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- Buxus sempervirens 'Dee Runk' - American Boxwood
- Corylopsis pauciflora - China Winterhazel
- Dryopteris erythrosora 'Brilliance' - Autumn Fern
- Eucomis 'Sparkling Burgundy' - Purple Pineapple Lily
- Hydrangea quercifolia 'Snowflake' - Oakleaf Hydrangea
- Thuja x 'Steeplechase' (PP) - Giant Western Arborvitae
- Stokesia laevis 'Peachie's Pick' - Stokes' Aster
- Musa basjoo - Hardy Banana

--- 2009 Plants of Distinction ---
- Cercis chinensis 'Don Egolf' - Chinese Redbud
- Helleborus x 'Pine Knot Strains' - Lenten Rose
- Ilex x 'Virginia' - Holly
- Agapanthus x 'Monmid' Midknight Blue® - Lily Of The Nile
- Hydrangea arborescens 'Snowball' - Smooth Hydrangea
- Populus 'Stapleford' (PP) - Soft Waved River Birch
- Buxus x 'Green Velvet' - Boxwood
- Stokesia laevis 'Peachie's Pick' - Stokes' Aster
- Musa basjoo - Hardy Banana

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Table of Contents

Ad - Bennett’s Creek Nursery .................................................. 13
Ad - Brems Trees .................................................................. 76
Ad - Buds & Blooms Nursery .................................................. 31
Ad - BuyNCPlants.com .............................................................. 45
Ad - Cam Too Camellia Nursery .............................................. 11
Ad - Carolina Bark Products .................................................... 63
Ad - Colonial Farm Credit ........................................................ 76
Ad - CW Reeson Nursery .......................................................... 5
Ad - Eastern Shore Nursery of Virginia ................................. 19
Ad - Erle D Anderson Lumber Products ............................... 17
Ad - Fair View Nursery ............................................................. 63
Ad - Goodson & Associates ...................................................... 25
Ad - Gossett’s Landscape Nursery ......................................... 64
Ad - Griffin Greenhouse & Nursery Supplies ......................... 47
Ad - Guthrie Nursery ............................................................... 37
Ad - Hanover Farms ................................................................. 7
Ad - Hardwood Mulch ............................................................... 51
Ad - Hawksridge Farms ........................................................... 43
Ad - John Deere Landscapes ................................................... 59
Ad - JOCOPLANTS ................................................................. 53
Ad - Lancaster Farms ............................................................... 33
Ad - Lilley Farms and Nursery ................................................. 29
Ad - Maryland Plants & Supplies ........................................... 57
Ad - Mid-Atlantic Solutions ..................................................... 39
Ad - OHP: AUGE ................................................................. 23
Ad - Pender Nurseries ............................................................. 75
Ad - PlantSource N.C. ............................................................ 41
Ad - Plantworks Nursery ......................................................... 63
Ad - Shreckhise Nurseries ....................................................... 35
Ad - SiteLight Id ................................................................. 27
Ad - Tankard Nurseries .......................................................... 21
Ad - Turtle Creek Nursery ....................................................... 18
Ad - Waynesboro Nurseries ..................................................... 9
Ad - Willow Springs Tree Farms ............................................. 65
Ad - Winfall Nurseries ........................................................... 17
Events - Hahn Horticulture Garden Gala ............................... 73
Events - Virginia Turfgrass Council ....................................... 70
Events - Upcoming ............................................................... 74
Legislation - VAC National and State Issues Forum ............... 29
Legislative - ANLA Update ..................................................... 30
News - 2011 MANTS Update .................................................. 34
News - Azalea & Boxwood Collections Saved! ...................... 20
News - Baltimore Convention Center Expansion .................. 34
News - Beautiful Gardens ® Plant Updates ......................... 9
News - Emerald Ash Borer Online Course ............................ 26
News - HRAREC New Research Associate ......................... 36
News - iVeggieGarden ........................................................... 38
News - New VT Extension Director ...................................... 35
News - Saving America’s Great Watersheds ......................... 19
News - SNA Board Appoints Interim Exec VP ..................... 73
News - Successful Pilot Project Recycles .................... Nearly 4 Tons of Plastic Pots .......... 21

News - The U.S.-China Chinese Garden Project
at the U.S. National Arboretum ............................................. 21
News - Valley Nursery Expands ............................................ 65
News - Virginia Container Recycling Program 2011 ............ 26
News - Virginia General Assembly Review ......................... 27
News - Virginia Tech Receives Third
“Tree Campus USA” Recognition ........................................ 38
Tips - Analogy of Failed Leadership .................................... 53
Tips - Disease Alert: Thousand Canker Disease .................. 51
Tips - How to Be Business Friendly™ ............................ 52
Tips - Recruiting the Next Generation
of Green Industry Leaders ............................................... 56
Tips - Safety During the Spring Season ............................... 55
Tips - Simple Ways to Save on Vehicle Expenses .............. 55
VNLA - Beautiful Gardens at Governor’s Mansion ............ 10
VNLA - Beautiful Gardens 2011 Plants of Distinction ....... 2
VNLA - Certification Quiz #54 ............................................. 50
VNLA - Certification Quiz Article #54 ............................... 40
VNLA - Field Day and Summer Tour 2011 ......................... 12
VNLA - Invasive Species Update .......................................... 7
VNLA - Member Profile: Plants by Pickwoad ..................... 16
VNLA - Minutes 2011 Spring Board Meeting ....................... 57
VNLA - Membership Survey Summary ............................... 64
VNLA - New Virginia Certified Horticulturist! .................... 62
VNLA – Newsletter AdSpecs/Deadlines ......................... 72
VNLA - Photo Contest Rules & Winner ............................... 15
VNLA - President’s Message ............................................... 6
VNLA - RxCut Membership Benefits ................................. 66
VNLA - RxCut Membership Benefits ................................. 67
VNLA - RxCut Membership Benefits ................................. 68
VNLA - RxCut Membership Benefits ................................. 69
VNLA - Signs: Certified Horticulturist ............................... 48
VNLA - VCH Seal Stampers ................................................. 49
VNLA - Photo Contest ......................................................... 14

This QR Code goes to the Beautiful Gardens website
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 education, train and provide an available skilled labor force.

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

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

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

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

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

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Spring has sprung! Being a landscape contractor I am always anxious for the first warm day in March so folks will start walking in their yards and thinking about spring landscape enhancements. I hope our membership finds themselves super busy this spring filling orders and installing plants!

For those of you who have been keeping a watchful eye on the legislative front, the VNLA has been very busy. This past session of the General Assembly was one of the busiest for our organization that I can remember. There were numerous bills introduced that have or would have significant impact on our industry. Our alliance with the Virginia Agribusiness Council proved to be well worth the investment as they fought for our membership this year. The most significant bill that was passed affecting the VNLA membership was HB1830 which has to do with fertilizer use, labeling and nutrient management plans. I encourage you to read into this and educate yourself for future planning.

First, we scheduled a fall board retreat for a strategic planning session. This is something I have set a goal of having completed by the end of my term. The entire board was very supportive of the process and we look forward to working out more details on that.

Secondly, we had our CPA firm join us to discuss an audit of our books. The CPA firm shared their report with us and thanks to some solid record-keeping and double check systems, there were no issues. The Board of Directors unanimously agreed to continue this auditing process every third year, with a review at the end of each fiscal year. We also agreed to have the Treasurer sign off on the general ledger each quarter so there is a second set of eyes on everything.

Thirdly, we made significant process on our Field Day event. I don’t want to spill the beans, but I can assure you it would be an exciting and well run event this year. Slightly different from what you have experienced in the past, but with great emphasis on how to help us all be better business people.

Lastly, we had our SunTrust Bank advisors attend our meeting to report on our financial investments. This was a much better meeting that in years past thanks to the Dow Jones being back on the rise. We have seen our investment funds almost recoup to pre-2008 levels.

Again, I want to thank you each for your membership. It is through your financial contribution and volunteering of time that the VNLA is able to continue to promote the industry and help you to run a more successful business!

Cordially,

Mark Maslow, VNLA President
VNLA - Invasive Species Update

A few weeks ago the VNLA Board voted to contribute five hundred dollars (money which was already in the budget) toward printing costs for posters and brochures identifying the worst of the invasive species currently plaguing Virginia. Once printed, one of the posters will be distributed to schools to be used in conjunction with their science classes. A different poster will be geared toward recreational hikers and will be displayed in the informational kiosks found at the entrance to most state and local parks. The brochures will be distributed through various outlets including the VNLA booth at any event where it is set up.

These posters and the brochure were developed by the VA Invasive Species Advisory Committee and represent the product of many hours work by a diverse group of volunteers, which included a representative of the VNLA – Mary Williams.

In 2005, the Department of Conservation and Recreation prepared a statewide Invasive Species Management Plan which, among other things, recommended that a committee be formed to coordinate all the activities concerning invasive species. On July 28th, 2006, Governor Tim Kaine signed an executive directive establishing the Invasive Species Working Group which was tasked with implementing the Invasive Species Management Plan. The Invasive Species Working Group then set up the Invasive Species Advisory Committee which is supposed to do the leg work, so to speak, for the Working Group. In 2009, the General Assembly officially passed the Invasive Species Bill.

Very few members of either committee are actually paid by the state, and those that are, are paid through the state agencies for which they work – they don’t specifically get paid to be on these committees. Most of the committee members are people who genuinely care about what becomes of Virginia’s environment and volunteer their valuable time to try to keep invasive species from taking over the state. They represent groups like The Nature Conservancy, the Chesapeake Bay Foundation, Friends of the Rivers of Virginia and the VNLA to name just a few.

During the discussion at the last Board meeting, when we were discussing whether to release the funds for printing the posters and brochures, the question about how the VNLA would benefit from contributing was raised. The obvious answer was public relations; by partnering on the invasive species problem and getting our names out there in print, we would be seen as leading the way in the fight against invasives – which, actually, is not just a perception, it’s
the truth – but this way the public will be made aware of it. But this is really secondary to the best reason for the VNLA to be involved.

Virginia’s invasive species program is in its infancy. It has no budget. It just recently reworked its management plan. Any invasive species eradication efforts have been done at a local level with volunteers from various organizations such as the Virginia Master Naturalists and the Virginia Native Plants Society. There are no plants that have officially been banned from sale, with the exception of Beach Vitex. But if you go to the Department of Conservation and Recreation’s website and look at the Division of Natural Heritage page, you will find a list of plants that represents the species that are being evaluated and how they rank in invasiveness. And since these plants have made it to an official list which has been posted on a state website, I think it is safe to assume that a few people want them gone. Other states – North Carolina, Maryland and Connecticut to name a few – are much more aggressive with respect to how they are handling the problem.

*Ailanthus altissima*, Japanese honeysuckle, Japanese stilt grass and *Paulownia tomentosa* are pretty much universally despised, but there are others on the list that if their sales are restricted, it would cause some financial hardship to our industry. They include *Elaeagnus umbellata*, *Euonymus alata*, *Berberis thunbergii*, *Hedera helix*, *Spiraea japonica*, *Ajuga reptans*, *Vinca minor* and *Viburnum dilitatum*. A lot of you grow these plants and a lot of us buy them and plant them.

I don’t say much at the meetings of the Invasive Species Advisory Committee – I’m there more or less as an observer and quite frankly, the zeal that some of the other members bring to the table scares me a little. But it is that zealousness that is the best reason for the VNLA to be involved with the invasive species committees and the reason why the board ultimately decided to spend the money on printing costs. We have a seat at the table, so to speak. Because we are there, our industry is just a little better represented. We have a voice in the decisions of which plants will be put on the list rather than a voice reacting to which plants have been put on the list. Maybe this seems like a small distinction on the written page, but it’s a huge distinction in reality. I think pretty much everyone believes that Virginia has problems with invasive species, and I think pretty much everyone wants to see the problems solved. I also believe that the two invasive species committees we have here in Virginia are on the right track, but I also think that it’s best that the VNLA is part of the solution.

*Provided by Tom Thompson,*
*VNLA Director, Environmental Affairs Chair*
News - Beautiful Gardens ® Plant Introduction Updates

Rhododendron Introductions

In 2013, Beautiful Gardens ® will promote four exciting rhododendron hybrids. Our evergreen azaleas - *Rhododendron* ‘Koromo Shikibu’ (lavender spider blooming mid-season), *Rhododendron* ‘Sandra’s Green Ice’ (double greenish – white; compact, spreading habit), and *Rhododendron* ‘White Spider’ (white spider blooming early spring) – along with *Rhododendron* carolinianum x ‘Crater Lake’ (small leaf Lepidote rhododendron with light blue flowers) are now available as Stage III tissue culture plants. Sale price is $1.30 per plant which includes a custom portrait tag.

Please contact me for more details (lipsey@vt.edu).

Spring 2012, a limited number of bareroot, double fans will be available for sale from our test site in Blacksburg. Numbers available will be determined following division of plants this summer, but we are hoping for a minimum of 1500. Sale price is $3 per double fan.

IALR has begun commercial production of stage IV tissue culture liners (soil rooted liners with 2-3 true leaves) with the first 1000 plants ready this May. Their production will continue with 1000 plants available every month through September of this year. These plants would need to be grown through first flowering so any possible variations or mutations resulting from the tissue culture process could be eliminated prior to retail sales. We are hoping to keep the sale price below $2 per plant.

Included with the sale price of each plant will be a large, color picture tag.

**Hemerocallis ‘VT Spirit’**

The introduction of our first new plant in 2012 will be through two means due to the initial limited supply of plants.

1. **Mail order through Brent and Becky’s Bulbs** -

   This method allows for the greatest monetary return to the Beautiful Gardens® program while increasing exposure nationwide thus raising demand for sales in future years. We are grateful to the Heath’s for their willingness to partner and to promote our first new plant introduction. Sale price is $25 per double fan + shipping.

2. **Direct sales to VNLA growers through Beautiful Gardens®**

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VNLA Newsletter 9March / April 2011
We are in the process of obtaining a patent for *Hemerocallis* ‘VT Spirit’. Working with a patent lawyer, forms should be complete and submitted by the middle of summer.

Please contact me for purchasing information or questions.

**Hellebore hybrids**

Next on the horizon is the introduction of new, double-flowering hellebore hybrids from breeders Judith and Dick Tyler, Pine Knot Farms. We are very excited about two hybrids that are ready for tissue culture production by IALR. Negotiations are on-going but nearing finalization between parties. When contract details are finalized, we will be releasing more information.

**Beautiful Gardens® Plant Breeding Workshop Updates**

**April 18 at Norfolk Botanical Gardens; 10:00am - 3:00pm**

A hands-on workshop, that will cover the fundamentals of plant breeding. In the morning, a classroom presentation will be given by Dr. Alex Niemiera followed by a box lunch that is included in the class cost. The afternoon will be spent with participants working on hybridization techniques under the direction of two plant breeders – Linda Pinkham, daylily breeder and one of the inventors of *Hemerocallis* ‘VT Spirit’, and Bill Smith, amateur magnolia breeder who is in the process of trialing many of his interesting and potential marketable hybrids.

We encourage anyone interested in plant breeding to attend. Registration information can be obtained from the Programs and Events tab on NBG’s website - http://www.norfolkbotanicalgarden.org/programs-events

**May 27 at J. Sargent Reynolds Community College**

10:00am – 3:00pm

The same format will be used as at Norfolk Botanical Gardens, again with Bill Smith in attendance as well as staff from Virginia Tech involved with potato and strawberry breeding.

Lisa Lipsey, Program Coordinator, Beautiful Gardens®,
http://www.beautifulgardens.org/
Virginia Polytechnic Institute and State University, Department of Horticulture, 301 Saunders Hall, Blacksburg, VA
24061, 540-231-6961, llipsey@vt.edu

---

**VNLA – Beautiful Gardens at Governor’s Mansion**

“Plants of Distinction” Planted at the Governor’s Mansion

The south front garden at the governor’s mansion was the scene of planting the “Plants of Distinction” 2010-2011 from the Beautiful Gardens Program. In April, the Mansion will be open for Garden Week in Virginia. First Lady, Maureen McDonnell was excited to work with the Beautiful Gardens to prepare for it anniversary year in 2013. For more information

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<table>
<thead>
<tr>
<th>Nursery Donor</th>
<th>Plants and Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sandy’s Plants</td>
<td>22 Crested Iris ‘Tennessee White’ 3 quart, 10 Hellebore ‘Pine Knot Strain’ 3 quart, 23 Stokesia ‘Peachies Pick’ 3 quart</td>
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<tr>
<td>Tankard Nurseries</td>
<td>3 Yucca ‘Color Guard’ 3 gallon</td>
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<td>Shreckhise Nurseries</td>
<td>9 Boxwood ‘Green Velvet’ 15”, 3 Arborvitae ‘Steeplechase’ 5’</td>
</tr>
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<td>Brent &amp; Becky’s Bulbs</td>
<td>50 Daffodil ‘Golden Echo’, 100 Daffodil ‘Jamestown’</td>
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<tr>
<td>Hanover Farms</td>
<td>11 Autumn Fern 3 quart</td>
</tr>
<tr>
<td>Bennett’s Creek Nursery</td>
<td>1 Redbud ‘Hearts of Gold’ 5’</td>
</tr>
<tr>
<td>Colesville Nursery</td>
<td>3 Winter Hazel 3 gallon, 3 Redbud ‘Don Egoff’, 5’ 7 Hydrangea ‘Snowflake’ 3 gallon, 5 Virginia Holly 5’</td>
</tr>
<tr>
<td>Glen Allen Nursery</td>
<td>14 Encore Azalea ‘Autumn Chiffon’ 3 gallon, 1 Boxwood ‘Dee Runk’ 3’</td>
</tr>
<tr>
<td>TBD</td>
<td>4 Pineapple Lily 3 quart</td>
</tr>
<tr>
<td>Shipp &amp; Wilson Landscaping</td>
<td>Design, delivery and Coordination:</td>
</tr>
</tbody>
</table>
and a drawing of the landscape plan, please refer to the November/December Newsletter on pages 8-9.

