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2 0 1 1 S e l e c t i o n s

- 2010 Plants of Distinction -
  Cercis canadensis 'Hearts of Gold' - Eastern Redbud
  Buxus sempervirens 'Dre Romk' - American Boxwood
  Corylopsis pauciflora - Buttercup Winterhazel
  Dryopteris erythrosora 'Brilliance' - Autumn Fern
  Encomis 'Sparkling Burgundy' - Purple Pineapple Lilly
  Rudbeckia subtomentosa 'Henry Eilers' - Sweet Coneflower
  Schizachyrium scoparium 'The Blues' - Blue Bluesem
  Yucca filamentosa 'Color Guard'

- 2009 Plants of Distinction -
  Cercis chinensis 'Don Egolf' - Chinese Redbud
  Helleborus x hybrids 'Pine Knot Strains' - Lenten Rose
  Ilex x 'Virginiia' - Holly
  Agapanthus x 'Mammiid' 'Midnight Blue' - Lily Of The Nile
  Hydrangea querectifolia '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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**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.

---

**VNLA Field Day**

August 17, 2011

Ingleside Plantation Nurseries & Winery

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Vol. 81, No.3; May/June 2011
Editor: Jeff Miller

VNLA
President’s Message

I want to jump right into some exciting news for the VNLA. We have scheduled our 2011 strategic planning session for early November. This valuable planning session will allow the board to refocus priorities and confirm we are working towards our mission statement. Any input, suggestions or feedback from the membership is encouraged.

Have any of you ever thought about volunteering on the VNLA committees? If not, it is something I would encourage you to explore. Certainly, we are all trying to do more work with less people in our professional lives and extra time is not plentiful, I understand that. However, for a professional association like the VNLA to continue to be successful and work for its membership it requires involvement from the members. There are lots of exciting opportunities on some of the committees to help make a difference. Remember there is power in numbers and the more volunteers we have helping on each committee the less time investment you will have.

Are you still not sure about attending Field Day this year? I can promise you it will be an exciting and unique Field Day! Our host, Ingleside Plantation Nurseries and Winery, has been so gracious in opening up a very unique facility for our Field Day this year. We have solicited two very highly regarded speakers that will be sharing tips with us on ways to improve our business for 2011-2012. The summer tour this year is a bit different, kicking off the evening before with a 5-course wine pairing dinner. It is sure to be a great time, so be sure to get pre-registered to guarantee your spot.

Again, thank you for the opportunity to serve as your President! I am always willing to hear feedback from our membership and hope that you will consider volunteering on a VNLA committee. All the best for the remainder of 2011!

Cordially,

Mark Maslow, VNLA President
The Virginia Agribusiness Council thanks you for your valuable partnership with us in providing gifts to legislators during the 2011 General Assembly Session. During the General Assembly Session, we heard repeatedly from legislators and their staffs how much they appreciated the variety of items delivered from your organization and others to highlight our industry. This opportunity is an excellent one for our industry to highlight the variety of products that our agribusinesses produce.

Over the past several years, our industry has prided itself in providing creative and nutritious items to legislators, and this year was no different. Through the diversity and quality of products provided, these legislator gifts have been an outstanding mechanism to educate our elected officials on the importance of our agribusiness industry to the Commonwealth. We are proud to coordinate these activities in partnership with you.

Enclosed you will find our Summary Capitol Report from March 4, 2011, in which we highlight all the items delivered to 140 legislators, as well as the Governor, Lt. Governor, Attorney General, and the Cabinet throughout the General Assembly Session.

Thank you again for your generosity and participation in this project, and we look forward to working with you again in the future.

Katie K. Frazier, Vice President - Public Affairs

Senator Louise Lucas

Thank you very much for the violet basket delivered to my office on Thursday, February 3, on behalf of Virginia Nursery & Landscape Association and Virginia Agribusiness Council. Your kind gesture is appreciated.

L. Louise Lucas, State Senator

On behalf of the Board of Directors of the Northern Virginia Community College Educational Foundation, Inc., thank you for your generous gift of $500.00 as a contribution toward the Ankers Memorial Scholarship fund. You received no goods or services in exchange for this contribution. The
tremendous support we receive from Alumni and friends has helped strengthen our reputation as one of the best community colleges in the country.

Again, thank you for your help. I hope you will continue to support Northern Virginia Community College. Best wishes in the coming months.

John Ruffino, Exec. Dir.

---

**Editorial - A restored Bay is more than just clean water**

When I first walked into a Bay Program meeting more than two decades ago, I was sure I'd discovered the ultimate black hole of government bureaucracy. It was full of people who seemed to speak in tongues - or at least in languages that were foreign to me - about things like BMPs and POTWs.

Chuck Spooner, the director of what was then called the EPA's Chesapeake Bay Liaison Office, told me the only way to understand the place was to go to meetings, a solution that seemed akin to hitting oneself on the head with a hammer to cure a headache.

But he was right. Over time, the pieces came together in my mind and slowly began to make sense. The consensus-based decision making process of the Bay Program is often mind-numbing to observe.

Yet the state-federal partnership has served to get representatives from different states, and from different constituencies, into a common forum. The partnership today, as I report in this issue, is at a crossroads. See "After TMDL process, Bay Program finds itself at a crossroads," on page 16.

It has certainly produced results in some cases. The plethora of programs today that promote forested stream buffers, something that helps both water quality and habitats, stem largely from the Bay Program's decision to make buffers a priority.

There have been setbacks as well, including futile efforts to deal with regional growth, and serial failures to meet nutrient reduction goals, the latter of which has resulted in the new Bay total maximum daily load, a regulatory program that has fundamentally changed the partnership.

The Bay Program suffers from the Goldilocks problem; a bit too voluntary doesn't get results, yet the highly regulatory approach of the TMDL has created a deep reservoir of ill-feelings among many states that will take time to overcome and threatens to halt or slow efforts directed toward other issues.

With the threat of consequences hanging over everyone's head if cleanup efforts fall short, it's understandable that the Bay effort for many has boiled down to counting the number of pounds of nitrogen and phosphorus that can be reduced.

Nutrient reduction is an important part of any comprehensive Bay strategy, but a restored Chesapeake is about much more than reducing nitrogen and phosphorus. It is about protecting healthy forests. It is about preserving healthy streams and improving those that are degraded. It is about making sure that fish and crabs have fallen trees and other structural elements along shorelines that provide hiding places. It is about managing invasive species. It's about preserving special places that, if only for a moment, give us a sense of what Native Americans saw on the land before John Smith showed up.

It is possible to achieve the TMDL's goals without addressing any of those issues. One of the nation's leading stream scientists once told me that we often treat the Clean Water Act as though its goal is to get distilled water in a concrete culvert.

The challenge for the Bay Program is to find a way to make sure that is not what the Bay becomes.

"I don't see how you restore the Chesapeake Bay if you don't look at more than water quality," said Ann Swanson, executive director of the Chesapeake Bay Commission, which represents state legislatures. "The magic of the Bay is its living resources; it is its landscapes, and it is its people."

---

**Obituary - Katherine "KT" Tiller Martin**

MARTIN, Katherine Tiller "KT," age 70, passed away on April 4, 2011, after a brief illness. Katherine, a native of Glen Allen, Va., lived in the Fan area of Richmond for the past 23 years.

She had a long career as an executive director of several professional trade associations, also acting as a lobbyist in the Virginia General Assembly for several years.

KT was executive director of the Virginia Nursery & Landscape Association, then known as the Virginia Nurserymen’s Association (VNA) in the late 1970’s and early 1980’s. She will be remembered for her effervescent personality and memorable summer tours.

In recent years, Katherine spent her time in retirement traveling the world her trips included China, Russia, and most recently, a cruise on the Amazon.
She was preceded in death by her parents, Boyce and Mollie Lee Tiller; sisters, Mary, Jean, Doris and Betty; and brothers, Zeke and Pete. She leaves behind a brother, Norman Tiller Sr.; a sister, Diane Nikolaisen; her daughter, Tracy Lee Meyer (Paige); her son, Timothy Lane Martin (Stephanie); grandchildren, Justin, Lauren and Hannah Rose Meyer and Timothy "Lane" Martin; several nieces, nephews, great-nieces and nephews, and devoted friends of many years.

A lover of her family and friends and of life itself, she made the most of both. She will be missed. Visitation and services were held on Friday, April 8, at the West Chapel of Bennett Funeral Home, 11020 W. Broad St. In lieu of flowers, donations may be made to the American Diabetes Association.

Richmond Times Dispatch

**Legislation – Agribusiness Council Sets Summer Town Hall Meetings**

Featuring Secretary of Agriculture & Forestry Todd Haymore

At the Virginia Agribusiness Council's regional Town Hall Meetings this summer, you can engage in a dialogue with the highest ranking person dedicated to our agribusiness industry in Governor's McDonnell's Administration - Secretary of Agriculture & Forestry, Todd Haymore.

Learn about the Governor's efforts related to international trade, economic development for agribusinesses, and industry promotions. And, have the opportunity to ask questions about topics on your mind.

Find the Town Hall Meeting nearest you – and plan now to attend.

July 26  Weyers Cave, Weyers Cave Community Center
July 29 - Chatham, Olde Dominion Agricultural Complex
August 2 - Painter, Eastern Shore AREC
August 25 - West Point, West Point Community Center
September 8 - Madison, Madison Fire Hall
September 22 - Abingdon, Southwest Virginia 4-H Educational Center

For more information or to register for these meetings, contact Katie Frazier, 804/643-3555; katie.agribusiness@att.net

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Legislation - E-Verify Self-Check Started
March 18

The Department of Homeland Security (DHS) recently published a notice in the Federal Register indicating that the new E-Verify Self-Check system was newly effective on March 18, 2011. As reported in the December 2010 issue of the Immigration eAuthority, the E-Verify Self-Check system will allow any person to check his or her employment authorization status prior to employment and also facilitate correction of E-Verify records. Until introduction of the new system, a worker does not have the ability to identify potential issues associated with his or her employment authorization status until after receiving adverse notification from employers.

F-Verify is a free and mostly voluntary employment eligibility verification program operated by U.S. Citizenship and Immigration Services (USCIS) in collaboration with the Social Security Administration (SSA). USCIS' new F-Verify Self-Check system will involve two steps: (1) identity authentication (through a third-party commercial identity assurance service provider (IdP)) to ensure the individual seeking verification is entitled to access the records; and (2) confirmation of work authorization status through F-Verify records (such as USCIS and SSA records). In the event the E-Verify Self-Check does not verify employment eligibility and instead indicates a possible mismatch, instructions will be provided on how the individual can resolve the discrepancy.

Legislation – E-Verify and Supreme Court Ruling

The Supreme Court has rendered its decision in the case challenging the Arizona requirement that employers use the federal E-Verify program as a condition of obtaining/maintaining a business license. The Supreme Court has upheld the 9th Circuit’s finding that the Arizona law is not preempted by federal law. Much more detailed analysis of the decision to come after the lawyers have lawyered and share their conclusions. That said, we may now see the floodgates open for more state-level copycat laws mandating E-Verify. Link to the full decision below.

