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- 2010 Plants of Distinction -

Cercis canadensis 'Hearts of Gold' - Eastern Redbud
Buxus sempervirens 'Dee Runk' - American Boxwood
Corylopsis pauciflora - Buttercup Winterhazel
Dryopteris erythrosora 'Brilliance' - Autumn Fern
Eucomis 'Sparkling Burgundy' - Purple Pineapple Lily
Rudbeckia subtomentosa 'Henry Eilers' - Sweet Coneflower
Schizachyrium scoparium 'The Blues' - Blue Bluestem
Yucca filamentosa 'Color Guard'

- 2009 Plants of Distinction -

Cercis chinensis 'Don Egolf' - Chinese Redbud
Helleborus x hybridus Pine Knot Strains - Lenten Rose
Ilex x 'Virginia' - Holly
Agapanthus x 'Monmid' Midknight Blue® - Lily Of The Nile
Hydrangea quercifolia 'Snowflake' - Oakleaf Hydrangea
Thuja x 'Steeplechase' (PP) - Giant Western Arborvitae
Buxus x 'Green Velvet' - Boxwood
Stokesia laevis 'Peachie's Pick' - Stokes' Aster
Musa basjoo - Hardy Banana

NATIONAL BRANDS, HOMEGROWN DIVERSITY
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---

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- **Shenandoah Valley Nursery & Greenhouse Assoc**  
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---

## Beautiful Gardens®

**Plant Introduction Program**

**LISA LIPSEY**  
Program Coordinator  
VA Tech  
Dept of Horticulture (0327)  
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540-231-6961  
Fax: 540-231-3083  
lipsey@vt.edu
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This QR Code goes to the Beautiful Gardens website

The code on the cover goes to the Southern Landscape Group’s website
Go to page 59 to learn more about QR Codes.
**VNLA Mission**

**Vision and Objectives for 2011**

**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 educate, 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.
First of all, thank you membership for allowing me to serve as President for 2011! I look forward to this challenging opportunity to make great progress for the organization. I truly feel the VNLA is comprised of such great folks that have such passion for the industry!

As we jump right in to 2011 there are some things I will be working on with our board to increase efficiency and effectiveness for our members. First, I plan to re-organize the committees within the VNLA to make them more efficient. I hope to combine several committees that have only 1 or 2 people on them to a single committee with 3-4 members. Having served on several committees for multiple years I see where there is strength in numbers.

Secondly, I plan to have this board initiate and build a strategic plan for the VNLA. This was last done in 2006 under the leadership of Rich Johnson. It is time to re-visit this valuable business planning tool so we can re-focus on the items that are important to the membership and the on-going success of the VNLA. My goal is to have a plan in place by the time my term as President is completed. As we work on the plan I would certainly encourage any feedback from our membership on items you see as important and needing emphasis.

Lastly, I plan to continue to build positive relationships with our local organizations throughout the state. Duane Shumaker did an excellent job of re-establishing forgotten and troubled relationships throughout the VNLA during his tenure as President and helped to establish great communication with our membership and local chapters.

2011 is going to be an interesting year in so many ways. We are still feeling the pain from the economy and have a change in House leadership in Washington. All of these things are going to make 2011 challenging. I encourage you to be involved in responding to legislative requests through the VNLA as we have a great group of lobbyists in Richmond and Washington. However, they MUST hear from you! Please make it a point to be active in 2011 so you can continue to reap the benefits of being a VNLA member!

All the Best,

Mark Maslow!
VNLA President
Editorial - Monrovia Falters...Industry Feels the Tremors

Monrovia’s recent sales woes may indicate that a new marketing message is needed to revive a shell-shocked consumer.

I now look back at my years working for the Oregon nursery industry and realize it may have been a Golden Age for wholesale plant growers. The state’s sales skyrocketed over several decades from few hundred million to nearly one billion. Then it all collapsed. As the housing market dropped, so did landscape plant sales. Then, almost all commercial work stopped abruptly. Architectural firms shrank over night. This ripple hit the plant industry, especially the growers, and we have seen numerous growers go under or move into other horticultural crops. Sales this spring will probably improve slightly, but not enough to save many growers.

Monrovia has represented the peak of nursery industry production and marketing. Yet, like any industrial designed production systems, the operating costs are substantial. The company created new plants, led the “branding” effort (a marketing strategy that I always thought was oversold), and used the garden centers to provide an effective distribution/sales platform. Now, with sales down drastically again, the company has been forced (by the banks) start selling “non-branded” plants to Home Depot to force sales. This obviously undercuts a basic part of their marketing/branding strategy of selling only to the independent garden centers. It has also created some severe comments from their customers.

But, it is not all their fault. All the quality products and clever marketing cannot “create” markets if there is, in this case, very little building going on. Add to this the panicked consumer...a one-two punch that has not just Monrovia but an entire industry on the ropes.

There are a few bright spots. Some narrow niche producers are keeping their sales at least even. Greenhouse operations that concentrate on annuals and especially vegetables are surviving. There was actually shortage last year of organic vegetable starts. Food costs, food safety concerns and a desire for better taste/nutrition are all driving this home garden trend. (See the next post on the urban homesteading movement.) A complimentary trend uses permaculture techniques to add native plants and create more plant diversity to draw beneficial wildlife.

But, the more general ornamental plant growers will need another marketing hook to push up sales. I propose turning to the strength of plants to provide a better, less polluting environment and lower en-

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I like to call the many uses of plants to improve our water and air a new “plant technology.” Sell plants because they provide solutions, not because they “decorate” our world. It is an old idea really. There is adequate research and successful examples to get consumers to look at plants, not as a “discretionary” expense, but necessary to improve one’s home and life. This “message” will sell better in the new consumer economy, one that is moving away from the wild spending of the last two decades.

*Posted by sustainable hort on February 2, 2011 by Miles McCoy, Owner, Sustainable Horticulture, with wide experience in communications, marketing and public relations for horticultural organizations and specific sustainable products. [http://www.sustainablehort.com/](http://www.sustainablehort.com/)*

---

**Beautiful Gardens Update**

**Sporobolus heterolepis**

One of Beautiful Gardens® plant promotions for 2011 is a native that has all the qualities of a great garden and landscape plant. Highly versatile, Prairie Dropseed performs well in sun or light shade, is tolerant of heavy clay soils, is not pH picky, is durable and tolerant of drought once established and is easily maintained.

Reaching a maximum height of 2 to 3’, unique qualities of this North American native prairie grass are the scent of the inflorescences and the fall color. As described by Rick Darke in his book *The Color Encyclopedia of Ornamental Grasses*, “the fragrance has been called delicate, sweet, or pungent, and has been variously described as evoking crushed cilantro or slightly burnt buttered popcorn.” When planted along a walkway or near a patio, that peppery scent is evident on warm, fall evenings. Fall color is a luscious burnt orange transforming to copper - a stunner in any landscape.

---

**Plant Breeding Workshops**

These winter months have been filled with preparations for our first 2011 plant breeder’s workshop titled “Breed Plants for Fun and Profit”. Being held at Norfolk Botanical Gardens, one of our partners and location of our warmest trial site, the workshop targets people with little or no formal training in botany, plant genetics or horticulture who are curious about plant breeding. As advertised on NBG’s website,

**Breed Plants for Fun and Profit**

Monday, April 18, 2011
10 am – 3:00 pm

Plant breeding is an exciting combination of science and art where relatively simple techniques can produce new plant varieties. In association with Virginia’s plant introduction program, Beautiful Gardens®, Virginia Tech Horticulture Professor, Dr. Alex Niemiera, will introduce participants to the fundamentals of plant breeding. Topics covered include plant selection and reproduction, heredity, general breeding techniques, breeding objectives, and evaluation of new plants. Following classroom instruction, participants will work with a number of plants on cross-pollination techniques.

This four hour workshop (plus lunch) will provide participants with the basic knowledge necessary to successfully select and improve desired traits of ornamental plants. Perhaps you will generate a new plant that will be introduced into the garden center trade and turn a profit as well!

The primary purpose of the workshops is to connect with plant breeders who may develop new and improved ornamental plant varieties which can then be taken by Beautiful Gardens® for evaluation, propagation and introduction. Secondary objectives are to generate operating funds for Beautiful Gardens® through fees charged to participants and to increase the public’s awareness of plants promoted through Beautiful Gardens® each year.

If anyone would like more information about our breeding workshops, please contact me.

*Lisa Lipsey, Beautiful Gardens® Program Coordinator, llipsey@vt.edu.*
Duane Shumaker, Vice President of RSG Landscaping, Concord, VA was presented with the 2010 VNLA Professional of the Year at the Annual Breakfast Meeting in Baltimore.

This award is given annually to honor a member of our green industry. The selection criteria is based equally on a candidate who has spent their career promoting and advancing the horticulture industry. This individual is selected on the basis of long term contributions to the local and/or state organizations of Nursery and Landscape Associations.

Mark Maslow, incoming VNLA President made the presentation and these comments:

I want to take a moment to say a few words in regards to the recipient of the 2010 VNLA Professional of the Year! He is certainly the most deserving candidate. I feel that his contribution to the VNLA has been remarkable.

He started on the Certification committee in 2003 helping promote certification and administering the test in the southwest part of the state.

He has been active in the VNLA for at least 8 years joining the Board in 2006 as Certification Chair. He has been very proactive in putting a lot of sensitive issues to bed within the VNLA, and re-established many forgotten relationships with other associations, other members, etc. He is constantly listening to what others have to say, while sticking to what is right and what is best for the association. He had been a real asset to the VNLA, more than most would know from what meets the eye. His dedication and service are very deserving of this award without hesitation.

He has done this, with his other full-time job, as vice-president of RSG Landscaping and Lawn Care, a rapidly expanding landscape contractor in Lynchburg and still taking time with his wife and 3 children.

It is time to honor someone who has given MOUNDS of time and energy to not only this association, but the horticulture industry as a whole!

Therefore we would like to present the 2010 VNLA Professional of the Year Award to Duane Shumaker.

Provided by Mark Maslow
Southern Landscape Group, Inc. (SLG) was formed in 2006 when Southern Landscapes, Inc. and Picture Perfect Landscapes Inc., (PPL) merged. Southern Landscapes, Inc. was owned and operated by Mark Maslow since 2003 and focused on landscape design/build. Picture Perfect Landscapes, Inc. was owned and operated by David Moon since 1994. PPL concentrated most of their time on hardscape construction projects. Since the merge of the two companies in April of 2006 they have developed the most professional and elite staff around. Southern Landscape Group prides itself on having such knowledgeable and well-rounded employees. From the owners to the team members they believe that no project would be successful without the communication and dedication of each individual.

SLG’s premier team members hold the following designations: Virginia Certified Horticulturist, Commercial Pesticide Applicator, NCMA Certified Retaining Wall Installer, ICPI Certified Paver Installer, B.S. Horticulture, A.S. Landscape and Turf Management, A.A. Commercial Art, Master Electrician and Master Plumber.

Southern Landscapes Group’s Mission Statement is “To provide the best landscape service through our innovative and professional team members. We will build strong and lasting relationships with our clients, exceeding their expectations, while continuing to serve as stewards of our environment.”

Mark Maslow is co-owner & President of Southern Landscape Group, Inc. He is married to his wife Meredith since 2008. They are new parents to a daughter, Meg. Both Mark and Meredith are native to Lynchburg, Virginia. Mark received his B.S. degree in Horticulture – Landscape Design and a minor in Agricultural Economics from Virginia Tech. He has been directly involved in the landscape industry for over ten years. Currently, he serves as the President of the Virginia Nursery and Landscape Association and is Co-Chair of the Virginia Tech Department of Horticulture Advisory Board. Mark is a NCMA certified retaining wall installer, certified pesticide applicator and Virginia Certified Horticulturist. His knowledge and experience in landscape design/build are a winning combination for the client and SLG. Mark is very involved in the community with such organizations as Interfaith Outreach Association, Relay for Life and the Boy Scouts of America. His energetic, fun-loving personality makes working with SLG fun and enjoyable! In his personal time Mark enjoys flying, golfing and spending time at Smith Mountain Lake. He is an avid aviator. He enjoys flying all types of planes to unique destinations.

Mark’s business philosophy is “You only get out what you put in.” Mark says that he enjoys challenges. “If I find more that two free seconds in one day then I am trying to fill it up with some sort of business. I recently sold a landscape supply store in Lynchburg that I started in 2008 and built up to a great business.” He feels that his best habit is ‘exercising every week to keep my sanity.” Mark’s dream vacation would be in Tahiti, “staying in one of the bungalows over top of the ocean sipping on a Mohito!”

The best part of Mark’s day is after 5:00 pm when the phones are quiet and he is most productive. He says that his best hint when handling employees is to “Listen, Listen, Listen, First!” Mark feels that organic lawn care is an upcoming trend. The best advice that he ever received was “It’s not what you start that counts, but what you finish.”
Mark’s business is successful because of great client service. He says that “you need to let them know how important they really are and meet their expectations.” His biggest challenge is trying not to grow too fast. “In 2007 we bid every job out there and got the work. The only problem was that we didn’t make any money at the end of the day. There is no worse feeling than going to work and not making any money. I would rather make 10% on a million than 1% on 10 Million. At the end of the day it is the same money only with less headaches and a happier staff.”

Mark’s favorite quote is “The rate of the pack is determined by the speed of the leader” His favorite plant is the Deodora Cedar. His favorite flower color is deep pink. He doesn’t care for Nandina “Firepower”, Liriope, Chameocyparis “Gold Mops” and liars!

Edited by Sandy Miller

Research - Alex Niemiera Virginia Tech

This is a progress report for the grant entitled "Development of an On-Line Woody Plant Course" that was funded by the Virginia Nursery & Landscape Association.

The work on the development of this course is about 90% complete. There was a delay in the completion of this project due to a few substantial unforeseen impediments. However, the project should be completed by July of 2011. In the course, there are the following modules:

1) Introduction
2) Deciduous Trees
3) Deciduous Shrubs
4) Broadleaved Evergreens
5) Conifers

As in our agreement, I will make the course available to your membership. Hopefully, arrangements can be made to have a password-protected link on your website so that VNLA members can access the course.

I sincerely thank you for funding this work and for your patience in the completion of the course.

Alex X. Niemiera Associate Professor, Virginia Tech, College of Agriculture and Life Sciences, Department of Horticulture 301 Saunders Hall, Blacksburg, Virginia 24061 540/231-5451 www.hortvt.edu

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At the Annual Breakfast Meeting in January, the Virginia Nursery & Landscape Association elected the following officers and directors:

**Officers**

**President:** Mark Maslow, Southern Landscape Group, Evington, VA

**Vice President:** Steve Grigg, Grigg Design, Manassas Park, VA

**Secretary/Treasurer:** Matt Sawyer, Bennett’s Creek Nursery, Suffolk, VA

**Past President:** Ed Tankard, Tankard Nurseries, Exmore, VA

**Directors 2 year:**

Cheryl Lajoie, Certification: Lancaster Farms, Suffolk, VA

Matt Shreckhise – Communications: Shreckhise Nurseries, Grottoes, VA

John Barbieri – Membership: Riverbend Nursery, Riner, VA

**Directors 1 year:**

Sonya Lepper Westervelt – Public Relations: Saunders Brothers, Piney River, VA

Steven Moore – Legislative: Hortica Insurance, Midlothian, VA

Tom Thompson – Environmental Affairs: Natural Art Landscaping, Richmond, VA

Doug Hensel – Beautiful Gardens: The Great Big Greenhouse & Nursery, Richmond, VA
The Virginia Nurserymen’s Association Horticulture Research Foundation Inc. Trust Fund, which is increased each year with member contributions and income from the annual gala/reception auction. The 18th annual reception/auction was held at The National Aquarium in Baltimore. The VNA Horticultural Research Foundation has assets of over $690,000, which helps fund these research projects.

### VNLA – Research Grants for 2011

<table>
<thead>
<tr>
<th>Researcher</th>
<th>Research Project</th>
<th>Amt. to Fund</th>
</tr>
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<tbody>
<tr>
<td>Alex Niemiera¹</td>
<td>Urea Hydrolysis in Pine Tree Substrate</td>
<td>$10,500</td>
</tr>
<tr>
<td>Jeff Derr²</td>
<td>Crop Cover Utilization in Nursery Production</td>
<td>$5,000</td>
</tr>
<tr>
<td>Jeff Derr</td>
<td>Postemergence Control of Weeds in Nursery Production</td>
<td>$6,000</td>
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<tr>
<td>Pete Schultz²</td>
<td>IPM tactics for control of flea beetles in Virginia Nurseries</td>
<td>$2,160</td>
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<tr>
<td>Pete Schultz</td>
<td>Demonstration and Evaluation of Perennials in Landscape Installations</td>
<td>$750</td>
</tr>
<tr>
<td>Pete Schultz</td>
<td>Evaluation of Flowering Annuals and Perennials for Virginia Landscapes</td>
<td>$750</td>
</tr>
<tr>
<td>Susan Day¹</td>
<td>Nursery and Landscape Horticulture Undergraduate Research Internship</td>
<td>$1,500</td>
</tr>
<tr>
<td></td>
<td><strong>Total:</strong></td>
<td><strong>$26,660</strong></td>
</tr>
</tbody>
</table>

¹Virginia Tech Department of Horticulture, Blacksburg, VA
²Virginia Tech Hampton Roads Agriculture Research & Extension Center, Virginia Beach, VA

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June 2010 - Yulita Ellis
AUGUST 2010 - DAVID BENNETT
October 2010 - Joyce Harris

December 2009 - Jane O’Keeffe
December 2010 - Stephanie Blevins
April 2010 - Dwayne Jones

VNLA Photo Contest
A winner and prize for each bi-monthly VNLA newsletter
- 6 total per year.
One Grand Prize winner chosen at the end of the year.