Additions to the Executive Mansion Garden

The list on page 10 of ‘Beautiful Gardens’ plants were needed to complete the promotional garden at Virginia’s Executive Mansion. Thanks to the following nurseries for donating for the work day March 21st and the dedication Arbor Day April 29th. Bulbs will be planted later in the fall!

THANKS to the donors listed in the table on page 10!!

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- Legislative issues.
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- New trends, plant material, methods.
- What’s your biggest management problem?

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one of the world’s largest camellia nurseries.
This year’s Field Day and Summer Tour is shaping up to be one of the best yet! Hosted by Ingleside Plantation Nurseries and Winery, the VNLA promises a fantastic experience learning, networking, and enjoying everything our industry has to offer.

Field Day will be held on Wednesday, August 17th and will be filled with opportunities for nursery tours, wine tasting, and learning from two excellent speakers.

We are pleased to announce Dr. Paul Cappiello, Executive Director of Yew Dell Botanical Gardens in Kentucky and self-described plant, garden and science geek. Dr. Cappiello is known locally, nationally and internationally for his work on selection, introduction and evaluation of new ornamental plants for the landscape. In addition, he and TN nurseryman Don Shadow recently authored the first major book devoted exclusively to Dogwoods.

We are also pleased to announce Mr. Chris Beytes, editor and publisher of GrowerTalks and Green Profit magazine. He’s also the author of the weekly news and commentary e-mail Acres Online, which reaches almost 17,000 floriculture professionals around the world. Chris will teach us about the latest in greenhouse and garden center trends, innovations, and ideas.

And what could make a summer day out of the office better than a glass of wine! Ingleside will be showcasing their vineyard and winery with tastings throughout the day.

NEW THIS YEAR, the Summer Tour will begin on Wednesday evening with a wine pairing dinner at Ingleside. Following dinner, attendees will be whisked away (no driving after wine tasting!) for a night’s accommodation at Stratford Hall Plantation, birthplace of Robert E. Lee. In the morning after breakfast, we will enjoy a private tour of Stratford Hall and the gardens and grounds.

Then it’s on to George Washington Birthplace National Monument and Thomas Stone National Historic Site for a tour of the National Park. Finally, we will head back to Ingleside Plantation Nurseries to pick up cars and head out on your own to visit one (or many) of the local nurseries who have kindly opened their doors to visitors for the afternoon.

More details to come.
Stay tuned!

Provided by Sonya Lepper Westervelt,
VNLA Director
and Public Relations Chair
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.
Go ahead .... shoot!

a Plant
a Nursery
a Landscape Design or installation
any Green Industry object you think would make a great photo

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
Winner of the March/April 2011 Photo Contest

“Pink Peony”

Photo Winner: Jane O’Keeffe
Rifton Farm & Nursery, Floyd, VA
Canon Power Shot

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

VNLA Field Day
August 17, 2011
Ingleside Plantation
Nurseries & Winery

VNLA - Photo Contest Rules & Winner

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

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

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

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

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

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

7. Model Release forms are required with each photograph which contains a clearly identifiable person. Release forms are available from the VNLA office, on request, and are also available for download from the VNLA website at Model Release in MS Word format or Adobe PDF format. Judging done by the VNLA Communication Committee. All decisions are final.
Member Profile – Plants by Pickwoad

Vickie and Michael Pickwoad

“We both have been in this business for a number of years, Michael far longer than me – I think it’s more than 30 years for him” says Vicky Tice Pickwoad, co-owner of Plants by Pickwoad. She along with Michael Pickwoad run the company. They are located in Scottsville, VA. Vickie attended Albemarle High School in Charlottesville, VA. She also attended college at University of British Columbia in Vancouver, BC and Mary Baldwin College in Staunton, VA. Michael attended High School in Severna Park, MD and college at Haywood Technical Institute, Clyde, NC

“I came to the nursery industry after years of working in the field of natural resource management, and sustainable forest management The firm I worked with managed properties all over the United States and Europe, so I travelled to wherever the properties and clients were located.” “Anyway, I was a sales rep for a large wholesale nursery, and was frustrated because I kept receiving requests from my clients for plant material that the nursery didn’t grow, and wouldn’t bring in because of the smallish quantities. Now, I understand large wholesale nurseries operate in a different mode, but in my territory, probably 95% of my accounts were small companies, and I couldn’t meet their plant material needs.”

“This company was started to help clients with real needs Every company starts small, and Plants by Pickwoad, Inc. wants to help them Small companies usually can’t afford to have a dedicated procurement staff person – usually it’s the owner trying to wear many different hats In any given day, the owner may get a crew started on a job, meet with a prospective client and finalize details about an upcoming job, make sure the crew is working smoothly, throw in some phone calls, and somewhere in all this, somebody has to find the plant material, determine the pricing, get it ordered and have it at the job site That somebody is Plants by Pickwoad, Inc As we tell our clients, you can be selling jobs or checking on jobs, or running all over picking up plant material It’s your choice.”

“We try hard to work with suppliers within Virginia (keep the money at home), but we will go wherever we need to get the best plant material And, it’s far easier for the plants if they are grown and acclimated where they are going to be permanently installed We work with a good group of suppliers, some small, most are medium sized growers We buy what they grow well.”

“One of our current favorite stories involves a landscape contractor that we work with frequently One of his largest clients had to have a large Picea pungens var. ‘glauca’ – a Christmas tree in the front yard Big tree, bigger than anything we could find in Virginia, and believe me, we checked! Finally, found just the tree, but it was hundreds of miles away, in the snow The homeowner said that was just what they wanted, and so away we went Hauled that tree back to Virginia, and the homeowner was ecstatic The contractor looked like a miracle worker.”

“Of course cost factors into the equation as well We work very hard to keep our pricing fair Particularly in light of the last couple years, contractors are more price conscious than ever (as are their clients), and we have to be competitive We have found that if people are treated fairly, we provide a good product at a fair price, they will come back Our folks are satisfied, their clients are happy – it’s all good As the biblical saying goes, “Do unto others as you would have done unto you”

“We do try very hard to treat our clients fairly and be responsive Does it always work? No, but we’re working on it.”

“The Other Chic” running through the pasture – just for the fun of it. Photo Credit: Claire Sky Photography

“We have a horse farm and my job is to keep things running smoothly I really enjoy our vegetable garden – especially eating all the fresh veges We grow enough vegetables to enjoy all year, plus give away to others.

I have an apiary; currently with 6 honeybee hives Since I started the apiary, it is amazing to see how much more productive all the plants are at the farm The fruit trees, vegetables, flowers all do so much better Last year we extracted enough raw honey to have all year, plus give away It’s really good – very mild”
“It’s not really a hobby, more of a calling, and a way to give back to others – I participate in mission trips. A couple years ago, I went to Russia with a group; we worked with a school and taught a version of vacation bible school to adults and children in the evening. We helped do some much needed repair work at the school. This summer I’m planning to go to Peru to help establish community gardens. The small villages are eager to learn how to plant and grow the seeds we bring. We teach the bible while we’re on our knees planting seeds.”

Michael Pickwood
Market Niche and Business Philosophy:
“That’s pretty easy, to be their eyes and ears in the nurseries to acquire the best material for them.”

Business Philosophy:
“To find and purchase the best plants, at the best price and have them to the job site on our clients schedule.”

Best Idea I Ever Stole:
“The neatest thing about the nursery industry is you don’t have to steal ideas. Many of the best ideas are readily shared if you only ask. Thank goodness for old timers to pass them on.”

Favorite Plant: Azalea
Favorite Flower Color: Purples
Best Habit: Getting up early.
Worst Habit: Not knowing when to call it a day.

Hobbies: Bee Keeping, our farm, Wintergreen Adaptive Skiing, fishing with the dogs.

Dream Vacation: My wife and I together, anywhere

Heroes: God, my parents, my wife
Favorite Quote: Do unto others as you would have them do unto you.

Aspirations: To live to be 101 years old. To pass on what I know to younger nursery people.

Hardest Part of Your Workday: When you do your hobby, none is hard.

Best Part of Your Workday: Getting back to the farm.

Helpful hint when handling employees: Listen to my wife. Talk things over, work a joint game plan when taking on a project.

Hottest Upcoming Trend: Sustainable gardening, victory gardens again.

Best Advice Ever Received: Treat every plant and every project as if you owned them. You do until you finish and leave.

Biggest Challenge: The economy for 2009 and 2010

Future Plans: Open a small holding facility at our farm. Hopefully, start doing some of our own growing To pass our knowledge onto another generation of nursery folks.

How has the Industry Changed: In 1974, you only worked 9 ½ months a year, and collected unemployment the rest. Now if you don’t work every day you get left behind. Too much technology The old planting methods have proven to be some of the best.

What do you know now, that you would have liked to know when you started in business: To take better care and respect for my body.

Where do you think the green industry is going: Unfortunately into consolidation The big corporations will start controlling pricing and availability The small family-owned nurseries are the backbone of our industry and we need to support them.

How has the industry changed: A few years ago, anyone with a pickup truck, a shovel and a rake (not to mention a mower) called himself a landscaper The economy over the past couple years has “weeded” out folks who shouldn’t have been in the business in the first place That may be one of the silver linings in the economy cloud Another, I believe is companies have gotten leaner – it’s easy to add top level people when times are good and jobs keep coming Now, that isn’t the case, and I don’t know that it’s a bad thing – I believe most of us needed a reality check The companies that are still in business have been through some tough times Tough times make you strong, and make your company strong.

The green industry is dynamic, and I believe exciting times are ahead for those willing to keep what’s good, throw out what’s not working and change when necessary.

Edited By Sandy Miller
News - Saving America’s Great Watersheds One Yard at a Time

Greener Plants Concept Takes Root

An initiative by a Virginia nursery developed with the support of the Chesapeake Bay Foundation is taking root, as the garden industry, watershed protection groups and the public push to improve water quality through a movement that starts in the homeowner’s yard.

Following years of commitment to responsible growing practices that promote water conservation and reduce pollution and runoff, Eastern Shore Nursery of Virginia in late 2010 launched its Greener Plants® brand. Grown under an award-winning nutrient management plan and methods that minimize impact on the environment and Chesapeake Bay, the nursery is using its Greener Plants concept towards a larger goal: The aim is to encourage consumers to adopt environmentally responsible growing practices at home that will help clean up and preserve America’s watersheds. A 2010 Gallup Poll showed that a majority of Americans would prefer to buy environmentally friendly products.

“From in the yard, to streams, rivers, bays and the ocean, better growing care at home will help generate an improved water environment for all,” says Nick Covatta, co-owner of Eastern Shore Nursery of Virginia. “This will also help the gardening industry as more people seek ways to be better stewards at a local level. We expect this to increase demand for greener plants and the products that go with them, such as soaker hoses, mulch, slow-release fertilizer and products to reduce water usage and runoff. Business is up this year in general as a more positive outlook grows throughout the economy. We’ve seen a lot of additional and new orders over 2010.”

To help consumers grow more responsibly, Eastern Shore Nursery has launched the www.greenerplants.com website to provide consumers with a wide range of educational information and instruction. The full line of Greener Plants will be available starting in spring 2011, including the nursery’s Hollybrook Orchards® brand of fruit trees, berries and nuts.

What began with a focus on the Chesapeake Bay and its watershed is capturing the interest and support of a range of environmental groups and

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the garden center industry. The Partnership for the Delaware Estuary, West Virginia Rivers Coalition, Massachusetts Watershed Coalition, Mullica River Watershed Coalition, Friends of Bombay Hook, Potomac Riverkeeper, Shenandoah Riverkeeper, Lynnhaven River Now and the Elizabeth River Project are among the organizations whose websites will soon be posted links on greener-plants.com. Stauffers of Kissel Hill garden centers and supermarkets are among the many garden centers from North Carolina to Illinois to Maine that will carry the Greener Plants brand.

“Our customers are passionate about gardening and the environment, that’s why we are now selling Greener Plants,” says Jere Stauffer for Stauffers. “The Eastern Shore Nursery’s focus on water conservation and recycling places them in a leadership position in the industry. Their products will carry the new plant tag calling out the advantages of their green initiatives. These plants will help bring a better awareness to homeowners on what they can do in their own yard to improve America’s great watersheds. This is a great connection with the local Lititz Run Riparian Project and its watershed here in Lancaster County.”

Eastern Shore Nursery owners have long been practicing what they preach, including recycling irrigation water, trickle irrigation of trees, using slow-release fertilizer and grading their production fields so that the runoff stays on their farm and does not flow into the streams and creeks running into the Chesapeake Bay. The irrigation water source is precipitation and surface aquifers in the top 15 feet of soil, all of which is non-potable water. Native grasses, woods and vegetation have been left undisturbed to filter runoff from the nursery. The Chesapeake Bay Foundation (CBF), whose mission is to “Save the Bay,” worked side by side with Eastern Shore Nursery of Virginia as they developed environmentally responsible practices. CBF and Eastern Shore Nursery’s shared vision is featured on the nursery’s Greener Plants tags.

“The Chesapeake Bay Foundation applauds Eastern Shore Nursery of Virginia as a model plant grower for managing nutrients in a manner that protects water quality in streams, rivers and the Chesapeake Bay,” says William C. Baker, President of the Chesapeake Bay Foundation. “As one of the first nurseries in Virginia to implement a Certified Nutrient Management Plan and for being recognized for their water conservation, Eastern Shore Nursery of Virginia’s efforts to grow plants in an environmentally responsible manner serve as a model for the entire plant nursery industry.”

Eastern Shore Nursery of Virginia was established in 1966 in Keller, Virginia on the watershed of the Chesapeake Bay. The wholesale nursery grows more than 400 varieties of trees and shrubs for garden centers, re-wholesalers and landscapers from North Carolina to Illinois to Maine. The nursery is owned and operated by Covatta and his wife Robin Rinaca, along with partner Mark Hopkins.

www.esnursery.com
Contact: Scott McCaskey at Goldman & Associates Public Relations at 757-625-2518 or at: scott@goldmanandassociates.com

The U. S. National Arboretum is suspending actions to remove the Glenn Dale azaleas from our extensive collection of azaleas, as well as the National Boxwood Collection and Perennials Collection, subject to further discussions with stakeholders about the process and criteria for decisions about our collections. Although the resource challenges facing the Arboretum which initially led to these decisions are still very real and in need of solution, we want to reassess our current resource use and opportunities to expand private support before we reduce or eliminate collections the public so values.

We have heard and appreciate the public outpouring of comments and concerns about deaccessioning the Glenn Dale azaleas and the boxwood and perennials collections. Managing resources through difficult times is challenging, but with the advice and guidance of our many stakeholders and colleagues we hope to develop an effective and well-understood policy for implementing decisions about our collections, as well as innovative approaches to developing new resources to sustain and support the Arboretum.

Please share your ideas and recommendations regarding these issues by responding to the questions we have posted in a new comment box on this website here. We are eager to add your ideas to our decision-making processes.

Colien Hefferan, Director
News - The U.S.-China Chinese Garden Project at the U.S. National Arboretum

The State Forestry Administration of the People’s Republic of China and the Department of Agriculture of the United States intend to cooperatively construct a Classical Chinese Garden as a gift from the Chinese people to the American people on approximately 12 acres within the boundaries of the United States National Arboretum in Washington, D.C. Upon completion, the U.S. National Arboretum will have sole ownership of the China Garden, and Chinese cultural events will take place onsite to enhance the traditional friendship between the Chinese people and the American people. The People’s Republic of China is to provide some 22 structures, classical Chinese art and furnishings, as well as the landscaping and rockeries, while the United States will provide site preparation and maintain the completed Garden. The National China Garden Foundation, a 501(c)(3) non-profit organization, was established in early 2011 to raise funds for the project. China and the United States have recently taken the following steps on the China Garden:

The two countries agreed to sign a Memorandum of Understanding between the State Forestry Administration of the People’s Republic of China and the Department of Agriculture of the United States of America. Through this Memorandum, both countries expect to continue cooperation until completion of the Chinese Garden. Secretary of Agriculture Tom Vilsack and Chinese Ambassador Zhang Yesui will sign the memorandum of understanding on January 24, 2011. Madame Jiang Zehui, who is the Executive Director for the Chinese side on China Garden, will be present and witness the signing.

News - Successful Pilot Project in Richmond Recycles Nearly 4 Tons of Plastic Pots

Have you heard it? Every spring: “How can you call yourself the “green” industry when you rely on so many plastics? Why can’t you recycle those plastic pots?” Consumers don’t like to have to dispose of all those plastic garden containers. Across the U.S., millions of pounds of agricultural plastics, including flower and

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vegetable containers, are discarded in the local landfills every year. The nursery and greenhouse industry is one of the few growth sectors in Virginia agriculture. With increasing focus on promoting the nursery and greenhouse industry as the original "Green" industry, we wanted to address container recycling.

Initially, we contacted most of the municipal recycling centers in Virginia and found only a few that accepted plastic garden containers for recycling. Being mindful of Delilah Onofrey's admonition, "Since we don't have the power to influence the entire garbage collection industry, the best we can do is create programs that make it easier for growers and consumers to recycle plastic pots." (Greenhouse Grower, Sept. 2008; http://www.greenhousegrower.com/view-points/delilahonofrey/?storyid=1311#), we decided to create our own container collection program.