Provided by Craig Regelbrugge, ANLA

Legislation – ANLA Updates

ANLA Defends Current and Future Labor Source
ANLA has taken action in response to the U.S. Department of Labor's (DOL) recently proposed changes to the H-2B program. Widely used by landscape installation and maintenance professionals and other seasonal employers seeking a legal workforce, these proposed changes would increase filing requirements and advertising timelines for employers seeking to fill positions. Employers will be subject to layers of additional requirements to hire any and all available US workers, despite historically low interest and retention of these applicants.

Submitting comments to DOL for review, ANLA pursued a three-pronged approach to defending the H-2B program. First, ANLA joined partners in the H-2B Workforce Coalition to convey how the changes will negatively affect the program and employers. ANLA also joined PLANET to submit a set of comments that focus on specific concerns of the green industry. Thirdly, ANLA filed comments with CJ Lake LLC, drawing into question the statutory authority of DOL to implement the proposed rules.

ANLA and members of the H2B Workforce Coalition continue to engage DOL, Members of Congress and the Small Business Administration Office of Advocacy with the goal of winning major concessions on the proposed changes.

Debt Ceiling Debate Continues on Capitol Hill

The United States government hit the $14.294 trillion debt ceiling, starting the clock on an uncertain political scramble to avoid default. There are a variety of devices that the government can use to continue to operate without borrowing in violation of the ceiling restriction for an estimated 10 to 12 weeks.

Congressional Republicans are insisting on significant deficit reduction as a condition for approving an increase in the debt ceiling. Underlying that discussion is a spirited debate about the consequences if the debt ceiling is not increased. It is unknown territory and leaders from both parties have been drawn to New York to speak in front of financial leader about the potential impact of not failing to address the deficit and debt ceiling together.

While ANLA does not plan to wade into the political theater that will no doubt take place on this issue, it is clear that not increasing the debt ceiling for federal government borrowing would have repercussions for the economy and by extension small
businesses. That said, concerns about the federal debt are well-founded, and hopefully we will see meaningful deficit reduction measures put in place. ANLA will monitor this issue closely and provide input when opportunities arise.

Social Security No Match Letters Back

The Social Security Administration is once again sending "no match" letters to employers. The letters had been issued over a period of years to employers for whom the agency found discrepancies between its records and information submitted. Over time, the former INS (now Immigration and Customs Enforcement) came to view the letters as having direct implications for immigration enforcement, and could serve as evidence that an employer had "constructive knowledge" that an employee was unauthorized.

The Bush Administration moved to issue regulations outlining how employers should respond to the letters, but the rule was blocked from taking effect by the courts. The Obama Administration shifted emphasis from the letters to participation in the electronic work eligibility system known as E-Verify. But now, the letters are again being issued, starting with tax year 2010. Two different versions have been reported to ANLA. One actually implies that employers should use the Social Security Number Verification System (SSNVS) to verify numbers for new hires, an act which is, in fact, not legal. Yet, responding to the letters in a clear and consistent fashion, and maintaining good records, are key.

House Committees Consider Consumer Product Safety Revisions

In 2008, the Consumer Product Safety Improvement Act (CPSIA) was enacted. The law introduced a new regulation regime for children's products and also made some changes, such as the creation of a public complaint database, that are having an effect on the production and sale of many other consumer products. For those business most directly affected by the CPSIA, compliance has been a challenge to say the least. The House majority is attempting to swing the pendulum in the other direction to make the new regulatory regime at least a bit more realistic.

The first step is the approval of a "revision" bill by the Subcommittee on Commerce, Manufacturing, and Trade of the House Committee on Commerce and Energy. The bill addresses some aspects of the children's product definition, the lead content rule, and the structure of the public complaint database, among other items.
The database is the sleeper of the CPSIA. The important thing to note is that the public database, which is up and running, covers a wide range of consumer products, not just children's products. The CPSIA requires that the database include reports of harm relating to the use of consumer products, and other products or substances regulated by the CPSC. While the reports are supposed to be limited to complaints against manufacturers, it is possible a consumer might enter the name of retailer. The complaints are supposed to be monitored but since the database is new, it is too soon to tell whether the database will be accurate. The business community also worries that plaintiffs’ lawyers will mine the database for new cases.

The draft bill clarifies eligibility to submit reports of harm to the public database, limiting it to the person who suffered harm or risk of harm, family members, next of kin, or lawyers or other expressly authorized representatives to submit reports. It establishes submission of the location of the product and the contact information for the person harmed as preconditions for posting the report. The draft bill establishes a process for improving product descriptions in the reports of harm where the CPSC agrees the initial description is inadequate. It creates a process for resolving claims of material inaccuracy. Finally, it makes misrepresentations relating to the database unlawful (e.g., false reports or false claims of material inaccuracy).

If you want to take a look at the database, go to www.saferproducts.gov. ANLA will continue to monitor this legislation.

ANLA Supports American Job Protection Act

H.R. 1744 and S. 20, the American Job Protection Act, would repeal the employer mandate provision in the Patient Protection and Affordable Care Act (PPACA). The employer mandate penalizes businesses with 50 or more “full-time equivalent” employees if they do not provide government-approved health insurance; or if their employees decide to purchase insurance through the exchange. Employers could be subject to additional penalties since the provision redefines full-time, full-time equivalent, part-time and seasonal workers. This complicated burden only generates confusion and increases costs for small business owners.

This onerous aspect of the health care law establishes a powerful disincentive to hire more than 50 employees. Thus, it punishes both the employer and employees alike. While employees struggle with the cost, employees suffer lower wages and possibly job loss. According to the Congressional Budget Office (CBO), the employer mandate and other harmful provisions in PPACA would cost the economy over 800,000 jobs. This hurts small business owners, who generate two-thirds of the new jobs each year.

Finally, this unprecedented mandate adds more uncertainty among the nation’s job creators. These penalties and regulations discourage employers from making immediate and long-term business decisions during our nation’s economic recovery. Employers need certainty in order to plan for the future as well as flexibility in providing health insurance.

The mandate - not effective until 2014 - is already stifling job creation and economic growth and is counterproductive to the goal of expanding access to affordable healthcare for small businesses. ANLA will continue to monitor this legislation and report movement in either chamber.

This article is provided by your state association and ANLA as a Lighthouse Program partner benefit.
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Compact evergreen shrub with white bell shaped flowers on arching branches in summer.

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One Grand Prize winner chosen at the end of the year.

Details at: www.vnla.org/AboutVNLA/photography_contest.htm
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). Email 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 email 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.**

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**Passiflora Macro**

**Photo Winner: Kelly Connoley-Phillips**

Customer Service Manager, Riverbend Nursery, Riner, VA

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

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**VNLA - Photographs Needed**

for Beautiful Gardens® Promotion Plants

- Aralia ‘Sun King’
- Azalea ‘Sandra’s Green Ice’
- Cestrum ‘Orange Peel’
- Edgeworthia chrysantha
- Hesperaloe parviflora
- Iris cristata ‘Tennessee White’
- Jasminum officinale ‘Frojas’
- Nyssa sylvatica ‘Wildfire’
- Panicum virgatum ‘Northwind’
- Rhododendron x ‘Koromo Shikibu’
- **Rhododendron White Spider’**
- **Rudbeckia fulgida Early Bird Gold’**
- **Sporobolus heterolepis**

Send high resolution photos to info@BeautifulGardens.org
After a 3 year hiatus from PLANET Student Career Days, the Hort Hokies returned to their old form this past March by placing among the top ten teams from across the country. Over 850 students participated in the four-day conference held near Chicago at Joliet Junior College.

Virginia Tech was the top finishing ACC school with NSCU (11th), University of Maryland (14th) and Clemson (15th) also placing high in the competition. WVU finished 29th.

Eight students won individual honors placing in the top four in their respective events. Tish Poteet placed 2nd in the Annual & Perennial ID event, Samantha Hugo placed 3rd in the 3D Exterior Landscape Design event, JB Snelson placed 3rd in Irrigation Troubleshooting, Travis Jowers placed 3rd in the Tractor Loader Backhoe Operations event, and Jake Shrechkhise place 3rd in Woody Ornamental Plant ID. The team of Billy Yuhase and Paul Hutcheson placed 4th in the Arboriculture Techniques event and Anne Howell placed 4th (with a perfect score) in Maintenance Cost Estimating.

Also notable were:
- The team of Laura Shields and Paul Hutcheson placed 8th in Personnel Management
- The team of Wesley Chiles and Zebulon Ethier placed 9th in Truck & Trailer Operation
- Andrew Ransone placed 10th in Compact Excavator Operation
- Tish Poteet placed 10th in Interior Landscape Design
- The team of David Fetchko and Andrew Ransone placed 11th in Paver Installation
- Daniel King placed 11th in Maintenance Cost Estimating
- Anthony Piselli placed 12th in Exterior Landscape Design

Every student who attended contributed to the success of the Virginia Tech team. Even if a student did not place high in an event, his/her points were added to the team’s total. While the team officially was sponsored by the Horticulture Department, there were students from the Ag Tech program, Ag Econ, Mechanical Engineering and Landscape Architecture.

Virginia Tech had 35 students who attended the conference—the third largest student contingent. Holly Scoggins, Tom Martin and Robert McDuffie were the faculty that accompanied the students.

Robert McDuffie, Associate Professor, Department of Horticulture, Virginia Tech
**Tips - Nursery Cost of Production Software**

from Michigan State University Extension

Understanding your nursery costs helps growers improve cost management and production efficiency. Accurate cost estimation helps growers set prices that enable you to recover costs and maintain profitability.

In today's economy, if you do not know your true costs, you can't set a fair price for your plants. This computer software will work for either container or field grown nursery stock. MSU Extension Specialist Dr. R. Thomas Fernandez and Extension educators Roger Betz and Thomas Dudek have now released a new spreadsheet software CD and tutorial DVD to help nursery growers figure cost of production.

Included in the CD/DVD package is a cost of production example spreadsheet and DVD tutorial on how to use the software. The spreadsheet can handle 25, 50 and 100 item enterprises. You must have MS-Office Excel 97 or later to run the program.

A Windows or Mac-based personal computer is capable of playing back the DVD although playback is best achieved on a stand-alone DVD player. Copies of the "Estimating the Whole-sale Cost of Nursery Production" DVD-029 software set are available from the MSU Bulletin Office for $26.00 plus postage.

To order please call the MSU Extension Bulletin office at: (517) 353-6740 or use the website: www.emdc.msue.msu.edu and search for DVD-029.

Thomas A. Dudek • Senior District Extension Horticulture and Marketing Educator • MSU Extension-Ottawa County 
12220 Fillmore St., Suite 122 • West Olive, Michigan 49460, Telephone: 616-994-4580 • Fax Number: 616-994-4579 • Email:dudek@anr.msu.edu

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Telemon is a private, nonprofit organization whose goal is to serve and improve the lives of people in need with education training and support. They are committed advocates for people in need. Their mission is to promote the development of human potential by providing resources and creating opportunities in the communities they serve.

Brief History – Beginning in 1965 as an outgrowth of the North Carolina Council of Churches, Telamon Corporation (Telamon), then operating as the Migrant Worker Program and later as the Migrant and Seasonal Farmworker Program, was an early effort to address the living conditions of farmworkers who knew only the stoop labor of agriculture with skills training and support services. Operating as one of the only four farmworker residential programs in the country, such migrant services, funded under the Office of Economic Opportunity, were transferred to the Department of Labor and Telamon was among the first grantees to compete for and operate Title III, Section 303 programs for farmworkers under the Comprehensive Employment and Training Act.