Details at: www.vnla.org/AboutVNLA/photography_contest.htm
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 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.

Winner of the January/February 2011 Photo Contest

“Hungry visitors at my backyard birdfeed in Portsmouth enjoying the lovely wisteria”

Photo Winner: Bryan David Ross, Sr
Landscape Designer
Portsmouth, VA

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

VNLA Field Day
August 17, 2011
Ingleside Plantation Nurseries & Winery
News - Virginia Green Industry Showcase

The Virginia Green Industry was front and center at the Virginia Agribusiness Legislative Banquet, January 13, 2011 at Arthur Ashe Center in Richmond. This banquet hosts the Governor, Delegates and Representatives from across the Commonwealth and is the most popular and well attended of all the legislative events. There were over 800 guests in attendance.

The Arthur Ashe Center was transformed into a lush garden, complete with sod, shrubs and over 1200 colorful flowers and plants for decorations. All guests were given plants to take home or to their offices which included cards identifying VGIC’s donation along with the logo.

This is an excellent example of how the industry works together and presents a unified voice with a big impact. Many thanks to the following companies for making this event a success and showcasing the industry:

Thanks to these Donors!

• Brookmeade Sod Farm
• Shipp Wilson
• Strange’s Greenhouses & Garden Center

Legislative – ANLA Updates

112th Congress Sworn In

The 111th Congress adjourned mere days before Christmas. While many had expected a lackluster and brief "lame duck" session, it was anything but that. Major achievements included resolution of the expiring Bush-era tax cuts and estate tax, ratification of the START nuclear arms reduction treaty with Russia, and repeal of the controversial "don't ask, don't tell" military policy, and passage of a food safety bill. After a self-admitted "shellacking" in the November elections, the Democrats and particularly President Obama regained their footing during the often-contentious lame duck, substantially slowing the "runaway train" momentum Republicans had in the early weeks after the election.

The nation’s 112th Congress was sworn in on January 5, 2011. It is the last Congress to be representing districts apportioned by the 2000 Census. Republicans control the House of Representatives, with a margin of 242-193 seats. Democrats retain Senate control with 51 seats, but with two Independents who caucus with the Democrats, the working margin is 53-47. Of course, 60 votes are often needed to overcome key procedural hurdles in the Senate, so no legislation will move there unless it is significantly bipartisan.

One thing the outgoing Congress didn’t accomplish is to pass a budget for the FY2011 fiscal year that started in October. With current spending levels extended only to March 4, a major task for the new Congress will be deciding how to handle spending now, as well as for FY2012. Also, expect messaging on jobs, the economy, and federal spending to dominate. There will be much noise about repealing the health care bill, but achieving full repeal is a virtual impossibility. Some tweaks, like repeal...
of the 1099 form mandate, are likely, and there will be efforts to de-fund some other provisions.

A major task for the green industry will be developing relationships with literally dozens of new members especially in the House. The American Nursery & Landscape Association’s Legislative Conference, scheduled for July 18-20, offers a great opportunity for industry members to establish or build critically important relationships with their Members of Congress.

Who Will Wield The Gavel?

As the new Congress continues the process of organizing, the picture grows clearer as to who will lead key Congressional committees. In the Senate, Sen. Debbie Stabenow (D-MI) has been named Agriculture Committee chairwoman. As the 2012 Farm Bill debate heats up, it will be good to have Stabenow, a friend to industry members to establish or build critically important relationships with their Members of Congress.

New Member of ANLA Government Relations Team

The American Nursery & Landscape Association (ANLA) is pleased to announce the hiring of Hadley Sosnoff as the newest member of ANLA’s government relations team. He comes to ANLA from the office of retiring Rep. Walt Minnick, of Idaho, who was one of two Representatives with green industry backgrounds who served during the last Congress. Walt Minnick co-founded the garden retailer SummerWinds.

Sosnoff grew up outside of New York City, and obtained a degree in political science with a minor in public policy from Hobart College in Geneva, NY. On Minnick’s staff, he initially was a legislative assistant, and was promoted to legislative director in July 2010. In these positions he earned hands-on experience with most issues important to ANLA members, ranging from health care and taxes to the Farm Bill to small business, labor, immigration and appropriations matters.

Immigration Reform – Dark Clouds On The Horizon

The new Congress starts with no clear path forward on positive reforms to America’s broken immigration system, including the aspects that
most affect the green industry. The Senate has shown little appetite for the issue in recent months, and for Democratic leadership there, a new challenge is that their party goes into the 2012 Senate elections with a built-in disadvantage in the number of seats they will have to defend. Plus, many of those seats are in conservative areas with relatively small immigrant populations — Montana, Nebraska, Missouri, Virginia. So while immigration was a useful wedge issue for Democrats in 2010 Senate races in places like Nevada and California, it won't play that way in 2012.

In the House, Judiciary chairman Lamar Smith (R-TX) is already planning a series of hearings that will attempt to paint the Obama administration as weak on enforcement, and pit American workers against foreign workers by claiming that every job filled by a foreign-born worker could be filled by an American. Economists scoff at the latter claim, and the facts don't bear out the former, as the Obama administration has presided over a record number of deportations, and a record number of employer I-9 audits. It is too early to say whether the noise will result in action in the House, though more enforcement-only bills are a distinct possibility.

Meanwhile, some battles will shift to the states. Florida, Georgia, Mississippi, Nebraska, Oklahoma, Pennsylvania, South Carolina, Tennessee, and Texas are all on a list of states where "copycat" laws may be patterned after laws enacted in Arizona, and where legislatures and governors are likely to support them. While some aspects of these laws may focus on expanded police powers, others are likely to target employers. Arizona, for instance has made use of the federal E-Verify program a requirement of business licensure. The U.S. Supreme Court has taken up a case challenging that law. If the court rules in Arizona's favor, a torrent of similar laws may flow.

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ANLA and coalition partners are exploring both offensive and defensive strategies in the new environment. Stay tuned as the issues develop.

EPA Considering Electronic Pesticide Labeling

Ornamental crop producers interested in accessing pesticide labeling by the Internet are encouraged to comment on EPA’s current web labeling initiative by March 29, 2011. EPA is considering an initiative to make portions of pesticide labeling for certain products available electronically. Web-distributed labeling would allow users to download streamlined labeling specific to the use and state in which the application will occur. According to EPA more concise labeling should increase users’ comprehension and compliance with pesticide labeling, thereby improving protection of human health and the environment from risks associated with improper pesticide use.

For more information and to comment visit: http://edocket.access.gpo.gov/2010/2010-32036.htm.

Questions may be directed to Michelle DeVaux, Field and External Affairs Division of the EPA Office of Pesticide Programs in Arlington, Virginia at fax: (703) 308-2962; e-mail: DeVaux.Michelle@EPA.gov.

Soil Fumigants

Beginning December 31, 2010, soil fumigants containing chloropicrin, methyl bromide or metam sodium will include new product labels. The label changes, required by a May 2009 action, would require among other things the use of mandatory Good Agricultural Practices, new handler information, and the use of Fumigant Management Plans. These required label changes were set to be implemented on December 1, but EPA last month extended the deadline by 30 days. EPA, growers and fumigant manufacturers are continuing to work through a second set of label changes that are required by December 2011. These label changes will include revised buffer zones, applicator training requirements and other measures.

Pesticide Spray Drift

At a recent meeting of an EPA federal advisory committee on pesticide policy, the Pesticide Program Dialogue Committee (PPDC), EPA staff said that the agency intends to issue a final policy on pesticide spray and dust drift in mid-2011. EPA is currently reviewing comments on a November 2009 draft proposal that would impact any outdoor use pesticide product that has the potential to result in spray drift, including dust drift from granular products. It would essentially create a zero drift standard and direct pesticide users not to apply the products in a manner that could cause harm to workers, people, pets, property, aquatic life, wildlife, or wildlife habitat.

During the PPDC meeting, EPA officials said that the agency is considering revising the "could cause harm" language and replace it with language that says do not drift in a manner that "causes harm." ANLA is concerned that this language could create liability concerns for applicators.
Clean Water Act Permits
EPA is expected to release a final National Pollutant Discharge Elimination System (NPDES) permit for pesticide applications "to, over, or near" water in late January. Pursuant to a court order, EPA and states must have these permits in place by April 9, 2011. While the initial Clean Water Act permit requirements will apply primarily to forest canopy, mosquito control and aquatic weed control treatments, ANLA is extremely concerned about the potential expansion of these permits to terrestrial pesticide applications. Because the Clean Water Act allows citizen action lawsuits, we are also concerned that environmental organizations could potentially file suit against growers who use pesticides, alleging that they need permits to apply the products.

Chesapeake Bay Pollution Diet Established
The Environmental Protection Agency (EPA) issued the Chesapeake Bay Total Maximum Daily Load (TMDL) on December 29, 2010. The TMDL limits releases of nitrogen, phosphorus, and sediment into the bay and its tributaries. The TMDL has identified essential reductions in pollution from Delaware, Maryland, New York, Pennsylvania, Virginia, West Virginia, and Washington, DC. The TMDL implementation plan is based on the seven jurisdictions' latest plans for putting all needed pollution controls in place by 2025. The TMDL also includes "targeted backstops" for jurisdictions that did not meet all of their target allocations or did not meet EPA's expectations for providing reasonable assurance that they will achieve the necessary pollution reductions. EPA will provide "enhanced oversight" of Virginia and West Virginia urban stormwater controls, and Pennsylvania and West Virginia wastewater programs. If the jurisdictions do not make sufficient progress on their own in 2011, EPA may use contingencies in 2012 that include additional controls on permitted sources of pollution, such as wastewater treatment plants, large animal feeding operations, and municipal stormwater systems. EPA will also regularly monitor each jurisdiction's programs to make sure they implement their pollution control plans, remain on schedule for meeting water quality goals, and achieve their two-year milestones. Oversight will include program review, objections to permits, and targeting compliance and enforcement actions as necessary to meet water quality goals. Jurisdictions across the country are closely watching this process, as it may set the stage for similar efforts in other watersheds.

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Washington Impact: Regulatory Threats

While ANLA's efforts are strongly focused on legislative threats and opportunities for our industry, many of the most damaging effects of new laws come at the regulatory level, where they are implemented. Imagine trying to grow plants or maintain a landscape without water, pest and disease controls, or fertilizer. Recent moves from regulators, testing the limits of their authority, suggest an increase risk of restrictions on these critical industry resources. The EPA is promoting the planting of landscapes that require less water. What are the risks and how will Washington Impact on your business' access to water, chemicals and fertilizers?

Find out at www.anla.org/knowledgecenter.

Health Care Reform Repeal Effort Prevails In The House

The Republican majority has delivered on its promise to pass legislation to repeal the health care reform law, the Patient Protection and Affordable Care Act (PPACA), enacted last year. H.R. 2 passed the House by a 245-189 vote. The next day, the House passed a resolution, H. Res. 9, which directs the Committee on Education and the Workforce, the Committee on Energy and Commerce, the Committee on the Judiciary, and the Committee on Ways and Means, each to report to the House legislation proposing changes to existing law within each committee's jurisdiction with provisions that among other things, will foster economic growth and private sector job creation by eliminating job-killing policies and regulations.

As a practical matter, the Senate is not likely to consider H.R. 2. With respect to alternative health care reform measures that may pass in the House, it is not likely the Senate majority is going to allow any measures to move until the fate of health care reform is determined by the United States Supreme Court.

House Resolution 9 is a matter of internal policy in the House. It is not voted upon by the Senate and does not go to the President. It does not include a date by which the committees must report bills back to the House. The House will still have to vote to approve the bills when the committees report them to the House, and the Resolution has absolutely no authority in the Senate. The bills passed as a result of the process initiated by the Resolution are just like any other bills sent to the Senate by the House.

ANLA will continue to monitor committee progress initiated by House Resolution 9 and other initiatives intended to address concerns with the health care law.

President Obama’s Regulatory Reform Executive Order

On January 18, President Obama issued an executive order requiring a review of regulations that are overly burdensome or duplicative. Upon issuing the order, President Obama said in the Wall Street Journal, “This order requires that federal agencies ensure that regulations protect our safety, health and environment while promoting economic growth. And it orders a government-wide review of the rules already on the books to remove outdated regulations that stifle job creation and make our economy less competitive. It’s a review that will help bring order to regulations that have become a patchwork of overlapping rules, the result of tinkering by administrations and legislators of both parties and the influence of special interests in Washington over decades.” It remains to be seen whether the rhetorical rubber will meet the road.

P. Ramorum Pre-Notification Rule Effective March 1

Last summer, USDA’s Animal & Plant Health Inspection Service (APHIS) proposed a federal order to require nurseries in California, Oregon, and Washington to pre-notify receiving states’ departments of agriculture of nursery plant shipments, at the time of shipping. APHIS felt the order was necessary to facilitate trace-forwards of nursery plants in the rare instance that they are suspected of being infected with Phytophthora ramorum. ANLA opposed the order on the grounds that it would be ineffective and that there were better ways to achieve the goal of facilitating traceability. Implementation of the order was delayed.

On January 28, APHIS announced that it was proceeding with a narrower, more science-based order which will take effect March 1. In short, nurseries operating in quarantined counties, and nurseries operating in regulated counties where P. ramorum positives have occurred in nurseries, must pre-notify for shipments of plants in five genera: Camellia, Kalymia, Pieris, Rhododendron, and Viburnum. Roughly 92% of P. ramorum detections have involved these genera. The full order, including county lists and additional guidance, may be found at www.ANLA.org.

Employee Rights Poster—Wolf In Sheep’s Clothing?

The National Labor Relations Board (NLRB) has proposed a regulation requiring employers subject to the National Labor Relations Act (NLRA), to post notices informing their employees of their rights as
employees under the NLRA. The proposed rule establishes the size, form, and content of the notice, and sets forth provisions regarding sanctions and remedies that may be imposed if an employer fails to comply with its obligations under the rule. The employee notice must be posted physically in conspicuous places, including all places where notices to employees are customarily posted. Employers must take steps to ensure that the notice is not altered, defaced, or covered with other material.

The NLRB believes that many employees protected by the NLRA are unaware of their rights under the NLRA. The intended effects of their proposal are to increase knowledge of the NLRA among employees, to better enable the exercise of rights under the statute, and to promote statutory compliance by employers and unions.

The reality is that employees have been entitled to these rights forever. There are international standards that acknowledge these rights. But to suggest employers have an affirmative obligation to tell employees about these rights is a legal stretch. Ironically, if promulgated, this could have more of an impact on the small business community than the passage of the so-called “card check” legislation. With card-check, union organizers would have targeted bigger businesses or industries in which one could “roll up” particular job classifications into a union with the card check. For small businesses, the likelihood of random activity generated by such a rule increases exponentially, because it is nearly universal in reach.

Strategizing On Immigration Reform

ANLA is busy strategizing with Congressional allies, Administration officials, and coalition allies on how to approach the issue of immigration reform in the new Congress. Mean-while, the House Judiciary-Immigration Subcommittee has begun a series of hearings attempting to paint the Obama administration as weak on worksite enforcement, and suggesting that deporting seven million unauthorized immigrants in the workforce would create seven million jobs for Americans.

The facts suggest otherwise. On worksite enforcement, in 2010 the Obama administration conducted almost 10 times as many worksite I-9 audits as did the Bush administration in 2007. As for job creation, econo-

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mists have proven that there is relatively little direct competition between immigrants and the native born for jobs. This is especially true in agriculture and seasonal jobs, where immigrants are indispensable and few Americans apply, yet their work supports the jobs of millions of Americans in management, sales, supplies, service, and many other jobs and sectors.

ANLA met recently with the top White House staff involved in immigration policy. They, as we, are concerned that Congress may not have the will to block an enforcement-only bill, including E-verify, that could emerge from the House. They implied that the White House should not be expected to stop such a bill either. These realities underscore how important it is for the green industry to educate the new Congress on the importance of addressing immigration reform wisely, whether in a comprehensive or step by step way.