In a joint effort between members of Virginia Cooperative Extension (VCE), the Virginia Green Industry Council (VGIC), the Virginia Flower Growers Association (VFGA), the Virginia Nursery and Landscape Association (VNLA) and the Virginia Master Gardener Association (VMGA), we developed a Container Recycling Pilot Project in the Richmond area in April 2010. By November, we had collected over 50 pallets, more than 7500 pounds, of plastic garden containers and flats. Several additional pallets of collected material were removed for reuse by schools, community colleges, community gardening groups and other businesses in the area. So, how did we do it?

**Identify a point person.** John Ignosh is a Virginia Cooperative Extension (VCE) specialist focused on issues related to disposal of agricultural wastes, including plastics. Ignosh published information concerning plastic reuse and disposal at the Biological Systems Engineering Agricultural Byproduct Extension website (http://www.bse.vt.edu/green/Plastics/overview.htm). This site provides details on the post-consumer plastic recycling market, energy prices, plastic brokers and recyclers, best practices developed in other states, a local recycling center mapper (Earth 911), along with information related to waste diversion efforts in Virginia. In response to requests for recycling information from commercial greenhouse and nursery operations, Ignosh initiated educational efforts in 2009 with two grower group meetings and a web-based session detailing novel waste plastic utilization technologies.

**Identify the players.** With the assistance of the Virginia Tech Department of Horticulture, Ignosh identified the players. A simple survey distributed at local and statewide green industry meetings identified greenhouse and nursery operations interested in recycling their own plastic wastes and/or in collecting consumer material. Associations like the VGIC, VFGA, VNLA and VMGA were immediately interested in supporting and promoting the effort. Through these groups and the industry surveys, we identified the garden centers in the Richmond area which had a strong interest in developing a consumer recycling program. We met with these retailers, representatives of these interested associations, and a local plastics broker to develop a Pilot Project for the Richmond area. Only one of the operations, Strange's Garden Center, committed two of its locations to the initial program in April 2010. Boulevard Flower Gardens, one of Today's Garden Center's Revolutionary 100 Garden Centers for 2011, joined the program in June and Cross Creek Nursery & Landscaping joined in September.

**Identify the recycling partner and collection requirements.** Plastics must be sorted by resin codes and not all recyclers accept all codes or types of plastic. After researching the possibilities, we partnered with East Jordan Plastics (East Jordan, MI) because they accepted all types of garden containers and were willing to work with us on the Pilot Project. They were even willing to pick up less than a full truckload if necessary. Containers had to be sorted by resin code, nested and palletized.

**Develop and distribute educational resources to the participating garden centers.** Not the strongest part of our effort in 2010, we recommend that these materials be developed and distributed to garden centers and volunteers before the program is promoted. Lisa Sanderson, Extension
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Educator and VCE Master Gardener Coordinator for Henrico County, developed several signs and brochures for use by the garden centers to assist consumers and volunteers in sorting the plastics. Luurtsema Sales, Inc., another container plastic recycler in Michigan, contributed a customized recycling sign for our program. As we prepare for 2011, we are developing posters and display boards containing the variety of containers that comprise each resin code to post at the collection bins to improve proper sorting, especially by consumers. In addition, we are conducting training sessions for volunteers interested in assisting with the project.

Henrico County Extension Master Gardener volunteers sorted pots dropped off by garden center customers by resin code into bins during the summer festival at Strange's Garden Center, Broad Street. Strange's set up a shade structure to protect the volunteers. When volunteers worked in the parking lot, they attracted a lot more attention from customers, which gave them more opportunities to educate our consumers.

Identify interested volunteers or public service groups. There is no question that collecting consumer plastics requires a commitment of time, resources and space by the participating garden center. However, the assistance of interested volunteer groups was critical to the success of our Pilot Project. In the Richmond area, the Extension Master Gardener (MG) program is very active. With Sanderson's strong leadership, twenty-one Henrico Extension MG volunteers invested 84 hours in educational programming on recycling for consumers at Strange's Garden Center, as well as in sorting and consolidating the collected containers onsite. At Boulevard Flower Gardens, students from the local high school's vocational education program provided assistance in sorting and consolidating pots at a nominal cost.

Identify regional collection sites and methods of handling the collected containers. A major issue for the Pilot Project was how to consolidate the pallets in a single area for pick up by the recycler. Although East Jordan Plastics was willing to pick up at more than one location in Virginia, they couldn't stop at every retailer that collected a few pallets. In the Richmond area, the manager of the Griffin Greenhouse & Nursery Supplies warehouse, Jeff Wetsel, was willing to collect palletized containers from these participating garden centers, return the pallets to the warehouse and store them there until they were picked up by the recycler. This allowed removal of full pallets from the retail locations on a regular basis, reducing their clutter and storage issues. Storing the pallets in the warehouse kept the materials dry and allowed easy access and good working conditions for volunteers who did a final sorting and consolidation of the containers prior to pick up.

Publicize the program to consumers. We used local press releases, the plastics disposal website as well as the garden centers' websites to advertise the collection effort and sites to the public. Consider local promotions tied in with Spring gardening events at the garden centers or larger promotions such as a Fall Garden Cleanup. Our pilot project missed the Spring events but our Fall Garden Cleanup press release and flyer distributed by the garden centers was very effective in bringing in containers -- and customers.

Open the collection program to landscapers. Garden centers were not able to receive and process containers from landscapers. Therefore, we made the program available to them by receiving the palletized material at the Griffin warehouse. We required that they be nested, palletized and shrink-wrapped. The uniformity of their containers made them easy to process.

Open the collection to wholesale growers. In early fall, we opened the collection up to growers in the Richmond area as well. Several pallets of plug trays, flats and containers were collected. Again, Griffin Greenhouse Supply picked up the pallets and stored them at their warehouse.

Consolidate the material and arrange pick up by recycler. The final effort in the process was to consolidate the material. Many of the pallets of collected pots were only loosely nested due to the nature of collecting small quantities from a variety of sources at any one time. The Richmond area Extension MG volunteers held two work parties in the Griffin warehouse to pull out the pots, sort and clean them as necessary, and stack like pots back into the bins to maximize the amounts of plastic per pallet. We estimate that about 42 hours of volunteer time was required to consolidate one tractor trailer load of plastics in our Pilot Project. Most of our plastics were collected in "pumpkin" bins secured to wooden pallets. The garden centers purchased the bins (~$10 each). These were stackable but handling and loading them into the recycler's trailer required a fork lift and operator which, for our Pilot Project, were supplied by Griffin Greenhouse & Nursery Supplies. The pallets collected by the recycler's truck were delivered and processed within a week after we notified East Jordan Plastics that the material was ready for pick up.

Conclusions

With over 50 pallets of plastics collected, we actually had more material than would fit on the recycler's trailer. A total of 7516 pounds of plastic was sent to East Jordan Plastics. 52 percent of that was high density polyethylene (resin code 2), 30% polypropylene (resin code 5) and 17% polystyrene (resin code 6). The total value of the shipment was just over $400 which was donated to the VMGA for their State Master Gardener Coordinator endowment fund. In addition to recycled plastics, several pallets of
containers were removed from the collection to be reused by schools, community colleges, community groups and Master Gardeners who do local plant sales, and some were even reused by other commercial growers.

**Was it worth it to the garden centers?** Tom Rush, garden center manager at Strange’s Garden Center, Broad Street location, said, "It was good public relations and increased repeat visitors returning their pots. We’ve learned a lot this past year and with additional promotion at our Spring events think that we can increase consumer participation and manage the collection more efficiently this year."

**Mark Landa**, president of Boulevard Flower Gardens, said, "The Fall Cleanup promotion significantly increased traffic in our store. Customers saw the pot collection as an added value to their visit. The promotion of the container recycling program which lists the participating garden centers was a great source of free publicity for us."

**We consider the Pilot Project to be a huge success for our first effort.** Now that we have an estimate of consumer interest and of the amounts of recyclable materials we can expect to collect, we can look at ways to increase the efficiencies of the processes. This will be critical to making this a statewide “green” initiative in 2011. Reducing shipping distances and increasing product density through tighter nesting or perhaps by grinding the material prior to shipping would significantly enhance the efficiency.

After meeting with the principals involved in the Pilot Project, we have identified the primary challenges to expanding this project statewide:

1. Provide additional education of Extension MG volunteers and, through them, of consumers.
2. Coordinate volunteer support of local garden center plastics collection efforts.
3. Improve the collection process to reduce later sorting, cleaning, and consolidation.
4. Identify regional participants (like Griffin Greenhouse & Nursery Supplies) that can assist with consolidation and storage of collected pallets.
5. Increase efficiency of handling material; perhaps by using a grinder to reduce volume at the pallet consolidation locations, or a mobile unit to use at major garden centers.
6. Identify recycling facilities for these materials that are in closer proximity to our major collection sites.

We’ll be addressing these issues and more as we proceed with implementing a statewide container collection program in 2011.

*By Joyce Latimer, John Ignosh, Lisa Sanderson, and Dave Close - Virginia Tech*
News - Virginia Container Recycling Program in 2011

Although we don’t have all the bugs worked out, we will have a statewide container recycling program for 2011. The two critical pieces that we identified with the Richmond pilot project in 2010 were volunteers for education and plastics consolidation – the Extension Master Gardeners – and partners willing to physically collect and store the pallets – Griffin Greenhouse & Nursery Supplies.

The Extension Master Gardener program is a statewide program and we have identified interest in container recycling across the state. With their assistance, we can promote container recycling to consumers, educate those consumers on how to prepare and sort their containers for recycling, and in some cases assist garden centers with collection and sorting.

Griffin Greenhouse & Nursery Supplies has agreed to collect pallets from operations in their delivery area (within ~150 miles of Richmond). Wetsel (Harrisonburg) and Maryland Plants & Supplies (Baltimore) have agreed to participate in collecting and storing pallets from the rest of the state.

How can you participate?

You must register with the program by contacting Joyce Latimer (540-231-7906; jlatime@vt.edu). We will provide educational and promotional information for your use in promoting the program. You will be listed on our website as a participant in the program. If you have gardening events where you would like to have Extension Master Gardener participation to promote container recycling, contact Dave Close (dclose@vt.edu) and we will try to accommodate your request. Obviously the more notice we have, the more likely we are to be able to help.

Your garden center or growing operation is responsible for collecting and sorting the plastics by resin code onsite. The educational material will provide this information. You must provide stackable bins/boxes in which to collect the containers. Full pallets of larger, uniform containers can be shrink-wrapped to a maximum height of about 60 inches. Yes, this is a time and financial commitment that you must make to participate in the program. However, the participants in 2010 considered it worth the investment. When you have full pallets of sorted plastics, contact Joyce to arrange for pickup of the pallets. Do NOT foist these pallets onto the truck drivers from Griffin, Wetsel or Maryland Plants.

Be aware that any funds paid for the recycled plastics will be donated to the VMGA’s State Master Gardener Coordinator endowment fund. Our program is primarily aimed at retail operations to address the consumers but we will also accept containers from commercial greenhouses and nurseries and landscapers as long as the material is clean (loose dirt knocked out), sorted and palletized. If you have large amounts of containers that you want to recycle from your own operation and you don’t want the funds donated to VMGA, contact us and we can help you find a recycler that may work with you directly depending on your volume.

To participate in 2011, contact Joyce Latimer 540-231-7906 or jlatime@vt.edu

News - Emerald Ash Borer Online Course

Module Objectives

Emerald Ash Borer (EAB) is an invasive wood boring pest that is native to Asia. Since its discovery in southeastern Michigan in 2002, it has killed millions of native ash (Fraxinus spp.) trees in the midwestern United States and Canada. Experts predict that EAB could spread throughout 25 eastern states over the next ten years without effective suppression measures. A key to slowing EAB spread is early detection and rapid response, which requires education of citizens and resource professionals. This free online course provides an overview of EAB ecology and will empower learners to effectively detect and manage EAB in their communities.

6 modules total:

1. Introduction
2. Ecology
3. Identifying EAB and its Hosts
4. Monitoring
5. Management
6. Information Resources

Virginia Tech is offering this online course for Emerald Ash Borer. The course comprises of six training modules and is hosted on the National Plant Diagnostic Network (NPDN) Training Site. To take the modules, you must first create a new account (free) on the NPDN website: http://cbc.at.ufl.edu/login/signup.php

Once you have registered with NPDN, you will be taken to the training module page where you will find the links to the six emerald ash borer modules.

If you plan to take this course for Continuing Education Units (CEU’s),
you must receive a 70% on all 5 post-tests.

Once you have successfully completed the tests, a link to the certificate of completion (.pdf) appears above your module scores.

You must email or send this certificate to your organization in order to receive CEU's.

Organizations that have approved this course for 1.5 CEU's:
- Society of American Foresters
- International Society of Arboriculture
- VA Nursery and Landscape Association
- VA Master Gardeners
- VA Master Naturalists

Developed by: Eric Wiseman, Sarah Gugercin, Dave Close, and Heather Boyd

Funded by: The USDA Forest Service, Forest Health Protection

Please contact Sarah Gugercin, dickinso@vt.edu if you have any questions or concerns. Visit http://www.hort.vt.edu/eab to get started!

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**News – Virginia General Assembly Review**

**Virginia Agribusiness Council Praises General Assembly For Legislative Efforts Favorable To State Agribusiness Industry**

Richmond, Va. – The Virginia Agribusiness Council and its members today praised the 2011 Session of the Virginia General Assembly for its passage of key legislative proposals that protect the interests and advance the commitment to water quality of the agribusiness industry across the Commonwealth.

Council members were pleased that the General Assembly strengthened constitutional protection of private property rights, provided funding for Virginia Cooperative Extension agents and established guidelines to restructure the extension program, and established sensible animal care standards. Virginia’s professional turf and agriculture industries also joined with legislators in supporting proposals to protect the state’s water resources.

“The Agribusiness Council took a proactive approach to several critical industry issues this year including industry-driven environmental stewardship in light of the Chesapeake Bay TMDL (Total Maximum Daily Load) amending Virginia’s constitution to provide additional property rights protections, addressing the critical role of Virginia Cooperative Extension for the agribusiness community, and establishing basic care standards for agricultural animals in keeping with industry practices,” noted Council Board Chairman Ollie W. Kitchen, Jr. of MeadWestvaco in Covington.

“We had great results working with the legislature to address these proactive, industry-driven measures. I’m very pleased to report that the Council’s efforts to represent agribusiness-
es across the Commonwealth were met with successful results during this General Assembly session.”

The following key issues and the resulting legislation passed by the 2011 General Assembly were cited by the Council for protecting the interests of its members:

**Lawn Fertilizer Restrictions and Nutrient Management for Golf Courses**

Through legislation introduced by Del. Ed Scott and Sen. Ryan McDougle, the Virginia Agribusiness Council’s members in the professional lawn care, golf course, and landscape industry voluntarily agreed to help reduce urban nutrient loss for Virginia’s streams, rivers, and the Chesapeake Bay. Beginning in 2014, lawn maintenance fertilizer will no longer contain phosphorus and all lawn fertilizers will have “good practices” labeling. By 2017, all public and private golf courses will implement a nutrient management plan. The Commonwealth is encouraged to provide consumer education on best practices for lawn care and provide consumers a list of lawn care operators who are in compliance with regulations. These voluntary actions by the turf industry will enable the state to meet many of the 2017 goals set out in its Watershed Implementation Plan which has been accepted by EPA and included in the Chesapeake Bay TMDL.

**Agricultural Water Quality Implementation Goals**

In light of the Chesapeake Bay TMDL, the Council advocated for farmers to be provided both flexibility and certainty in meeting water quality goals. This effort led by Del. Ed Scott calls upon farmers to develop and implement “Resource Management Plans.” By providing a level of “safe harbor” the legislation creates a strong incentive for farmers to adopt and maintain a Resource Management Plan containing best management practices that are most effective for their unique operations. The legislation will increase the implementation rate of agricultural best management practices needed to meet the challenging Chesapeake Bay TMDL goals. With only one vote in opposition, the General Assembly wholeheartedly supported allowing farmers to develop whole-farm conservation plans as their contribution to improving water quality statewide.

**Private Property Rights**

After four years of effort, property rights protections prevailed as the 2011 General Assembly passed a resolution spearheaded by Del. Johnny Joannou. In 2007, the General Assembly enacted law to define “public use” to ensure that private property cannot be taken by a public entity for a private benefit or gain. The resolution passed this year places similar provisions in the Constitution and defines the just compensation landowners should receive when their property is taken by eminent domain. Provided this resolution passes the 2012 General Assembly and voters in November 2012, stronger protections for private property rights will be included in Virginia’s Constitution - a key victory for all landowners.

**Virginia Cooperative Extension**

A new restructuring effort for Virginia Cooperative Extension will include agribusiness industry stakeholders along with local government and extension agents. The General Assembly agreed with Council members that such involvement is critical to an effective new structure. Extension provides farmers essential information for their operations and leadership 4-H programs for youth statewide. Additional funding from the legislature will also allow vacancies in Extension staffing across the Commonwealth to be filled.

**Agricultural Animal Care**

The Council and industry partners took a proactive step by examining Virginia’s laws pertaining to the care of agriculture animals and determining that care standards for agriculture animals should be established. Del. Bobby Orrock and Sen. Philip Puckett carried legislation that will create a specific, reasonable standard in law for agricultural animal care to protect both animal welfare and responsible animal husbandry practices. Also supporting this important measure were the Virginia Veterinary Medical Association, local governments, animal control officers, and the McDonnell Administration.

The Virginia Agribusiness Council represents agricultural and forestry producers, suppliers, marketers, processors and commodity associations in the Commonwealth with a unified voice through its government affairs activities. The Council has a combined membership of over 40,000. For more information on the Virginia Agribusiness Council, visit www.va-agribusiness.org.