Later, services were provided under the Job Training Partnership Act, and currently, under Title I of the Workforce Investment Act (WIA). The program is now known as the National Farmworker Jobs Program. Regardless of the title under which services were provided, Telamon has served farmworkers in Virginia since 1975. Currently, Telamon operates a wide range of projects throughout twelve states.

Telamon’s National Farmworker Jobs Programs is an employment and training initiative funded by the U.S. Department of Labor. Telemon has partnered with Virginia’s provision of Workforce Investment Act services to assist and support farmworkers and their dependents seeking a better future. The National Farmworker Jobs Program offers programs for individuals needing education, occupational skill training and other support to obtain high-paying year round jobs with benefits. This program is tailored to the abilities and needs of individual customers and is supported by professional in the work force development field.

Services available include:
- Assessment of educational and skill levels
- Tuition assistance
- Occupational skills training
- Pre-Employment training
- Adult basic Education, General Education Diploma (GED)
- Job search, placement, referrals and supportive services
- Connection to employees who are looking for trained and qualified employees

Nick Zetts is a Pesticide Safety Trainer for Telamon Corporation. He attended Manchester High School in Chesterfield and graduated from Virginia Tech in 2005. He managed a small organic farm during his school career at Tech.

He describes their market niche as “free pesticide safety in English or Spanish that complies with EPA regulations for Worker Protection Safety”. Their biggest challenge is overcoming employer’s hesitation to receive the free pesticide safety training.

His best habit is doing what he says and his worst habit is procrastinating. Hobbies include basketball, kayaking, hiking, camping and drinking good beer.

The hardest part of Nick’s day is sitting in his chair with no trainings for the day, so the best part of his workday is talking to growers and training their workers. A helpful hint is “everyone has a valid, from their viewpoint”.

His hero and mentor is his grandfather who gives him advise on women, finances, and all aspects of life.

Future plans include continuing to invest in his property in Ecuador, finish his masters in Agriculture at VA Tech and travel to know more people and to learn more about cultures.

Telamon Corp, 804-381-6082, nzetts@telamon.org

Edited by Sandy Miller
TELAMON’S flexible and interactive pesticide safety training is recognized by the Virginia Department of Agriculture & Consumer Services as complying with the requirements for training under the EPA’s Worker Protection Standard (WPS).

WHO NEEDS PESTICIDE SAFETY TRAINING?
The EPA requires that employers take steps to protect two groups of agricultural employees: workers and pesticide handlers. Workers who are involved in the following activities need pesticide safety training: weeding, watering, planting, harvesting related to the production of the plants on farms, forests, vineyards, nurseries and greenhouses. The EPA requires that Worker Protection Standard training be provided in the worker’s native language and within one to five days of employment depending upon the type of work performed.

To help employers comply with EPA requirements, Telamon collaborates with an increasing number of partners that include: Virginia Cooperative Extension, Virginia Employment Commission and VA Green Industry.

WHAT OUR CUSTOMERS ARE SAYING
“Just want to share with you the outcomes of my recent inspection. The pesticide investigator had a very positive impression of the business. He told me that with companies like mine, it was very simple to do his work. I want to thank Telamon for its help and want to reserve a time every year to have pesticide safety classes for the workers.”

— Noel Hernandez, Manager, American Color

PROGRAM BENEFITS
- Telamon Pesticide Safety training is a free, flexible and interactive program that is delivered in one hour for workers to one day for handlers. Customized programs are available for your farm business.
- Workers participating in training receive EPA verification cards. The cards are valid for five years.
- Employers receive a roster complete with names and signatures of trained workers.
- A heat stress presentation with specific information on prevention, recognition and how to act in case of emergency.

TELAMON CORPORATION
Since 1965, Telamon Corporation, a private, nonprofit organization, has been providing resources and training to improve the lives of migrant and seasonal farmworkers and other rural disadvantaged populations. In 2006, Telamon-Virginia expanded its services to provide Worker Protection Standard training in accordance with EPA guidelines to farmworkers throughout the Commonwealth. Since then, over 5,000 farmworkers have been trained.

In 2008, the Virginia Department of Agriculture and Consumer Services and the Virginia Pesticide Control Board presented Telamon’s Trainer and three other individuals with a First Place Certificate of Recognition for their outstanding participation in that year’s Pesticide Safety Education Program.

Call 800-285-1676 or visit telamon.org and learn more about Telamon’s training programs.
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It has been a busy spring for garden center contacts and the anticipation of our first plants coming out of the Institute for Applied Learning and Research (IALR) in Danville.

We are currently working with 25 nursery – garden centers across Virginia with emphasis on larger population centers. Management and staff at these garden centers are becoming familiar with Beautiful Gardens® now in its third year promoting our ‘Plants of Distinction’. Increased use of the posters, banners and brochures is evident while many still rely on Beautiful Gardens® staff to help with displays. Popular plants in the program include: the Hellebores, the Peachie’s Pick Stokes’ Aster, Hearts of Gold Eastern Redbud, Color Guard Yucca and for 2011 the Early Bird Gold Rudbeckia.

Beautiful Gardens® committee members have attended meetings and spring open houses to make presentations and man exhibits to get the word out and help sell more plants.

It is time to make our Plants of Distinction selections for 2013. We ask that you consider a plant you have worked with in recent years that has the attributes of hardiness, resistance and beauty - a plant that has gone under the radar of popularity with growers or consumers. We will consider perennials, shrubs or small trees. It should be a plant that is easy to propagate, finish and can attract some excitement at the commercial and retail levels. Contact Lisa Lipsey or Rick Baker with your suggestions.

We have been promoting five to six plants each year. We will let you know about our selections this summer to give you adequate time to prepare for 2013 sales.

We have several of our new plant introductions available for sale to and finish by Virginia growers – VNLA members. These plants include the VT Spirit daylily for introduction in 2012 and subsequent years and several azaleas slated for release in 2013 and beyond. These plants will initially be sold to our in state network of participating garden centers and any contacts you have after that. We are excited about all these plants and feel they are great first steps for the Beautiful Gardens® program.

Again, please contact Lisa (llipsey@vt.edu) or Rick (rick.baker@vdacs.virginia.gov) if you would like to get started with a quality, locally grown program that can help your bottom line.

Rick Baker, VDACS Marketing

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VNLA – Arbor Day and Beautiful Gardens at Governor’s Mansion

(l-r) First Lady Maureen McDonnell, Sonya Westervelt presenting the Arbor Day Proclamation, Doug Hensel presenting the BG Garden, and Lorene Blackwood, VGIC President

First Lady McDonnell hosted an Arbor Day celebration in the newly renovated garden at the Executive Mansion. Arbor Day is the last Friday of April, and is a day where groups are encouraged to plant and care for a tree. The month prior to the celebration, The VNLA’s Plant Introduction Program, Beautiful Gardens™ completed a total renovation on the front south garden at the Mansion, where trees, shrubs and perennials were planted. Many representatives from Beautiful Gardens and the nurseries who donated plants for the garden were present to dedicate the garden during the Arbor Day celebration.

Arbor Day Group in front of the new BG Garden

Annually, the Virginia horticulture industry generates $1.5 billion in Virginia. This Arbor Day ceremony recognized this industry, not only for their contributions to Virginia through the large amounts of revenue generated, but also for the beauty they provide our Commonwealth. Trees also help cleanse our air, purify our water and provide food and shelter for our wildlife, in addition to supplying the wood we use to construct our homes, build furniture and manufacture paper products. Virginia’s forests and wooded areas preserve and protect our assets and assist in sustaining a suitable ecosystem and a habitable environment for Virginia’s wildlife.

The group also enjoyed refreshments and a tour of the Governor’s Mansion.

Mark Maslow, VNLA President, discusses Arbor Day and the VNLA’s mission with First Lady McDonnell

See additional photos at http://www.executivemansion.virginia.gov/events.cfm, scroll down to Arbor Day

News – VGIC and Extension Expand Container Recycling

Virginia Cooperative Extension and Virginia Green Industry Council expand garden container recycling program

BLACKSBURG, Va., June 2, 2011 – Every year, millions of pounds of agricultural plastics such as flower and vegetable containers make their way to landfills, and only a handful of recycling centers in Virginia collect garden pots. Virginia Cooperative Extension and the Virginia Green Industry Council hope to buck this trend by bringing a successful garden container recycling program, such as the one in Richmond, to the rest of the state.

The program, Virginia Gardeners Recycle, expands upon a pilot project last summer in which project partners recycled more than 50 pallets – or 7,500 pounds – of plastic nursery and garden containers in the Richmond area. Schools, community colleges, community gardening groups, and other area businesses also removed several additional pallets of collected material for reuse. Only four Richmond area garden centers participated in 2010.

Project organizers expect the statewide initiative to reach a wider audience and have a greater environmental impact than last year.

“We are identifying additional garden centers, nursery and greenhouse retailers, and even landscapers who are willing to collect and sort pallets of your nursery and garden containers,” said Joyce Latimer, Extension greenhouse crops specialist and professor of horticulture at Virginia Tech. “We also have the Extension Master Gardener volunteer educators who 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.”

The three major horticultural suppliers in Virginia – Griffin Greenhouse & Nursery Supplies in Richmond, Va.; Wetsel in Harrisonburg, Va.; and Maryland Plants & Supplies in Baltimore, Md. – will assist participating garden centers, growers, and landscapers in the recycling effort.

According to Latimer, homeowners and growers can prevent recyclable waste from ending up in a landfill by returning plastic pots to a recycling collection drop-off location. She had the following recommendations to help with the process:

- Knock all loose soil from the plastic container.
- Remove all metal wire from hanging planters.
- Stack like containers and group common resin codes (the number on the bottom of the pot).
- Return containers to the garden center and add them to the appropriate pallet or bin for that type of plastic.
- Only deliver pots during normal business hours.

“Together we can make recycling work for you and the garden center,” Latimer said. “Remember Virginia Gardeners Recycle is for collection of plastic gardening pots and flats only. No other plastics can be accepted.”

Project organizers will donate any funds paid for the recycled plastics to the Virginia Master Gardeners Association’s State Master Gardener Coordinator endowment fund.

Maybe you should care. The Eastern Shore of Virginia is unique place – a narrow peninsula between the Atlantic Ocean and the Chesapeake Bay. Thanks to the Gulf Stream, we’re blessed with temperate growing conditions, refreshing shore breezes and plenty of sunshine year round. Which gives us the perfect environment for growing happy, healthy plants. Plus we’re in the ideal location to get our plants to you ASAP.

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News – HRAREC

New Faculty

Jim Owen will be joining the VA Tech faculty at the Hampton Roads Research Station, Virginia Beach in August.

Jim and his wife Ellen have a 5-year old son Griffin and 3-year old daughter Sylvia. Jim was born and raised in Northern Kentucky the son of cemeterians who instilled their love for horticulture at a young age. Jim received his B.S. in Plant and Soil Science at the University of Kentucky and an M.S. in Environmental Science at the University of Rhode Island. He received his Ph.D. at North Carolina State University with a major in Horticultural Science and minor in Soil Science while investigating clay amended soilless substrates to increase water and nutrient efficiency in containerized crop production.