**National Pollutant Discharge Elimination System (NPDES) Permits**

EPA is expected to soon release a final National Pollutant Discharge Elimination System (NPDES) permit for pesticide applications “to, over, or near” water. Pursuant to a court order, EPA and states must have these permits in place by April 9, 2011. The initial Clean Water Act permit requirements will apply primarily to forest canopy, mosquito control and aquatic weed control treatments. Because the Clean Water Act allows citizen action lawsuits, ANLA is concerned that environmental organizations could potentially file suit against members, alleging that they need permits to apply the products.

EPA’s permit will cover 6 states. The remaining states will need to have their own permits in place by the April 9 deadline. Many states have proposed permits, but about 20 have not yet taken any action. ANLA is monitoring this issue closely.

**HRI Research Update**

The Horticultural Research Institute (HRI) has granted $219,000 to eight research projects, one research conference and four student scholarships throughout the U.S. for 2011. Key research areas for 2011 included: green industry sustainability, pest management, garden center training and resource and horticultural management. Selected research topics will focus on green industry sustainability issues like quantifying carbon sequestration in woody and herbaceous nursery production, efficient and sustainable fertilizers, and creation of a biodegradable plant container.

HRI continues to address priority pest issues impacting nursery production. This year HRI focuses on nursery outbreaks of ambrosia beetle and mites as well as the strawberry rootworm, Paria fragariae Wilcox, long considered a pest of strawberries, blueberries, and even roses. It has recently become a major insect pest in container azalea production in the southeast.

A need exists to develop readily available alternatives to traditional pine bark substrates that are sustainable, uniform, stable, pest-free, easy to handle and economical. HRI continues to support a collaborative research project with Auburn University regarding alternative substrates. This year the project will assess operational aspects of how a grower may apply the research to their operations. Look to the HRI website for upcoming information on this project in April.

A full listing of funded research projects will be available at www.HRIResearch.org by February 10th.

[The VNLA contributes to this fund each year as a budget line item.]

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**News - US Labor Department issues final rule revising wage calculations for H-2B program**

WASHINGTON – The U.S. Department of Labor’s Employment and Training Administration today announced the publication of a final rule that improves the H-2B temporary nonagricultural worker program and better protects U.S. workers. The final rule, to be published in the Jan. 19 edition of the Federal Register, addresses the calculations used to set wage rates for H-2B workers.

The H-2B program allows the entry of foreign workers into the U.S. when qualified U.S. workers are not available and when the employment of foreign workers will not adversely affect the wages and working conditions of similarly employed U.S. workers. The H-2B program is limited by law to a program cap of 66,000 visas per year.

“This final rule improves protections for both U.S. and foreign workers by aligning wages with marketplace realities and ensuring that the H-2B program is used as it was intended,” said Secretary of Labor Hilda L. Solis.
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Because the previous administration promulgated H-2B regulations and did not seek comment during the rulemaking process on the methodology used to set wage rates, on Aug. 30, 2010, the U.S. District Court for the Eastern District of Pennsylvania ruled that the regulations issued by the department in 2008 had violated the Administrative Procedure Act. As a result, the court ordered the department to promulgate new rules that comply with the APA on the calculation of the prevailing wage rates in the H-2B program no later than 120 days from the date of the order. The department later requested additional time to extend the comment period and for drafting the rule, and the court extended the department’s time by 21 days.

The final rule addresses concerns that the calculation method enacted in the 2008 rulemaking did not adequately reflect the appropriate wages necessary to ensure U.S. workers are not adversely affected by the employment of H-2B workers. The wage methodology in the final rule achieves the department’s goal of more fully protecting the job opportunities and wages of U.S. workers. The department anticipates issuing a future rulemaking that will address other aspects of the H-2B program.

The new wage rates will apply to wages paid for work performed on or after Jan. 1, 2012. In addition, for a period of sixty days after the publication of the final rule, the department will welcome information from the public in order to gather data regarding the feasibility and implementation of phasing in the new prevailing wages.

The final rule requires employers to pay H-2B and U.S. workers recruited in connection with an H-2B job application a wage that meets or exceeds the highest of the following: the prevailing wage, the federal minimum wage, the state minimum wage or the local minimum wage. The final rule also permits the use of private wage surveys in very limited circumstances.

Under the final rule, the prevailing wage would be based on the highest of the following:
- Wages established under an agreed-upon collective bargaining agreement.
- A wage rate established under the Davis-Bacon Act or the Service Contract Act for an occupation in an area of intended employment, if the job opportunity is in an occupation for which such a wage rate has been determined.
- The arithmetic mean wage rate established by the Occupational Employment Statistics wage survey for an occupation in an area of intended employment.

provided by Craig J. Regelbrugge, Vice President, Government Relations and Research, American Nursery & Landscape Association

Tips - The Seven Costly Sins of Insurance Review Neglect

Business insurance is viewed by many nursery owners or managers as a necessary evil. You hire an agent to make sure you have what you want, (adequate coverage at a low price) but many owners go no further, thinking all will be fine if something happens. Most insurance contracts are difficult, at best, to understand. Because the contract is not negotiable, business owners must have a thorough understanding of the contract and alert their agent of any changes.

In addition to the standard contract wording, which is known as a “coverage form,” there are the parts of the contract that make the coverage form specific to your business. These parts of the contract are known as the “declarations” and/or “schedules.” These are the areas that should be reviewed and understood by you, because it is only you that might know if the information contained therein is correct or not.

As an owner, you or your trusted designee should take time to know what the various schedules mean, and to check them each year during a policy review. Here are the seven areas of possible failure:

1. Failure to review vital information such as names and dates.

This may seem simple enough, but it is not. Indicating who is covered can have major impact at the time of a loss. Insurance companies have rules as to whom and how covered parties are indicated on the policy. Naming all entities that legally have an interest in the policy is not as easy as it sounds. A common problem that comes up is when there is a property loss. The policy will likely say that all entities named on the policy will be party to the settlement check.

I remember an owner who had his ex-wife’s name on the policy for years after their divorce was final. He suffered a major fire loss to a building and its contents. When the claim check was cut, her name had to appear on the check because it was on the policy. He had a heck of a time getting her to endorse the check without taking a big chunk of it for herself.

2. Failure to notify changes of address.

Many people fail to notify their agent when they purchase or rent a new location. Even if it is vacant land, it should be added to the schedule of locations. Likewise, property you sell should be quickly reported to the agent.

3. Failure to review property values.

There are a number of ways to value property for insurance purposes. The common ones are Replacement Cost, Actual Cash Value and Agreed Amount. Some indication on the
schedule of property coverage will tell you how your buildings and contents will be valued at the time of a loss. Actual Cash Value depreciates the property from a current replacement cost. There may be multiple valuations on a single policy. You only get what you pay for, and what you pay for should be clearly indicated on a declaration or schedule. And the valuation may not be what it sounds like. Replacement cost is only replacement cost if you purchased an amount of insurance that will replace what is lost.

4. Failure to review deductibles.

Controlling costs has driven many owners to increase deductibles on covered property and operations. Deductibles are applied differently based on their type. If you have multiple locations, the deductible might be per location. Other deductibles are applied on a per-occurrence or per-claim basis. A significant difference in recovery could take place if you thought you had a per-occurrence deductible and the deductible was actually per claim. Some property insurance can actually be written on a per-building deductible. Here’s an example: The owner of a nursery with numerous outbuildings was greatly upset to find the tornado damage to his property had a per-building deductible. When he thought he would pay $1,000 out of pocket, he ended up paying more than $15,000 because 15 buildings were damaged. The premium saved didn’t look so good to him then.

5. Failure to review schedules of specifically insured items.

Some items, such as mobile equipment and vehicles, are covered per-item-scheduled on a list. These lists are provided to the agent and the insurance company by the only person who knows what should be on the list: you. If there is an item sold or retired from use, it should be reported to the company so you aren’t paying a premium for it. If you purchase something new, it should be added to the schedule, or it is generally not going to be covered. Automobile fleets are constantly changing. If you finance an auto, the finance company needs proof it is insured, so when property is purchased, leased or sold, report it to your agent. But if you purchase a used vehicle for cash, you might not remember to report the vehicle. Most companies provide a 30-day window for reporting something new, but those 30 days pass quickly.

6. Failure to understand coverage limitations.

Some insurance policies are written on broad coverage forms — sometimes known as “business owner policies.” These policies usually provide a wide range of coverage enhancements without charging for each one. They’re similar to buying a package of upgrades on a new car. One caution might be that there are limita-
tions placed on some of the items. For example, you might see on the schedule that you have protection for burglary and robbery. What you might miss is there is a limitation for money and securities. So you may think you have $25,000 of coverage, but the limit for money is only $1,000. This is spelled out, but only if you look for it.

7. Failure to understand how your premiums are calculated.

General liability premiums and workers’ compensation premiums are determined by the classification of the work you do, and the amount of payroll or sales related to it. Sales and payroll are called the “exposure base,” and the description of your operations has a classification code associated with it. Each year you project payroll and receipts for an estimate of the annual premium. After the policy period, your records are audited to determine if there should be an additional premium or a return of premium. Your responsibilities here are to maintain good records, make reasonably accurate projections and make sure the classifications are right for your operations. The rules vary between states, but it should be one of the first questions asked about your premium quote: What is the classification description and what does it include or exclude?

The annual review of your insurance program should be given ample time. Too many nursery owners move right to the page where the renewal premium is listed and don’t take the time to question and review the details of coverage they are paying for. Failure to review the variable information on your policy declarations page and schedules could be financially fatal to your business. If an item is sold or retired from use, it should be reported to the insurance company so you aren’t paying a premium for it. If you purchase something new, it should be added to the schedule, or it is generally not going to be covered.

By Ken Von Forell, CPCU, is national director of independent agents at Hortica

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The Chesapeake Bay is the largest estuary in the United States, approximately 200 miles long, extending from Havre de Grace, Maryland, to Virginia Beach, Virginia. It is fed by rivers and streams in a 64,000 square mile watershed that stretches from upstate New York to Southern Virginia. It is a complex ecosystem composed of important habitats and food webs. The Bay and its rivers, wetlands and forests provide homes, food and protection for diverse groups of animals and plants.

Each spring, rain storms wash pollutants from hundreds of thousands of urban landscapes and suburban lawns into our streams, rivers and the Chesapeake Bay. Once in our waterways, chemicals designed to make our lawns green, fuel the growth of excess algae, which threatens the health of underwater Bay life and our ecosystem.

Water quality is the most important measure of the Chesapeake Bay’s health. Unfortunately, the health of the Chesapeake Bay is in jeopardy, as a result of pollutants including those from storm water runoff. Water quality in the Bay remains extremely poor because of nitrogen, phosphorus and sediment pollution. To improve water quality, the flow of pollution must be reduced.

Plant More Plants, a personal stewardship campaign by the Chesapeake Bay Program, aims to encourage residential homeowners to take on behaviors that improve the health of the Chesapeake Bay by reducing the harmful effects of storm water runoff—the fastest growing source of pollution—from urban and suburban land. Homeowners in the Hampton Roads and Richmond areas of Virginia, Washington D.C. metropolitan area and Baltimore are encouraged to adopt conservation gardening and lawn care behaviors that ultimately mitigate harmful pollutants and improve the health of the Chesapeake Bay.

*The message to homeowners is simple and encourages a behavior*
they are already predisposed to do — Grow some good. Plant more plants. Not only do plants make yards more beautiful, but because they also filter storm water runoff, the Chesapeake Bay becomes healthier and more beautiful too.

Plant More Plants encourages consumers to plant native plants to help conserve the Bay’s natural resources. Plants native to the Bay area are adapted to the region’s soil, climate and pests, therefore requiring less water, fertilizer, pesticides and overall maintenance. Native plants are also the best source of food and shelter for wildlife.

Natural landscapes reduce the quantity and improve the quality of storm water runoff. Native plants absorb storm water and act as filters that reduce the harmful effects of fertilizers, pesticides and spilled fuels from power equipment. Plant roots grip soil and reduce erosion from storm water runoff. Native species planted on slopes, along water bodies and along drainage ditches help to prevent erosion and pollution by stabilizing the soil and slowing the flow of rainwater runoff.

To learn about conservation landscaping and how to help improve the Chesapeake Bay starting in your own backyard, visit www.PlantMorePlants.com.

The Chesapeake Bay Program is a unique regional partnership that has led and directed the restoration of the Chesapeake Bay since 1983. Plant More Plants is the second personal stewardship campaign created by Bay Program partners under the umbrella of The Chesapeake Club. Both Plant More Plants and the earlier “Save the Crabs then eat ‘em” campaign strive to share with residential homeowners practices that are beneficial to their lifestyle and to the Chesapeake Bay.

The Chesapeake Club campaigns are brought to you by Chesterfield County, Henrico County, HR STORM, VA Dept of Conservation and Recreation, VA Turfgrass Council, Chesapeake Bay Program, District of Columbia Dept of the Environment, University of Maryland Center for Environmental Science, Maryland Dept of Natural Resources and Maryland Dept of the Environment. Courtney Southern Zahm at csouthernzahm@boomyourbrand.com 757-497-4811
News - Plant More Plants - Program Description

The Virginia Department of Conservation, local MS4 localities in Hampton Roads and Greater Richmond, the Chesapeake Bay Program, D.C. Dept. of Environment and the Maryland departments of Natural Resources and Environment are partnering to modify the social marketing campaign previously known as the Chesapeake Club. This partnership has charged the Virginia Beach-based advertising agency BCF with designing and implementing a communications campaign targeting homeowners in Hampton Roads, Richmond, Washington D.C. metropolitan area and Baltimore, Maryland.

The objectives of the campaign are to generate awareness for the need to improve the health of local waters and the Chesapeake Bay, reduce the harmful effects of storm water runoff from urban and suburban land (which is now the fastest growing source of pollution to the Chesapeake Bay), and to encourage homeowners to adopt gardening and lawn care behaviors that ultimately improve the health of the Chesapeake Bay.

To accomplish these objectives, BCF developed a campaign strategy to encourage behavior that consumers are already predisposed to do. The message—Grow some good. Plant More Plants. Plants make backyards more beautiful. And because they also filter storm water runoff, the Chesapeake Bay becomes more beautiful too. This is the fundamental message of the Plant More Plants communications campaign and is weaved into all supporting advertising, social media and public relations tactics.

The campaign’s aim is to encourage people to plant trees, shrubs and hardy perennials, focusing on natives and avoiding harmful invasives, in an effort to help filter and mitigate stormwater runoff. To do this the partners are developing a high visibility campaign featuring TV spots, an attractive website and the use of dynamic social media applications such as blogs, Facebook, YouTube, Flickr and Twitter. Here are rough cuts of the TV spots created: http://www.bcfdev1.com/vcr/roughcuts_20101213.html

You’ll see the campaign is not selling an environmental cause. Rather, we are simply encouraging consumer behavior that’s good for them – and good for the Chesapeake Bay. We are encouraging behavior that consumers are already predisposed to do, and that works in service of potential marketing partner goals; thus, increasing the likelihood of garnering important, much needed marketing partner cooperation and investment.

VNLA as Partners

We are designing the campaign to get people involved in real, on-the-ground activities. That’s where the Virginia Nursery and Landscape Association comes in. We feel that participation by members of the VNLA in several components of the Plant More Plants marketing plan that would be mutually beneficial to the campaign and VNLA members. In short, we feel Plant More Plants can help drive business to participating VNLA members. Here are some initial ways we feel VNLA and Plant More Plants can partner:

Working with Retail Nurseries and Garden Centers:

- The “Do-it-Yourself” market is a key target in our efforts. To help engage these people we have worked with landscapers and horticulturists to develop very simple landscape planting plans or techniques that homeowners can download from our website. Each plan or “recipe” includes a plant list and other materials needed. Our hope would be for consumers to take these plant and material lists to participating plant nurseries or garden centers.

- To encourage this we hope retailers can provide an incentive. We would like to work with VNLA to help us implement an incentive program for our consumers. Incentives could include discounts, free products, or rebates on bay-friendly purchases. Any incentives used in our program must reward bay-friendly practices. Those businesses that participate in the incentive program would be promoted on the website and in social media channels. We would also work with participating retailers to develop a simple reporting system so we could gauge the level of participation and the volume of stock being sold as a result of the campaign.

- We are still looking for volunteers to review our landscape plans to ensure they are accurate, comprehensive and feasible for a homeowner to follow. We are also open to new landscape plans, if any of you see a need we haven’t filled and wish to create one. See the list of existing plans in the attached “conservation landscaping plans” document.
Our plants are featured based on the characteristics for which they are most appreciated. You will find the main feature of each plant listed on the top right corner of its tag.

BLOOMS

BERRIES

TEXTURE

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EDIBLES

HERBS

SHADE TREES
Host landscape workshops. We are working with Master Gardeners and others to help develop landscape classes or workshops for consumers. VNLA member nurseries could host these workshops, while landscape design and horticulturist members may wish to serve as presenters. To enhance participation and draw more consumers, retailers might offer an incentive or give-away to participants. To further drive attendance we could explore partnering with local radio to do free, on-air product giveaways or radio remotes.

