a PDF (fonts and images embedded) or Adobe graphic files.

**CLASSIFIED ADS:** Members - $1.00 per line, minimum 5 lines
Non-members - $3.00 per line, **minimum** 5 lines

<table>
<thead>
<tr>
<th>Publication</th>
<th>Copy Deadlines</th>
<th>Mail Date (approximate)</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>January 15</td>
<td>February 28</td>
</tr>
<tr>
<td>March/April</td>
<td>March 15</td>
<td>April 30</td>
</tr>
<tr>
<td>May/June</td>
<td>May 15</td>
<td>June 30</td>
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<tr>
<td>July/August</td>
<td>July 15</td>
<td>August 30</td>
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<tr>
<td>September/October</td>
<td>September 15</td>
<td>October 30</td>
</tr>
<tr>
<td>November/December</td>
<td>November 15</td>
<td>December 30</td>
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</tbody>
</table>

For Additional Information, Call, Fax or Email:
**Virginia Nursery & Landscape Association**
383 Coal Hollow Road, Christiansburg, VA 24073-6721
800-476-0055 or 540-382-0943 ---- Fax: 540-382-2716
Email: info@vnla.org [www.vnla.org](http://www.vnla.org)
### Upcoming Events

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>July 27, 2010, GRIFFIN DAY AT THE LANDIS FIELD TRIALS</strong></td>
<td></td>
<td>Penn State SE Research &amp; Extension Center, Manheim, PA</td>
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<tr>
<td></td>
<td></td>
<td>866-307-81442 <a href="http://www.griffin.com">www.griffin.com</a></td>
</tr>
<tr>
<td><strong>August 3-5, 2010, PANTS</strong></td>
<td></td>
<td>Greater Philadelphia Expo Center, Oaks, PA 800-898-3411</td>
</tr>
<tr>
<td></td>
<td></td>
<td><a href="http://www.plna.com">www.plna.com</a></td>
</tr>
<tr>
<td><strong>August 11, 2010, VIRGINIA GREEN INDUSTRY COUNCIL MEETING (VGIC)</strong></td>
<td></td>
<td>Massey Cancer Center, Richmond, VA Time TBA</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Contact: 540-382-0943, <a href="mailto:info@VirginiaGreen.org">info@VirginiaGreen.org</a></td>
</tr>
<tr>
<td><strong>August 26-28, 2010, VIRGINIA CHRISTMAST TREE GROWERS ASSOCIATION</strong></td>
<td></td>
<td>Annual Meeting &amp; Trade Show, Best Western Hotel, Waynesboro, VA</td>
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<tr>
<td></td>
<td></td>
<td>Contact: <a href="mailto:secretary@Virginia-Christmastrees.org">secretary@Virginia-Christmastrees.org</a> 540-382-7310</td>
</tr>
<tr>
<td><strong>September 8-9, 2010, VNLA ANNUAL FIELD DAY &amp; SUMMER TOUR, HRAECS,</strong></td>
<td></td>
<td>Virginia Beach 800-476-0055 <a href="http://www.vnla.org/fieldday.htm">www.vnla.org/fieldday.htm</a></td>
</tr>
<tr>
<td><strong>September 10-13, 2010, AMERICAN SOCIETY OF LANDSCAPE ARCHITECTS</strong></td>
<td></td>
<td>ANNUAL MEETING, Washington, DC Convention Center</td>
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<tr>
<td></td>
<td></td>
<td>888-999-2752, <a href="http://www.asla.org">www.asla.org</a></td>
</tr>
<tr>
<td><strong>September 10, 2010, VNLA ADVANCED VIRGINIA CERTIFIED HORTICULTURIST EXAM</strong></td>
<td>Richmond, VA 1-5 p.m.</td>
<td>Pre-register by August 27 Contact: <a href="mailto:vch@vnla.org">vch@vnla.org</a> 1-800-476-0055</td>
</tr>
<tr>
<td><strong>September 11, 2010, GOGREEN VIRGINIA GARDEN FESTIVAL</strong></td>
<td></td>
<td>at the Science Museum of Virginia, Richmond, VA, Consumer Education Event; Exhibitors contact: Rick Baker, (301) 275-2077, <a href="mailto:rick.baker@vdacs.virginia.gov">rick.baker@vdacs.virginia.gov</a></td>
</tr>
<tr>
<td><strong>September 29, 2010, GRIFFIN PA GROWER EXPO</strong></td>
<td></td>