Contact: Katie K. Frazier, (804) 643-3555 (katie.agribusiness@att.net)
Legislation – VAC National and State Issues Forum

March 31, 2011. Glen Allen, VA. The Virginia Agribusiness Council hosted a national and state issues forum in Richmond on March 21st.

The forum was moderated by Eric Holter of the VAC. The forum consisted of a national issues program in the morning and a state issues program in the afternoon. The VNLA sponsored the meeting; lunch was sponsored by Farm Credit of the Virginias and MeadWestvaco. There were about 38 attendees – most from the farm and timber industries, along with the Virginia Turfgrass Council and the VNLA.

The morning sessions were taken up by presentations and discussion of the 2012 Farm Bill. Bob Ehart from the National Association of State Departments of Agriculture was first up and was followed by Sam Willett from the National Corn Growers Association. Mr. Ehart and Mr. Willett covered the same topics – fluctuating commodity values and the politics behind the Farm Bill – but from the different perspectives of government versus business. Jack Bricker from the USDA – Natural Resources Conservation Service spoke last with Katie Frazier who spoke on behalf of the National Association of Conservation Districts about the Conservation Title of the Farm Bill. This last presentation of the morning focused on programs that were designed to keep agricultural lands from being used for housing developments or strip malls. These three presentations illustrated the complexity and difficulty of putting together a workable Farm Bill.

The afternoon sessions started with a summary of the General Assembly session presented by Katie Frazier, all of which was sent out previously in e-mail form during this year’s General Assembly. Todd Haymore, the Virginia Secretary of Agriculture and Forestry followed Katie and gave the Governor’s view of what happened in the General Assembly.

VDACS Commissioner Matt Lohr was up next. He spoke briefly about this year’s fertilizer legislation, specifically dealing with new labeling laws, applicator reporting laws and the upcoming phosphorus restrictions. He also spoke about farmland preservation, weights and measures, aquaculture, new laws protecting farmers from frivolous lawsuits from PETA and some new positions that were in the future for VDACS. Mr. Lohr was followed by the director of the Virginia Depart-

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ment of Conservation and Recreation, David Johnson. He spoke about Nutrient Management Plans for golf courses and farmers – specifically, how they are trying to streamline the process to make it easier to write a plan and perhaps a cost sharing program with DCR. He also informed the audience that DCR is moving its offices to 600 Main St., right across from the VAC offices.

Most of the presentations at this forum were geared toward farm and timber operations. The only speaker whose presentation had anything to do with horticulture was Anthony Moore, the Assistant Secretary of Natural Resources. His presentation was about TMDL’s, the EPA and the Bay clean-up. He covered the expansion of the nutrient credit exchange program to include agriculture, water treatment plants and urban run-off, phase two of the Watershed Implementation Plan, and the possibility of using an online program developed by Purdue University which can be used to write nutrient management plans. He informed us that voluntary BMP’s would be included in the Bay TMDL model and that DCR was working on ways to verify the BMP’s so that proper credit was given. And DCR is working with the EPA to fill in the gaps in the TMDL model at the sub-watershed level – basically, EPA’s model gets less and less accurate the smaller the scale being measured (it’s fairly accurate at 20000 acres, less so at 2000 acres and inaccurately at 20 acres). DCR wants to substitute the NRCS model for the EPA’s model. The basic message from all of the afternoon speakers is that Virginia is looking out for us.

[Editor’s Note: The VNLA was the sponsor for this meeting and Tom Thompson, VNLA Director, attended representing the VNLA and provided these notes from the meeting.]

**Legislative - ANLA Update**

**H-2B Program Rewrite Underway**

As ANLA has warned, the Department of Labor (DOL), bowing to labor union pressure, is rewriting the H-2B temporary and seasonal non-agricultural worker program. Proposed changes are described in a 78-page notice published in the March 18, 2011 Federal Register. The publication comes one year and three days after DOL published new rules for use of the H-2A agricultural program. The changes to H-2A, coupled with bureaucratic delays and arbitrary application denials, have severely damaged that program.

"The great irony is that one arm of the Obama administration is conducting a record number of random immigration compliance audits of employers, while another is busily at work destroying the only legal-labor programs available to seasonal and agricultural employers," said Craig Regelbrugge, ANLA vice president for government relations. "In doing so, Obama’s DOL is jeopardizing the only legal-labor program to H-2A, coupled with bureaucratic delays and arbitrary application denials, have severely damaged that program.

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1099 Mandate Closer To Full Repeal

The Patient Protection and Affordable Care Act (PPACA), signed into law on March 23, 2010, expanded the Internal Revenue Service (IRS) tax related information reporting requirements known as Form 1099 for all businesses. The new requirements apply to payments of $600 or more made to most vendors of services or products after December 31, 2011.

Senator Mike Johanns (R-NE) and Representative Dan Lungren (R-CA), lead champions of repeal in the last Congress, are leading the charge again. Both have re-introduced their repeal bills, S.18, the Small Business Paperwork Reduction Act, and H.R. 4, the Small Business Paperwork Mandate Elimination Act. Almost everybody on Capitol Hill concedes the new requirement is a bad idea.

On February 2nd, 2011 the Senate passed the Stabenow (D-MI) amendment to the Federal Aviation Administration reauthorization bill that would repeal the Form 1099 expansion. The amendment passed by a margin of 81-17 and the language closely mirrored Senator Johanns’ (R-NE) original bill.

On March 3rd, 2011, the House passed H.R. 4 with bipartisan support. Both chambers have voted to repeal the provision, but have included different offsets. In the coming weeks, House and Senate leadership will have to work toward a mutually acceptable method to pay for the measure.

ANLA will continue to encourage Congress and the Obama Administration to repeal this burdensome and costly requirement.

**Next Wave Of Federal I-9 Audits Underway**

The Obama administration recently announced that Immigration and Customs Enforcement (ICE) has launched the next wave of I-9 form immigration audits targeting, 1000 businesses. Nursery and landscape industry businesses continue to be affected by these audits. On March 18, ANLA met with Homeland Security Secretary Janet Napolitano to voice concern that these random audits are severely disrupting good employers who are fully complying with the law. ANLA urged that audits
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should be targeted toward employers with a pattern of serious labor law violations, rather than being conduct-
ed at random.

Meanwhile, the drumbeat for more immigration enforcement targeting employers continues in the House Judiciary Committee. The Committee is widely expected to begin consider-
ing an enforcement-only bill as early as May, and could approve an en-
forcement bill by August that would make mandatory use of the federal E-
Verify program. In this very negative environment, ANLA is providing leadership to ongoing efforts to edu-
cate Congress on the unique chal-
enges facing agricultural and season-
al employers. ANLA was recently invited to brief the state agriculture secre-
taries and commissioners on the status and prospects for meaningful reform. The entire green industry should continue to watch for grass-
roots updates and calls to action in the face of either opportunities or threats.

**Immigration**

**Action in the States**

Federal gridlock and a changing elec-
toral landscape is also translating to a fresh round of immigration law threats, and a few opportunities, in the states. Georgia and Texas are two of nearly a dozen states facing a di-
rect threat of hostile new measures targeting employers. Georgia's House and Senate have both passed bills that will mandate E-Verify for most em-
ployers. By contrast, in Utah, some legis-
lators are pushing for worker visas for unauthorized immigrants. While such measures are generally preempted under federal law, the Utah debate is at least helping to make the case that many unautho-
rizied immigrants are valued workers who are contributing to the economy.

Good work is underway elsewhere, such as in the Land of 10,000 Lakes. The Minnesota Business Immigration Coalition has joined forces with labor unions, religious organizations, and social welfare advocates to hold a series of forums across the state in January focusing on the importance of immigrant workers to the state's economy. One of the forums was held at Bailey Nurseries, Inc., where about 100 people packed the company's classroom.

Why hold such forums now when the political winds are blowing against any immigration legislation? "From 2000 to 2005, if the business community as a whole had been actively educating itself and speaking up, and speaking in unison with labor and social advocacy groups, maybe we would have had the political clout to win in 2006 or 2007," said Bob Fitch, executive director of the Minnesota Nursery & Landscape Association. "We can't wait to tell the story of the needs of employers and the need for fair treatment of families who want to share in the American dream. Strong political forces are aligned against reasonable solutions and we must relentlessly run this race, even if it's a marathon," Fitch said.

**Emissions Standards For Boilers**

Many nursery and greenhouse opera-
tions use boilers fueled by oil, coal, biomass, or other materials to heat greenhouses or other structures. On February 21, 2011, the Environmen-
tal Protection Agency (EPA) issued a final rule regulating boilers under the Clean Air Act. The final rule be-
comes effective 60 days from pub-
ication in the Federal Register.

For the purposes of this rule, a "boil-
er" is an enclosed combustion device having the primary purpose of recov-
ering thermal energy in the form of steam or hot water. The rule divides the boiler world into two sections: boilers as "major sources" of which there are about 13,800, and boilers located at "area sources" of which there are about 187,000 nationwide.

A "major source" facility emits 10 or more tons per year (TPY) of any single air toxic or 25 TPY or more of any combination of air toxics. EPA has identified 15 different subcatego-
ries of major source boilers and pro-
cess heaters based on the design of the various types of units. The final rule includes specific requirements for each subcategory.

Sources that emit less than 10 TPY of any single air toxic or 25 TPY of any combination of air toxics are classified as "area sources." Not many small businesses will be a "major source," but small businesses could be an "area source."

The final rule establishes standards to address emissions of mercury, particulate matter (PM) and carbon mono-
oxide (CO). Particulate matter (PM) means any finely divided solid or liquid material, other than uncom-
bined water.

Under the rule, area source coal-fired boilers, with heat input equal or greater than 10 million British Ther-
mal Units per hour are required to meet emission limits for mercury and CO. Under the rule, area source bio-
mass boilers, oil-fired boilers, and small coal-fired boilers are not re-
quired to meet emission limits. They are required to meet a work practice standard or a management practice by performing a boiler tune-up every 2 years. There is no minimum size of boiler or "minimum" emission thresholds for application of this standard for these boilers. All area source facilities with large boilers (10M Btu or greater), whether coal-
fired or biomass, or oil-fired, would be required to conduct a one-time energy assessment to identify cost-
effective energy conservation measures.

Both the tune ups and energy assess-
ment have to be documented. Addi-
tionally, if you have a covered boiler, you must submit a signed statement in the Notification of Compliance Status report that indicates that you conducted a tune-up of the boiler and/or the energy assessment report. More information can be found at
New H-2A Wage Rates

The Labor Department has just published new Adverse Effect Wage Rates (AEWR) for the H-2A program. The AEWRs are typically the applicable minimum wage that program users must pay effective March 1. The new rates range from a low of $8.97 in Arkansas, Mississippi and Louisiana, to a high of $12.01 in Hawaii. The AEWRs exceed $10 per hour in 30 states. To view the AEWR notice, follow this link: http://edocket.access.gpo.gov/2011/2011-4419.htm.

Prenotification Order Amended


Phytophthora Ramorum Workshop Looks At Forestry, Nursery Issues

The Continental Dialogue for Non-Native Forest Insects and Diseases convened a workshop on February 16-17 in Washington to explore issues, concerns, and next steps regarding USDA’s Phytophthora ramorum regulatory program. The workshop considered and discussed the findings and recommendations of a recent USDA-APHIS/National Plant Board P. ramorum Regulatory Program Review, and a US Forest Service Framework for Sudden Oak Death in Wildland Forests. Participants included federal and state regulators, researchers, nursery industry members, environmentalists, and forestry specialists. Jerry Lee (Monrovia, CA), Karen Suslow (Hines Nurseries, CA), Jerry Simnitt (Simnitt Nursery, OR) and Craig Regelbrugge (ANLA staff) represented the industry.

The meeting focused on ways to work together to limit spread of P. ramorum. From a nursery industry perspective, much of the focus was on progress and prospects for implementing best management practices for pathogen prevention, rapid detection, and containment. Comments on the APHIS/National Plant Board P. ramorum Regulatory Program Review from a nursery and forestry perspective, workshop presentations, and other meeting materials have been posted at the following website: www.continentalforestdialogue.org, under Ongoing Initiatives, Addressing P. ramorum.

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ANLA Seeking Congressional Action On Clean Water Act Pesticide Permits

On March 9th, the House Agriculture Committee approved H.R. 872, the Reducing Regulatory Burdens Act of 2011. It is a bipartisan bill that would amend the Federal Insecticide, Fungicide, Rodenticide Act (FIFRA) and the Clean Water Act (CWA) to clarify Congressional intent and eliminate the requirement of a National Pollutant Discharge Elimination System (NPDES) permit for pesticides approved for use under FIFRA.

On March 16th, after opening statements and adopting a minor technical amendment to H.R. 872, the House Transportation and Infrastructure Committee also passed the bill with bipartisan support.

This legislation is necessary to address the negative economic consequences of the ruling posed by the case National Cotton Council v. EPA (6th Cir. 2009). Under the court ruling, pesticide users would have to obtain a duplicative permit under the Clean Water Act (CWA) by April 9, 2011 or be subject to a fine of up to $37,500 per day per violation.

Prior to passage, ANLA joined numerous other agriculture and green industry organizations in calling on Congress to address this issue prior to the April 9th deadline. Unless reversed, the new permit system sets a bad precedent for overregulation, duplicative requirements and troublesome citizen lawsuits. While it is not yet clear when this legislation will be considered by the entire Congress, ANLA will monitor this issue closely and encourage continued legislative action.

Energy Efficiency

Energy costs are rising again, prompting many green industry businesses to look at energy consumption and conservation alternatives. A recent discussion thread on ANLA-Connect shared several ideas resources. One formal program known as the Renewable Energy for America Program (REAP) gives grants for 25% for energy efficiency or renewable energy projects ranging from boiler systems to solar and wind power. While program guidelines unfortunately exclude many businesses in higher-population areas (ANLA is working to fix that), a 2011 REAP funding announcement is expected soon from USDA.

This article is provided by your state association and ANLA as a Lighthouse Program partner benefit.

News – 2011 MANTS Update

This year, 969 companies exhibited in over 1,530 booths and the show welcomed 10,432 paid registrants including exhibitors. 3,298 non-exhibiting (buying) companies were represented this year and we booked almost 5,000 hotel room nights at ten Baltimore area hotels. This tells us that buyers and shoppers alike still recognized the value of MANTS to our industry and regard it as “the place to be in January.

The next MANTS show will be January 11-13, 2012.

From MANTS

News – Baltimore Convention Center Pending Expansion

On November 16, The Baltimore Sun reported that the City of Baltimore was reviewing plans to expand the Convention Center and build an 18,500-seat arena and convention center expansion where the current Sheraton is located. The Sheraton Inner Harbor Hotel would relocate across the street, opposite the Hyatt, possibly expanding from 300 to 500 rooms. The original part of the convention center would be demolished and replaced with a four-story addition.

“Tom Noonan, president and CEO of Visit Baltimore, the city’s convention and tourism agency, said he believes the temporary loss of 115,000 sf of the current 300,000 sf would be worth it if it means the convention center could finally double in size.”

Provided by Jeff Miller

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BLACKSBURG, Va., Feb. 21, 2011 – Edwin J. Jones of Cary, N.C., has been named associate dean of the College of Agriculture and Life Sciences at Virginia Tech and director of Virginia Cooperative Extension, according to Alan Grant, dean of the College of Agriculture and Life Sciences. Jones has served as associate director and state program leader for agriculture, natural resources, and community and rural development at North Carolina Cooperative Extension since 2004, and is a professor of forestry and environmental resources at North Carolina State University. “We are extremely fortunate to have someone with Dr. Jones’ leadership ability and Extension experience assuming the role of director during this critical time in Extension’s history,” said Grant. “Through Dr. Jones’ leadership, Extension will continue to play a vital role in Virginia’s communities.” Virginia Tech Senior Vice President and Provost Mark McNamee added, “Dr. Jones’ years of knowledge of Extension and its programs will make him an effective leader. We are extremely pleased that he has agreed to accept this position. His leadership will be critical to the future of Virginia Cooperative Extension given the challenges facing the organization over the next few years.”

During his 23-year tenure with North Carolina Cooperative Extension, he held numerous leadership positions including extension forest resources specialist, department extension leader and assistant head, and associate state
program leader of agriculture, natural resources, and community and rural development. Jones is nationally recognized for his knowledge and expertise in natural disaster education. He helped position the North Carolina Cooperative Extension locally and nationally to bring its vast network and educational resources to help families, communities, and agricultural businesses prepare and recover from disaster. He has served as chair for the Extension Disaster Education Network, a national clearinghouse for extension educational information on disaster preparation and recovery. North Carolina Gov. Bev Perdue appointed Jones to the Sustainable Local Food Advisory Council in 2010. He is also a co-founder and on the board of directors for the North Carolina Agromedicine Institute and serves as an advisor for the National 4-H Wildlife Habitat Evaluation Program.

Jones has received numerous awards including: the National Association of Community Professional, Distinguished Service Award, Epsilon Sigma Pi State Award for Visionary Leadership, North Carolina, Extension Specialists Association Award for Outstanding Development and Delivery of Extension, Programs, U.S. Department of Agriculture Secretary of Agriculture Honor Award, Farm Foundation, Award for the Natural Resources Leadership Institute, The Wildlife Society Outstanding Education Group, and the Award for the National 4-H Wildlife Habitat Evaluation Program, and the Outstanding Extension Services Award.

Prior to arriving at N.C. Cooperative Extension, he served as an extension wildlife specialist at Mississippi State Cooperative Extension Service. Jones earned his doctorate and master’s degrees in fisheries and wildlife sciences from Virginia Tech and his bachelor’s degree in zoology from the University of Washington. He will assume his new position on April 1, 2011. Virginia Cooperative Extension brings the resources of Virginia's land-grant universities, Virginia Tech and Virginia State University, to the people of the commonwealth. Through a system of on-campus specialists and locally based educators, it delivers education in the areas of agriculture and natural resources, family and consumer sciences, community viability, and 4-H youth development. With a network of faculty at two universities, 106 county and city offices, 12 agricultural research and Extension centers, and six 4-H educational centers, Virginia Cooperative Extension provides solutions to the problems facing Virginians today.