Providing a list of preferred Landscapers and Landscape Designers:

- We realize that not every homeowner is a DIYer. On the website for the Chesapeake Club campaign we provided contact information for lawn care companies who provided a special no phosphorus, low nitrogen lawn treatment for their customers.

- For Plant More Plants we would like to list landscapers and landscape designers who have identifiable conservation credentials. In addition to listing them on our website we would also have the opportunities to feature them in Facebook posts and “tweets” on Twitter. We would need VNLA’s assistance in helping determine if there is an existing accreditation we could use to determine preferred companies (i.e. DCR’s turf and landscape certification, membership in the Chesapeake Conservation Landscaping Council, other professional certifications) and in then reaching out to companies for participation.

Social Media:

- We are seeking conservation landscaping experts who have an interest in sharing their ideas and communicating with our campaign audience. There are opportunities for “guest blogging” on the Plant More Plants website, as well as offering content and/or ideas for interesting Facebook updates and posts as well as the opportunity to upload video content to YouTube and images to Flickr. These updates will also serve to provide exposure to your business or organization.

Back Yard Makeover:

- We could partner with VNLA nurseries, designers and landscapers in creating a “Backyard Makeover” promotion. This would be a contest where a homeowner would win a complete yard makeover. This promotion would be featured prominently on Plantmoreplants.com and pitched to news media. We feel this type of promotion would generate considerable positive publicity for all partners. We could also seek additional sponsors or use campaign funds to help offset costs if needed.

News – Flora of Virginia

Coreopsis verticillata (threadleaf tickseed), Phlox subulata (creeping phlox), Ilex verticillata (winterberry holly), Acer saccharinum (silver maple), Rhododendron maximum (rosebay rhododendron). Chris Ludwig didn’t pause a second before he began naming native Virginia plants that have long been popular choices for use in the state’s yards and gardens. “The list, of course, is much longer and growing,” he said.

Chief biologist with the Division of Natural Heritage of the Virginia Department of Conservation and Recreation, Ludwig is a co-author of the Flora of Virginia, a 1,400-page reference on the plants native to or naturalized in Virginia, which will be published in the fall of 2012.

The Flora will describe around 3,300 vascular plants and, for identification purposes, will include dichotomous keys and some 1,400 pen-and-ink illustrations commissioned for the book. And this is a long-awaited reference: Virginia’s most recent state flora, Flora Virginica, was published in 1762.

The call for a modern flora first came from the Virginia Academy of Science. Founded in 1923, it had formed by 1926 a committee for a state flora. It never produced one, but it did publish several regional guides and it kept the dream alive. Meanwhile, people have made do with floras for West Virginia, the Carolinas, the Northeast, none of which do Virginia plants justice. Finally, in 2001, the Foundation of the Flora of Virginia Project was formed, charged with the task of creating the Flora of Virginia, and writing began soon thereafter. The result will be the most modern one-volume flora available.

“We have always felt that nursery operators, landscapers, and gardeners would be a key audience for the Flora,” said Ludwig, also executive director of the project. “Plant descriptions will include such information as...
dimensions, blooming and fruiting times, flower and fruit color and type, cone size, and general ecology, as well as habitat requirements and data.” That’s indispensable information for siting plants in a landscape. Other users will be botanists, naturalists, students, and planners, and the book will be affordable, at less than $100 a copy.

The other two co-authors are Alan S. Weakley, curator of the University of North Carolina Herbarium and a professor at UNC-Chapel Hill, and Johnny Townsend, staff botanist at the Virginia Natural Heritage Program. The three recently had their third “summit,” at which they nailed down final details of plant descriptions. Copyediting is under way, and the last remaining illustrations are being tackled. Early next year, the final manuscript and the digitized illustrations will be handed off to the BRIT Press, of the Botanical Research Institute of Texas, in Fort Worth, which will publish and market the Flora.

The cost of publication will be around $1.5 million, which is being contributed by individuals (and in a great amount, the Flora Project board), as well as corporations and foundations. The Project has five partners, the Virginia Natural Heritage Program, the Virginia Native Plant Society, Virginia Botanical Associates, the Virginia Academy of Science, and Richmond’s Lewis Ginter Botanical Garden. Partners provide invaluable facilities, financial, or in-kind support. Discussions have begun on new directions for the Project after publication, including educational activities at all levels, digital applications, and special exhibits.

To learn more about the people who are dedicated to bringing you the Flora of Virginia, or to support our work, please visit our website at www.floraofvirginia.org, call 804-371-6206, or write us at Flora of Virginia Project, P.O. Box 512, Richmond, Va. 23218-0512. Bland Crowder, Associate Director, Flora of Virginia Project

News - PPA names
‘Amsonia hubrichtii’
2011 Perennial Plant of the Year™

The Perennial Plant Association (PPA) has named *Amsonia hubrichtii* as the 2011 Perennial Plant of the Year. "Arkansas blue star" and "thread-leaf blue star" are common names for this perennial. This native perennial grows 36 inches tall and 36 inches wide in a mound- ed form. This multi-season perennial has blue flowers in late spring to early summer and a bright yellow-golden fall color.
Amsonia hubrichtii, pronounced am-SO-nee-ah hew-BRIK-tee-eye, carries the common names Arkansas blue star, Arkansas amsonia, thread-leaf blue star, narrow leaf blue star, and Hubricht's blue star. This all-season perennial has blue star-shaped flowers in spring and light green foliage all summer. The foliage turns a beautiful golden-yellow in fall. Arkansas blue star is very soil-adaptive and insects and diseases are rare.

Amsonia, a native of Arkansas and Oklahoma, is a member of the Apocynaceae family. The species was named after Leslie Hubricht who first discovered it growing in Arkansas in 1942. The foliage is finer than a feather duster and leaves reach three inches long. This amsonia grows 36 inches tall and 36 inches wide in a mounded form. From late spring to early summer, two- to three-inch wide clusters of small, light blue, star-shaped flowers are borne above the ferny foliage. The alternate arranged leaves are bright green in spring and summer, but turn a bright yellow-golden color in fall.

Amsonia hubrichtii grows best in full sun and partial shade and in well-drained soil. Stems tend to open and flop if plants are grown in too much shade. Once well established, this blue star is drought tolerant and can withstand a season of neglect. The foliage and stems contain a milky sap, which seems to make the plant unappealing to deer. No insect or disease pests are known to attack Arkansas blue star. It is hardy in USDA hardiness zones 4 to 9.

Arkansas blue star is a timeless plant. The foliage in spring and summer is one of the best for contrast with medium to large perennials or shrubs. This blue star adds a billowy, finely-textured feature to the perennial landscape. It grows into a dense mass, very much like a small shrub. The cool blue flowers are useful for toning down adjacent flower colors. The color of the foliage and flowers of blue star blend easily with other plants.

Although the delicate light blue spring flowers are the inspiration for its common name, the autumn color of the feathery leaves is a major reason that gardeners grow it. The stunning pale pumpkin color of the foliage creates an excellent combination with purple coneflower, gay-feather, and ornamental grasses. Try a combination of Black Lace elderberry and Arkansas blue star.

The brilliant yellow foliage of amsonia combined with the dark foliage of elderberry is a knockout combination. Arkansas blue star can be used in sunny borders, cottage plantings, native gardens, and in large container plantings. The ornamental qualities and many uses make amsonia an invaluable perennial garden plant. This perennial workhorse provides three splendid seasons of ornamental features.

Amsonia hubrichtii may be propagated by seed, division or softwood cuttings. The seeds of this perennial germinate very irregularly over a long period. Softwood cuttings are usually rooted in early summer. The easiest propagation for gardeners is by division in spring.

"The Perennial Plant of the Year™ program helps consumers select plants that perennial industry experts find to be outstanding and easily grown," reported Steven Still, Executive Director, Perennial Plant Association. "The homeowners can have great confidence that the Perennial Plant of the Year™ will grow well in the garden." The Perennial Plant of the Year™ program was initiated in 1990. Each year, members of the Perennial Plant Association select a perennial that is suitable for a wide range of climate types, low maintenance, and exhibits multi-seasonal interest.

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**News – What is SSI ?**

If you haven’t already done so, ALL growers, landscape architects and designers, retailers and landscape installation and maintenance contractors should become familiar with the Sustainable Sites Initiative (SSI). It’s been in the works for years years, and supported by HRI and ANLA. Bob Dolibois serves on the Coordinating Committee. While voluntary, SSI is being embraced by landscape architects and will eventually lead to the adoption of a LEED standard for landscape. Once adopted, property owners will be able to earn LEED points for landscape as well as the building itself.

**Sustainable Sites Initiative**

http://www.sustainablesites.org/

The initiative is being “field trialed” for the next couple of years, with a couple of hundred landscapes across the country serving as test sites. When the results are in, you can expect that lessons learned will be incorporated into a LEED standard that will be adopted by USGBC. Learn more by reviewing the 200+ page document available for downloading: http://www.sustainablesites.org/report/

If you’re asking yourself who has time to read all that, narrow it down to the vegetation and site management sections for starters. You can also sign up for email alerts.

Interestingly, today’s online edition of Nursery Management cites an article in the Federal Times that tells of the growing influence of the Sustainable Sites Initiative. Nine federal agencies have pledged to follow landscape sustainability guidelines.

http://www.federaltimes.com/article/201104/FACILITIES02/101040304

As a grower and introducer of new and improved trees, J. Frank Schmidt & Son Co. is paying attention to this increasing demand for low maintenance, sustainable landscapes and landscape plants. Among our goals in our efforts to develop and introduce new tree cultivars is selecting for greater drought tolerance, insect and disease resistance, adaptability to urban soils, etc., that will perform in low maintenance/low water environments.

Additionally, many of our newer introductions are selections of native species – cultivars that will deliver proven performance while satisfying the desire to plant native trees. (Emerald City® Tulip Tree, Prairie Sentinel™ Hackberry, Redpointe® Maple, Urban Pinnacle™ Oak, Espresso™ Coffee Tree, Autumn Fest® Maple, etc.) are For a sampler of some new trees tailored for sustainable landscapes, see my article “Go Native with Cultivars.”


The SSI site includes a list of the pilot landscapes, and there’s likely to be one nearby that you can visit. I hope this information will be helpful to you in answering some of the questions you have about LEED for landscapes.

Nancy Buley, Hon. ASLA, Director of Communications, J. Frank Schmidt & Son Co., nancyb@jfschmidt.com, 503-663-4128 or 1-800-825-8202

**Research - Impact of Winter Conditions upon Wax Scale (Ceroplastes ceriferus)**

ABSTRACT-

The control of the wax scale, Ceroplastes ceriferus, is difficult for nurseryman. Treatment to the crawler stage is critical for control and if missed we are uncertain if discarding of the adults is effective. In December, scale with red egg masses were placed in an exposed field and in a covered house, and some scale were removed from the plant connection site. Recording of temperature conditions were made. Plans were made to determine the crawler viability in June, the natural time of emergence. In the house, many scale had their egg masses removed. This event caused the replacement of the plants and loosened scale and critically impacted the measurement of the viability. Conditions in the field and house reduced the viability of the egg masses by 53% to 80%.

**INTRODUCTION**

Ceroplastes species, wax scales, are parasitic insects that feed upon many ornamental plants in Virginia. Scales are repeatedly reported by many horticulturists to be one of the most difficult pests to control on horticultural crops. Ceroplastes have adapted to the eastern half of Virginia for decades and many horticulturalists report the scale are increasing in population, as well as seen on a wider range of hosts. Information from the Virginia Extension service report that Ceroplastes species feed upon 50 hosts.

Eradication of Ceroplastes ceriferus is difficult as they are vulnerable primarily during their crawler stage, which lasts 2-4 weeks, generally in June. This stage is followed by their secretion of a protective covering, which deters the effectiveness of insecticide. Outside of this vulnerable crawler stage, effective insecticidal control is greatly reduced and often misguided.

Since Ceroplastes ceriferus adults are white and 1/8” - 3/8”, they are relatively easy to notice. They select their sites as crawlers, and many select protected spots on lower branches and within leaf cover where they are more difficult to treat with insecticides. Because the timing of insecti-
icide application during the crawler stage is crucial, many people who miss this essential window may pick off and discard the wax scales at any time after the crawler stage, typically August through May. This is done in hope that the discarded scales die rather than emerge as crawlers. However, these discarded scales often remain in the plants’ vicinity, survive and spread, if weather conditions are tolerant. The goal of this study is to determine which conditions in central Virginia enable survival and the continued spread of Ceroplastes ceriferus, thereby determining effective methods for scale reduction by horticulturalists. In addition, the study can update the crawler stage dates in central Virginia for current conditions with this scale.

My hypothesis was that scale detached from a plant would have reduced viability compared to the scale that were left intact on the plant. Different conditions were selected to subject the scale to moisture and temperature variations.

**METHODS AND MATERIALS**

**Procedure**

Adult Ceroplastes ceriferus were selected and placed in 2 locations

1) A single white poly covered, unheated Quonset-style house, and
2) In normal exposed field locations. All samples were sorted into nine groups according to different exposure conditions as described below.

- Adult Ceroplastes ceriferus on plant stems; these branches remained on the plants.
- Adult Ceroplastes ceriferus on plant stems; these branches were detached from the plants and the branches were placed on the black ground cover.
- Adult Ceroplastes ceriferus were removed from plants in December and placed upright on the surface of a flat filled of soil and left until typical crawler hatch dates.
- Adult Ceroplastes ceriferus were removed from plants in December and placed upside down on the soil surface of a flat, and left until typical crawler hatch dates.
- Adult Ceroplastes ceriferus were removed from plants in late January and again were placed upright on a flat, draining surface of soil and left until typical crawler hatch dates.
- Adult Ceroplastes ceriferus were removed from plants in late January and again placed upside down on a flat, draining surface of soil and left until typical crawler hatch dates.
- Adult Ceroplastes ceriferus were removed from plants in late January and again placed upright on a flat, draining surface of soil and left until typical crawler hatch dates.
- Adult Ceroplastes ceriferus were placed upright on a flat
- Adult Ceroplastes ceriferus were intact on the lower

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branches within 6” of the ground in exposed field conditions.

h. Adult Ceroplastes ceriferus, removed from the branches were placed in protective plastic flat, were placed adjacent to the perimeter of plants in exposed field conditions.

2. Conditions b,c,d,e,f and g were placed in separate groups within inverted wire tree baskets to isolate and allow for more accurate data collection, and to protect the samples. They received customary overhead watering.

3. The ambient high and low temperatures were recorded regularly in the field and within the poly covered house.

4. Once sorted in groups, all scales were counted.
   a. Each sample was inspected initially.
   b. The scales were observed monthly until April 15.
   c. Beginning April 22, each scale was observed every 5 days. (A 16x lens will be available to assist inspections.)
   d. In June flats in house were placed on newspaper which had sticky Tanglefoot smeared on paper perimeters to prevent scale spread.
   e. Once scale crawler emergence was noted, I waited 3-5 days before noting viability of crawlers.

In December, we placed 2 Ilex Blue Princess 3gallon, 4 I. Green luster 3gallon, 6 I. compacta 3gallon with scale in a house covered with single, white poly. We placed I. NRS branches with scale intact alongside the plants in containers. Placed 6 10 X 20 flats with potting soil in the house to await detached scale.

12/24/09 I removed and collected wax scale from plants (I. Blue Princess, China Girl) in A4. I placed the scale on soil in flats nest to other plants in A2; 2 flats with scale right side up, 2 with scale upside down.

12/28/09 Scale were collected from surrounding Ilex N R Stevens in our fields and placed upright in (1) 10-20 flat and upside down in 1 10-20 flat. These flats were placed on either side of our ‘study plant’ in our field. Hi – lo thermometers, having an external (out) and internal (in) sensors, were placed by this plant (out) and flat (in) in field #6 and in poly covered house, A2, in a plant (out) and in a flat (in).

Due to unforeseen interference (discussed later), in January fresh detached scale were collected and again placed into flats in the house. Again, ½ were placed right side up and ½ upside down. Window screen was placed over the flats and secured.

In January, a movement sensing camera was placed in the house and aimed at the studied scale.

Materials
   • 10 plants in a 3 gallon pot, initially
   • 5 plants in a 3 gallon pot, in January
   • 3 32” Galvanized Metal Tree Digging Baskets
   • 8 10” X 20” plastic flats
   • 2 Timex High-Low Thermometer, initially
   • 2 Timex High-Low Thermometer, later in study
   • 1 16X Magnifying Lens
   • 1. 5 Rolls cage screen
   • 1 Roll metal window screen
   • 1 Stealth Cam, model STC-WD21R, a movement sensing camera
   • 1 Jar Tanglefoot Trap

RESULTS
During the study two snowfalls, each of 12 inches, covered the flats and lower branches in the field.