After his doctorate Jim became the nursery crops production researcher and Extension specialist at Oregon State University North Willamette Research and Extension Center where he has had the opportunity to continue work on soilless substrates, crop and soil mineral nutrition and irrigation management. Additionally, Jim has become involved in automation and technology for the nursery industry. Jim looks forward to beginning his research and Extension program at Virginia Tech while completing ongoing research and simultaneously conducting a needs assessment of Virginia growers.

The dominant focus of Jim’s research and Extension program in Virginia will be water and nutrient management efficiency and fate in nurseries. The overarching goal of the program is to cost effectively increase production and resource efficiencies while minimizing environmental impact. Welcome Jim!

Research – DNA Diagnostic Testing for Phytophthora ramorum

In April 2011 the Virginia Department of Agriculture and Consumer Services (VDACS) Plant Pathology Laboratory received Accreditation from the United States Department of Agriculture’s Animal Plant Health Inspection Service (USDA-APHIS) to perform DNA diagnostic testing for Phytophthora ramorum.

The accreditation allows VDACS to conduct diagnostic testing at the State Plant Pathology Laboratory in Richmond, resulting in a significantly faster diagnosis of samples for Virginia nurseries. In addition, this will aid in trace forward investigations and confirmed nursery protocols where USDA-APHIS requires P. ramorum host plants be held pending diagnostic results. In instances of negative results, VDACS will be able to give nurseries the authorization to release plants in a matter of days rather than a week or longer as can be the case when samples are sent out of state to USDA laboratories. This certification also provides stakeholders with confidence that VDACS Plant Pathology Laboratory provides the highest level of diagnostic service and is recognized at the national level. The accreditation process requires intensive lab inspections and a series of rigorous test panels.

Virginia Department of Agriculture and Consumer Services Plant Pathology Laboratory Receives Accreditation for Phytophthora ramorum Diagnostic Testing, Norman L. Dart, Department of Plant Pathology, Virginia Department of Agriculture and Consumer Services, 600 North 5th Street, Richmond VA 23226, Norman.Dart@vdacs.virginia.gov http://www.vdacs.virginia.gov/plant&pest/disease.shtml

In October 2010 the Virginia Department of Agriculture and Consumer Services (VDACS) isolated a species of Cylindrocarpon from containerized Japanese maple (Acer palmatum) trees. The trees displayed root rot and stem cankers. The cankers were mostly at the basal portions of stems but were occasionally observed at the middle and upper portions of stems. DNA sequencing analysis identified isolates as C. macrodidymum.

This species had never been reported in Virginia but has been reported in other regions of North America including California and British Columbia. This is also the first report of this pathogen on Japanese maple. Other reported hosts of C. macrodidymum include grapevines (Vitis spp.) and apple trees (Malus spp.). The infected Japanese maple seedlings were produced from cuttings and root stock from a supplier in the western United States.

In May 2011, VDACS isolated Cylindrocarpon from containerized Osmanthus sp. and Magnolia grandiflora 'Edith Bogue' from an additional Virginia nursery. The Osmanthus and Magnolia had advanced root rot and the plants were grown from seedlings purchased from a southeastern state. These isolates have not yet been iden-
tified to species. There are no documented records of *Cylindrocarpon* on Osmanthus or Magnolia in the USDA Fungus-Host Database as of May 2011. (see photo below)

It is not clear if *Cylindrocarpon* is an emerging disease in ornamental nurseries or if improved diagnostic techniques have led to an increase in detections. These finding are a reminder that all liners and rooted cuttings purchased from out of state need to be carefully inspected for crown cankers, root rot and other disease symptoms. Root rot can be spotted by pulling random seedlings and inspecting root tips for dieback. As always, it is best to prevent the introduction of this pathogen in your nursery. Once introduced, managing *Cylindrocarpon* in containerized production requires the culling of infected plants and following a strict sanitation regime to remove inoculum. Field systems are much harder to manage and may require soil fumigation to kill the inoculum.

*Virginia Department of Agriculture and Consumer Services Plant Pathology Laboratory Receives Accreditation for Phytophthora ramorum Diagnostic Testing.*

Norman L. Dart, Department of Plant Pathology, Virginia Department of Agriculture and Consumer Services, 600 North 5th Street, Richmond VA 23226.

Norman.Dart@vdacs.virginia.gov


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**Tips - Surrounded by Mud**

How Do We Get in the MUD? Get UP and Get OUT!

The cool misty rain hissed as it spattered against the warm engine. He let out a cry as the wrench he was attempting to use slipped from the bolt and his hand crunched against the hot muffler, blistering the skin on his knuckles and gashing the back of his hand. Standing ankle deep in mud and shivering from the cold sweat of working all day, he looked up, ques-
The blood from his hand smeared against his forehead as he attempted to wipe the rain from his eyes. The tears began to streak down his face, leaving tracks through his mud-smeared cheeks. For the first time since Eric could remember, he was crying. These tears were not from the pain of his hand; he had certainly been hurt worse before. These tears were from a much deeper hurt. One that can occur while chasing a dream. As he rolled around against the metal tracks of the bulldozer he wondered, "What am I doing here? What do I know about bulldozers, roads, developing a subdivision ... I must be crazy." And he yelled it again as loud as he could, "Crazy."

As the word echoed through the magnificent woods, he fell to the ground. Sitting in the brown clay mud, he leaned his head back against the hard iron of the bulldozer, smearing blood from his hand to his face again as he wiped away the last tear. In the hushed, rain-soaked woods, covered with mud, he whispered, "That book. That stupid black book." His eyes shut, and he fell asleep from an exhausted body, mind and heart.

The rain continued to fall throughout the fifty-three acres that Eric Carlton had destined to be his dream. This was the ticket to where he wanted to be in his life. He had pictured the beautiful piece of land becoming one of the most exclusive home developments in the area. The market was right; the plan was right; it all seemed perfect. What was missing? Why was he giving in, feeling so defeated? It certainly was not like him. He was considered by so many to be a fighter. He could sell, motivate, and work with the best of them. He had already proven this in the past. Why now, was he lying in the pouring rain, asleep and feeling "crazy"? He had not yet recognized the challenge...

Can you relate at all with my friend Eric Carlton? I'm sure you know I can or I would not have created him over 15 years ago when I wrote Five Important Things. If you haven't read the story, you might wonder what the black book was all about. It was a journal where Eric wrote his experiences for years, the lessons he learned and the goals that he would accomplish. All of the things that he passionately recorded in that book came back to haunt him when he forgot what was most important to his success.

I thought of Eric this week sitting in the Chicago airport surrounded by hundreds of people that looked tired and a bit covered with "mud." Of course, I did not have an idea of what they were thinking or what might have had them stuck in the mud, but I was definitely not experiencing energy or excitement coming from any direction in that place. Every seat was full, and every person was busy with a laptop or cell phone or iPad. There seemed to be much to do, but not a lot of enthusiasm in doing it. I am guessing many had great jobs, were on entrepreneurial ventures, had promising futures and wonderful families to support. Most were in the airport because they had reached goals at different points in time and yet many probably sat there thinking, "What am I doing?" "How can I possibly get on another plane?" "Why am I not inspired? I have what I wanted." I think these are the things that Eric was feeling as he sat in the mud in the pouring down rain without the energy to get up and move on.

All of us at some time have felt stuck or overwhelmed or confused or tired and bored with what we are doing. Sometimes to the point of flopping down in the mud and maybe even bringing a few people down to wallow with us. It's not about the mud itself but more importantly realizing what got us there and taking the initiative to get out.

As I sent a quick text message to several of my landscape client friends who I thought might be feeling the pressure of too much rain and too little work, I was energized by one response that said, "When I think of all of the flooding and destruction caused by tornadoes in other areas of the country, a few mud puddles don't seem that bad." I really appreciated that perspective, and it made me think that often the little things that can happen every day can cause us to get stuck in the mud. Even though we are usually able to gather plenty of strength to get through the floods of life, it can be the "puddles" that wear us down and challenge us to mentally slop around in the mud. Use the thoughts below to help you think about what might pull you into the mud and then inspire you to get up and get busy when you need to the most.

Here are a few ways to mentally get stuck in the mud, but you probably have a few of your own:

- Dwelling on things you cannot control
- Staying too busy chopping wood to sharpen the ax
- Allowing things to become bigger in our minds than they really are
- Focusing on what is wrong rather than all that is right
- Having no clear direction or exciting goals
- Experiencing an unhealthy balance of work and personal time
- Having unrealistic expectations for ourselves
- Losing focus of why we do what we do
- Becoming critical of others
- Indulging in lazy habits
- Looking at the gap between where you are and where you want to be
A “novel combination” pre-emergent herbicide

- **Controls** broadleaf and grassy weeds
- **Uniform** low dust, low odor granule
- **Minimal** PPE for ease of application

Scan for MSDS & Specimen Label
What is the best thing to do if you find yourself in the mud? GET UP AND GET OUT! Here are a few things that might help you get fast results:

JUMP! Seriously, jump up and laugh at yourself or throw your head back and howl.

- Take a picture of what you look like sitting in the "mud" then intentionally delete it or tear it up.
- Exercise and work up a sweat and then be sure to notice how good you feel.
- Compliment someone and take time to see how they react.
- Make a list of your very best qualities that you feel confident in.
- Find your theme song that energizes you and crank it up.
- Take a small step toward reaching your goal and plan the next.
- Write an unexpected Thank You Note and find a creative way to mail it.

- Close your eyes and picture your favorite place. Plan your next visit there.
- Read books about someone who inspires you and write down at least one quality you share with this person.
- Make a list of the 5 things you like most about your partner.
- Find something to get excited about - personal or professional, it doesn’t matter!

JP Horizons Inc. PO Box 2039, Painesville, OH 44077, Phone: (440) 352-8211, Fax: (800) 715-8326, e-mail: jim@jphorizons.com

Tips - Don’t Sell Plants... Build a Relationship with YOUR Customer

Recent research carried out in the USA indicates that garden customers have lost trust with many independent retailers and now prefer to purchase from “box” stores. Box stores are benefiting from increased sales and the market is therefore shifting. There are many reasons for the shift in trading patterns.

One is that the consumer now uses the internet to find out the information they need on plant material. They no longer have to rely on the salesperson. Many of whom are perceived by the consumer as not having the knowledge the customer is looking for.

The perception is that plants “turn” faster in a “box” store and are therefore fresher. A fresher plant is more likely to grow in the consumer’s garden and social media means the message gets out quickly when new plants arrive at the local hardware store.

Technology is also a factor. Many independent retailers are not keeping up with technology whilst larger retailers are grasping the opportunity. For example, QR Codes are quickly being taken up by some “box” stores as a means of communicating with the consumer, whilst many independent retailers are still asking the question “What is a QR Code?”

Finally, the new consumer is more price led than ever before and they perceive many independents as expensive and therefore favor other outlets. This is creating a rapidly advancing challenge for retailers and therefore an action plan to combat it is important. The latest retail report published by Jones Lang LaSalle has a wonderful quote in it “Going shopping simply to acquire more stuff is unlikely to bring enough meaning to people.”

Placing plants on the sales bench and waiting for the customer to buy is not going to lead to a successful future in plant retailing.

If we are to have a variety of different types of retail outlets for plant material there are some lessons we need to be taking on board as retailers.