Contact: Lori A Greiner (540) 231-5863 lgreiner@vt.edu Office of University Relations, VTnews@vt.edu

**News – HRAREC**

**New Research Associate**

Dr. Heather Olson joins the Ornamental Plant Pathology Lab at the Hampton Roads Agricultural Research and Extension Center

Dr. Heather Olson recently joined the Ornamental Plant Pathology Lab at the Hampton Roads Agricultural Research and Extension Center as a Postdoctoral Research Associate. She works on a project investigating solutions to fungicide resistance, a growing problem in *Phytophthora* disease management.

Her research project aims to answer the following questions:

1. What *Phytophthora* species have developed resistance to two commonly-used fungicides, Subdue Maxx (mefenoxam) and Aliente (fosetyl-Al) or Alude (phosphite), and at what level?

2. How prevalent is this problem, in other words, is resistance limited to *Phytophthora* species on a few plants or at a few locations or is resistance more widespread?

3. Is resistance developing because of repeated use of the same fungicides?

4. If use of a fungicide is discontinued, does the resistance problem remain in the field?

5. Which of the newer fungicides, including Adorn, Disarm, Fen-Stop, Pageant, Segway, and Stature, provide lasting control of resistant *Phytophthora* species? An immediate goal of this project is to help growers avoid use of fungicides to control the *Phytophthora* pathogens that already have developed resistance to the fungicide and to prevent unnecessary crop losses and chemical costs.

The ultimate goal is to help the industry develop sustainable management programs for fungicide resistance and *Phytophthora* diseases as a whole and produce better quality ornamental plants. Ornamental materials frequently are moved from one production facility to another, and the fungicide-resistant pathogens along with them. To address the fungicide resistance problem effectively, the Virginia Tech Ornamental Plant Pathology Lab is working with pathologists in six southern states (GA, FL, NC, SC, TN, and TX) on this important project, funded by the Southern Region IPM Special Grants Program. Heather will help coordinate the re-
search and extension activities with the participating institutions as well.

Heather was born and raised in Quincy, Florida. She comes from a “plant family” as both her parents have horticulture backgrounds. Heather graduated high school in May 2000 and received a scholarship to attend Clemson University in Clemson, South Carolina, where she graduated magna cum laude in May 2004 with a Bachelors of Science in Microbiology and met her husband David. During her high school and undergraduate careers, Heather worked as a lab assistant and cotton scout for an extension entomologist at the University of Florida and a field intern with Monsanto Company. This exposure to agriculture led her to pursue a Master’s of Science in Plant Pathology at North Carolina State University in Raleigh, North Carolina, under the direction of Dr. Mike Benson, which she completed in May 2007. Her research focused on biological control of Botrytis blight in geranium.

She continued with her interest in Plant Pathology and completed her doctorate at NCSU in December 2010. For her dissertation, she researched species of Phytophthora infecting floriculture crops produced in North Carolina greenhouse facilities. In addition, she helped a group in the Department of Horticultural Sciences screen cut red rose cultivars for resistance to Botrytis blight. During her time at NCSU, Heather co-coordinated/co-instructed the Ag-Discovery Summer Camp, served as President of the Plant Pathology Graduate Student Association, served as the Student Representative on the North Carolina Plant Pathology Society Board, and played on the departmental softball and sand volleyball teams. Heather also has been very active in the American Phytopathological Society, where she was Vice-Chair and Chair of the Graduate Student Committee and a member of the APS Foundation Board. Currently, she is a member of the APS Phytopathology News Advisory Board. Recently, Heather and her husband welcomed their son Lucas to their family.

Provided by Dr. Chuan Hong, Virginia Tech HRAREC, chhong2@vt.edu

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BLACKSBURG, Va., March 10, 2011 – Virginia Tech again earned “Tree Campus USA” recognition from the Arbor Day Foundation for its dedication to campus forestry management and environmental stewardship. This is the third year Virginia Tech has been named a Tree Campus USA. It is the only institution of higher education in Virginia so recognized.

Tree Campus USA is a national program that honors colleges and universities and their leaders for promoting healthy management of their campus forests and for engaging the community in environmental stewardship. “Tree Campus USA” is a program of the Arbor Day Foundation and is supported by a grant from Toyota.

Virginia Tech met the five core standards of tree care and community engagement in order to receive “Tree Campus USA” status. The standards are:

- Establish a campus tree advisory committee
- Evidence of campus tree-care plan
- Verification of dedicated annual expenditures on the campus tree-care plan
- Involvement in an Arbor Day observance

And the institution of a service-learning project aimed at engaging the student body.

The Arbor Day Foundation launched Tree Campus USA in the fall of 2008 by planting trees at nine college campuses, including Virginia Tech, throughout the United States. Founded in 1872 as a land-grant college, Virginia Tech is the most comprehensive university in the Commonwealth of Virginia and is among the top research universities in the nation. Today, Virginia Tech’s nine colleges are dedicated to quality, innovation, and results through teaching, research, and outreach activities. At its 2,600-acre main campus located in Blacksburg and other campus centers in Northern Virginia, Southwest Virginia, Hampton Roads, Richmond, Southside, and Roanoke, Virginia Tech enrolls more than 28,000 undergraduate and graduate students from all 50 states and more than 100 countries in 180 academic degree programs.

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“iVeggieGarden” has already seen sales across the US and in countries as diverse as South Africa, Australia, and Croatia. An iPad™-optimized version and an Android version of the app are planned for later this year.

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[NOTE: This is the second 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

ELEMENTS AND PRINCIPLES OF DESIGN

Landscaping, as in all art forms, is based on elements and principles of design. Elements of design include color, line, texture, shape and form. Principles of design are balance, repetition, accent, rhythm, sequence and unity.

Elements of design
Color: Color unifies and creates interest in the landscape. Start with taking note of the colors on the house. Repeat these colors or use complementary colors. Remember there are different shades of green. Color is found in flowers, berries, bark and leaves.

Line: Line creates visual and physical movement. It defines forms and creates edges and shape. Straight lines create formality and curved lines create naturalness. Hesitation is created when lines intersect. Line is vertical, horizontal, diagonal, curved or zigzag. You can create moods with these lines. In landscapes, line is formed with the edge of a bed, path, fencing, and layout of the yard.

Texture: Texture is the visual and tactile surface of an object in the landscape. Plants have fine, medium and coarse texture. Varying textures makes the landscape more interesting. Texture in combination with light and shadow add depth to the design. Highly textured surfaces and plants should be viewed up close. Bold texture provides a good background and is best perceived at a distance.

Shape: Shape is the outline of an object or plant.

Form: Form is the three dimensional aspect of a plant, object or space. It has height, depth and width. When designing an outdoor space, the form of the space is determined by the placement of plantings, objects such as sculptures, containers, and constructed features.

Principles of Design

Scale: Scales refers to the proportion between two sets of dimensions. Knowing the mature size of a plant is critical when locating it near a building. Plants that grow too large will overwhelm the building. Small plantings around a large building can be similarly inappropriate.

Balance: Balance in landscaping refers to an aesthetically pleasing integration of elements. It is a sense of one part being of equal visual weight or mass to another. There are two types of balance, symmetrical and asymmetrical. Symmetrical balance is formal balance. It has an axis with everything on one side duplicated or mirrored on the other side. Asymmetrical balance is achieved by using different objects to achieve equilibrium. For example, if there is a very large object on one side of a seesaw, it can be counterbalanced by using many smaller objects on the other side of the seesaw. This applies to landscaping when there is a large existing tree or shrub. To achieve visual equilibrium, a grouping or cluster of smaller plants is used to counterbalance the large existing plant. When starting the design from scratch, an asymmetrical design is used with homes that are not formal in structure. Balance can also be achieved with color and texture.

Variety: Different leaf shapes and sizes, different colors, different plant sizes create variety.

Repetition: Repetition is the reuse of color, texture, line, shape and form. It creates cohesive the look in the landscape. Do not confuse repetition in the landscape with monotony. A row of sheared hedges lined up in front and down the side of a home is not repetition; it is monotony. Repetition is something more subtle, for example, the use of curves in the landscape design. Curves may begin in bed lines in the front yard, conti
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ue in the side yard, and be picked up once more in the backyard. Alternatively, the repeated use of right angles on a grid design can successfully be used to achieve unity in the landscape. The right angles may begin in the front yard, perhaps on the sidewalk, then be used in the bed lines around the property, and be picked up again in the back yard. By subtly repeating such design elements as bed lines in the yard, one can achieve a continuity or flow to the entire landscape. Repeating color, form and texture creates repetition and helps to create unity.

**Rhythm:** Rhythm is the repetition of elements which directs the eye through the design. Rhythm results only when the elements appear in regular measures and in a definite direction. It is the movement through space. The presence of rhythm creates order and predictability in the landscape.

**Accent or Focal Point:** Accent, referred to as dominance, focalization or climax, is important in the total picture. Accents, emphasis, point of focus, are all the same principle. It marks the location in the design which most strongly draws the viewer’s attention. Without accent, a design may be dull, static, or uninteresting. Various design elements, if skillfully organized, will lead the eye towards the focal point. This may be a garden accessory, a plant specimen, a plant composition, or water in some form. Accent or emphasis may also be obtained through use of texture, color, or form, or by highlighting portions of a plant composition with garden lights.

**Sequence:** Sequence is going from large to small, fine texture to bold texture, light to dark.

**Unity:** Unity summarizes all the principles and elements of design. When they all work together you have unity.

**XERISCAPE CONCEPTS**

When designing, it is important to use concepts of xeriscape. This was established in the southwest in the seventies as a means to conserve water. The concepts are: limit turf area, group plants with similar water, soil and light requirements, use water wisely, install plants suitable to your area and use native plants when possible, and improve soil if necessary. One more concept can also be added to this, recycle. The goal is to create a design that is environmentally friendly. Green Design (Sustainable)= Good Design + Xeriscaping Concepts + Earth Friendly Materials.

**Limit turf area:** There once was a time when houses were landscaped with large expansive lawns. The philosophy of having large lawns has changed for environmental reasons. Lawns need to be fertilized and the fertilizer often ends up in our waterways. This harms the streams, rivers and the Chesapeake Bay by putting excessive nitrogen into the water. Lawns are high maintenance, requiring consistent mowing and mowing creates noise pollution. Having a smaller lawn area saves money by reducing the need to purchase fertilizer and seed for overseeding. It saves money because it needs less water. Replace lawn with pervious patios and terraces, add more shrub and flower beds, use more groundcovers, and leave natural areas natural.
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Group plants with similar water, soil and light requirements: This just means install drought tolerant plants together. Locate them in beds at the edge of the property away from the house. Place plants with the most water needs in foundation beds. Choose the appropriate plants for sandy soil and for clay soil. Sun loving plants should be together in the sun and shady plants need to be in the shade.

Use water wisely: Create a design that keeps rain water and irrigation water on the property. This can be accomplished with proper drainage, use of rain gardens, using rain barrels, using an irrigation system correctly (only when absolutely necessary), and using mulch and water retaining products.

Install plants that are suitable to your area: If you are designing a landscape that is close to the ocean choose plants that are salt and wind tolerant. Also take into consideration the soil, it is most likely sandy. If the plan is for a wooded area further in land look at what is growing naturally in that area. If you live in the mountains it is most likely rocky and the winter weather is more severe.

Improve soil if necessary. Water retention is accomplished with good soil and or use of water gels. For better drainage add sand or permatil, being careful to use the right proportions. Compost adds nutrients and helps improve the structure of the soil.

DO AND DON’TS OF LANDSCAPE DESIGNING

When selecting plants to fill specific needs in your landscape development, it may be helpful to keep the following in mind:

- Trees should be planted where they provide needed shade. Trees of proper size should be used so that later they will be neither too large nor too small for the house when they are mature. Deciduous trees can usually be planted closer to the home than evergreen trees.
- Plants should complement the lines and color of the house and relate to the site. Plants and other materials should be compatible with the style of the structure and the neighborhood.
- Instead of planting all the way around the property lines of your site, place screen plantings where they will provide privacy from traffic, neighborhood activity and block the wind or noise. Use screening materials only where necessary.
- Group like materials for a sense of unity and harmony. Use large groups of one material rather than several small beds of a variety of materials.
- Walks and driveways in most cases serve only as aids in circulation of people. When drive ways and walks are lined with hedges, border shrubs or other materials, they become too prominent. Use enough material to soften large areas of paving, but allow the lawn grass to meet the pavement in most cases.
- Utility areas will require only a small amount of the site if properly planned. Clothes lines, compost piles, refuse areas, etc., should not be placed in the center of the yard or where they restrict access.
- Space shrubs in relation to the building and to each other to allow for natural growth and spread. Check overhang of the roof and plant past it. No shrub should be placed closer than three feet to a building unless it is a groundcover or a plant which uses the wall for support. The future size of plants in height and spread will determine what can be used in a given situation. Do not be fooled by small plants in the nursery. What they will do in the yard is the important matter. Plants must complement, not cover, a house. A good landscape design complements the home. Proper plant size selection (know the mature size of a plant) means less maintenance.
- Whenever possible, use native materials. They generally withstand local extremes in weather conditions and may be more resistant to insects and diseases. Also, native plants can be an important factor in relating a structure to a site.
- Use the xeriscape principle of planting in zones: oasis area is next to the house. Plants needing the most water should be planted here. Transitional zone is the area next to the oasis area and has plants that need less water. Desert zone is the area most distant from the house. The plants in this area exist on rain water only after established.
- Know the Chesapeake Bay Act requirements as they affect all waterways in Virginia.
- In preparing the plan, use landscape symbols to indicate flow- ers, shrubs, trees.

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Turf symbols

SELECTION OF PLANT MATERIALS

Well-chosen plantings are necessary to achieve desired landscape effect. There are hundreds of varieties of trees, shrubs, vines, and perennials from which to choose. Remember, plants are not merely ornamental accessories. They make up masses and define space in the yard, and consequently the silhouettes which produce the garden design. Therefore, when selecting plants, you should consider both their cultural needs and aesthetic value.

CULTURAL CONSIDERATION IN SELECTING PLANTS

Hardiness: This is the plant’s ability to withstand winter and summer climatic changes; also, its longevity or permanence. Usually a fast-growing plant has a short life span and will consequently need replacing after a few years.

Soil and moisture conditions: These are important parts of the plant’s environment. Some respond unfavorably when a change occurs in their environment: for example, some plants can tolerate extreme dry or wet conditions while others cannot. The soil’s pH is also an important factor.

Degrees of sun or shade: This determines on where the plant is to be located in the garden. Some plants just cannot take the sun, while others require full sun for best growth.

Maintenance: When selecting plant materials, consider the more practical aspect of maintenance. Try to choose trees and shrubs that tend to be disease and insect resistant. Don’t forget to consider the mature size of the plant. For example, if you want a hedge to be four feet tall, use a plant whose mature height is four feet, then it won’t have to be pruned. Use sizes that are appropriate to the space when you are planting trees. If you want to use a crape myrtle but the space is small use a dwarf variety.

Aesthetic value: This includes texture, color, foliage, flower, fruit, and bark. Select colors related to the house exterior, especially if the plant is used close to the house. Strongly contrasting textures can create interesting effects.

Evergreen tree symbol

Deciduous tree symbol

Fence symbol

Boulder symbol

Shrub symbols

Shrub groupings with tree

Turf symbols
aspect of maintenance. Try to choose trees and shrubs that tend to be disease and insect resistant. Don’t forget to consider the mature size of the plant. For example, if you want a hedge to be four feet tall, use a plant whose mature height is four feet, then it won’t have to be pruned. Use sizes that are appropriate to the space when you are planting trees. If you want to use a crape myrtle but the space is small use a dwarf variety.

Aesthetic value: This includes texture, color, foliage, flower, fruit, and bark. Select colors related to the house exterior, especially if the plant is used close to the house. Strongly contrasting textures can create interesting effects.

**AESTHETIC CONSIDERATIONS IN SELECTING PLANTS**

**Plant Size:** The size which a plant attains at maturity must be considered when selections are made for the landscape plan. A common mistake is the selection of plants which soon become too large for their location. The drastic pruning which then becomes necessary adds to the cost of maintenance and may reduce the grace and beauty of the specimen. Overgrown plants which are left unpruned will alter the balance and accent of the design, and may hide the house which they are supposed to complement.

The landscape picture is constantly changing because the plants which give it form and substance are continually growing. This fact presents a challenge to the landscape architect or designer which is not found in most other artistic media. Great care must be exercised in selecting plants which will immediately create the desired composition, and yet retain an appropriate size over a long period of years.

**Plant Form:** Trees and shrubs used in landscaping develop many distinctive forms. The more common forms are:

- **Prostrate or spreading:** an example would be horizontal growing juniper
- **Round or oval:** a large majority of shrubs fall into this general form
- **Vase:** an example would be Vanhoutte spirea
- **Pyramidal:** an example would be the Arborvitae species
- **Columnar:** an example would be upright growing juniper species

The form of mature shrubs and trees is usually more open and spreading than that of young plants. For example, the head of a young oak tree may be pyramidal in shape during middle age. The head is an irregular oval and during old age. And a large, massive oak may have a spreading vase form.
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Ground covers such as turf, low-spreading shrubs, creeping plants and prostrate vines are essential materials in landscaping. The principal use of turf is for the lawn area. Other ground cover plants are commonly used on banks which are too rough or steep to mow, under trees where grass will not grow satisfactorily.