The temperatures impacting the scale on branches and detached from the plant stem showed patterns. The registered temperature at the plant branch scale site was colder that at the flat 80% of the recordings. A compilation of data is revealed below (See DATA 1)

The registered temperatures in the poly covered house were on average 5 degrees F. higher than those in the field.

DATA 1
Jan. mean low for flats in house- 23.7F, mean lows for flats in field- 17.1F,
Lowest temp in flats in house- 22.7F, lowest temp in flats in field- 14.0F
Jan. mean low for plants in house- 23.7F mean low for plants in field- 17.3F
Lowest temp. in plants in house- 22.7, lowest temp for plants in field- 12.2F
Jan., numbers of times flat is lower than plant in house 0
Jan., numbers of times plant is lower than flat in house 2
Jan., numbers of times flat is lower than plant in field 2
Jan., numbers of times plant is lower than flat in field 3
Feb., Mar, Apr. mean low for flats in house- 33.5F, mean lows for flats in field- 27.7F,
Lowest temp in flats in house- 29.2F, lowest temp in flats in field- 22.1F
Feb., Mar.,Apr. mean low for plants in house- 30.4F mean low for plants in field- 22.1F
March- replaced field thermometer as screen went blank.

May 21, 2010 Field #6 thermometer had a blank screen for 2+ weeks
Observations:
January, House A2. On 5 occasions, the branches on the ground with attached scale, had scale removed from the branches and the red egg masses were missing from the external wax cover.

1/6/10 A2 - I saw a small bird in the house.

1/13/10 - I replaced the scale in the flats, up right and upside down, in A2. I placed screen over the flats. Added 3 more plants and 2 Buxus with Cottony Cushion Scale.

The Stealth camera was placed on a pole to see if it functions. Camera malfunctioned.

1/16/10 - The screen was raised up. 16 of 20 scale were collected at one flat’s corner with the egg mass removed. Small unidentified foot prints could be seen in surrounding sand.

1/24/10 - All flats covered with secured screen in Jan. No apparent carnage since covered.

4/20/10 A2 - The scale in flats appear blackened and dead

The branches that were cut from Ilex plants, with 35-40 scale attached, were initially uncovered, but later had screen placed over the branches. The scale bodies were removed and laying on the surrounding soil. These scale bodies were blackened and had no red egg mass within. Three remaining scale had egg masses that developed into tiny red cylinders and appeared to be alive.

On 6/21/10 some crawlers appeared and on 6/24/10 data collection from house and field began.

On the flats in the house, which had contained soil and detached scale bodies, none of the scale had any crawlers emerge. If upside down or right side up, the scale bodies were either black or empty of egg masses. Often the emptied bodies were collected in one corner of the flat.

- In A2 the temp. of plant was colder than flat

Of the 6 compacts plants in A2, 15 scale remained. 2 were blackened, unviable. 9 had some crawlers that emerged. 4 were darker in color and no crawlers emerged.

- In field #6 The field plants had 12 scale remaining attached to the branches. 3 were browning and appeared desiccated. 8 had crawlers emerge; 1 scale had no crawlers. 5 scale had fallen from the branch.

DISCUSSION:
There were important intervening events that impacted the direction of this study.

1. During the course of 4 months, 2 of the Timex High-Low Thermometers had their screens become blank, prohibiting accurate temperature recording until replacement

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“Serving all of rural America”
were obtained.

2. Many scale, attached to the separated from plant branches, were removed and the egg masses hollowed out. A number of the scale attached to the plants were removed and found on the soil, again with egg masses removed.

3. The scale that were placed on the flats (upside down and right side up) were moved into a corner of the flats and again the egg masses were removed.

I obtained a movement camera to position to discern what was tampering with the scale, however, the camera did not function properly. Sand was placed surrounding some of the flats and while scratches were noticed no footprints were clearly discernable. My belief due to the collection of the empty bodies collected in a corner of the flats is that a rodent was devouring the egg masses.

**CONCLUSION:**

Ceroplastes ceriferus were observed throughout December, 2008 to June, 2010.

Natural conditions, such as rodents, desiccation, and others, reduced the viable, crawler producing scale by consequential amounts. About 47% of the Ceroplastes produced crawlers. In the covered house, about 80% of the scale were not viable. I cannot be sure if these conditions occur regularly, however, I believe that impacts do reduce scale production.

Further studies should consider the purchase of better equipment. Moreover, in anticipation of the intervening variables, protective measures need to be implemented, and methods to document any intrusions need to be insured.

Research and report by Bill Dutcher, Colesville Nursery, Ashland, VA mckeon dutcher@verizon.net

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**VNLA - Annual Membership Meeting Minutes**

at the Baltimore Sheraton Inner Harbor Hotel, Harbor View Room

Thursday, January 6, 2011

7 – 8:45 a.m.

7:00 a.m. Breakfast Buffet

**Meeting Call to Order** – Ed Tankaard, President, called the meeting to order at 7:20 a.m.

**Guest Introductions**

Roger Harris, Interim Head, Virginia Tech Department of Horticulture gave an overview of the Horticulture Department noting that they had lost some positions but they have been able to hire a water quality specialist at the Painter AREC on the Eastern Shore, a rhizophere (the region of soil that is directly influenced by root secretions and associated soil microorganisms) specialist at Virginia Tech and will be hiring a nursery extension specialist at the Hampton Roads AREC this spring. Holly Seoggins, director of the Hahn Horticulture Gardens thanked the VNLA for supporting their annual Garden Gala fundraiser.

Bob Dolibois, ANLA Exec VP, thanked the VNLA for their continued support of the ANLA Beacon Fund and the CapWiz program which provides national legislative updates to VNLA members and access to direct email letters to legislators through the VNLA website. They are focusing on research, legislative issues affecting the industry and members doing business with members. They are operating on a 1988 dues base level with only 1 in 12 industry firms contributing through ANLA membership. He encouraged everyone to attend the upcoming Management Clinic in Louisville.

SNA re-organization was reported by Danny Summers. The SNA is working for better communications to new members and will continue to support the Research Conference and Scholarships.

Kevin Boyles, Virginia Tech Agricultural and Applied Economics Department Head announced that they have a new position filled and will be working on marketing and with the green industry. They are also a participant in a multi-state research project with Dr. Chuan Hong at HRAREC.

Jim Pease, Virginia Tech Agricultural and Applied Economics, reported that he will be starting on the Economic Impact Analysis for the Green Industry with a graduate student. This project is being funded by the VNLA and other green industry associations based on the National Ag Statistics Service’s Virginia green industry survey in 2008.

**Secretary’s Report** – Steve Grigg presented the Minutes of the previous meeting Membership Meeting for approval. A motion was made to approve the minutes as printed in the VNLA Newsletter, seconded and passed.

**Treasurer** – Steve Grigg presented the current 2010 Financial Report and proposed 2011 budget. The Budget Committee and Board are working to be more pro-active on issues and are working on history footnotes to explain background on items in the budget process. The Board meets annually with our SunTrust investment advisors and adjust the VNLA investments for the best conservative returns for the association. The Board also plans on beginning an annual meeting with our CPA. The Beautiful Gardens budget was the most discussed item this year and notes on this were included in the E-News notice that was sent out with links to
the proposed 2011 Budget. On Tuesday, the Board approved the carry-forward from 2010 to 2011 $7,000 that was not used in 2010. The VNLA Board met with the VNLA MANTS directors to establish better communications on the VNLA’s investment in the MANTS Trade Show. A motion was made to approve the 2011 Budget as presented, seconded and passed.

**Committee Reports:**

**Certification** – Cheryl Lajoie announced that the re-write of the Landscape Chapter for the VNLA Certified Horticulturist, by Diane Rosalius with the VSLD, had been completed and will be used in the review classes and tests this spring. The schedule for these are posted on the VNLA website under Certification. So far, the sign-up for review classes is up this year.

**Membership** – John Barbieri reported that the VNLA membership was approximately 600 and there was only a net 2.2% drop in membership in 2010. There will be a “trade show special” of 50% off for new members. The committee is also working on developing more membership benefits.

**Legislation** – Steve Moore reported that the VNLA has a reserved table at the Virginia Agribusiness Banquet and will be hosting a General Assembly member and guest at the table. The Violet gift basket distribution to the General Assembly members, Governor and Department heads will be on February 3 approximately 9 a.m. to noon.

**Public Relations** – Mark Maslow announced that Sonya Westervelt would be taking over as PR chair for 2011. The VNLA Guide to Virginia Growers had some technical issues and the current 2011 version will be updated and mailed to members and others on the Guide mailing list. He announced that the 2011 VNLA Field Day would be at Ingleside Plantation Nurseries & Winery on Wednesday, August 17 and the committee had met yesterday to begin developing the program and schedule.

**Environmental Affairs** – Tom Thompson reported that the Environmental Steward of the Year Award was not awarded this year due to limited entries. He has participated in several meetings with EPA on environmental issues and will be attending the Invasive Species Advisory Committee meeting in February. He encouraged members to read the VNLA E-News updates and the updates from the Virginia Agribusiness Council.

**Education** – Steve Grigg reported that this year’s Summer Tour will start with an evening tour of the Ingleside Winery. All the Shoosmith Scholarship funds were not used this year due to the limited number of applications. The VNLA was a sponsor of the Virginia Tech Hahn Horti-

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**Communications** – Matt Shreckhise: thanked the six members who had provided profiles for the 2010 VNLA Newsletters and asked for suggestions for future profile candidates. He is preparing a survey to go out to members. He also noted that the VNLA website has all the back issues of the VNLA Newsletter as PDF files for 2 years, since the Jan/Feb 2009 issue.

**Research** – Matt Sawyer reported that the Research Committee had fewer research requests this year. The committee had met Wednesday morning and awarded $26,660 in grants for 2011. (see list in this Newsletter). The Research Reception/Auction is all set for this evening at the Aquarium on the Inner Harbor and tickets are still available at the MANTS registration desk.

**Beautiful Garden® Plant Introduction Program** – Lisa Lipsey, Beautiful Gardens Program Manager, gave a brief update on the program and noted that the new daylily ‘VT Spirit’ would be on the market in 2012. The committee is working with the new tissue culture lab in Danville to produce these plants as well as azaleas for 2013. (see details in the Nov/Dec’10 VNLA Newsletter). Copies of 2010 Plants of Distinction were available to members.

**MANTS** – Doug Hensel reported that the show is sold out with a waiting list, it continues to be profitable and it is one on the top nursery shows in the country. It is under good management and has stayed the course.

**Old Business** - None

**New Business**:

**Nominations**

2011 Officers and Directors – Duane Shumaker announced the following nominations for officers and directors for 2011 and called for additional nominations from the floor. Being none, it was moved that the slate be elected by acclamation, seconded and passed.

**Officers**

**President:** Mark Maslow, Southern Landscape Group, Evington, VA

**Vice President:** Steve Grigg, Grigg Design, Manassas Park, VA

**Secretary/Treasurer:** Matt Sawyer, Bennett’s Creek Nursery, Suffolk, VA

**Past President:** Ed Tankard, Tankard Nurseries, Exmore, VA

**Directors 2 year:**

**Cheryl Lajoie**, Certification: Lancaster Farms, Suffolk, VA

**Matt Shreckhise** – Communications: Shreckhise Nurseries, Grottoes, VA

**John Barbieri** – Membership: Riverbend Nursery, Riner, VA

**Directors 1 year:**

**Sonya Lepper Westervelt** – Public Relations: Saunders Brothers, Piney River, VA

**Steven Moore** – Legislative: Hortica Insurance, Midlothian, VA

**Tom Thompson** – Environmental Affairs: Natural Art Landscaping, Richmond, VA

**Doug Hensel** – Beautiful Gardens: The Great Big Greenhouse & Nursery, Richmond, VA

**Award Presentations** – The VNLA “Professional of the Year Award” was presented to Duane Shumaker, RSG Landscaping, Concord, VA by Mark Maslow. (see details in the Jan/Feb’11 Newsletter)

**Adjournment:** Being no other business, the meeting was adjourned at 8:45 a.m.

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[NOTE: This is the first of two parts of the new Landscape chapter in the Basic Virginia Certified Horticulturist Manual. You can download a free complete copy of this new chapter to add to your manual at www.vnla.org/certification.htm]

Chapter 15

LANDSCAPE DESIGN

Landscape design can be defined as the art of organizing and enriching outdoor space through the placement of plants and hardscapes in an agreeable and useful relationship with the natural environment. Today, “green” (or sustainable) design blends design with ecology. It uses elements and principles of design, xeriscaping concepts, relates people with the natural environment, and reduces environmental impact. It creates a garden or landscape that a homeowner can enjoy as well as providing monetary and environmental benefits.

Merely planting trees and shrubs is not good landscape design. Designing a landscape is an art and a science. Landscaping means creating a plan designed to make the best use of the available space in the most attractive way. It means shaping the land to make the most of the site’s natural features. It means using hardscape elements such as walls, fences, patios, walkways, retaining walls, swimming pools and in ways to have the least impact on the environment. It means understanding the science of plant requirements, soil and weather. It means knowing how to use art principles and elements of design.

The goal is a plan for the best use of the site, minimum upkeep as well as a pleasant appearance. The budget is also very important. A realistic budget is 10-15% of the value of the home. The return on the cost of landscaping can be as much as 75-100%. Of course, the pleasure of living in an attractive landscape can be far more rewarding. The smaller the house and grounds, the greater the need for correct and complete planning, because every square foot of space and every dollar must produce optimum results.

Landscape design has expanded. It is no longer just plants around the base of a home or building. The concept of the “outdoor room” has been evolving since the 1950’s. The designer sees spaces as rooms. The ceiling is the sky, tall tree branches, the top of a pergola or covering over a patio. The walls are formed with shrubs, perennials and or trees. The floor can be grass, pavers, groundcovers or gravel.

Design a complete plan. There is no need to install all of it at once. However, there should be an overall plan so that when any work is done on the lot, it will be part of the overall theme. Carrying out the landscape plan may take a number of years, for plants need time to grow. Do not allow a spade of earth to be turned until a grading schedule has been prepared from a well-studied plan for house and lot. To do otherwise is to sacrifice such things as valuable trees and soil.

What Makes A Good Design?

A good design coordinates the needs and the desires of the client with the potential of the site, considers guidelines of homeowner association, Chesapeake Bay Limitations and the client’s budget.

What Is The Value Of A Well Designed Landscape?

Landscape design is for people. It enhances the environment by making a space a more enjoyable place to be. It can be a place for relaxation and or entertainment. It provides air and noise pollution control. It creates shade and reduces wind, providing more comfort for people. It provides screens for privacy.

Landscape design is for energy conservation. Deciduous trees provide summer cooling and winter sunlight. Evergreen shrubs can act as an insulator for cooling and heating.

Landscape design has monetary benefits. Professional landscaping increases property value. “The value of an attractive landscape to a home’s perceived value has often been stated at 15 percent.” (Virginia Cooperative Extension publication 426-087) It provides curb appeal when selling the property. A well thought-out design saves on utility bills.

Landscape design can help the environment. Proper use of plant material, chemicals and soil preparation can help protect our environment by using less water and chemicals.
Who is a landscape architect? Legally to be called a landscape architect one must have a degree in landscape architecture which normally takes five years. To be a licensed landscape architect one must take and pass a landscape exam given by the state. Landscape architects have a background in botany, landscape design, engineering and architecture. They tend to design commercial projects such as shopping centers, schools, businesses and large residential projects. Landscape architects are more qualified to design areas that need grading, such as commercial parking areas working with drainage issues. They can design construction blueprints for such items as gazebos, decks, trellises, etc. Landscape architects therefore typically command a much higher salary than designers.

Who is a landscape designer? A person can become a landscape designer by receiving an associate’s or a bachelor’s in landscape design. A landscape designer differs from an architect in that they can design a landscape showing where a hardscaping item such as a gazebo goes but are not qualified to draw plans to build the gazebo. They also, tend to be more knowledgeable about plants. Landscape designers can become certified through the Virginia Society of Landscape Designers. Many municipalities require landscape designs drawn by landscape architects and certified landscape designers for homes and businesses must meet requirements of the Chesapeake Bay Act (CBA).

Who is a landscape contractor? A landscape contractor installs the landscape. He or she may do all the work himself or may subcontract items such as irrigation, lighting, paving, etc.

THE DESIGN PROCESS

The design process includes the following steps:

1. Analysis of family needs and feasibility of the project.
2. Site Analysis.
3. Definition of areas and design considerations.
4. Drawings: base, bubble-general areas or spaces of the landscape, concept-location of hardscaping, lawn, beds and plant material and final-detail drawing with all elements labeled.
5. Design elements.
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Analysis Of Family Needs And Feasibility Of The Project

The fundamental principle of landscape design is it should be based upon a specific plan and this plan should, in turn be based upon:

- The people who use it
- Their cultural needs
- Individual desires
- Budget/Feasibility

The designer must understand how his customer will use the landscape, determine what space and materials are available and how they may be used to accommodate the goals. Make note of the size of the family, ages of the children, hobbies, and favorite outdoor activities. It is also important to understand their interest in gardening and yard maintenance. Will your customer have time and energy to devote to high maintenance items like rose, vegetable or cut flower gardens? Or will he or she prefer a lower maintenance landscape using dwarf and slow growing plants? Does the client have pets?