Back to basics

Consultants in the past have promoted the fact that you need to sell the benefits or the wants to make the sale. I was one of them that promoted this concept and it has worked very successfully in the past. We now live in different times and we need to go back to the basics and promote the needs to the consumer.

[Continued on page 36]
Hotel Information
Stratford Hall
483 Great House Road,
Montross, VA 22520
Call Reservations at 1-804-493-8038, ext. 8039
or ext. 9696, to reserve a room
Ask for the “VNLA Field Day” Group
$105 includes Buffet Breakfast
Guest houses have comfortable living rooms with satellite TV, central heating and air conditioning, and guest rooms with private baths and wireless Internet

Alternative Hotel for Field Day
Comfort Inn – Dahlgren
4661 James Madison Pkwy.
Dahlgren, VA, US, 22448
540-663-3060
$89.95/room
Continental Breakfast
15 minutes from Ingleside

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

Directions to Richmond
Rt. 95 North 20 miles to Carmel Church
Rt. 207 North 11 miles to Bowling Green
Rt. 301 North 17 miles to Rt. 3
Rt. 3 East 10 miles to Oak Grove

Directions to Hampton Roads
Rt. 17 North 76 miles to Tappahannock
Rt. 360 East 6 miles to Warsaw
Rt. 3 West 26 miles to Oak Grove

Directions to Fredericksburg
Rt. 3 East 30 miles to Oak Grove

In Oak Grove, there is a Shell Stop-In on the corner of Rt. 3 and Leedstown Road (Rt. 638). Turn right onto Rt. 638 (if you are traveling east on Rt. 3) or turn left onto Rt. 638 (if you are traveling west on Rt. 3). Go South on Leedstown Road (Rt. 638) for 2 1/2 miles.

$99.95/room

Ingleside Plantation Nurseries and Ingleside Vineyards
Oak Grove, VA
August 17-18

Goodson and Associates
“We’ve got the plants for you!”

David T. Goodson
Goodson and Associates
12113 Tharrington Rd.
Wake Forest, N.C. 27587
1 (800) 947-9568 Toll Free
(919) 562-0114 Local
(919) 562-0115 Fax

Representing Finer Growers With Classic Service

Loadin’ The Truck
## 2011 Field Day, Seminars, Summer Tour Pre-Registration for All Events

**Company Name:** 

**Address:** 

**City:** ST: Zip code: 

**Office Phone:** Fax: 

**Email:** 

### Schedule

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>9:00 a.m.</td>
<td>Registration Open</td>
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<tr>
<td>9:00 a.m. - 4:00 p.m.</td>
<td>Field Day Activities</td>
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<tr>
<td>• Plant ID Contest</td>
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<tr>
<td>• Silent Auction (by and for the benefit of the Virginia Society of Landscape Designers)</td>
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<tr>
<td>• Educational Seminars</td>
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<tr>
<td>• Tours of the nursery and winery</td>
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<tr>
<td>9 a.m. - 4 p.m.</td>
<td>Nursery &amp; Winery Tours</td>
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<tr>
<td><strong>Exhibitors</strong></td>
<td>A number of exhibitors will be on hand throughout the day in the Winery Courtyard to showcase their products and services and answer any questions that attendees might have. Please make time to visit these vendors and see how they can help your business grow.</td>
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<tr>
<td>9 a.m. - 3 p.m.</td>
<td>Plant ID Contest</td>
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<tr>
<td><strong>Seminars &amp; Tours</strong></td>
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<tr>
<td>10:00-11:00</td>
<td>Social Media 101, Chris Beytes</td>
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<tr>
<td>10:00-11:00</td>
<td>Nursery Tours rotating B&amp;B and P-N-P or Container</td>
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<tr>
<td>11:15-12:15</td>
<td>Nursery Tours rotating B&amp;B and P-N-P or Container</td>
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<tr>
<td>11:15-12:15</td>
<td>Extraordinary Plants: the next generation! Paul Capiello</td>
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<td>12:15-12:45</td>
<td>Wine Talk/Tour</td>
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<td>12:15-1:45</td>
<td>Sandwich Buffet Lunch</td>
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<td>1:15-1:45</td>
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<td>3:00-4:00</td>
<td>Taming the Native Debate, Paul Capiello</td>
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<td>3:00-4:00</td>
<td>Nursery Tours rotating B&amp;B and P-N-P or Container</td>
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<tr>
<td><strong>Silent Auction</strong></td>
<td>Presented by the Virginia Society of Landscape Designers (VSLD)</td>
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<td><strong>Total Due</strong></td>
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**Enter fees for each event you are registering for in the appropriate box(s)**

<table>
<thead>
<tr>
<th>Wednesday August 17</th>
<th>Thursday August 18</th>
<th>Totals</th>
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<tbody>
<tr>
<td>Field Day at Ingleside Plantation Nurseries</td>
<td>Summer Tour Wine Maker's Dinner Tours*</td>
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<td>2 CEU</td>
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<th>Print Name(s) of Person(s) Registering</th>
<th>Member</th>
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<td>$35</td>
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**Copy form for additional persons registering**

**Does NOT include overnight accommodations, make reservations at Stratford Hall at 804-493-8038 x 8039**

**Make check payable to: VNLA Field Day**

**Charge to Credit Card #:**

**Signature:**

**Mail to:** VNLA Field Day  
383 Coal Hollow Rd  
Christiansburg, VA 24073-6721

**Questions?**  
Call 1-800-476-0055  
Email: fieldday@vnla.org

**Save Time and $$ Pre-Register TODAY!**  
By August 1, 2011  
On-site Registration is $10 more per person per event
VNLA 2011 Field Day
Ingleside Plantation Nurseries & Winery
Oak Grove, VA
(near Colonial Beach, VA)

SCHEDULE

9:00 a.m. - Registration Open

9:00 a.m. - 4:00 pm Field Day Activities
• Plant ID Contest
• Silent Auction (by and for the benefit of the Virginia Society of Landscape Designers)
• Educational Seminars
• Tours of the nursery and winery

NURSERY & WINERY TOURS
These tours will be ongoing throughout the day.

EXHIBITORS

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

PLANT ID CONTEST

9 a.m. - 3 p.m. with winners from each of the following categories:
• Grower
• Landscape Contractor
• Retail Garden Center / Other

SEMINARS & TOURS

10:00-11:00 - Social Media 101, Chris Beytes
10:00-11:00 - Nursery Tours rotating B&B and P-N-P or Container
11:15-12:15 - Nursery Tours rotating B&B and P-N-P or Container
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1:45-2:45 - Nursery Tours rotating B&B and P-N-P and Container
3:00-4:00 - Taming the Native Debate, Paul Capiello
3:00–4:00 - Nursery Tours rotating B&B and P-N-P or Container

SILENT AUCTION

9 a.m. - 3:00 p.m. presented by the Virginia Society of Landscape Designers (VSLD)
About Ingleside

Ingleside Plantation Nurseries (IPN) is widely recognized as one of the largest wholesale nurseries in Virginia, serving re-wholesalers, landscapers, and independent garden centers throughout the Mid Atlantic and New England regions since 1949.

With over 1800 acres currently in production, IPN produces quality grown stock including ornamental and shade trees, shrubs, perennials, grasses, azaleas, broadleaf evergreens, conifers and more. B&B or Container...they have a large selection of container trees, in sizes from #15 to #65 and beyond.

B&B and P-N-P tour: travel through several fields of B&B shade trees, ornamental trees, evergreens, boxwoods, deciduous flowering shrubs and other shrubbery on the way to IPN's extensive container trees up to 100 gallon pots. These trees are either P-N-P or above ground pots some even in collars on a wire! IPN's extensive irrigation system allows for the varied water requirements of the multiple species of trees in any area.

Container tour: travel through Ingleside Plantation visiting the woody containers, perennials, propagation houses, and shipping area. Notice the varied growing areas in sun or shade, protected or breezy air flow, drip or overhead irrigation. Additionally, the extensive shipping area allows for pre-digging B&B to extend the shipping season and a covered irrigation area for 'hardening off' risky dug plants.

During the extended lunch hour take advantage of the custom wine tasting in the barrel room or stomp some grapes fresh from the harvest.

Join winemaker Bill Swain for a tour of the winery and vineyards and talk about choices of vines and grapes, as well as vine management and quantifiable measures for optimal harvest of each variety of grape. Taste some fresh grapes and see different barrels and steel tanks.

Kick off the Summer Tour with a five course wine dinner at Ingleside Winery. Enjoy the first course appetizers and wine in the courtyard while mingling with fellow nurserymen and women then proceed inside the pavilion for seated service for three more courses and then finishing with dessert and Ingleside's own champagne style sparkling wine. Feel safe tasting the full complement of wines because your chariot awaits. After dinner travel to the modern comforts provided in the guest quarters of Stratford Hall Plantation.

Thursday morning enjoy breakfast and then a tour of the historic Stratford house then the gardens with the gardener himself! Next we will proceed to Washington's birthplace for a tour of the gardens and learn what it takes to maintain gardens in a national park. Then the bus will return to Ingleside Winery for your final shopping destination or proceed on your own tours.

Wine tasting for VA Nursery & Landscape Assoc.

Wednesday, August 16

Blue Crab Blanc
(51% Seyval Blanc, 39% Chardonnay, 8% Sauvignon Blanc, 2% Pinot Grigio)
This aromatic blend exhibits herbaceous aromas and a hint of citrus and sweetness making this well balanced wine complimentary to a wide range of cuisine. $11.95

2009 Chardonnay
(100% Chardonnay)
This classic Burgundian style Chardonnay displays soft buttery aromas with elegant fruit driven flavors. Leading to a full palate showing an attractive integration between ripe fruit and oak barrels. $15.95

2008 Sangiovese
(85% Sangiovese, 11% Charbono, 4% Graciano)
Exhibits wonderful fruit aromas such as dried prunes and spices. A medium body wine with soft tannins and good lingering finish. Pairs well with Italian dishes and more. $19.95

2005 Cabernet Sauvignon
(90% Cabernet Sauvignon, 10% Petit Verdot)
This medium body Cabernet exhibits delicate aromas of ripe black cherries, with soft tannins followed by a well balanced finish. Enjoy! $17.95

2005 Petit Verdot
(86% Petit Verdot, 13% Cabernet Sauvignon)
A full body wine with deep color and elegant aromas of dark fruit and hints of vanilla. It pairs well with prime rib and hearty dishes. $19.95
Speakers & Presentations Summary

Chris Beytes is Editor and Publisher of GrowerTalks, Green Profit magazine and contributing editor of FloraCulture International, published in the Netherlands. 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. He has 28 years’ experience in the floriculture industry, including 17 years with Ball Publishing. He holds a journalism degree from the University of Florida and a minor in ornamental horticulture, and for nine years ran his own wholesale greenhouse business in central Florida. Chris travels extensively in North America and around the world, reporting on the latest in greenhouse and garden center trends, innovations and ideas.

Dr. Paul Cappiello is currently the Executive Director of Yew Dell Botanical Gardens in Crestwood, KY. Dr. Cappiello is highly regarded as a lecturer, writer, plant collector, teacher, researcher, garden designer and gardener. He is known locally, nationally and internationally for his work on selection, introduction and evaluation of new ornamental plants for the landscape. He and TN nurseryman Don Shadow recently authored the first major book devoted exclusively to Dogwoods. He is a self-described plant, garden and science geek, whose bedside reading pile is as likely to contain books on nuclear physics and analytical geometry as plant explorer tomes and garden journals. Dr. Cappiello fully realizes that this characteristic severely limits his utility at cocktail parties.