Shrubs are woody plants with one to several stems with foliage extending to the ground. They vary in size from short (1’-2’), medium (3’-5’), or tall (6’ to 15’). Trees are wood plants that typically grow more than 15 feet tall and commonly have only one main stem or trunk. The head or leafy portion of the tree develops a typical form such as the following examples.

- Round or Oval: most common trees are Maple, Oak, Pine
- Vase: Elm
- Pendulous or Weeping: Willow, Cherry and Jasmine
- Pyramidal: Spruce, Fir and Hemlock
- Columnar: Lombardy Poplar

Trees are long lived and relatively inexpensive in initial cost and maintenance compared to lawns, flower beds, and many other features of design. In the past many builders have committed costly errors by destroying trees in establishing new residential subdivisions. Most real estate developers now appreciate the value of trees and attempt to save them when land is graded prior to the construction of houses. Also, the Chesapeake Bay Preservation Act has very strict guidelines on the removal of trees and shrubs near water. When preparing a landscape plan for a house or business on or near water be sure and check the CBPA requirements. Regardless of our affection for trees, we must recognize that they do not live forever. Old and improperly located trees should be removed and new more suitable specimens should be planted.

**Plant Texture:** The texture of plant materials is dependent on the size and disposition of the foliage. Plants with large leaves which are widely spaced have coarse texture. A plant with small, closely spaced leaves has fine texture. Extremes in texture which prevent harmony in the composition should be avoided. On the other hand, some variation in texture is needed to give variety. Texture can be influenced on a seasonal basis, depending on whether the plant is deciduous or evergreen.

**A SUCCESSFUL LANDSCAPE DESIGN = Good Design + Xeriscaping Concepts + Smart Plant Choices + Earth Friendly Materials**

To create a successful landscape design we need to understand our client’s needs and requirements, know the elements and principles of design, apply xeriscaping concepts, make smart plant choices and use earth friendly materials. When designing we need to meet the needs of the present without compromising the needs of future generations. We must look at the design as a way of preserving, enhancing and restoring the ecosystem.

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### VNLA – Certification Quiz #54

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 2 of 2**

*Prepared by: Nanette Rider Whitt*

1. The elements of design are:
   a. Shape, Form, Balance, Scale and Color
   b. Form, Color, Line, Balance and Texture
   c. Color, Line, Texture, Shape and Form
   d. Balance, Line, Texture, Variety and Color

2. _______ creates visual and physical movement in a design.
   a. Form
   b. Color
   c. Shape
   d. Line

3. Symmetrical and asymmetrical are two types of design balance.
   a. True
   b. False

4. A cohesive look in the landscape is achieved by using:
   a. Color
   b. Repetition
   c. Scale
   d. Balance

5. Which is a concept of Xeriscape?
   a. Recycle
   b. Use native plants
   c. Limit turf areas
   d. Group plants with similar water, light and soil requirements
   e. All of the above

6. How many principles of design are there?
   a. 5
   b. 6
   c. 7
   d. 8

7. In general, shrubs should be planted no closer than _____ to a building.
   a. Two feet
   b. Three feet
   c. Four feet
   d. Five feet

8. Evergreen trees can usually be planted closer to the home than deciduous trees.
   a. True
   b. False

9. The ability of a plant to withstand summer and winter climatic changes is known as:
   a. Native
   b. Hardiness
   c. Earth friendly
   d. Drought tolerance

10. When selecting plants, you should consider both their aesthetic value and cultural needs.
    a. True
    b. False

11. Typical trees forms do not include:
    a. Weeping
    b. Round
    c. Pyramidal
    d. Prostrate

12. Woody plants with one to several stems and foliage extending to the ground are known as
    a. Trees
    b. Shrubs
    c. Woody perennials

13. A tree typically grows more than _____ feet tall.
    a. 21 feet
    b. 17 feet
    c. 15 feet
    d. 13 feet

14. In the xeriscape principle of planting zones, the zone closest to the house is called the:
    a. Transitional Zone
    b. Oasis Area
    c. Desert Area

15. In most cases, allowing lawn grass to meet pavement in a landscape design is a good idea.
    a. True
    b. False

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Need Extra CEU’s???
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Tips - Disease Alert: Thousand Canker Disease

Survey of Black Walnut

Thousand canker disease (TCD) is a disease of walnut trees (Juglans spp.) caused by the fungus (Geosmithia morbida) that is vectored by the walnut twig beetle (Pityophthorus juglandis). This disease has been causing a decline in walnut species in the western United States for several decades and was found in Knoxville County, TN in 2010. It appears to have been established in the Knoxville county area for at least ten years. TCD is not known to occur in Virginia.

Visual inspection of walnut trees for dieback is currently the best survey tool for the Thousand Canker Disease. In 2011 VDACS nursery inspectors will be surveying for TCD by establishing and monitoring walnut plots throughout the state and inspecting 100% of Juglans spp. nursery stock at registered nurseries.

Suspect trees show the following symptoms:

Figure 1

Very small beetle exit holes in branches which are 1-2 inches in diameter (See figure 1 for beetles, exit holes figure 2)

[Continued on page 52]

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Branch flagging with dead or yellowing branch tips (Figure 3)

Cankers directly under the bark in the phloem area (cankers grow deeper with age) (Figure 6)

Thinning crown and/or crown dieback (Figures 4 and 5)

Home owners should report symptomatic trees to their local county extension office. Any symptomatic nursery stock or trees on or near green industry facilities should be reported to VDACS.

Please email information on symptomatic trees to Norman.Dart@vdacs.virginia.gov or phone (804) 371-5086.

By, Norm Dart

Tips - How to Be Business Friendly™

When you take the "friendly" out of Business Friendly, all you have left is business - business as usual. And we all know that's just not good enough.

So our new program deals with the tender subject of how to be Business Friendly. And it's NOT just for the phones. Being Business Friendly is for all touch points of customer service. Any way you touch or reach out to your customers on the phone, in person, by email, voice mail, fax or snail mail, we need to be Business Friendly.

First of all, you may be asking yourself, "What the heck is Business Friendly?" Well, it's the middle ground between being too cold, impersonal and uncaring, and the other extreme of being too over familiar. We've all experienced both I'm sure.

Here are the five points in delivering Business Friendly customer service.

1. Every Call is Unique - Don't Become Desensitized: The transaction you get at the end of the day needs to be as upbeat and helpful as you were with the first one of the day. What happens is often times we get the same questions over and over and it's easy to become desensitized. We need to remember that to the customer, his question is new to him. And it's the first time for him; no matter what time of day it is.

2. Solve the Problem - Don't Argue: You know the old saying "the customer is always right." Well, at Telephone Doctor we've changed that around to "the customer always thinks they're right" and that's the perception we need to deal with. There are indeed times when the customer is wrong and we as service specialists know and realize it. Of what value is it to tell them "Oh Mr. Jones, you are WRONG." None is there? So focus on the problem; don't worry about whose fault it is. There is zero value in arguing with a customer. Don't even get in the ring with them. You will lose every single round. Focus on solving the problem.

3. Show Empathy - Don't Ignore What The Customer Says: The other day, I called a company and explained that the product they sold me wasn't operating properly. The answer from the company representative? "Oh, OK." AGGGGG. That drives me crazy. First of all, it's NOT OK that the product wasn't working right. And secondly, where was a little empathy? Where was some sort of acknowledgement that they indeed heard what I was calling about. None. And you can have
empathy in happy and good things too. Empathy isn't only for disasters and bad times. You can join in when someone mentions a birthday, a vacation, a wedding, or anything that is happy. Point is, just do not ignore what they say. COMMENT on it.

4. Smile: Yup, the customer can hear it. We all know that. And since we all know that, we all need to do it. And by the way, smiling is showing your teeth. If your teeth aren't showing, you're only grinning - not smiling. Grins can't be heard! Let those puppies show!

5. Avoid Emotional Leakage: What? Ok, what's emotional leakage, Nancy? Well, that's getting mad at Peter and taking it out on Paul. Not right, not fun and not fair. To take a negative thought or emotion out on one person and transfer it to another? Let's show you how to avoid emotional leakage when one transaction goes bad and you need to deal with another one immediately.

- Take a deep breath
- Regain your professional composure
- Smile (Even if it's phony)
- Then start the transaction

Being Business Friendly will make a huge difference in customer satisfaction. Don't be cool and aloof and don't get too familiar; be the middle ground and deliver Business Friendly customer service.

By Nancy Friedman, the Telephone Doctor

Tips - Analogy of Failed Leadership

The Sinking Of The Titanic

“We have struck iceberg….sinking fast….come to our assistance.” Those words pierced the airwaves on a cold evening in 1912. Before they tapped the last bit of Morse Code, they became the epitaph for the lives of the 1200 people lost that night on the Titanic. The ship was doomed and slowly sliding into its watery grave. Why did the largest, most advanced ship of the century sink?

Those of us who have studied the Titanic or at least saw the movie may know. It wasn’t the iceberg that caused the disaster, but something else. Clear in my mind is the real reason that mighty ship went down -- leadership had failed.

The Titanic rests on the bottom of the ocean, but we can resurrect the truth.
The lessons we learn can have a positive impact on our ability to lead others.

**Leadership is Always Responsible** — Leadership is more than a figurehead. Leadership is not simply a position, a job title or in this case, being the captain of the ship. Leadership is not just about power, ego and pride; it is both science and art. Leadership needs to be engaged, involved, motivating, talking, checking, removing obstacles, training and looking over the horizon for new opportunities.

This was Captain E.J. Smith’s retirement trip. He was headed for the easy life. All he had to do was get to New York. No one is sure why he ignored seven iceberg warnings from his crew and other ships. Responsibility can’t be delegated. Leadership is responsible for everything the organization does or fails to do.

**Biggest Is Not Always the Best** — The larger an organization becomes, the greater its inflexibility. It can become more difficult and cumbersome to steer, to adapt and to change courses. It becomes a bureaucracy where rules, regulations, policies, procedures and “I need permission to make a decision” becomes the norm. Today’s business world must change course quickly. Once they saw the iceberg, it took too long for the ship to react and steer away.

**Rank Has It’s Privileges?** — A good organization builds trust and a sense of equality among all the people who work there. Sometimes intentionally, sometimes not, organizations create a culture making people feel less valued because of their rank, status, education level or other forms of classification. This can be detrimental if you are in a business that must react to change and innovation. Ranking people limits potential. Whether it is simply reserved parking spaces, blue collar, white collar, temporary, part-time, those with cubicles, those with offices etc., the results are the same. Clear the lines of communication and make everyone feel they are rowing in the same direction for the same purpose. In a disaster everyone is equal.

**The Truth Changes** — The Titanic was unsinkable. So they thought. So confident were they, lifeboats were available for only half the passengers. Dee Hock said, “The problem is never how to get new, innovative thoughts into your mind, but how to get the old ones out.”

**Technology Is Not a Substitute for True Leadership** — Someone said, “The danger is not that computers will replace us. The real danger is when we start acting like computers.” When technology fails, leadership must prevail. Captain E.J. Smith said years before the Titanic’s voyage, “I cannot imagine any condition which would cause a ship to flounder. Modern shipbuilding has gone beyond that.” Many businesses invest and put more reliance in technology than their people. If you don’t have good leadership, the best technology will not save you from a disaster.

**Leadership Focuses on Training** — As the stern of the Titanic lifted out of the water, the crew and passengers struggled with the lifeboats. There were no drills, no rehearsals and the crew stood unfamiliar with their responsibilities. The boats were improperly loaded and only one tried to go back and recover survivors. Everyone must continuously learn new skills and upgrade their knowledge to stay competitive in the global marketplace.

**Leadership Looks Below the Surface** — The greatest dangers as well as the greatest opportunities lie below the surface or just beyond the horizon. The ocean was as smooth as glass, deceptively dangerous. The biggest part of the iceberg lay below. Unlike steel fangs, it ripped 300 feet of the Titanic’s hull. Those below, the “crew and steerage,” felt and saw the damage first. Like a gasping breath, the steam billowed above as chaos reigned below. Those who know what’s wrong with your “ship” are those who are below, those who work on the front-line. Furthermore, they usually have the best ideas and remedies to your problems. Start looking toward those on the front-line for ideas and solutions. Do it before you hit the icebergs.

**Leadership Looks Beyond the Horizon** — The lifespan of a business is getting shorter. Only the most innovative will survive. Success often gets an organization in trouble. A good “Captain” is on the lookout for changing trends, changing needs, storms and icebergs. Sam Walton identified the need and other retailers did not. Apple has overtaken Sony in their ability to create consumer demand and new devices. Mary Kay Ash saw it and others didn’t. Get the picture? Be out there and keep a steadfast lookout for the next change coming your way.

**The Moral of the Story** — None of us were alive when the Titanic sank, but all of us lost something that night. Hopefully, we recognize the lessons learned and will chart your course toward the right direction.

Greg Smith’s cutting-edge keynotes, consulting and training programs have helped businesses accelerate organizational performance, reduce turnover, increase sales, hire better people and deliver better customer service. As President and Lead Navigator of Chart Your Course International he has implemented professional development programs for organizations globally. He has authored nine informative books including his latest book Fired Up! Leading Your Organization to Achieve Exceptional Results. He lives in Conyers, Georgia. For more information please call (770) 860-9464.

Gregory P. Smith - Business Transformation Strategist Chart Your Course International Inc, President & Lead Navigator
### Tips - Safety During the Spring Season

Provided by Steven Moore, Hortica Insurance and Employee Benefits

This is also the season that statistically we see the majority of the accidents and injuries that occur within the Horticultural Industry. There are many contributing factors that cause this to be one of the most dangerous times of the year to be working within the Horticultural Industry. Including but not limited to:

- New employees who are inexperienced,
- Employees not receiving proper training on their job responsibilities,
- Significant increase in labor force,
- High demands on productivity,
- Employees rushing to meet production deadlines,
- Housekeeping becomes a second thought.

The first and most important part of any Safety & Health Program is the support and involvement of Upper Management. This includes business owners & CEO’s. If you do not have the support of the key management personnel within your company, creating a safe workplace for your employees is an uphill battle.

Once upper management is on board we need to make sure that mid-level management, supervisors and foremen are all on the same page. Safety has to start at the top and work its way down to the bottom. It is of utmost importance that the front-line managers and supervisors follow all company safety policies and take all the precautionary measures that are expected of all employees. If your front-line managers and supervisors are not following the rules, you can’t expect the rest of your employees to follow them either. This means that if using a piece of equipment requires safety glasses then all employees must have safety glasses when using the equipment.

Now it’s time to get the rest of the employees on board. It is important that you hold regular safety meetings with your employees. Many of Hortica’s clients with the best safety records are those who hold regular safety meetings. These could be monthly, weekly or at times even daily safety talks with their employees depending on what best fits your workplace. These safety talks should be short and to the point. Hortica has Tailgate or Toolbox Safety talks available to all of our customers free of charge on the Member’s Only page of our website. All of our Tailgate Safety Talks are 1-2 pages, available in English & Spanish and should be able to be completed in as little as 5-10 minutes. This helps keep safety in everyone’s mind as they work through the season. Holding a safety meeting at the beginning of the season when everyone first comes back to work is great but if there isn’t any follow-up your employees will likely forget the training that they received on the first day. Regularly scheduled safety meetings are also a great time for your supervisors to interact with their employees and see if they have any questions or other concerns with regards to safety within the workplace.

Another vital piece of any Safety and Health Program is making sure that your employees are following the safety work practices and policies that you have created at your workplace. If they are not following them then some form of disciplinary action needs to take place. All managers and supervisors should be on the same page when it comes to disciplinary policies to make sure that they are enforced equally throughout your company. If a written warning, suspension or termination is the next step, be sure to involve your Human Resource Department or Upper Management, if you don’t have a designated HR Department. This will help make sure that the policy is being enforced equally and fairly throughout the company. If an employee receives a verbal warning it is important that managers and supervisors still document the date, time, place and topic of the warning to keep it on file. You need to be able to know this information if the employee breaks the policy again and further actions are required. No one likes disciplinary procedures but it is necessary if you find employees breaking company policies, like not wearing the required personal protective equipment.

### Tips - Simple Ways to Save on Your Company’s Vehicle Expenses:

Avoiding the pitfalls of high gas prices, preventable maintenance repairs and other unnecessary costs

When it comes to managing the cost of your company’s fleet of vehicles, what is your strategy? Business owners today are at the intersection of expense management and day-to-day operations; needing to control costs and enforce usage and operational efficiency plans, they are stuck between a rock and a hard place when it comes to balancing the theory and practice of cost-cutting and budgeting.

There is help on the fleet management side. With a few key tools – which collectively make up what is known as a fleet management kit – businesses can be protected against wasted time and money, costly repairs that could have been prevented, and one of the biggest wildcards in operating a fleet of vehicles: the cost of fuel.

**Your fleet management kit: easy ways to save**

Today, there are standard tools in the fleet management kit – including
Dedicated fleet cards purchased through a provider, wireless vehicle tracking and diagnostics (also known as telematics) and fuel buying services – that give the modern business owner information around vehicle use in the constant effort to help them gain efficiencies and realize savings.

Dedicated fleet cards, which allow you to set limits and monitor employee purchases, capture usage information and provide insights into driver behavior. Paired with a telematics system – which involves GPS-like tracking and vehicle diagnostics – business owners can monitor usage, track time on the road, optimize the efficiency of drivers’ routes, send them to best-price fueling locations, and be alerted if there is a performance or maintenance issue. Are your drivers idling in parking lots for extended periods of time, filling up at high-cost stations or driving around with the “Check Engine” light on? A telematics program can tell you.