The first step in landscape design is to divide the site space into use areas: the public area, the service area and the private area. The public area is the section that people passing by view. It is generally in front of the house and should present an attractive public view. It should also match or complement the style of the home.

The living or private area is for the family and may contain a patio, deck, swimming pool, porch, or outdoor kitchen. This area can be broken down into the entertainment area, recreation area, special gardens such as rose or pond garden and general landscape. A play area may be incorporated for families with children.

A storage and /or work area should provide a place for garbage, oil tank, air conditioning unit, garden tools, etc. that is convenient for use but screened from others. Also included in this area may be a cut flower or vegetable garden.

Family Activities: Use of the land should be a determining factor in landscape design. Note the activities of the family. For example, small children need open lawn for playing; gardeners need space for growing flowers or vegetables. Make allowances for future changes. Consider outdoor living and service needs. The family routine follows a general pattern, but varies with each family’s way of living.

Family Growth: A successful landscape should be able to age and mature with a family. Don’t plan a landscape which will remain static, because it will not function as a family’s needs change. A plan for a very young family calls for inexpensive plantings. There should be open areas in which children and pets can play. As the family reaches the middle years, more extensive and expensive plantings can be put in. For example, the children’s play area can serve other functions; the sand box can become a lily pool for example. As children grow up, they require less play area and less parental supervision providing both a place and a time for more sophisticated landscaping. With the approach of retirement years, the landscape should become one of low maintenance. Mature trees and shrubs will carry the landscape theme; high labor areas such as flower beds can be minimized. Ramps may replace steps.

Budget: A budget needs to be decided. This will be determined by the items desired by the client within the limitations provided by homeowner associations and Chesapeake Bay Act. A good guideline for the budget is 10% to 15% of the value of the home. This shocks most homeowners but you can explain what can go into a landscape: lawn preparation-seed or sod, fence, irrigation system, patio or deck, bed preparation with plants, trees, walkways, driveway, outdoor lighting, swimming pool, tennis court, putting green, children’s play equipment, plant containers etc. It doesn’t take long to add up. Feasibility is also a part of the budget. Does the land need to be altered by building a retaining wall or bulkhead? Is drainage a problem necessitating a drainage system? These issues will need a bigger budget.

SITE ANALYSIS

Generally you will begin with a site plan or a basic plot plan which includes the property ordination, property lines, easement lines, house, driveway and entrance walk. Take notes on the following items:

- The climate and soil conditions
- The site, its immediate surroundings, topographic and ecological conditions
- Objects, natural and man-made currently existing on the site or planned for the future
- Orientation of the house or building relative to the sun
- Need for permits because of ordinances or other restrictions/guidelines
- Plant material such as trees and native shrubs and plants
- Noise
- Views
- Color of the house or building – roof, trim, siding and materials used
- Drainage issues, grade (need for drainage system or retaining wall?)
- Location of utilities, septic system, storm water easements and other easements
- Water bibs and electrical outlets
Characteristics of the lot: In laying out a design, preserve all the best natural resources on the site such as mature trees, brooks, ponds, rock outcroppings, good soil, turf and interesting variations in the terrain.

These natural elements affect the ease of construction and landscape possibilities. A careful survey of the area should be made to determine whether site condition will be a deterrent or can be incorporated into a design plan. Examples of problems are thin, overcrowded trees which should be removed. There might be micro-environmental problems on a site that require consideration. Examples are low places with poor air circulation or a spot with poor soil or water drainage problems.

Changes in elevation can add interest and variety to the home landscape. The character of the land, its hills, slopes and trees should determine the basic landscape pattern. A hilly wooded lot lends itself to an informal or natural design, with large areas left in their natural state. In such a setting, large trees can be retained.

Although natural slope variations are an asset, avoid creating too many of them artificially. Excess grading of terraces or retaining walls should be avoided. If these features are necessary to facilitate construction or control water drainage, they should be designed to detract as little as possible from the natural terrain.

Berms can be used to add interest or to help with screening. If you are excavating an area such as a swimming pool, the excavated dirt can be used to create a berm and thus save the cost of haul- ing it away.

Requirements and rules of the Chesapeake Bay Preservation Act must be taken into consideration when designing landscapes. Designs must be approved by planning departments of localities, who have responsibility for enforcing the CBPA for homes and businesses on or next to water areas in the Chesapeake Bay Watershed.

The principle rooms of a house should benefit from winter sun and summer breeze. This means that the house must be correctly oriented. A plan suited to one lot will not be correct for a lot facing a different direction. Sunlight and shade can be controlled by the location of buildings, fences, and trees. Figure out the possible shade from trees and houses on the neighbors’ lots also. Decisions on shade tree placement are important in order to keep sunny areas for the garden, summer shade for the house and terrace. Deciduous trees (those that shed their leaves) shade the house in summer and admit the sun in winter. Place trees off the corners (rather than sides) of the house where they will accent the house but not block views and air circulation from windows bearing in mind the growth habit of the tree. Remember that over-planting trees tends to shut out sun and air.

Neighborhood views, wind and noise: Keep good views open and screen out the undesirable views. Often a shrub or two will provide all the screening that is necessary. Provide plantings to act as noise or wind barriers. The principal rooms of the house should look out on the lawn or garden. Design special areas to be viewed from favorite windows.
Cost-Effective Maintenance: Decide on the maintenance standards. For a person who enjoys puttering about the yard though out the year, a landscape design may be elaborate. However, in general, the simpler the design, the less there is to maintain. Choosing the appropriate mature size of the plant ahead of time reduces the need to prune. A low maintenance plan is the goal of most homeowners.

**NOISE CONTROL**

- Reduce the lawn area and properly prepare beds.
- Use groundcovers to reduce the need for mulch.
- Use rugged pervious materials (gravel, pavers, etc) for heavily travelled areas.
- Provide strips of pavers or concrete to edge flower beds and shrub borders.
- Use fences or walls instead of clipped formal hedges for screening.
- Design flower and shrub bed for easy access.
- Install an underground irrigation system in areas of low rainfall.
- Reduce flower beds and use flowering trees and shrubs for color.
- Be selective of plant materials, some require less attention than others.
- Use more native plant material that is already adapted to the climate.
- Keep the design simple.
- Use mulches for weed control when possible, but if herbicides become necessary, use caution and follow the directions.

**WIND CONTROL**

- Definition Of Areas And Design Considerations

**Private or Outdoor Living Area:** private living area (or outdoor living room) has become an important part of the American home. No yard is too small to have a private sitting area where family and guests can gather. Where possible, there should be easy access from the house to the outdoor area. The ideal arrangement is to have the living room open onto a porch, terrace or deck, and/or have the kitchen near the outdoor dining area. The outdoor living room can be simple. An open, grassy area enclosed by a wall or shrubs enables the homeowner and guests to sit outdoors in private. A more elaborate outdoor living room can be developed by introducing a series of garden structures. The outdoor room can serve the following functions: outdoor entertaining, family relaxation, outdoor kitchen, gardens such as vegetable, flower, water, etc.

The following are guidelines to consider when planning major areas:

**Privacy:** The area should be enclosed from public view or nearby neighbors. Properly grouped shrub borders and trees will do this. For a small area, fencing can be used to save space. The private area should be screened from work areas, such as clothes lines, wood piles, garden sheds and unattractive views.

**Livable touch:** Furniture and garden accessories should be attractive, designed for outdoor use, and appropriate for the size and style of the landscape.

**Year-round interest:** The outdoor living area should be planned so the selection of plant material is varied and there is interest throughout the year. This is especially true if the area is visible from the house. For winter interest, select shrubs and trees with colorful bark, evergreen foliage, or colorful fruit. The rest of the year use flowers, shrubs, and trees to create interest. Pools, stone steps, paving, walls, bird-feeding stands, and other architectural features will add interest to the garden. Architectural details do not change with the seasons except for interesting snow patterns, and they give interest and meaning to the garden throughout the year.

**Climate control:** Control of weather in the outdoor room helps to extend the period of usefulness. Shade trees screen the area from the hot sun. Windbreaks cut down some of the wind. An awning or lattice roof can protect against inclement weather or baking in the sun. A garden pool or fountain can convey the effect of
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coolness during the hot summer season and the sound of a fountain is very soothing.

**The terrace, sitting area or deck:** The center of activity for the outdoor room is often a space arranged with garden or patio furniture. It may be a porch, deck or terrace next to the house, or the special section of the living area. This latter area might be under the shade of a large tree or in a shady corner. The sitting center may be either paved or in turf. Flagstone, brick, concrete blocks or concrete with redwood dividers are materials commonly used for surfacing the outdoor terrace or patio. The size of the paved patio depends upon its expected use and the type and amount of furniture desired. A space 10 feet by 10 feet will hold four chairs and is the minimum size for accommodating four people comfortably. Increase the size if space is desired for a larger table. This area may also include a grill or outdoor cooking area.

**Play area:** The play area can be a part of the outdoor room or separate from it. For very young children a small area enclosed by a fence near the kitchen or living area is desirable. A swing, sand box, or other equipment can be placed here. In yards with a good deal of open lawn space, sports or a portable wading pool. A large tree in the back yard may be ideal for a tree house. A paved driveway or parking area makes an ideal space for playing sports, bicycle riding or roller skating for younger ones. Since ages of children in a family are always changing, it is necessary to make design adjustments to meet changing recreational needs.

**Enclosed front yard as a private area:** The area in front of the majority of homes has traditionally been left more or less open so the passing public can view the home. Plantings, such as hedges or a screen planting of trees and shrubs along the street have been used to provide privacy. Privacy in the front yard may be desirable when a picture window faces the street or when the front yard is used for outdoor sitting. Providing that the community allows it, a tall attractive fence may provide privacy and be used as an attractive background for shrubs and smaller plants. Front courtyards, are gaining in popularity in the East.

**Service, work or production areas:** Space often needs to be provided for garbage cans, air conditioner units, generators, tool storage, wood storage, vegetable garden, compost, gutting garden, cold frame, small greenhouse or dog kennel. Service facilities should not be visible from the outdoor living area or from the street. However, an exception might be an attractive greenhouse or tool storage shed designed and constructed so that it blends well into the overall setting, with an interesting composition of plant material around it. Wood or wire fences, brick or masonry walls or plant material alone or in combination are the materials most commonly used to hide or screen service areas.

**Public area:** This is the area, generally in the front facing the street, which the public sees. The landscape style should complement the house. The latest trend in landscape design is to create larger shrub and flower beds and reduce the size of the lawn. The use of groundcovers has increased. By reducing the lawn area there is less need for water and fertilizers thus helping the environment. When selecting shrubs to frame the front door, consider their texture, color, size and shape so they will enhance the total effect of welcoming guests. Use the colors of the house to guide you in color selection. This will create a sense of unity and a more complementary landscape design. Tall trees in the backyard and medium sized ones on the sides and front will help frame the house. The house should be the focal point of the view. A beautifully landscaped home is not only a pleasure to come home to but also gives better curb appeal when the time comes to sell the home.

**Driveway:** Driveways should be pleasing in appearance, useful and safe. The landscaping of many homes is spoiled by poorly designed and maintained driveways. Some driveways tend to cut up the yard unnecessarily. Parking areas and turnabouts should be provided when practical. Driveways should be permeable. There is now cement that will let rainwater drain through it. Permeable pavers have also become more popular as a material for driveways and walkways. When designing, keep the environmental impact in mind. Do not plant tall shrubs or trees at the entrance of a driveway as they obstruct the view of the street.

**Walkways:** In planning the home grounds, give careful consideration to foot traffic patterns so there will be ease of access from one area to another. This traffic may be served by walkways, decks, patios or open stretches of lawn. In areas of heavy use pervious paving materials work best. The design of the walk to the front door will depend on its location and guest parking as well as the topography of the land. If guest parking is on the street, a slightly curved walkway will create interest. Also make the walkway at least 40” wide to accommodate two people walking side by side. When the walk starts at the driveway place it at least five feet from the foundation of the house. This will allow plants plenty of space to grow and allow a variety of heights which is more interesting. Putting a slight curve in the walkway is more pleasing to walk and to view. Sometimes the topography of the land will make it desirable to have the entrance walk start at the edge of the property and curve to the front door to take advantage of a gradual grade. Build walks that are safe. Avoid using materials that are rough or raised, since it is possible to trip over or catch one’s heel on such materials. Design steps so they will be safe, especially in wet or icy weather. Make the treads wider and the risers shorter than the treads and risers used indoors. Install handrails where needed or required by code.
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**BASE DRAWING**

The drawing starts with a **base plan** which is taken from the site plan. It has the house and property and easement lines, north arrow and title block, downspouts, utilities, existing plant material, different elevations, etc.

**BUBBLE DRAWING**

Using tracing paper placed over the base plan bubbles are drawn to denote location of general spaces such as lawn areas, hardscaping spaces, service area, driveway and beds. This is called a **bubble drawing** and serves to block out the basic concept.

**CONCEPT DRAWING**

The next drawing is the **concept drawing** which is also done on tracing paper. This drawing is more precise in the location of the areas. It also has the correct size of walkways, driveway, parking area, hardscape dimensions, beds with plants and trees (however, the specific names are not chosen at this time).

**FINAL DRAWING**

The **final drawing** has all the elements labeled and usually has a plant list with specific plants, sizes and quantities.

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**VNLA – VCH Seal Stampers**

If you are a Virginia Certified Horticulturist and need a VCH seal stamp for your landscape plans, contact the VNLA office, we have a source for these stamps. 1-800-476-0055

info@vnla.org

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

VCH Landscape Design
Chapter 15 – Part 1 of 2
Prepared by: Nanette Rider Whitt

1. Sustainable design which blends design with ecology is known as
   a. Evolutionary
   b. Green
   c. Organized
   d. Ecological

2. A realistic landscaping budget is 20 - 25% of the value of the home.
   a. True
   b. False

3. The most important part of landscaping is
   a. Knowing plant materials
   b. Preparing the soil
   c. Designing a complete plan
   d. All of the above

4. A good design coordinates the needs and desires of the client with:

5. A certified landscape designer can design landscapes and plans for hardscapes, such as gazebos.
   a. True
   b. False

6. How many steps are there in the design process?
   a. 7
   b. 6
   c. 5
   d. 4

7. The public area in a design is generally in:
   a. The back of the house
   b. The front of the house
   c. The north side of the house

8. A site plan contains details about plant materials located on the property
   a. True
   b. False

9. Designs for homes and businesses on or next to water areas in the Chesapeake Bay Watershed will need to have plans reviewed by:
   a. The Environmental Protection Agency (EPA)
   b. The Department of Conservation and Recreation (DCR)
   c. The Department of Environmental Quality (DEQ)
   d. None of the above

10. Designs should place trees off the corners of the house.
    a. True
    b. False

11. Which statement is not a consideration in site analysis?
    a. Future urban development
    b. Characteristics of the lot
    c. Neighborhood views, wind and noise
    d. Cost effective maintenance

12. A drawing which has the house, property, and easement lines, north arrow and title block, down spouts, utilities, and existing plant material is known as the:
    a. Base Drawing
    b. Bubble Drawing
    c. Concept Drawing

13. A drawing which has the correct size of walkways, driveway parking area, hardscape dimensions and planting beds is known as the:
    a. Base Drawing
    b. Bubble Drawing
    c. Concept Drawing

14. An important part of today’s American home has become the outdoor room.
    a. True
    b. False

15. A good landscape design will be based on:
    a. Budget/feasibility
    b. The people who use it
    c. Individual desires
    d. All of the above
VNLA - Winter Board Meeting Minutes

at Baltimore Convention Center, MD
Tuesday, January 4, 2011
1 – 5 p.m.

Call to Order – Ed Tankard, President, called the meeting to order at 1:15 p.m. with the following people in attendance: Duane Shumaker, Steve Grigg, Matt Sawyer, Steve Moore, Laurie Fox, Rick Baker, Tom Thompson, Sonya Westervelt, Cheryl Lajoie, Mark Maslow, (Matt Shreckhise, John Barbieri arrived later due to trade show setup issues.)

Secretary’s Report - Steve Grigg moved that the October 21, 2010 VNLA Board meeting minutes be approved as sent to the board, seconded and passed.

Treasurer’s Report – Steve Grigg presented the Year-to-Date Financial Reports (emailed) and explained that the fraud audit is every 3 years. He briefly reviewed the 2011 Budget that was approved at the Fall board meeting.