Social Media 101
Just what is this “social media” phenomenon, and will it blow over before I have to learn about it? That’s what many business owners are asking ... And hoping. As a professional communicator, GrowerTalks editor Chris Beytes has to be on the leading edge of social media. He’s been following it and participating in it since even before it became a household term. But like you, he has no time to waste, so he’ll help you sort through the kinds of things you can easily do to avoid looking like a technophobe. He’ll include a primer on video production, too!

Tracking the Hot Trends
Knowing what’s hot and what not is key to success in business. Time a trend wrong and you could wind up sitting on a pile of out-of-fashion product. GrowerTalks editor Chris Beytes will offer up two things in this talk. One, he’ll share some of the hot trends that may impact you and your business. And he’ll show you where he looks for trends, so you can track them yourself rather than waiting for someone to tell you what they are.

Extraordinary Plants; the next generation!
Where do they all come from and where is it all going? The dizzying pace of new plants can leave industry members scratching their heads. How do we know if any of these new introductions are worth more than the dirt that supports their growth? Paul Cappiello, director of Yew Dell Botanical Gardens (Louisville, Ky.), has spent years scouring the globe, old nursery lots, breeders’ fields and wild lands across the US, always in search of the next great landscape plant. In this presentation he’ll talk about the trials and tribulations, some new plant projects and the precarious nature of our new plant industry.

Taming the Native Debate
For the last 20 years, the nursery and landscape industry has been at the center of an ongoing debate about plant nativity, invasiveness and responsible landscape planning. Yet despite this long running debate, little progress has been made in framing the discussion in a way that both addresses justified concerns on both sides of the discussion and educates industry members and the public alike. This presentation will introduce several concepts that have started moving this national dialog toward a terminology and philosophy that holds promise for the future.
**VNLA Summer Tour - Thursday, August 18**

**Behind-the-scenes garden tours of Stratford Hall and George Washington’s Birthplace**

SPECIAL NOTE: Since the Summer Tour starts with a wine-pairing Dinner, ALL Summer Tour participants will be provided with bus transportation, at the end of Field Day, to Stratford Hall to check-in for overnight accommodations and the bus will bring you back to Ingleside Winery for the Dinner and then back to Stratford Hall for the night. You will leave your vehicle at Ingleside Winery overnight. The Summer Tour will start Thursday morning at Stratford Hall and end up at Ingleside Winery Thursday to pick up your vehicle.

**Wednesday, August 17**

4:00 pm - Bus leaves Ingleside Plantation Nurseries to Stratford Hall to check-in for overnight

5:30 pm - Bus returns to Ingleside Winery for the Ingleside Winemaker Dinner

6:00 pm - Reception, 5-Course Dinner with Wine Pairing and Dessert Finale

8:30 pm - Bus returns to Stratford Hall for overnight accommodations

**Thursday, August 18**

8:00-9:00 a.m. - Buffet Breakfast at Stratford Hall and checkout

9-10:30 a.m. - Behind the Scenes Tour of the Stratford Hall gardens

10:30-11 a.m. - Bus to George Washington’s Birthplace National Park

11-12:30 - Behind the Scenes tour of the home and gardens

12:30-12:45 - Return to Ingleside to pick up your vehicle and tour on your own or return home

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**Ingleside Winemaker Dinner**

**Reception**

**CHEESE & HORS D’ŒUVRES**

2010 Ingleside Virginia Pinot Grigio

2009 Ingleside Rosato di Sangiovese

蹀躞蹀躞

**First Course**

**SUMMER VEGETABLE CHOWDER**

2009 Ingleside Virginia Chardonnay

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**Second Course**

**CRAB SALAD with CILANTRO CHUTNEY**

Colonial White

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**Third Course**

**GINGER-CRUSTED PORK LOIN with**

**DIJON MUSTARD SAUCE**

2009 Ingleside Virginia Cabernet Franc

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**Finale**

**TIRAMISU**

Ingleside Virginia Brut
**Stratford Hall**

**Botanical Gardens & Grounds**

The approach to the house is on the south, along the side of a lawn several hundred acres in extent adorned with cedar, oaks, and forest poplars. - General Robert E. Lee

### Overview

The present main approach to the Great House is from the south. Looking beyond the oval, one can see a row of poplars, recalling the entrance drive described by General Lee. The south lawn terminates in a ha-ha wall, an eighteenth-century device which permits an uninterrupted view of the plantation while preventing the encroachment of livestock.

### The East Garden

In the early 1930s, The Garden Club of Virginia restored the formal East Garden in a typical eighteenth-century English style, transforming a flat, weed-grown area into a terraced "green garden" enclosed by brick walls and made accessible by oyster-shell paths. The irregular parterres are outlined with English Box. The garden is planted with Camellias, Cornelian-Cherry trees, Crape-Myrtles, Fringe trees, and Golden-rain trees. To the north of the East Garden grows the small but serviceable Orchard.

### The West Garden

The West Garden, originally planned by Innocenti and Webel, was recently renovated. An example of an eighteenth-century flower garden, the West Garden contains fragrant old-fashioned daffodils, heritage roses, sweet-faced Johnny-jumpups, and many other eighteenth-century variety perennials, annuals, and bulbs. Adjacent to the West Garden, enclosed within the borders of espalier-trained fruit trees, is an eighteenth-century vegetable and herb garden.

### The Slave Garden

Between the Slave Quarters is a small sampling of the varieties of herbs and vegetables grown and used by the African-American population at Stratford. The Slave Garden is simple and unique, and is an added attraction for those interested in the heritage of plant culture brought to America by the slaves.

### The North Vista

The North Vista, nearly a mile of tree-lined field, crosses the rolling terrain to the Potomac River. This outstanding area of the Stratford landscape was reopened and gradually widened through the years. Trees, when flowering, such as Dogwood, Redbud and Paulownia, can be seen from a distance.

**George Washington’s Birthplace**

George Washington was born here in 1732 and remained on this plantation until age 3. He returned as a teenager while studying surveying. One of Washington's earliest surveys was completed at the Birthplace formerly known as Popes Creek Plantation. He continued to visit his birthplace through 1771.

The father of interpretation for the National Park Service, Freeman Tilden, wrote of visiting "the scene of Washington's birthplace on Pope’s Creek in tidewater Virginia. The house he enters is not the house where George Washington was born, but the spirit of our great whole man is there; and in these lovely and provoking surroundings, the staunch character of our hero comes to the imagination."
Good Help Just Got
A Lot Easier to Find

As a Green Industry business owner or manager, you know that finding — and keeping — good workers isn’t easy. MÁS has a solution. Capable, reliable, legal labor obtained through the H2 programs. Hard workers who return season after season.

MÁS navigates the complex world of the government H2 programs to furnish foreign workers when you can’t find local help to get the job done. We are experts. Our comprehensive service for one flat fee is everything you need.

We handle all the government paperwork, as well as coordination with Mexican or other foreign entities, to deliver workers who have been recruited specifically for your job. Workers can stay up to ten months a year, and return year after year.

Capable, reliable, legal labor when it’s needed, up to ten months a year, year after year. Call Libby Whitley or any of the MÁS staff today at 1-434-263-4300 and find out how good help just got a whole lot easier to find.

MÁS Makes it Easy.
Hotel Information

Stratford Hall
483 Great House Road,
Montross, VA 22520

Call Reservations at 1-804-493-8038, ext. 8039 or ext. 9696, to reserve a room

Ask for the “VNLA Field Day” Group
$105 includes Buffet Breakfast

Guest houses have comfortable living rooms with satellite TV, central heating and air conditioning, and guest rooms with private baths and wireless Internet

---------------------------------------------

Alternative Hotel for Field Day

Comfort Inn – Dahlgren
4661 James Madison Pkwy,
Dahlgren, VA, US, 22448
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Additional details and updated information available on the VNLA website at http://www.vnla.org/fieldday.htm

Directions to

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Rt. 95 North 20 miles to Carmel Church
Rt. 207 North 11 miles to Bowling Green
Rt. 301 North 17 miles to Rt. 3
Rt. 3 East 10 miles to Oak Grove

Hampton Roads
Rt. 17 North 76 miles to Tappahannock
Rt. 360 East 6 miles to Warsaw
Rt. 3 West 26 miles to Oak Grove

Fredericksburg
Rt. 3 East 30 miles to Oak Grove

In Oak Grove, there is a Shell Stop-In on the corner of Rt. 3 and Leedstown Road (Rt. 638). Turn right onto Rt.638 (if you are traveling east on Rt. 3) or turn left onto Rt. 638 (if you are traveling west on Rt. 3). Go South on Leedstown Road (Rt. 638) for 2 1/2 miles.
Today’s consumer wants you to address three basic needs in their mind:

- **Keep me and my family safe and stress free.** Are you promoting the right messages on your display boards to get this message across to the consumer?
- **Make parking and getting around your garden easy for me.** Is your plant area layout out with the new consumer in mind?
- **Save me time.** Help with planting, pruning and general care as well as providing the right size plant at the right time.

**Become Social Media Savvy**

Consumers have built communities on social media and many of those communities revolve around plants and gardening. This means that you need to be a member of that social media community. I use the word “member” purposely. As soon as you start to dominate the communications channels the consumers you are trying to attract will reject you and move to another plant guru.

A plant retailer today needs to integrate their traditional marketing strategies with social media strategies. Some of this is basic marketing techniques, but they still need to be implemented.

**For example:**

- **The consumer expects your web page to be smartphone friendly** so they can see what you have to offer while they are travelling. (Check out my ebook on Smartphone retailing on my website www.johnstanley.com.au) They expect to click onto your webpage and have a virtual tour of your garden centre and to be introduced to your team. You Tube allows you to do this at low cost and bring your place to life in the eye of the consumer.

- **They expect you to send them garden tips and E Vouchers via Twitter.** Other retailers are doing this and they are expecting it for their local garden centre.

- **They enjoy having a conversation on gardening with you and their friends on Facebook.** They expect you to introduce new ideas and products via this media and to engage with them as their local gardening expert.

- **Being on “Foursquare” or “Facebook Places”** allows them to find you easily when they are travelling around. The Phone GPS has now replaced the map and this is an opportunity to have your business as a key location in the data base.

- **Your weekly garden Blog** keeps them up to date with local garden issues and ensures you are seen as the local expert they can rely on and trust.
Recognize that the Nursery person who grew the plant is now the hero

During the 90’s retailers controlled the supply chain in the eyes of the consumer, growers grew the plants then passed them onto the retailer who was perceived as the plant expert who then sold the plants. We are now seeing a shift in power in all supply chain distribution. Manufacturers are now talking directly to the consumer and this puts the retailer in a difficult place. That communications may be via internet access, but also directly. Take a walk thought any major shopping centre and you will major manufacturers opening their own stores rather than selling to an independent retailer.

Manufacturers are now starting to control the supply chain. This control of the supply chain is also taking place in the plant industry. Consumers can now communicate with the grower directly via QR Codes and the internet. The result is that retailers have lost some of the credibility they had in the past and growers have gained credibility. This shift in power will continue to get stronger over the next few years. The answer for the retailer is to embrace it and to promote the grower as a “hero” in their own retail business.