Ultimately though, fleet management programs that combine the power of a dedicated fleet card with the benefits of telematics and better fuel buying are still faced with fuel price volatility. The bottom-line impact of that volatility can be virtually eliminated with a financial product that either sets the price of fuel, sets a range for the price of fuel or sets a ceiling for the price of fuel.

**Setting limits and saving money tips**

How far would you or your drivers go to pay less for gas? Consumers with more time than money would go pretty far to save a few cents on the cost per gallon; however, they know the cost associated with driving around to fuel up at a low cost station. In most situations, the fully burdened cost-per-hour of that vehicle and driver precludes cruising around for a lower cost. It is times like these when telematics programs come in handy, allowing for more efficient routing and planning – putting drivers at the right stations at the right time.

Additionally, some fuel card providers have access to fuel price protection programs, which can help your business put an end to fuel price volatility. A provider will analyze your company’s current fueling costs, predict its future fuel needs and work together to create the right price protection strategy for your business and its budget.

With the assistance of a fleet card provider, these all-in-one fleet management tools are finding a place in the business owner’s arsenal to help them never miss a beat on budgeting for the future.

*Kenneth W. Janosic, Senior Vice President of Small Business Solutions, Wright Express*

### Tips - Recruiting the Next Generation of Green Industry Leaders

As green industry professionals, you shape and maintain the world that we look at each day. From the front yard to the back, the view on the drive to work, to the areas outside offices and inside malls, to the outdoor spaces used for recreation. The impact that you have on the outdoor living environment is considerable.

But, creating that landscape calls for qualified, educated and experienced professionals. Though it may look nice at first, would you fill your nursery with plants not from your zone? Would you decorate a client’s yard with dandelions? Take a moment to think of the skills and knowledge you use each day, and how you have come to acquire them. Where will we be without qualified individuals to fill those shoes?

It is important to begin to seek out and train the next generation of green industry professionals. Some negative images still exist about green industry careers. Youth pick careers based on their parents’ opinions, the potential salary, the career’s image, and professions of adults with whom they have had a meaningful connection. By area professionals entering into classrooms and engaging with students, it becomes possible to change those images and help youth to discover the benefits of working in the industry.

With this idea in mind, your association has partnered with a number of other associations across the country to develop www.theLandLovers.org, a green industry careers website.

Have you had the chance to check it out? The site provides information for high school students and others about the variety of career options that exist within the green industry, as well as links to higher education. After the creation of the website, associations across the country are working to make the website more visible to students, educators and parents, and broaden awareness of careers in the industry. But we need your help too!

We encourage you to make a personal connection with a school in your area; it could be a grade school, a middle school, a high school, or a local college or university. Tell them your personal story; Encourage them to learn more. And, tell them about www.theLandLovers.org where they can see first-hand all this industry has to offer!
Minutes 2011 Spring Board Meeting
Department of Forestry, Charlottesville, VA
Board Room, 2nd floor
Wednesday, March 9, 2011 10 a.m. – 4:15 p.m.

10:08 a.m. Meeting Call to Order – Mark Maslow, President, called the meeting to order with the following people present: Matt Sawyer, Roger Harris, Steve Grigg, Rick Baker, Doug Hensel, Laurie Fox, Diane Roselius, Cheryl Lajoie, Matt Shreckhise, John Barbieri, Steve Moore, Sonya Westervelt, Tom Thompson, and Jeff Miller. (Absent: Ed Tankard, on vacation)

Secretary’s Report - previous meeting Minutes approval January 4, 2011, Matt Sawyer, a motion was made to approve the minutes of the January 4, 2011 VNLA Board meeting as emailed to the board, seconded and passed.

Executive Director Report - Jeff (written report) noted the ASAE Leadership magazine which was given to each board member. This was a special annual issue with and insert section and a section at the end with articles and information for volunteer leaders.

Jeff noted that the Grower Guide had been reformatted for the new website and JL Systems was working on coding the dues invoice to integrate with the NOAH association management software. He will provide Sonya login info to review the content to date.

Upcoming VNLA Events
- VAC State & National Affairs & General Assembly - Jeff noted that the VNLA needs to be able to respond quick requests for input on legislative issues and needs feedback from the board. Tom Thompson volunteered to represent the VNLA at the Virginia Agribusiness Council’s March 21 National & State Issues Forum which is being sponsored by the VNLA.
- Arbor Day is on April 29. Rick Baker reported that he and Karen Kelly, Shipp & Wilson, had been coordinating a new landscape design for the front side of the Governor’s Mansion, which was designed by Karen Kelly with mostly Beautiful Gardens plants and will be planted on March 22-23. It was the consensus of the board that the dedication of this new garden will be done on Arbor Day.
Day at 1 p.m. The First Lady, Mrs. McDonnell, will be able to attend at this time. There might possibly be a luncheon for donors at mansion.

- **VAC Golf Tournament** at Keswick Country Club – Mark Maslow, Matt Shreckhise and Steve Moore will plan on the VNLA team with one legislator with on June 9. The VNLA is a “Hole Sponsor” for this event.

- **VGIC GoGreen Virginia Garden Festival** is on September 10, 9 a.m. – 4 p.m., at the Science Museum of Virginia. Rick Baker coordinates the event which promotes Virginia plants and horticultural services. Jeff will set up the VNLA and VGIC displays, Tom Thompson will take down and store the displays and Sonya will help coordinate VCH members to staff the booth and help with “Ask the Experts” consumer questions.

**Beautiful Gardens** – Roger Harris announced that Lisa Lipsey’s position was raised from 80% to full-time by the Dean this week. Rick’s Baker reviewed a written report which was sent out prior to the meeting. (copy attached).

- Rick reported that VDACS has a grant for industry promotional videos and could include the Virginia nursery industry. It was the consensus of the board for Rick to find out more info on this and coordinate with Mark Maslow.

**10:30-11:10 a.m. Public Relations** – Sonya Westervelt (written report attached) she noted that we need to make decision on speakers as soon as possible and she and Mark will follow up on several that were discussed. The theme will focus around generational marketing, social media, and lean production/management.

- **Landscape Awards** – see attached report

**Treasurer** – Matt Sawyer reviewed the Year-to-Date Financial Reports which had been emailed to the board earlier. There was a discussion on what minimum/maximum amount should be set for the rainy day fund? The fund currently has enough to cover the one year of the MANTS dividend. It was requested that the P&L report for each meeting include the year-to-date income/expenses compared to the annual budget. For future budgeting processes, the committee will consider “worst case” scenarios to base the budget on.

**SunTrust Financial Investment Review** - Tammie Yarter & Oscarlyn Elder reviewed the VNLA’s SunTrust investment funds which averaged 9.43% return for 2010 (ranging from 7.64% to 11.3%). They will be sending a written proposal to the board to recommend re-allocation of some of the investments for 2011. They expect difficulties in the bond market in 2011, but overall, it should be a good year, with the key issue being rising oil prices which should not have a negative effect unless they reach the $125-130 range. They are concerned with labor inflation, which currently, there is none. Current industrial production is strong and large cap funds are good investments now.

They will review the VNLA P&L and make budget recommendations on limits for the rainy day fund. They can also provide online access to view the current status of the investment accounts.

SunTrust can provide direct disbursements to scholarship recipients vs. the current method of fund transfers to the VNLA checking account and the VNLA writing checks to the recipients.

**12:30-1:00 pm lunch**

**CPA Audit Review**, Budget procedures, financial Q&A - Joy Craig and Deanna Cox, with Robinson, Farmer, Cox, VNLA’s CPA firm, reviewed the VNLA 2009 Audit which had been previous emailed to board members and printed copies were distributed at the meeting.

- For an audit, they do a sampling of disbursements, revenues, check verifications, bank reconciliations, etc. They recommend that an audit be done every 3 years, but the frequency depends on how much risk you are willing to accept.

- For a review they don’t look at every transaction, only review bank reconciliations with test samples. This gives you no assurances other than “here is a compilation of your records” and your completed tax returns.

- Budget footnotes should be made for carryovers and a background of why something was done and these can then be printed in the Excel spreadsheet as comments to the budget. Some things can listed as cash carried forward as temporary restricted funds, such as this year’s Beautiful Gardens and economic impact study funds. Notes on the items covered by the management contract should be also listed.

- Budgets are planning tools and should be flexible with notes when there is a major difference between the actual income/expense and the budgeted amount.

- The Rainy Day Fund transfer doesn’t need to be in a revenue column. You are just moving money to another cash account.

- Should we change the chart of accounts? No it is OK.

- Explanation of differences of 990 tax returns: The VNLA files a separate 990 tax return for the Research Foundation and Beautiful Gardens because the operate under the 501(c)3 IRS designation which allows them to accept donations as fully tax deductible donations and to apply and re-
receive state and federal grants. The VNLA files a separate return because it is a 501(c)6 corporation and a separate 990T for income and expenses for the Newsletter and Growers Guide which are considered UBIT (unrelated business income tax). Income and expenses are reported as accrued at year end.

- Notes for an audit should be at the bottom of financial reports with the budget and actual paid in 2011.
- Interest income from the investment funds is actually mostly the net income at the end of the year.
- As in many smaller associations, it is difficult to have separate individuals to handle payment receipts, deposits and disbursements. Last year, the executive director periodically send copies of the check register to the Treasurer to review. The CPA’s recommended that the check register be sent to the treasurer monthly and that the treasurer reviews, signs the register and returns them to the executive director for inclusion with the CPA reviews and audits.
- The VNLA President should be cc’d on all correspondence when audits are being conducted.

**Items Needing Action**

**American Cancer State Park Tree Planting** – Eric Filep, Virginia Department of Forestry, presented a request for the VNLA to help supply 3 trees each for 8 of the Virginia state parks in conjunction with the American Cancer Society to support awareness and education to the public. They requested 4-6’ redbuds, red oaks and American beauty bush.

- Redbud – “purple is a symbol for the ACS and in the spring being one of the first to bloom it would symbolize renewed life after the fight.”
- Red Oak (or other Oak) – “symbolizing long life and strength.”
- American Beautybush – “with the purple berries hanging on usually long after other plants have lost their leaves and berries, it would symbolize life even in the darkest coldest days.”

A motion was made to provide up to $1,000 from the VNLA budget surplus. The VNLA will pay the providing nurseries directly. VDOF will source from VNLA members and VNLA members will be solicited. Seconded and passed.

Laurie Fox requested a list of landscape contractors, from VNLA to for a grant survey which is similar to a survey Joyce Latimer is working on with growers and retailers. It will help establish a baseline for current BMP usage and TMDL baselines.

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Executive Committee – Mark Maslow

ANLA Senator Report – Ed Tankard (absent)

MANTS Report – Doug Hensel (written and attached.) He reviewed current issues with labor unions loading/unloading for the MANTS trade show, which operates differently than many other trade shows due to long term clauses “grandfathering” in many past agreements with the convention center.

MANTS Directors - Representative draft terms were reviewed by Mark Maslow which he had been working on with Duane Shumaker and Jeff Miller. In starting a rotation policy, Doug indicated that the new VNLA nominee should attend the Fall and Winter MANTS board meetings and then will be officially elected to the MANTS board at the Winter meeting. Officer terms run from February through January. The VNLA Executive Committee will work collaboratively with the current VNLA MANTS representatives to find a willing qualified nominee. Mark will follow up on this with Doug, Tom Saunders and John Lancaster.

Strategic Plan Review – Mark Maslow presented a proposal from Kathy Stockburger Consulting to act as the facilitator for a fall strategic planning meeting. She was the facilitator for the last planning session in 2006. It was the consensus of the board to proceed with the planning session the second week of November, tentatively November 8-9. The VNLA Fall budget and board meeting would then follow this during the first full week of December.

Certification – Cheryl Lajoie reported that the new Landscape Chapter has been included in outgoing manuals since January and available online for download by anyone who has previously purchased a manual.

• The HRNLA review class is taking their test on Saturday, March 12. Hopefully everyone will complete their registration and we will have a full room. Online registration is available.

• Mike Wallace has offered to help update the VCH Plant List – this and water quality chapters will be our goal for 2011.

• Crew Chief Program – This is a training based program introducing basic botany, fertilizer, soils, nutrition, pruning, safety, pesticides, leadership values and how this all relates to everyday job experience and performance. Equipment introduction and safety, and teamwork building skills are all covered. HRRNLA to introduce two 2-day programs with a test day. Total program is 5 days. This program earns a certificate (or participation reward) and readies employees to understand expectations as related to job reality! Cheryl will follow up on this with Wes Bray on fees and other details.

Membership – John Barbieri reported that there were 16 new members as a result of the 50% off membership promotion at the winter trade shows and conferences. Twelve were Associate members. Overall, dues income to-date is up over last year.

Membership Benefits Update – John reported on a contact from AFLAC to develop insurance programs for the VNLA and they are willing to help sponsor events. He will follow up with them.

Associate Membership Category – John reviewed the “Associate” membership category which is causing some confusion in the membership categories with members who are certified and are working for non-contractors involved in landscape installation/maintenance for municipal governments, retirement communities, golf courses, colleges, etc. It was the consensus of the board, starting in 2012, that there would be one certified position per associate membership. If additional individuals working with one of these entities wanted to become certified or maintain their certification, they would need to individually join as an Associate member. Then they would get all the benefits of being a member, receive their own copy of the VNLA Newsletter, all correspondence and would be able to have access to the VCH quizzes in each Newsletter.

Legislation – Steve Moore (written report attached)

• Violet gift basket distribution to legislators and the governor – Steve’s distribution help ended up only being Lorene Blackwood, VGIC President and Jennifer Chambers from the Virginia Agribusiness Council. He expressed concern that the VAC had done “cards” for the gift baskets with only the VAC name and no reference to the VNLA. He suggested that the VNLA have our own card, as in previous years, with some industry facts and a marketing brochure. Steve, John Barbieri and Sonya Westervelt will work on a design for cards and brochures to include number of companies represented, number of people employed, volume of business, mission statement, website address and VNLA logo by June 9.

• Mission H2O – Ed Tankard will be representing the VNLA at this spring meeting.

• HB 1830 – Fertilizer legislation (written copy emailed and highlighted) – Mark reviewed the highlighted items that Donna Johnson had presented at the VGIC meeting last week.

Environmental Affairs – Tom Thompson reviewed his emailed report on Invasive Species Council’s request for support in printing brochures and signs. A motion was made to contribute $500 towards printing
from the Environmental Affairs budget, seconded, passed. (written reports attached)

**Plastics Recycling** program Mark reported on the pilot program conducted and reported on by Joyce Latimer at the VGIC meeting. There is a possibility of grinding plastic containers in the future. Mark will forward a report from Joyce.

BMP Assessment Tool Survey by Joyce Latimer – Jeff Miller reported that she will be sending out a survey and listing the VNLA as a supporting organization.

**Education – Steve Grigg**

**Summer Tour 2011** – will start after the Field Day events at Ingleside Plantation Winery, with “behind the scenes” tours, wine-tasting, and a catered dinner. Then a bus will transport everyone to Stratford Hall for the evening. Breakfast will be at Stratford Hall followed by a tour of the grounds and then the bus will go to Carter Hall, George Washington’s birthplace. The tour would end at noon at IPN and then participants will be able to individually tour open houses at other nurseries in the immediate area.

**Scholarships – Steve Grigg**

Steve reported that information about the VNLA scholarships had been mailed out to high schools and 2 and 4 year colleges with horticulture programs. Steve and several other board members are working with Roger Harris on ways to attract more students to horticulture at Virginia Tech.

**Communications – Matt Shreckhise** reviewed the recent online survey which had a 24% response rate. He will be summarizing the results for the VNLA Newsletter.

- Newsletter cost savings, non-perfect binding – Jeff Miller reported on a possible savings of up to $1,000 per issue on the Newsletter to change from perfect binding to center staple binding, which he will follow up with the printer.
- There was a discussion of adding a “LinkedIn” page on the VNLA website.

**Research – Matt Sawyer – no report.**

**Regional Association Reports**

**VSLD – Diane Roselius, current VSLD President, announced that Tom Thompson is currently the VSLD VP and will be representing the VSLD at future VNLA board meetings. Their summer tour will be in the Lynchburg area in July.**

**VA Tech Horticulture Department – Roger Harris thanked the VNLA for financially supporting the students to the PLANET Student Career Days. He announced that Edwin Jones, from NSU had been hired as the new Director of Cooperative Extension and will begin his new position on April 1. Dean Alan Grant has also agreed to make Lisa Lipsy’s position permanent full-time which will be a big help with Beautiful Gardens.**

**Tasks for next meeting**

1. VDACS video – Mark Maslow will coordinate with Rick Baker
2. VNLA Field Day plans finalized – Sonya Westervelt and Diane Roselius
3. Overview of Landscape Awards – Sonya Westervelt
4. Review of checks monthly and sign off on check register – Matt Sawyer
5. Finalize MANTS directors policy, Mark Maslow/Jeff Miller
6. Strategic Planning Meeting on November 8-9, 2011
7. March 21, Tom Thompson will represent the VNLA at the VAC meeting
8. VNLA business card design – Sonya Westervelt, John Barbieri, Steve Moore
9. VNLA Scholarships update, Steve Grigg

10. Arbor Day event Sonya Westervelt and Beautiful Gardens

**New Business:**

Next VNLA Board meeting will be at Virginia Tech on Saturday, June 11, 9 a.m.- 3 pm. Roger Harris will confirm a meeting room location and reserve a block of rooms at The Inn at Virginia Tech.

4:15 p.m. Adjourn – Being no other business, the meeting adjourned.

**Upcoming Events**

- VAC Golf Tournament – June 9
- VNLA Board Meeting – June 11, 2011
- Hahn Horticulture Garden Gala – June 11, 2011
- VGIC GoGreen Garden Festival – September 10, 2010

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

VISION to become the leader and resource for the Virginia nursery and landscape industry.