- A request for a $500 donation to the Ankers Family Memorial Gardens Committee, a motion was made to disburse the remaining un-transferred balance from 2010 budget for $7,000, since it had previously been included in the budget for 2010.

Regional Association Reports

HRNLA – Cheryl Lajoie is working on HRNLA Certification Review Classes. Their last meeting was a tour of the Stihl production plant and Christmas meeting. Scholarships will be awarded at MAHSC. The association continues to move forward.

CVNLA – Tom Thompson noted that the CVNLA Short Course would again be held in conjunction with Lewis Ginter Botanical Garden on February 2-4. They are working on the VCH review class and plans for the Maymont Flower show exhibit which will be February 10-13.

MANTS – Doug Hensel, Tom Saunders and John Lancaster, VNLA representatives to the MANTS Board, reported on the potential Convention Center expansion which could impact the available space over the next few years.

There was a discussion on establishing a policy for VNLA MANTS director selection, rotation and reporting to the VNLA board. It was suggested that the VNLA President and the three MANTS directors would nominate or re-appoint representative every 3 years. The VNLA will appoint the first person to attend the October MANTS board meeting. Duane will compile notes and report a will be presented at the March. Mark Maslow will attend the February MANTS board meeting.

VGIC – Tom Thompson – reported that the VGIC would be having a meeting on January 12 with Virginia Tech CALS Dean Allen Grant to discuss Extension re-structuring. The VGIC is providing all the decorations and setup for the Virginia Agribusiness Council Banquet next week.

Executive Director Report - Jeff
(emailed an attached)

Committee Reports:

ANLA Senator Report – Ed Tankard attended the OFA Short Course and ANLA meeting. ANLA members are encouraging members do business with members, focusing on their legislative efforts and a new membership push. He noted that the Lighthouse funding is a good investment for VNLA.

Strategic Plan Review – Mark Maslow will talking to the person who facilitated the last VNLA strategic plan and a planning session will be scheduled before the end of the year to update our strategic plan.

Certification – Cheryl Lajoie noted that all the spring review classes and tests were scheduled and response seems to be up some this year. She distributed copies of the new Chapter 15 – Landscape Design, which will be included in the new manuals and will be on this year’s test. Copies of the new chapter will be posted online for anyone to download who has previously purchased a VCH manual.
(see attached report)

Membership – John Barbieri that the membership was down 2.2% over last year which is an improvement over the previous year. There will be a “trade show” special of 50% off new memberships at MANTS, the Virginia Turfgrass Conference, the Mid-Atlantic Horticulture Short Course and the Piedmont Landscape Association Seminars (good through 2/15/11).

Membership Benefits: 2:00 p.m. Jim Harrell, AmCorp, reviewed their membership benefits program on a discounted Rx program that is for associations and non-profits to generate revenue and provide potential savings to members and their employees on prescriptions. The major difference with other programs:

- Pays 40-cents to association each time card is used. Will save on
85% of drugs.
• 25% will use the card.
• AmCorp will call members to see if they want to participate in the program

John Barbieri will follow up, checking references, and will report back to the board.

Public Relations – Mark Maslow reported that Sonya Westervelt will be taking over Public Relations for 2011 and she will be coordinating the 2011 VNLA Field Day at Ingleside Plantation Nurseries & Winery. There will be a Field Day Committee planning meeting at 5 p.m. on Wednesday.

Landscape Design Contest – Sonya Westervelt presented a report (copy attached) on progress researching different design award programs.

Legislation – Steve Moore reported that the VNLA had a reserved table at the Virginia Agribusiness Banquet and will be hosting a General Assembly member and guest at the table. The Violet gift basket distribution to the General Assembly members, Governor and Department heads will be on February 3 approximately 9 a.m. to noon.
• The Mission H2O Group will have comprehensive water supply plan worked out by the end of 2012.

Environmental Affairs – Tom Thompson reported that the Invasive Plants Advisory Committee meeting will be held sometime on January 24 or February 4 and Tom will be attending representing the VNLA.

The Plastics Recycling Program will probably start up again next year after a successful pilot project in 2010.

Education – Steve Grigg reported that the VNLA Summer Tour for 2011 will be in the Northern Neck area on Thursday after Field Day at Ingleside Plantation Nurseries and Winery.

Communications – Matt Shreckhise reported that he will be putting together a survey geared toward employment and management issues for the Newsletter.

Research – Matt Sawyer reported that everything was set for the Research Reception/Auction at the Aquarium on Thursday, there are still plenty of tickets available and he urged the board members to remind show attendees about this important event for research.

• Beautiful Gardens – Rick Baker requested the board to re-consider allowing the committee to use the balance of the 2010 Budget of $7,000 as a carry forward to 2011. (This was approved under the treasurer’s report.) BG plants are going into the Governor’s Mansion landscape in the spring in a landscape plan developed by
Karen Kelly of Shipp & Wilson and it is featured in the Nov/Dec VNLA Newsletter. The committee is contracting with the new commercial tissue culture lab at IALR in Danville to produce azaleas for promotion in 2013 and the new daylily ‘VT Spirit’ will be available in the Spring of 2012 through Brent & Becky’s Bulbs and then in member garden centers in 2013. BG is soliciting member growers for production of tissue culture liners to finished products. They are also looking at alternative funding resources in grants, partnering with Virginia Tech, in-kind contributions and royalty/marketing fees.

Old Business:

**VNLA Positions Statements** – Duane Shumaker discussed the need to develop positions on upcoming issues so the VNLA can present member interests on issues, before they become a crisis and be proactive, rather than reactive.

**HRARECS** – Laurie Fox reported that Virginia Tech has been interviewing for the new faculty position to replace Bonnie Appleton and Tom Banko. Hopefully they will have them onboard by this spring as a nursery extension position. They are also doing upgrades around the research station. She is doing a survey of landscape industry on their green practices with a grant in conjunction with Mike Goatley and Joyce Lati mer. The Mid-Atlantic Horticulture Short Course will be January 23-28 in Virginia Beach and the VA Beach Home and Flower Show will be March 4-6.

**New Business:** None

Being no other business, the meeting was adjourned at 5:36 p.m.

Respectively submitted, Jeff Miller, Exec. Dir.

**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.

What are members problems? How are we going to help them become more successful?

---

### Written Committee Reports

#### Communications Report

- Newsletters featured Snow’s Garden Center, Kipps Nursery, Maryland Plants and Supplies, Creation Appreciation, Winfall Nursery, Windridge Landscaping.
- Please send suggestions for future profiles.
- Next profile will be Mark Maslow and Southern Landscape Group. First newsletter of the year will feature the incoming president.
- Would like to start the year off with a survey. Would like to know questions the board would like answers to from the members. Some of the questions I will include will be more employee and management questions. Will also include questions regarding the economy and trends in business. I’d like to send out the survey after MANTS.

*Matt Shreckhise, 12/21/10*

### Certification Report

I have attached a copy of the new Landscape Chapter. This was written by Diane Roselius – current president of the Virginia Society of Landscape Designers. It has been reviewed by other members of the VSLD as well as Jeff, Ed and myself. We will be using this chapter in 2011, so please take a moment and look at it with a critical eye – I’d appreciate any comments, suggestions or changes.

The list for the HRNLA review class is almost full – hopefully everyone will complete their registration.

Invasives Report completed. Will work towards condensed version added to water quality for the next updated chapter.

Online registration?

It looks like we’ve started to recover from low numbers due to poor economic conditions, and hopefully created added value to Virginia Certified Horticulturist.

Respectfully submitted, Cheryl Lajoie, Certification Committee Chair

---

**VNLA Apparel Now Available for Online Ordering!**

Includes VNLA logo embroidery

Order one or 1,000

Hundreds of shirts: woven, sport, active wear, T-shirts – including ladies styles and sizes;

Outerwear headwear accessories

[www.vnla.org/apparel.htm](http://www.vnla.org/apparel.htm)
I continued to research different design award programs and completed a brief analysis of the programs to determine the best procedures for our own program (below). With the Board’s approval, I will propose (with the committee) guidelines for entrants as well as judges. The main features to be decided:

- Should non-members be allowed to participate?
- Will we charge a fee?

### Executive Director’s Report

**October**
- Grower Guide letters to current participants, non-participant members and non-members, ad solicitations
- Edit Sep/Oct Newsletter to printer, review proofs
- 2011 Budget prep
- NOAH Users Conference/Training for 2 ½ days in DC
- NLAEE (Nursery & Landscape Association Executives) Virtual web conference “The New Frontier”
- Beautiful Gardens Budget updates

**November**
- VNLA Budget and Board Meetings
- File tax returns
- Beautiful Gardens Committee meeting JSRCC
- Attended CVNLA regional meeting at Lewis Ginter
- Certification Exam in Charlottesville, prep, send to Mike Wallace, grade and send test results, certificates etc
- Coordinate donation of 75 White Poinsettias to Gover-
nor’s Mansion
• Grower Guide layout, edit, review proofs

December
• Nov/Dec VNLA Newsletter, layout, edit, review proofs
• Dues renewal mailing
• Re-Certification mailing to 600+ VCH, individual letters, CEU Transcripts
• Annual Breakfast Meeting setup at Sheraton
• Awards processing, plaque orders
• Financial reports for Board/Annual Meeting

Monthly
• Bank Account reconciliations (4 SunTrust checking accounts, 4 SunTrust investment accounts)
• Member dues payments and new member processing
• Accounts payables
• Monthly Beautiful Gardens Executive Committee Conference calls
• Website updates for BG and VNLA
• Forward Virginia Agribusiness Council weekly updates
• Legislative alerts to Board and members from VAC, ANLA, PLANET, etc
• Questions about membership, certification, re-certification
• Process orders for Certification Manuals and test registrations

 Provided by Jeff Miller

Legislation - Lighthouse Program Tools

Where to learn about federal actions that could affect your business
Each Lighthouse partner state assoc-

27 Nurseries. Thousands of plants. 1 website.

Browse the complete inventories of 27 nurseries on one website. Registered users can build lists, compare prices and get a quote.

www.jocoplants.com

JOHNSON COUNTY NURSERY MARKETING ASSOCIATION
tion 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.

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.

Tips on Voicing the Concerns 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.

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 Mes-

sage" in order to contact your representative.

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.

From a dream to a reality.

You need a lender you can rely on from the start of your business, to expansion, to personal needs along the way.

Farm Credit has been lending to the nursery industry for more than 90 years. We'll be there no matter what your needs—from purchasing real estate, building new greenhouses, installing an alternative energy source, buying nursery stock, or updating your technology.

Give us a call to learn how we can help your business grow.

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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 businesspersons. 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.

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.

VNLA – On Facebook

Join the VNLA on Facebook

For those of you who don’t know, Facebook is a global social networking website that has over 300 million users worldwide, 30% of those users are in the US. Many businesses in the nursery, garden center and landscaping industries now use Facebook to advertise to potential customers and also to reconnect to current customers.

Organizations like the VNLA can use Facebook to connect its members and keep them updated more frequently on industry news and events. The VNLA has now created a Facebook page and we would like to encourage everyone to join it by visiting this website. Not only will members keep abreast of current events and issues, but members can also use the VNLA group page for discussions on indus-
try topics.

The page will be limited to just VNLA members to keep the focus solely on our organization. We hope to see all of you on Facebook!

You will need open a Facebook account when you go to this link if you don't already have an account.


- Matt Shreckhise, Communications Chair, matthew@shreckhise.com

Tips – QR Codes

This is a “QR Code”. If you have a smart phone you can use an “ap” that reads barcodes. Just start this ap and hold you phone camera over the symbol and it will automatically read the code, and in this case, takes you to Southern Landscape Group’s web site, who is our member profile for this issue of the VNLA Newsletter.

We’ll be adding more of these later to download Field Day programs, links to info on the VNLA web site and other info sources.

These codes can contain links to:
- Calendar event
- Contact info
- Email address
- Geo location
- Phone number
- SMS
- Text
- URL
- Wifi network

A free website to generate your own QR Codes is http://zxing.appspot.com/generator/
Provided by Jeff Miller, VNLA Exec Dir

A Source Guide for Mid-Atlantic Wetland Plants©

83 Nursery Sources listed with name, address, phone, email, website
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VNLA Newsletter January / February 2011
Facebook for Business 101

1. Go to Facebook.com and click on “Create a Page for a celebrity, band, or business” (See Below).

2. Under “Create a Page for a:”, chose the “Local Business” option, and choose the type of business from the drop down menu. Next to “Page name:” enter in your business name. Click the box claiming that you are the official representative of this business and click the “Create Official Page” button.

3. If you already have a personal Facebook account, then enter in your sign in information. If you do not have a Facebook account, you will need to create a personal page at this point. (Please Note: In order for you to have a business page, a personal page must be connected to it. No one will be able to see this connection; this is just simply for Facebook to monitor its pages.)

4. Your Facebook page is now created, and Facebook will now guide you through the steps to personalizing the page. If you have any issues, there is information on Facebook.com, as well as several good “help documents” found online by searching on Google.
The Virginia Tech Trial and Display Garden, located at the Hampton Roads Agricultural and Research Center (HRAREC) in Virginia Beach, has served the Hampton Roads area for over 30 years. Its purpose is to provide valuable data to Virginia nursery growers, retailers, landscape professionals and the public at large. A team of Master Gardeners from Virginia Beach runs the program.

Seeds and cuttings from the newest varieties are received from across the country for trial and evaluation in our climate conditions. Data are collected for over 250 different varieties, beginning with germination in the winter in the greenhouse and throughout the growing season. A copy is available to all nurserymen upon request, is posted online and an electronic copy was submitted to the VNLA office for posting and excerpting for the VNLA Newsletter. Results are also discussed at horticultural meetings and presented at our field days where attendees are invited to see the plants in bloom. Here are highlights of 2010.

**COLEUS:** Across the board, the Coleus were gorgeous this year. They thrived in full sun and heat, growing tall and bushy while maintaining their vibrant colors. Of those from Ball (FloraPlant), “Hanna”, “Red Head”, “Trusty Rusty”, “Versa Burgundy to Green” and “Versa Rose to Lime” were notable. The Versa series was late to flower, a highly desirable trait for Coleus.

**ZINNIA:** Several of the Zinnias were team favorites, notably “Zinnia Uproar Rose” and “Zowie Yellow Flame” from Syngenta (Goldsmith); and “Zahara Fire” from Ball (Pan-American). The Uproar Rose, the tallest in the Garden (3 ft. with 4” blooms), stood out for everyone. Powdery mildew appeared much later than expected (late August) on the Uproar Rose and Zowie Yellow Flame. Sakata’s entire Profusion Series (12 varieties) bloomed vigorously, did not need deadheading for continuous flowering and did not show signs of powdery mildew.

**ORNAMENTAL GRASSES:** New to our Garden this year, the ornamental grasses from Ball were a welcome, striking and unique addition. All were small to mid-size. Of particular note were the Stipa Ponytails from Ball (Kieft-Pro) and Ornamental Millet Jade Princess from Ball (Pan American). The Stipa Ponytails were pleasing to watch as they moved in the breeze. The Millet was a stunning and eye-catching addition to our Garden with its large, vibrantly colored leaves and very large, puffy burgundy seed heads.

**LANTANA:** We trialed two series this year (Bandana® and Bandito™), both from Syngenta. All were low growing and full of flowers. Brightly colored blossoms and crisp, green foliage continued through October and attracted a record number of butterflies and humming-bird moths in the Garden this year.

**NEW GUINEA IMPATIENS:** These plants excelled again this season. Syngenta’s Hawkerii SONIC® and SUPER SONIC® series were trialed in full sun. They grew tall and both flowers and foliage were full and abundant. Blooms held their color and the more vibrant hues (“Sonic Orange”, “Sonic Amethyst”, “Super Sonic Magenta”, “Super Sonic Flame”) were impressive.

Sakata’s “SunPatiens” were trialed in a part-sun garden where all performed very well, especially the compact series. All produced large flowers, beautiful colors and lasted well into November.

**ORNAMENTAL PEPPERS:** The “Black Pearl” from AAS is a “display “ plant in our garden and not a trial plant, but it gets mention here because everybody loves this plant. Its companion this year, “Purple Flash” from Ball (Pan-American) was also stunning, with black/dark purple leaves studded with blue – a striking combination.

**MARI-GOLDS:** Grimes provided six species within their DT EZ Gro Oasis series. All were excellent performers, lasting well into the fall. Syngenta (Goldsmith) provided their Detailed Moonsong Deep Orange New for 2009, which was a team favorite.

**RUDBECKIA:** Our only Rudbeckia this year, the “Tiger Eye Gold New for 2008” from Syngenta (Goldsmith) was a prolific bloomer, a team favorite and a great bedding plant.

Submitted by Peter Schultz, Director on behalf of the Virginia Beach Master Gardener team.
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Welcome to the new year, if you are a retailer in the eastern states of Australia, you are having to cope with the worst flooding since records began. In Western Australia, my home town is seeing the hottest and driest summer since records began. As I write this article in middle USA a major snow storm blows outside my window and Europe and the Americas are recording the worst winter in years.