Build Relationships & Stop Selling

The key to success amongst all this turmoil is to build relationships with you consumer rather than just be focused on selling plants. The garden centre model that was built over the last few decades now needs to change to meet the needs of a new consumer.

Plants should be the focus of the offer to the customer and the retailer needs to be seen as the local expert in the territory.

This means that one retailer in the plant sector will own a specific market. Those plant retailers who have no focus will find it even more difficult to develop their market share.

John Stanley has been called the leading horticultural consultant in the world today. His practical low cost ideas not only save his clients’ money, he makes his clients’ money. His practical solutions have made him an acclaimed conference speaker, retail consultant and author. For more information on how he can help your business grow, visit his website or email info@johnstanley.com.au

News - Nursery Cost of Production Software

from Michigan State University Extension

Understanding your nursery costs helps growers improve cost management and production efficiency. Accurate cost estimation helps growers set prices that enable you to recover costs and maintain profitability.

In today's economy, if you do not know your true costs, you can't set a fair price for your plants. This com-

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puter software will work for either container or field grown nursery stock. MSU Extension Specialist Dr. R. Thomas Fernandez and Extension educators Roger Betz and Thomas Dudek have now released a new spreadsheet software CD and tutorial DVD to help nursery growers figure cost of production.

Included in the CD/DVD package is a cost of production example spreadsheet and DVD tutorial on how to use the software. The spreadsheet can handle 25, 50 and 100 item enterprises. You must have MS-Office Excel 97 or later to run the program. A Windows or Mac-based personal computer is capable of playing back the DVD although playback is best achieved on a stand-alone DVD player. Copies of the "Estimating the Wholesale Cost of Nursery Production" DVD-029 software set are available from the MSU Bulletin Office for $26.00 plus postage.

To order please call the MSU Extension Bulletin office at: (517) 353-6740 or use the website: www.emdc.msue.msu.edu and search for DVD-029.

Thomas A. Dudek • Senior District Extension Horticulture and Marketing Educator • MSU Extension-Ottawa County; 12220 Fillmore St, Suite 122 • West Olive, Michigan 49460; Telephone: 616-994-4580 • Fax Number: 616-994-4579 • Email: dudek@anr.msu.edu

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If you're a retail garden center, nursery, landscaper, landscape designer or architect in Hampton Roads, Richmond or Northern Virginia who can get behind this message, you should look into growing some good at www.plantmoreplants.com.
Obituary - George “Bill” Frank

FRANK, George W. "Bill," 87, of Rockville, went home to be with the Lord on Tuesday, May 17, 2011.

He worked for Laird's for a long time, and most recently for Colesville, who threw him a big party on the occasion of his 50th year in the nursery business a while back.

He is survived by his loving wife of 66 years, Rachel S. Frank; a daughter, Frances F. Tinsley and her husband, Dale; two grandsons, Robert F. Tinsley and his wife, Susan, and Todd D. Tinsley; two great-grandsons, James and David; two sisters and two brothers, Juanita Nick and Pat File, Robert and Howard Frank, all of Greenville, Illinois; a nephew, Ricky F. Stultz of Gasburg, Virginia; many other nieces and nephews; and special friends, Robert Whitaker and Dorothy Powell.

He was a World War II veteran, having served in the 15th Air Force. He flew 35 combat missions in B-24s over Central Europe and Italy.

The funeral service was conducted Saturday, May 21, with interment in Sunset Memorial Park. Donations may be made to Goodwill Baptist Church Building Fund.

Published in Richmond Times-Dispatch from May 19 to May 20, 2011

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If you are a Virginia Certified Horticulturist, read this article and answer the quiz questions on page 47, fax/mail the Quiz Answer postcard and get 1 CEU towards your re-certification requirements.

**Tips - Are Freedom Lawns Environmentally Responsible?**

Most Virginians live within the Chesapeake Bay Watershed and have a home lawn. Many are also aware that Bay health remains impaired due to excess nitrogen (N), phosphorus (P), and sediment loading from the daily activities required in our densely populated society. These pollutants come from many sources, including sewage treatment plants, city streets, development sites, agricultural operations, and deposition from the air. Do nutrient pollutants come from home lawns? Lawn fertilizer contains N and P so it is easy to jump to the conclusion that they do. Many who value the environmental and economic health of the Bay have come to this conclusion leading them to advocate something called the Freedom Lawn.

**What is a Freedom Lawn?** The basic concept is to take any existing lawn and continue only one cultural practice: periodic mowing (Bormann et al., 2001). All other practices are to be discontinued: no fertilizer, no pesticides, and no irrigation. The homeowner is now free to pursue other interests, free from the added costs of these inputs, and free to proclaim to interested neighbors that he or she is protecting the water quality of the Chesapeake Bay. But is she? In what follows, I discuss and present data on how her Freedom Lawn choice may actually result in more potential for degraded Bay water quality.

**What happens as all inputs, except periodic mowing, are removed from most of our humid-temperate climate lawns?** We see it all around us in our parks, lawns, and school grounds: weeds and open soil areas increase. Ignoring the aesthetic drawbacks of this system, what are the potential water quality impacts? A recently published study at the University of Minnesota provides some answers (Bierman et al., 2010).

The researchers installed Kentucky bluegrass sod on a silt loam soil that had been laser leveled to have a 5% slope to easily allow runoff collection. The compaction caused by the bulldozer during leveling was not relieved by tillage prior to sodding to simulate soil compaction resulting from home building activities. No fertilizer was applied during the first year. In the second year, the following treatments were applied over years three through five:

1. No fertilizer
2. Standard N (3 lbs/1000 ft²/yr) + no P + standard potassium (K)
3. Standard N (3 lbs/1000 ft²/yr) + 1x P as recommended by soil test + standard K
4. Standard N (3 lbs/1000 ft²/yr) + 3x P as recommended by soil test + standard K

Fertilizer treatments were applied in 1/3 equal increments in May, September, and October of each year based on standard lawn fertilization guidelines from Minnesota Cooperative Extension. These guidelines match those of Virginia Cooperative Extension closely. No irrigation was used on these lawn plots. The initial soil test P level was 25 ppm; this level is in the sufficiency range, meaning little to no P was recommended by the Minnesota Soil Testing Lab for normal lawn maintenance.

By the third year the no fertilizer plots had greatly reduced turf density, greater weed density, more exposed soil, and more dead grass/weed tissue than the N fertilized plots. Adding P at a 1x- or 3x-recommended rate did not improve turf density relative to applying N-alone. Significantly, total P runoff from the no fertilizer plots was greatest over the three years of monitoring because of greater runoff depth. That is, more water was lost from the plots that did not receive N fertilizer because of insufficient turf cover to impede flow, especially when the soil surface was frozen. Contained within this runoff water was also a greater load of P bound to soil and leaf litter sediment. Thus, as long as enough N was applied to maintain density and retard weed invasion, less P was lost in runoff, relative to the no fertilizer control, even when P was applied at 3 times the recommended rate. I do not make this point as a justification for over-application of P to lawns, but merely to highlight that the controlling factor in reducing P runoff from lawns is turf density.
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Similar results have been reported by researchers in a Chesapeake Bay State: New York. They established an 80% Kentucky bluegrass, 20% perennial ryegrass area from seed on a sandy loam soil with an 8% slope using various natural organic and synthetic fertilizer treatments (Easton and Petrovic, 2004). Once the plots were mature (year 2,) they reported that the unfertilized control plots had significantly higher P mass losses compared to any of the fertilized plots. Greater P mass runoff losses were strongly correlated with less shoot density and lower infiltration rates on the unfertilized control plots. A direct quote is that “as shoot density doubled, the infiltration rate increased, which reduced runoff by three-fold”. The highest annual rate of fertilizer N applied in this study was moderate at 2 lbs/1000 ft², but it was enough to ensure adequate turf density and water infiltration. Nitrate-N runoff from the organic or synthetic fertilizer treatments did not differ from the unfertilized control averaging between 2 to 4.5 ppm, considerably below the EPA limit for safe drinking water (10 ppm).

Given these data, what does a Freedom Lawn offer for water quality in the Chesapeake Bay Watershed? The unfertilized control plots in the studies above received only one input, periodic mowing, fitting the definition of a Freedom Lawn. With care at this level it took only two or three years for the “Freedom plots” to become greater contributors of P loading via runoff than the areas moderately fertilized with nitrogen. Eleanor Roosevelt is credited with saying that “with freedom comes responsibility”.

In my analysis Freedom Lawns do not embrace their environmental responsibility and, in fact, can fairly rapidly become irresponsible. A more responsible approach to lawn care listens to the scientific data, recognizes the limitations imposed by urban soil disturbance during development, and recommends we strive for Sustainable Lawns by following a set of Best Management Practices (BMPs) with the goal of maintaining amenity surfaces with minimized impacts on water quality.

Below are 12 BMPs for Sustainable Lawns in Virginia and throughout the Chesapeake Bay Watershed.

1. Improve the soil at establishment to reduce compaction and improve infiltration. The unfortunate circumstance of new housing development is that much of the topsoil is removed and the remaining infertile subsoil is severely compacted during construction. Replacement of a shallow topsoil layer prior to grassing to allow occupancy is helpful in getting the lawn established, but the underlying soil compaction remains. Subsequently, water infiltration, long term, is poor, greatly increasing the possibility of thin turf and off-site movement of nutrients. Thus, prior to topsoil placement, the subsoil should be cleared of all debris and rip-plowed and tilled, if at all possible. Topsoil can then be distributed over the surface and a seedbed prepared. Addition of a one or two inch layer of quality compost prior to seedbed preparation would also be very beneficial to lawn health and water infiltration over time.

2. Plant or re-plant best adapted turfgrass species and varieties. Each year the turfgrass programs at Virginia Tech and the University of Maryland collaborate to put out a turfgrass variety recommendations list based on their field research evaluations of adaptation, found here: http://www.pubs.ext.vt.edu/3008/3008-1456/3008-1456.html. To make the list each variety must have performed above average at Virginia and Maryland test sites for at least three years; each listed variety must also be available as certified seed, ensuring genetic purity and seed quality to the buyer. Given adequate establishment, odds are that these varieties will provide greater stress persistence than those not on the list.

3. Improve the soil after establishment to reduce compaction and improve infiltration. Most homeowners will inherit a lawn with soil compaction issues. Slow remediation of compaction can be accomplished by core aeration and compost topdressing. The rolling drum aerators commonly used or available for rent only pull up cores from 1 to 3% of the lawn surface area and do not go much deeper than two inches. To make progress in improving water infiltration and relieving compaction go over the lawn in two to four directions during moist (not wet) soil conditions, twice a year during periods of active turfgrass growth. If possible, hand-spread and rake in a quality compost applied at a 100 lb/1000 ft² rate. The average size of home lawns across Virginia is 5000 ft², requiring purchase of 500 lbs of compost for each application. Repeated application of organic matter via the compost will serve to build topsoil, bind nutrients and water, and promote soil aggregation for improved water infiltration and compaction resistance. Further it will serve as a natural organic slow-release fertilizer providing approximately 1.5 lb N/1000 ft² each time it is applied. Two compost applications per year would, then, provide all the fertilization the lawn required to remain healthy and dense enough so as to greatly limit any potential P or N runoff.