What are members problems? How are we going to help them become more successful?
Congratulations to these newly Virginia Certified Horticulturist!

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization</th>
<th>City</th>
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<tbody>
<tr>
<td>Mary Austin</td>
<td>Sudley Garden Center &amp; Produce</td>
<td>Catharpin</td>
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<td>Diane Baker</td>
<td>Maymont Foundation</td>
<td>Chester</td>
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<td>Michael Bender</td>
<td>McDonald Nurseries Inc</td>
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<td>Pattie Bland</td>
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<td>Bartlett Tree Experts</td>
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<td>Billy Ray Wu Rorrer</td>
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<td>Susan Yager</td>
<td>Associate - Yager</td>
<td>Newport News</td>
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VNLA Newsletter  March / April 2011  63
VNLA - Membership Survey Summary

On February 24, 2011 the VNLA emailed a survey to its members, to which 116 members responded. The survey consisted of 3 parts: Technology & Social Media, Hiring & Employment, and Sales. Results have been compiled of the three sections and a summary is included below.

Part 1 Technology & Social Media Summary

Many of the members who use smart phones use them for email mainly to respond to their customers more quickly. Others use them for texts and internet. Other people commented that they just purchased their smart phone, or plan on buying one in the near future. While Blackberry and Droid are currently the most used smart phones among the respondents (41% each). Expect the iPhone (10% now) to make significant gains now that Verizon has begun selling them. Very few are using tablet PCs and iPads currently for business but several commented that they plan on purchasing one for business within the next 12 months.

Facebook is by far the most used social media site in our industry by 66% (and also the world). However some expressed concern using it, from finding time to keeping it updated and fresh, to the fact that dissatisfied customers could comment very publicly on the company’s Facebook page. About three quarters of the respondents have a webpage for their business. Questions 6, 7, and 8 were repeat questions asked in November 2009.

A higher percentage, compared to the 2009 survey, are reading the “Member Only E-News” as well as the online version of the Newsletter and more would like a more user-friendly version of the online Newsletter, albeit a small percentage more. Some requested that we offer the Newsletter for the Kindle.

Part 2 – Hiring & Employment Summary

A little over 40% of the respondents have hired college graduates in the last 5 years; half of whom have a horticulture degree. Some of those also hired have industry-relevant degrees such as forestry or business degrees.

Employers mentioned encouraging or requiring new employees to become certified Horticulturists through the VNLA.

The results of questions 13 and 14 regarding H2A and H2B employees illustrate that this is a non-probability sampling because not everyone in our industry use or would need migrant workers. Some commented that they continue to use temporary visa workers while others site the additional expense that is attached to hiring
temporary visa workers as to why they have discontinued use during the economic downturn.

Part 3 – Sales Summary

The economic downturn over the last 3-4 years has affected us all, and many in our industry have had to make tough decisions not only to remain profitable but to remain in business.

Over 55 percent of the respondents said the changes they’ve made helped them remain profitable while only 13 percent said the changes have not helped.

Some changes are: reducing hours and control overtime, reducing employee benefits, cutting speculative production, diversifying products, working harder on collections, increasing marketing efforts through email and other online outlets, reducing prices, making technology upgrades (such as smart phones to respond to customers more quickly), focusing more on customer service, using the “Just-in-Time” business strategy to reduce inventory carrying costs, and not taking on any more new debt by expanding or buying new equipment though it may be needed.

There was generally a mixed response regarding the sales of branded plants. Most said they sell well, but a large number said that the branding didn’t matter much and that they’re overpriced. Overall the Knockout Roses generated the most positive responses.

Thank you to all of the members who responded to this survey! We know your time is valuable but the few minutes you take to fill out this information helps the VNLA serve its membership better. If you’d like more detailed information on the results of this survey please contact Jeff Miller at info@vnla.org.

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News – Valley Nursery Expands

The VIRGINIA BUSINESS magazine recently reported that Shenandoah Growers had unveiled a $3 million, 75,000-square-foot expansion of its greenhouse operation which will be used to increase its crop of organic herbs. The investment will create 31 jobs. (Richmond Times-Dispatch)

December 2010

www.VirginiaBusiness.com
Because you deserve the lowest price on your generic drugs!

**Have Insurance?**

*Is your Generic Copay $10 or higher?*

If your generic copay is $10 or higher, have your pharmacist use our card to compare prices.

*Start paying less by asking, “What’s my RxCut® Price?”*

The RxCut® price on 21 of the 25 most frequently used generic drugs, for our members, has been lower than insurance copays of $10 or more. Today more than 210 million Americans receive drug benefits through their employer and pay a copay for a generic drug that is higher than the RxCut® price.

*Register your FREE card as a secondary form of payment and always ask, “What’s my RxCut® Price?”*

**No Insurance?**

*Up to a 75% discount on prescriptions and up to 50% on labs and imaging.*

The RxCut® Plus prescription savings card benefits the insured, uninsured, underinsured, those with high deductibles or in the Medicare donut hole.

RxCut® is driven to help all people. We negotiate deep discounts with pharmacies to provide low cost prescription drugs to consumers.

*Always ask, “What’s my RxCut® Price?” and start saving today.*

*The chart below is an actual account of one of our member’s pharmacy transactions who had a $15 insurance copay. By using the RxCut® Plus card, our member paid a total of $21.09 instead of the $45.00 in copays and received a total savings of $23.91.*

<table>
<thead>
<tr>
<th>Drug Label Name</th>
<th>Quantity</th>
<th>Retail Price</th>
<th>Generic Copay</th>
<th>RxCut Price</th>
<th>Member Savings</th>
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<tbody>
<tr>
<td>Ibuprofen Tab 600mg</td>
<td>20</td>
<td>$10.99</td>
<td>$15</td>
<td>$7.20</td>
<td>$7.80</td>
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<td>$15.99</td>
<td>$15</td>
<td>$6.67</td>
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<td>Cyclobenzapr Tab 10mg</td>
<td>30</td>
<td>$29.99</td>
<td>$15</td>
<td>$7.23</td>
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*The third purchase was only five days later and for twice the supply. The RxCut® price for our member was only 57 cents more. Savings Fact: Always ask your doctor for a larger quantity, when applicable.*

**VNLA Member Benefit Program**

The RxCut® Plus Prescription Savings Card is FREE with NO enrollment, activation or expiration date. There are over 54,000 participating pharmacies across the U.S. and Puerto Rico.
Save up to 75% on your prescription medications with RxCut Equalizer

What is the Equalizer program and how can it help me?
Using your FREE RxCut® Card guarantees every user the absolute lowest price possible; which EQUALS = their Insurance Copayment, the Pharmacy retail price or the RxCut discount, whichever is less. Don’t be fooled into paying higher prices......always ask.....What’s my RxCut price? If you don’t have Insurance use the card and save more!

How much of a discount will I get?
The RxCut® Price on 21 out of the 25 most frequently processed generic drugs, for card users, has been lower than an insurance copay of $10 or more. Discounts vary depending on the medication and the pharmacy and typically range from 15% to 75%, with the largest savings coming from generic medications. The program has provided savings as high as 90%. By asking, “What’s my RxCut Price?”, consumers are guaranteed they are always paying the lowest price possible.

Where can I use the card?
With over 54,000 participating pharmacies, it is simple to find a pharmacy that will accept the card. Visit the website at the top of the page or call 1-800-808-1213 to find participating pharmacies in your area. All major chain pharmacies and most independent pharmacies throughout the United States and Puerto Rico are included in this program such as:

Albertsons  Costco  Duane Reade  Kmart
Kroger  Publix  Rite Aid  Target
Vons  Walgreens  Walmart  Winn Dixie

How much does it cost to participate?
The RxCut® Plus Program is FREE. We provide this service to all individuals and families that wish to save on their prescription prices.

When does the card expire?
The card has no expiration date and can be used each and every time you have a prescription medicine. You can even share the same card with your friends and family. All cards are active and ready for use.

If you have additional questions or are in need of additional cards please visit the website at the top of the page or call 1-800-808-1213.

When savings are generated, RxCut® collects an administrative fee from that savings in order to support this program.
Save up to 50% off the Typical Price of Your Lab Tests, CT, MRI and PET Scans With the RxCut® Plus FREE Program!

What is this program and how can it help me?
The RxCut® Plus card is available to everyone because we want to help you save money on your healthcare costs. If you are underinsured or uninsured, our program is extremely beneficial to you. Remember a simple test can save your life.

How much of a discount will I get?
The RxCut® Labs and Imaging provides you FREE access to savings up to 50% off the typical price on lab tests and imaging services.

How many lab and imaging centers participate in the RxCut® Plus program?
The card can be used at over 2,000 lab testing centers and over 3,800 imaging centers nationwide. To find a participating lab or imaging location close to you, call our concierge service at 1-800-808-1213 and select the Labs and Imaging option when prompted.

How much does it cost to participate?
There is no cost to access the discount; however, you will need to pre-pay for your test at the time of scheduling.

When does the card expire?
The card has no expiration date and can be used each and every time you have your prescription filled. You can even share the same card with your friends and family. All cards are active and ready for use.

How do I receive the benefits or schedule an appointment?*
To submit a request online visit the website at the top of the page and click on the Lab or Imaging tab, or call our concierge service at 1-800-808-1213 and select the Labs and Imaging option when prompted. Be sure to have your RxPlus card Member ID and RxGroup# ready. We will then schedule your pre-paid appointment at a location near you.

*RxCut® Lab benefits are not available in MA, NY, NJ or RI. RxCut® Labs and Imaging benefits are pre-paid programs and payment must be made at time of appointment scheduling. Imaging only includes CT, MRI, and PET Scans. Labs and Imaging benefits not available in Puerto Rico.

When savings are generated, RxCut® collects an administrative fee from that savings in order to support this program.
RxCut® Plus Medicare Donut Hole Solution

The Free way to save up to 75% on your prescription medications

What is the Medicare Part D “donut hole”?  
The Medicare Part D coverage gap, often referred to as a “donut hole”, is a period of the time during the coverage year (Jan. - Dec.) when Medicare recipients are responsible for paying all drug costs out-of-pocket.

RxCut® Plus helps fill the gap between coverage periods.  
RxCut® Plus is dedicated to helping people caught in the Medicare Part D “donut hole” with their pharmacy needs by providing savings up to 75% on all FDA- approved medications at more than 54,000 pharmacies, including all major chains.

Have you reached the “donut hole”?  
Simply use your RxCut® Plus card when you reach the “donut hole” and continue until catastrophic coverage kicks in.

Are your prescribed medications that are not covered by Medicare?  
With the RxCut® Plus card, there are no limited drug lists. You can receive discounts on the drug that works best for you.

Register the RxCut® Plus card as your secondary payer for the best possible price.  
Getting the best possible price on prescriptions is easy after you’ve registered your RxCut® Plus card as a secondary payer. Ask your pharmacist, “What’s my RxCut® price?”

<table>
<thead>
<tr>
<th>Standard Medicare Part D Benefit 2011</th>
<th>What Program to Use</th>
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<tr>
<td>Beneficiary pays the first $310 (Deductible)</td>
<td>Use your primary Medicare provider program</td>
</tr>
<tr>
<td>Beneficiary pays 25% of the next $2,840 of drug costs</td>
<td>Use your primary Medicare provider program</td>
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| Once you have spent $2,840 in drug costs, Beneficiary pays 100% of the next $1,710 | Use RxCut® to save up to 75% on the cost of your Generic medications  
*Be sure to submit receipts to your primary Drug Provider |
| Catastrophic coverage begins after the beneficiary spends $4,550 | Use your primary Medicare provider program |
| Medications not covered under Medicare | Use RxCut® to save up to 75% on your medications |
| Medicare pays 50% of all brand medication | Use your primary Medicare provider program |

A RxCut card is included with your membership dues receipt and 2011 membership plaque insert. If you want additional cards for your employees’, contact the VNLA office at info@vnla.org or 1-800-476-0055.

Disclaimer- Please check with your Primary Drug Provider to determine the requirements for submitting your prescription receipts to identify when your catastrophic threshold is met.

When savings are generated, RxCut® collects an administrative fee from that savings in order to support this program.
Join us as we make Virginia even greener

VIRGINIA TURFGRASS COUNCIL

• We represent the turf and landscape industry

• We provide education tailored to your needs

• We provide networking opportunities with your peers, industry professionals and manufacturers

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

Join

by mail • by phone • by web

For More Information: VIRGINIA TURFGRASS COUNCIL
PO Box 5089, Virginia Beach, VA 23471 • (757) 464-1004 • www.vaturf.org • E-Mail: VATurf@verizon.net
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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Flexible: $49.50 + t&s
Rigid: $59.50 t&s
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<td>$75</td>
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<td>$130 (Horizontal)</td>
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<td>[ ] Business Card (2&quot; x 3.5&quot;)</td>
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<td>8&quot;x10.75&quot; single sheet (Call for quote)</td>
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**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>
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<tr>
<th>Publication Issue</th>
<th>Copy Deadlines</th>
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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.

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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
Appoints Interim Exec VP

Atlanta, GA, January 21, 2011 – The Southern Nursery Association (SNA) board of directors announced today that Karen Summers has been appointed interim executive vice president for the association to fill the position made vacant by the departure of Steve Newton last year.

The appointment comes after the SNA board of directors has set new directives for organizational change to rebuild and strengthen the association to achieve financial health and once again become an integral part of the horticulture industry in the southeast. Over the past few years, the association’s financial stability has been shaken by the economic downturn, a decline in membership and no longer depending on a trade show for the major source of income. The newly elected board of directors plans to focus on member services that will promote the economic welfare of members as well as the association. The goal of the current board is to not only survive but thrive.

Summers will be responsible for the day-to-day operations of the association as well as implementing the board’s strategic direction and plans. “I’m delighted that Karen has agreed to be our interim executive vice president,” said newly elected president Randy Bracy. “Her previous eighteen-year tenure with the association makes her an ideal choice to head our organization through this period of transition.”

Summers brings nearly two decades of association experience serving as Director of Administration for the SNA from 1988 to 2006. During her tenure, she was instrumental in developing membership and booth sales to record levels, as well as building and improving member and exhibitor services. Since resigning from her position in 2006, Summers has enjoyed spending time with her family. “This extended career break came at a time in my life when my family needed me the most, but I am now ready to get back in the saddle and do whatever it takes to implement the new direction set by the SNA board and offer support to our members. I am grateful to the board for giving me the opportunity to provide leadership at this critical juncture,” Summers said.

In the coming months, Summers will work with the SNA board of directors to evaluate the association’s strengths and weaknesses to allow accurate assessment of risks and opportunities, take strategic action, and set directives for organizational improvement. Immediate changes will include the closing of the Atlanta, Ga. office.

Summers will maintain a home-based office during this interim time.

The SNA board invites members to share their thoughts on issues critical to SNA’s future. These comments may be sent to mail@sna.org.

Please join us for our most important fundraiser of the year!

- Fantastic food
- Two open bars
- Fabulous silent auction
- Casino games with professional dealers - blackjack, roulette, and more*

*Complimentary chips to start; purchase more to make the evening an even bigger winner for the garden!

Here’s an offer you can’t refuse: Gala Sponsorship! Receive complimentary tickets and recognition for your company while helping us meet our fundraising goals. Contact Dr. Holly Scoggins for more sponsorship information - pce4557@vt.edu or call (540) 231-3783. Call Stephanie Hucklestein (540) 231-3970 to donate unusual and high value items for the silent auction. Net proceeds go to garden operations. Help us help our students while promoting the green industry!
Upcoming Events

May 11-15, 2011, 65th ANNUAL INTERNATIONAL CONVENTION
OF THE AMERICAN RHODODENDRON SOCIETY,
oregon1853@yahoo.com
503-663-6987
www.ARS2011Convention.com

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

June 13-16, 2011, GARDEN CENTERS OF AMERICA SUMMER
TOUR New Jersey
– Stop & Smell the Roses,
www.gardencentersofamerica.org

July 9-12, 2011, OFA SHORT COURSE
“The Color of Business”
Columbus OH 614-487-1117
www.ofa.org ofa@ofa.org

July 18-20, 2011, ANLA LEGISLATIVE CONFERENCE, Washington, DC
www.anla.org

August 2-4, 2011, PANTS
Greater Philadelphia Expo Center,
Oaks, PA  800-898-3411
www.pha.com

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

August 16-18, 2011, INDEPENDENT GARDEN CENTERS (IGC),
Navy Pier, Chicago
www.IGCshow.com

August 17, 2011, VNLA FIELD DAY at Ingleside Plantation
Nursery & Winery, Oak Grove, VA
www.vnla.org
1-800-476-0055

August 18, 2011 VNLA SUMMER TOUR, Northern Neck Area
www.vnla.org
1-800-476-0055

August 17-19, 2011, GREEN AND GROWIN SHOW, Raleigh
Convention Center, Raleigh, NC
http://www.ncnla.com

August 25-27, 2011, FARWEST SHOW
Portland, OR
www.farwestshow.org

September 10, 2011, VIRGINIA GOGREEN GARDEN
FESTIVAL (VGIC) sponsored by the Virginia Green Industry
Council at Virginia Science Museum, Richmond, VA
Consumer educational programs, many demonstrations, garden
vendors, food and fun!
Contact: 540-382-0943,
info@virginiagreen.org
www.virginiagreen.org

January 11-13, 2012 MANTS Trade Show, Baltimore, MD
www.MANTS.com

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

VNLA Field Day
August 17, 2011

Ingleside Plantation Nurseries
The Tradition of Quality & Innovation Since 1946
DISTINCTIVE PLANTS FOR YOUR LANDSCAPE

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
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

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