<td>Lancaster, PA Contact: 866-307-8142 <a href="http://www.griffin.com">www.griffin.com</a></td>
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<tr>
<td><strong>October 19, 2010, SUSTAINABLE LANDSCAPING WORKSHOP SERIES</strong></td>
<td></td>
<td>June, October and November A four-course program covering sus-</td>
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<tr>
<td></td>
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<td>tainable landscaping, permeable paving, rain gardens, rainwater</td>
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<td>collection, and controlling invasive plants. This program is</td>
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<td>geared to landscape professionals and is being sponsored by Green</td>
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<td>Spring Gardens, Virginia Cooperative Extension, Arlington Depart-</td>
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<td></td>
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<td>ment of Environmental Services, Natural Resources Design, and Master</td>
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<td>Gardeners of Northern Virginia.</td>
</tr>
<tr>
<td><strong>November 19, 2010, SUSTAINABLE LANDSCAPING WORKSHOP SERIES</strong></td>
<td></td>
<td>(see details October 19) Qualifies for Virginia Certified Horticulturist CEUs Contact: 703-642-5173, <a href="mailto:awinquist@arlingtonva.us">awinquist@arlingtonva.us</a></td>
</tr>
<tr>
<td><strong>November 30-December 2, 2010, CITIES ALIVE! 8TH ANNUAL GREEN ROOF &amp; WALL CONFERENCE</strong></td>
<td></td>
<td>Vancouver, BC Canada <a href="mailto:ajohnston@greenroofs.org">ajohnston@greenroofs.org</a></td>
</tr>
<tr>
<td><strong>January 5 - 7, 2011, MANTS</strong></td>
<td></td>
<td>Baltimore Convention Center Contact: 800-431-0066 <a href="mailto:info@mants.com">info@mants.com</a></td>
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<td><a href="http://www.mants.com">www.mants.com</a></td>
</tr>
<tr>
<td><strong>February 10-13, 2011, MAYMONT FLOWER &amp; GARDEN SHOW</strong></td>
<td></td>
<td>Greater Richmond Convention Center, Contact: 757-464-1004 <a href="mailto:vaturl@verizon.net">vaturl@verizon.net</a></td>
</tr>
<tr>
<td><strong>April 16-24, 2011, HISTORIC GARDEN WEEK IN VIRGINIA</strong></td>
<td></td>
<td>Contact: <a href="http://www.vagardenweek.org">www.vagardenweek.org</a></td>
</tr>
</tbody>
</table>

For a Current Listing of VIRGINIA CERTIFIED HORTICULTURIST review classes and test dates, go to vnla.org/certification.htm
Phlox Candy Store™
A Sweet Offer in 2010

Chosen as the best new introduction for 2010 at the NMPro New Plant Pavilion at this year's ANLA Management Clinic, the new Phlox Candy Store™ Series is a treat gardeners will gobble up this spring and summer.

As part of the Novalis® grower network, Carolina Nurseries offers this series of four varieties exclusively to independent retailers and landscapers in 2010.

Candy Store™ is the best mildew resistant Phlox to date and offers months of delicious color and fragrance to the summer garden.

For more information on the new Candy Store™ Series and our wide selection of premium perennials, shrubs, and trees, contact your Carolina Nurseries representative.

David Wraith
1-888-845-1989 Fax 1-843-482-1014
dwraith@carolinanurseries.com
739 Gaillard Rd., Moncks Corner, SC 29461
1-800-845-2065 www.carolinanurseries.com

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dwraith@carolinanurseries.com
739 Gaillard Rd., Moncks Corner, SC 29461
1-800-845-2065 www.carolinanurseries.com
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