What do you do as a Retailer at this time of Year?

In some of these situations it is about survival and the answer is nothing until the inclement conditions have passed and you can rebuild your business. For most retailers this is and will always be the toughest time to be in the industry. Christmas has passed and the consumer has retreated to their home until the weather becomes more kind.

The natural reaction is to discount everything you have in the store and hope for a few brave souls to venture out. I do not think this is the answer and we should really be looking at what the leaders in retailing are doing during this time and adapting them to our own situations.

Who are the leaders? The Fast Food Industry. Whatever the conditions they need to generate sales and they always try harder at this time of the year. Plus they do not discount their core offer.

The fast food sector knows the key is to convince the consumer that they are providing value to consumers who venture into their store. They are also aware that this year especially their target market is shorter on cash than in previous years.

If you are not going to discount your core product how do you get customers into your store?

These are the tactics being played out in their market place that we need to consider in other retail operations.

1. Two for the Price of One

In the USA, Burger King are having a winter promotion based on Two for One Chicken Sandwiches. If you can get the customer to come in, you can make the sale. Rather than discount one core item they have gone for getting the customer to buy more to get a financial incentive and then rely on the team to add value once the customer has started buying.

2. Freebies

Wendy’s restaurants have taken this approach to get customers into their stores. Buy a meal and the French fries come free, note it is not their core product that is free. To get this deal you have to go to the Wendy Facebook page and download the coupon, something we should all be doing more often...driving our business via social media as this will train our customers to use this media in the good times as well.

3. Daily Deals

Pizza Hut are doing specials on a particular day. Yes, they do use their core product in these deals, but limit the deal to a day and a time. Why not try such a promotion on your quietest day of the week.

4. Dollar Deals

In my Members Club I recently discussed Premium versus Commodity marketing. Retailers are now providing two options to the consumer, but realize that the price sensitive market still exists. McDonalds are promoting 99 cent deals on their basic hamburger, but hoping you will go for the premium version once in the store.

5. Big Deals

The opposite to a dollar deal at the basic end of the market is the big deal. Jack in the Box, in the USA have a Big Deal promotion. The jumbo pack contains burger, two tacos, fries and a drink for one special price.

All these businesses realize this is a difficult trading period until the climate improves. Can your business benefit from one of the strategies applied by the fast food sector?

Note: In writing this article material was used from "Fast Food Restaurants Full of Deals on Meals", an article by Bruce Horovitz in USA Today 11 Jan 2011.

John Stanley is a retail business coach, speaker and author. Visit www.johnstanley.com.au to join his Members Club or for information on how he can help you grow your business or
Congratulations to these newly Virginia Certified Horticulturist!

Linday Boyer  Garden Views  Virginia Beach
Kristine Hall  Fleurs pour le Jardin  Hampton
Gabriel Bandele  New Life Contracting  Washington DC

Advanced Virginia Certified Horticulturist

Michellli Booker  Apieling Services  Virginia Beach
Kay Stephenson  Associate – Stephenson  Windsor

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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.

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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.


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info@vnla.org

383 Coal Hollow Rd; Christiansburg, VA 24073-6721
800-476-0055 Fax: 540-382-2716
Email: vna@swva.net – www.vnla.org
Credit cards accepted
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 ground water 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.
2011 Membership Application

VIRGINIA NURSERY & LANDSCAPE ASSOCIATION, INC.
383 Coal Hollow Rd, Christiansburg, VA 24073-6721 - Phone: 1-800-476-0055, Fax: 1-540-382-2716, info@vnla.org

Firm: ___________________________________________ Contact Person: _________________________________
Address: ______________________________________________________________________________________
City: ___________________________________________________ State: __________ Zip: ___________-________
Phone: (_____)________-_____________ FAX: (_____)________-_____________ 800-_________-______________
Email Address: ________________________________________________@________________________________

[ ] I do not wish for my name and address, phone, fax, and email address to be listed on the VNLA website at www.vnla.org
[ ] I will accept fax and email correspondence from the VNLA to expedite the receipt of important correspondence
[ ] I will NOT accept fax and email correspondence from the VNLA to expedite the receipt of important correspondence

Membership Categories
(See detailed descriptions on back of this sheet)

ACTIVE MEMBERSHIP (Gross Sales Volume)

- Under $50,000 ...... $ 65.00
- $50,000-$100,000 ...... $ 90.00
- $101,000-$175,000 ...... $125.00
- $176,000-$250,000 ...... $185.00
- $251,000-$500,000 ...... $235.00
- $501,000 and up ...... $295.00
- Multi-store (6 or more stores)
  - Corporate dues ...... $1,000.00
  - plus # stores X $55.00 = $
- Additional Branches [Each Location](1)
  - (To receive mailings) $55.00

SILVER SPONSOR

- Regular dues plus donation of $50-99.00

GOLD SPONSOR

- Regular dues plus donation of $100.00 plus

INDIVIDUAL ASSOCIATE MEMBERSHIP ........ $65.00

ALLIED MEMBERSHIP ........ $100.00

OUT-OF-STATE MEMBERSHIP ........ $75.00

STUDENT MEMBERSHIP ........ $25.00

School Name: ________________________________________________ (required for Student Membership Classification)

Voluntary donation to VNLA Research Foundation $___

Voluntary donation to CW Bryant Scholarship Fund $___

Voluntary donation to Shoosmith Scholarship Fund $___

(See detailed descriptions on back of this sheet)

(1) Additional Branch Locations is a new classification for nurseries or garden centers with branch stores who would like their branch stores to receive all mailings from the VNLA Office, including the VNLA NEWSLETTER. This is a non-voting category.
Make copies of this form to list additional branch stores. (See detailed descriptions on back of this sheet)

Type(s) of Business

- Retail Garden Center
- Wholesale
- Landscape
- Interiorscape
- Re-Wholesale
- Mail Order
- Landscape Maintenance
- Supplier
- Broker
- Turfgrass Producer
- Florist
- Service Provider
- Lumber/Hardware/Garden/Home Center
- Other

Number of: ____ Full-time Employees; ____ Part-time; ____ Seasonal; ____ # of Acres in Production
____ # of Acres in Container Production

[This information is very valuable when we go to Richmond or Washington to talk to our legislators and they want to know how many people we represent, or the economic impact of our industry.]

PLEASE NOTE: Contributions or gifts to the Virginia Nursery & Landscape Association are not deductible as charitable contributions for federal income tax purposes. However, dues payments are deductible by members as ordinary and necessary business expenses. Effective January 1, 1994, some portion of your dues may not be deductible based on the percent of time the VNLA has spent on lobbying activities.

Pay with Credit Card: ____ VISA ____ MasterCard ____ Discover ____ American Express

Credit Card #: ___________________________ exp: ____/_____

Signature: ___________________________ Print Your Name: ___________________________

Date Paid: ___ / ___ / _______ Check # ___________________________ Amount Paid $_________

__ Check here if you want to Go Green and receive your VNLA Newsletter as a PDF online link, and not receive a print copy.
Virginia Nursery & Landscape Association Inc

**VNLA Membership Dues Categories**

**Active Membership** is based on gross sales volume of your business and is available for nurseries, garden centers, landscape contractors, landscape designers, landscape maintenance contractors, landscape architects, wholesale growers, re-wholesalers/distribution yards.

**Additional Branches** - Active members with more than one location (up to five) can pay an additional $55 per store and each store will receive all mailings, including the bi-monthly Newsletter.

**Active Membership Multi-store** (6 or more stores) is available for retail firms with multiple outlets (six or more) who pay one invoice for the corporate dues of $1,000 and $55 for each store location. All stores have full membership rights and privileges. (i.e. Corporate pays $1,000 plus 35 stores X $55 = $2,925.00)

   Otherwise if each individual store pays the dues separately,
   they pay the active member rates based on the individual stores sales with dues from $65 to $295.

**Individual Associate Membership** is available for individuals associated with the nursery/landscape industry or as employees of non-member firms. Also available to Extension Agents and local/state government individuals. Individual members will be listed as: Associate – “their last name” (Associate – Miller). Extension agents and government employees will be listed as the locality they work in.

**Allied Membership** is available for businesses supplying products and services to the nursery industry which includes hardgoods, chemical/fertilizer, equipment, insurance, management and financial services, technology services, independent salesmen, brokers, etc whether in-state or out-of-state.

**Out-of-State Membership** is for nurseries, garden centers, landscape contractors, landscape designers, landscape maintenance contractors, landscape architects, wholesale growers, re-wholesalers/distribution yards not located in Virginia.

**Student Membership** is for full-time students, teachers, etc. Students are listed as: “Student – VA Tech” or whatever their school name is.

**Silver Sponsor** - is available for any member who wishes to support the association ($50-99 contribution) above and beyond their regular dues category payment. They receive a silver seal for their membership plaque recognizing them a Silver Sponsor.

**Gold Sponsor** - is available for any members who wish to support the association ($100+ contribution) above and beyond their regular dues category payment. They receive a gold seal for their membership plaque recognizing them as a Gold Sponsor.

Contributions to the following funds, goes directly to the investment endowment fund:

- **VNLA Research Foundation** funding $25-35,000 in research projects each year
  (Current endowment is $650,000+)

- **Shoosmith Scholarship Fund** started providing three $1,500 and two $750 horticulture scholarships in 2010.
  (Current endowment is $185,000)

- **CW Bryant Scholarship Fund** is seeking additional funds to reach its endowment level of $50,000+

**Virginia Green Industry Council** – supports the VGIC, include VGIC dues with your VNLA dues payment.
You’ve spent considerable resources getting your employees certified. Reap the full benefits by letting the public know!

The VNLA has developed this 24” X 36” color banner as a flexible promotional tool. Graphic is printed on either high quality exterior grade banner material or high quality exterior grade rigid board. Both are printed with UV resistant inks for many years of exterior use. Order yours today!

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Rigid: $59.50 t&s
2011 PESTICIDE Recertifications
BY THE INDUSTRY, FOR THE INDUSTRY

IN & OUT IN FOUR HOURS – CATEGORIES 3A & 3B

• These classes are taught by industry leaders and give information attendees need (we don’t just read out of a standardized training manual).
• Persons who only want categories 3A and 3B can be done in four hours.

SCHEDULE

8 A.M. to 12 P.M. Required attendance for 3A, 3B, 5A, 6, 7A, 10, 60
12 P.M. to 1 P.M. Lunch (on your own)
1 P.M. to 3 P.M. Required attendance for 5A, 6, 7A, 10, 60
(except if 60 is desired for 3A, 3B)

DATES & LOCATIONS

JAN 20 Fredericksburg
FEB 15 Virginia Beach
MAR Fairfax (Date TBA)
MAY 24 Staunton
JUN  Williamsburg (Date TBA)
JUN 28 Virginia Beach
JUL 19 Fredericksburg

Details on the EVENTS PAGE of www.vaturf.org
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# VNLA Newsletter Advertising Order

**Please check the ad size and circle “B&W” or “4-Color”**

<table>
<thead>
<tr>
<th>Size</th>
<th>Member Rates</th>
<th>Non-Member Rates</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>B&amp;W</td>
<td>4-Color</td>
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<tr>
<td>1/6 page (2.25&quot; x 4.75&quot;)</td>
<td>$55</td>
<td>($1/2 col. Vertical)</td>
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<tr>
<td>1/3 page (2.25&quot; x 9.75&quot;)</td>
<td>$75</td>
<td>($1 col. Vertical)</td>
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<tr>
<td>1/4 page (3.5&quot; x 4.75&quot;)</td>
<td>$80</td>
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<tr>
<td>1/2 page (4.75&quot; x 7.5&quot;)</td>
<td>$130</td>
<td>($Horizontal) $565</td>
</tr>
<tr>
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<td>$185</td>
<td>($Vertical) $665</td>
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<td>2/3 page (4.75&quot; x 9.75&quot;)</td>
<td>$205</td>
<td>($2 col. Vertical)</td>
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<tr>
<td>full page (7.5&quot; x 9.75&quot;)</td>
<td>$235</td>
<td>$795</td>
</tr>
<tr>
<td>Business Card (2&quot; x 3.5&quot;)</td>
<td>$40</td>
<td>$60</td>
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<tr>
<td>Insert 8&quot;x10.75&quot; single sheet (Call for quote)</td>
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</tbody>
</table>

**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 (call for availability)

**Please check the issue(s) for your ad** (10% discount for six pre-paid ads for full-year run)

<table>
<thead>
<tr>
<th>Publication Issue</th>
<th>Copy Deadlines</th>
<th>Mail Date (approximate)</th>
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</thead>
<tbody>
<tr>
<td>January/February</td>
<td>January 15</td>
<td>February 28</td>
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<tr>
<td>March/April</td>
<td>March 15</td>
<td>April 30</td>
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<td>May/June</td>
<td>May 15</td>
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<td>July/August</td>
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<td>August 30</td>
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<td>September/October</td>
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<td>November/December</td>
<td>November 15</td>
<td>December 30</td>
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[ ] Run same ad each issue  
[ ] Rotate Ads  
[ ] New Ad each issue

[ ] Check here if you want an invoice for six pre-paid consecutive issues (10% discount). Otherwise, we will send you an electronic invoice after the issue is mailed to members.

**Contact Person:** _________________________________________________

**Company Name:** ________________________________________________

**Mailing Address:** ________________________________________________

**City:** _____________________________ ST ____ Zipcode _________-_____

**Phone:** _____-______-____________ Fax: _____-______-__________

**Email:** _________________________________________________________

**Date:** ____/____/_______

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

March 25, 28, 2011, BRENT AND BECKY’S BULBS ALL DAY SEMINAR for green industry professionals. 9-3 Contact: 877-661-2852


April 15-17, 2011, Mid-Atlantic Chapter of the American Rhododendron Society Spring Meeting, Norfolk, VA cphhide@aol.com

April 16-24, 2011, HISTORIC GARDEN WEEK IN VIRGINIA Contact: www.vagardenweek.org

April 22, 2011, EARTH DAY Contact: Mother Nature

April 22, 2011, PLANET DAY OF SERVICE – NATIONWIDE Contact: 800-395-2522

April 29, 2011, VIRGINIA ARBOR DAY & National Arbor Day, Contact: 800-473-0055


June 11, 2011, HAHN HORTICULTURE GARDEN GALA, VA Tech, Blacksburg, 5:30-9 pm tickets/info: 540-231-5970 www.hort.vt.edu/hhg gala@vt.edu

July 9-12, 2011, OFA SHORT COURSE “The Color of Business”

Columbus OH 614-487-1117 www.ofa.org ofa@ofa.org

August 4-6, 2011, VIRGINIA CHRISTMAS TREE GROWERS ASSOCIATION ANNUAL CONFERENCE & TRADE SHOW, Holiday Inn, Blacksburg, VA www.VirginiaChristmasTrees.org secretary@VirginiaChristmasTrees.org

August 17, 2011, VNLA FIELD DAY at Ingleside Plantation Nursery & Winery, Oak Grove, VA www.vnla.org 800-476-0055

August 18, 2011 VNLA SUMMER TOUR, Northern Neck Area www.vnla.org 800-476-0055

For a Current Calendar of Events, go to: http://virginiagreen.org/events.htm

2011 Virginia Certified Horticulturist Exam Schedule

May 19, Leesburg, Monroe Technical Center, Northern VA, 10 a.m. – 2 p.m., (Deadline 5/5/11)

June 15, Suffolk, Lancaster Farms, Advanced and Basic 6-9 p.m. (Deadline 6/1/11)

For a Current Listing of VIRGINIA CERTIFIED HORTICULTURIST review classes and test dates, go to www.vnla.org/certification.htm
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2011 SELECTIONS

- 2010 Plants of Distinction -
  - Cercis canadensis 'Hearts of Gold' - Eastern Redbud
  - Buxus sempervirens 'Dee Runk' - American Boxwood
  - Corylopsis pauciflora - Buttercup Winterhazel
  - Dryopteris erythrosora 'Brilliance' - Autumn Fern
  - Eucomis 'Sparkling Burgundy' - Purple Pineapple Lily
  - Yucca filamentosa 'Color Guard'

- 2009 Plants of Distinction -
  - Cercis chinensis 'Don Egolf' - Chinese Redbud
  - Helleborus x hybridus Pine Knot Strains - Lenten Rose
  - Ilex x 'Virginia' - Holly
  - Agapanthus x 'Monmid' Midknight Blue® - Lily Of The Nile
  - Hydrangea quercifolia 'Snowflake' - Oakleaf Hydrangea
  - Thuja x 'Steeplechase' (PP) - Giant Western Arborvitae
  - Buxus x 'Green Velvet' - Boxwood

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  - Thuja x 'Steeplechase' (PP) - Giant Western Arborvitae
  - Buxus x 'Green Velvet' - Boxwood

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