4. Soil test every 1 to 3 years to determine if fertilizer P is needed; use fertilizers with 0% P (e.g., 30-0-10) if the soil test in-
Phosphorus binds readily to clay minerals and soil organic matter and as such does not leach. Thus, soil test P levels change quite slowly in most Virginia soils. In our moderate rainfall climate, soil pH does fall, but not fast enough to require re-liming more frequently than every two to three years. Soil testing every one to three years, therefore, is sufficient to ensure sufficient availability of essential nutrients. If the soil test indicates no P need, then select fertilizers that contain no P.

Implement a moderate fertilizer N program based on Virginia Cooperative Extension and Virginia Department of Conservation and Recreation recommendations. Our earlier review of the relevant research clearly indicated that not applying N-containing fertilizer was not a responsible choice for pollution prevention. A moderate amount of fertilizer N per year (1 to 4 lbs actual N/1000 ft²) is needed to maintain enough turf cover to impede sediment-bound P loss. Refer to these online sources to guide your N fertilization practices:


Note that high use lawns will need N in at the three to four pound level to push enough growth to ensure adequate cover against runoff. Adequate cover on low use lawns can be maintained via one or two pound programs. Added insurance against N runoff or leaching losses can be gained by using fertilizers that contain higher proportions of slow- or controlled-release N sources. Use of slow-release sources, including organics, has the added benefit of reducing surge growth, providing reduced mowing requirements, relative to use of quick-release N sources.

1. Do not apply fertilizers to frozen soils. In the studies reviewed above, and a number of others, it was noted that 60 to 90% of P runoff occurred during winter thawing periods when the surface soil was still frozen. Such large runoff events occur during winter thaws because the soils are either frozen or saturated, not allowing water to infiltrate into the soil. Any soil- or leaf litter-bound P present in open soil areas during these large runoff events can be quickly lost. Application of P-containing fertilizers too late (Nov-Dec) or too early (Feb-March) greatly increases the potential of P loading into Bay waters.

2. Do not apply fertilizer to impervious surfaces; immediately sweep or blow any granules back onto the lawn. Fertilizer, compost, grass clippings, and tree leaves all contain nutrients. As
such, it is irresponsible to leave any of them on impervious surfaces where they can move unimpeded into storm drains.

7. **Mow high and follow the 1/3 rule.** This BMP is all about maintaining density and high biomass on your lawn: both factors increase the resistance to flow, slowing runoff and increasing infiltration. Mowing your lawn at the higher end of its recommended range (3-4 inches for bluegrass and fescue; 1.5 to 2.5 inches for bermuda and zoysia) will accomplish this while providing a deeper-rooted, more stress-tolerant lawn. Mowing high also means you can mow less frequently without breaking the 1/3 rule. The 1/3 rule is to never remove more than 33% of the height of grass at one mowing. The consequence of repeatedly removing too much at each mowing (e.g., 5 inches to 2 inches = 60% removal) is a shallow root system that results in turf thinning and weed invasion. For fescue lawns, not breaking the 1/3 rule means to mow back to a 3-inch height each time the lawn reaches 4.5 inches.

8. **Leave clippings on the lawn, replacing any that reach impervious surfaces.** Grass clippings contain 2 to 5% N and about 0.5% P and break down quickly re-releasing these nutrients back to soil solution for root uptake. Clipping return can serve as an organic fertilizer providing more than 1 lb N/1000 ft²/yr. Left on the street, these nutrients can also quickly move into the storm drain to pollute the Bay. If wet weather and/or infrequent mowing means large clipping clumps have accumulated either rake them up and compost on-site or mow the lawn in 2-3 directions to disperse.

9. **Mulch tree leaves into the lawn and clean up any that accumulate on impervious surfaces.** Studies at Michigan State, Purdue, and Cornell have documented that mulching a 2 to 5 inch layer of deciduous tree leaves into cool-season lawns for three to five consecutive autumns had no significant effects on lawn health or vigor. These studies also reported no increases in thatch or undue reduction in soil pH due to this practice. Recycling tree leaves back into your lawn is safer for the environment than piling them on the street and risking the loss of N and P to stormwater runoff. Mowing when the leaves are dry mulches them in much more effectively.

10. **Irrigate only if severe drought persists, threatening to significantly reduce turf cover.** Adherence to the first 10 BMPs should result in a fairly deep-rooted lawn that should recover from summer droughts of two to three weeks. Droughts of greater than four weeks could result in the loss of some turf cover, especially if there is any traffic on the lawn during drought-dormancy. In this case, lawn cover should be preserved by applying 0.75 to 1-inch of water per week until rainfall returns.

11. **Use pesticides only when weed, insect, or disease levels threaten to significantly thin the lawn; strictly follow label directions; careful application of the preceding BMPs to ensure a dense, healthy lawn should greatly minimize the need for pesticides.**

For those homeowners who wish to have lawns and landscapes that are environmentally-friendly or more sustainable than what current suburban development gives them, there are two primary choices: take what you are given and improve it by following these 12 BMPs or start over by improving the soil and establishing a no-mow prairie and herbaceous/woody perennial landscape. Simply stopping all management inputs and calling it a “Freedom Lawn” is easy and cheap, but may ultimately be irresponsible.

**References**

- Erik Ervin, Ph.D, Associate Professor of Turfgrass Culture & Physiology, Crop and Soil Environmental Sciences Department, Virginia Tech
### VNLA – Certification Quiz #55

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 Freedom Lawn Quiz**

*Prepared by: Nanette Rider Whitt*

1. A Freedom Lawn requires only once cultural practice:
   - a. Hand weeding
   - b. Periodic mowing
   - c. Phosphate free fertilization
   - d. Slow release fertilization

2. The Chesapeake Bay’s health is impaired due to too much of the following:
   - a. Sedimentation loading
   - b. Nitrogen
   - c. Phosphorus
   - d. All of the above

3. Freedom Lawns may actually improve Bay water quality.
   - a. True
   - b. False

4. One major problem with lawns in new housing developments is:
   - a. Too much nitrogen (N)
   - b. Soil compaction
   - c. Too much phosphorus (P)
   - d. Too much potassium (K)

5. When a lawn receives the proper amount of nitrogen fertilization, the amount of phosphorus run off is greatly reduced:
   - a. True
   - b. False

6. Phosphorus run off in lawns can be directly attributed to:
   - a. Too much nitrogen (N)
   - b. Too much phosphorus (P)
   - c. Too much potassium (K)
   - d. Poor water infiltration

7. Annual turf grass recommendations are made by Virginia Tech and the University of Maryland, and are available to the public.
   - a. True
   - b. False

8. Compacted soil can be corrected by:
   - a. Core aeration
   - b. Compost topdressing
   - c. All of the above

9. Soils should be tested every ________ years to determine if fertilizer P is needed.
   - a. 4 - 6
   - b. 3 - 5
   - c. 1 - 3

10. Large phosphorus (P) run offs occur:
    - a. During the spring months
    - b. During the summer months
    - c. During the fall months
    - d. During the winter months

11. When mowing a lawn, one should never remove more than:
    - a. ½ height
    - b. 1/3 height
    - c. 5 inches
    - d. 3 inches

12. Grass clippings should always be raked up in lawns to prevent nutrients from getting into the Bay.
    - a. True
    - b. False

13. To preserve turf cover during droughts lasting more than 4 weeks, a lawn should be watered:
    - a. .25 - .50 inches per week
    - b. .75 - 1.0 inches per week
    - c. 1.25 - 1.50 inches per week
    - d. 1.75 - 2.0 inches per week

14. A Freedom Lawn may be:
    - a. Easy and cheap
    - b. Irresponsible
    - c. All of the above

---

**Congratulations to these newly Virginia Certified Horticulturist!**

- **Lisa Bauer**, Edith J Carrier Arboretum JMU, Harrisonburg
- **Taryn Corso**, Merrifield Garden Center, Alexandria
- **Melissa Gildea**, Lotus Design and Consulting LLC, Reston
- **Laura Matherly**, A & S Lawn and Land Care LLC, Powhatan
- **Leigh Townsend**, JW Townsend Inc, Charlottesville
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**Tips - How To Photograph A Garden For Publication**

Photographer’s Corner

By Derek Fell

Whether you shoot digital images or film, the basic principles of photographing a garden for publication remain the same. Publications may differ when it comes to the type of garden they like to feature (for example, Birds & Blooms wants small gardens, while Architectural Digest prefers big ones). However, they all seek a certain mix of composition and lighting.

Since I began photographing gardens in the early 1970s, I’ve learned 10 important points:

1. **Look for three types of composition.** The first is an OVERALL VIEW, to establish a sense of place. If the garden is near the coast, show the ocean, no matter how small it may appear in the background. In an alpine environment, try to show mountain peaks. In the middle of a city, show warehouses, skyscrapers or other visible urban elements.

2. **Secondly, shoot lots of SPECIFIC VIEWS,** such as design features. For example, a water garden with waterfall and bridge, or a perennial garden against a ruined wall. Look for foreground elements that can frame these scenes – an arbor or arching tree limbs.

3. **For the third type of composition shoot CLOSE-UPS.** Showcase individual plants or combinations. Use three kinds of plant close-ups: a group close-up showing a cluster of flowers or leaves, a single flower or leaf, and a macro close-up with the petals or leaf margin bleeding off all four corners of your frame.

4. **Unless it's an eyesore, show the house in relation to the garden.**

5. **Photograph the owner or owners in a natural pose,** like harvesting cut flowers or enjoying a meditative stroll. I especially like to encourage women to color-coordinate their clothing to a particular part of the garden; for example, russet colors in an autumn landscape.

6. **Seek fleeting ATMOSPHERIC effects** – mist, rain, moonlight, a storm brewing. Emphasize the season the bright greens of spring, the blazing colors of fall, a garden tinted with snow or hoar frost.

7. **Look for themed areas,** such as an herb or rose garden. Include an interesting structure such as a bench or birdbath. Stand on a ladder or shoot from a porch or second story window to show a unique vantage point.
8. **Search for innovative design.** My most unusual garden sequence featured an underwater garden on Virgin Gorda, owned by professional treasure hunter, Bert Kilbride. I photographed his coral walls, sunken cannon with friendly shark and sunken shipwreck thronged with exotic fish. I even shot his island home through the bleached bones of a humpback whale from a nearby beach.

9. **Shoot from different angles** to include front, side-hit and backlit scenes. The best light is generally early morning even before the sun appears, and late afternoon when the garden is infused with reddish tones.

10. **Shoot through windows** of the house. Let the reader see what the homeowner sees, especially from the intimacy of their living room, kitchen or bedroom.

- reprinted with permission, Derek Fell

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**News – VT New Extension Website**

**Virginia Cooperative Extension debuts new website, Shaping Extension’s Future**

BLACKSBURG, Va., June 8, 2011 – Virginia Cooperative Extension has launched a new website that shares information about Extension’s impact on the economic, environmental, and social well-being of Virginians and opens lines of communication with its stakeholders and clients.

The new website, Shaping Extension’s Future (http://future.ext.vt.edu/), features news about Extension’s delivery of research-based knowledge to the people of the commonwealth, regular messages from the director, answers to frequently asked questions, a schedule for listening sessions across the state, and the ability for audiences to comment and ask questions.

“We are excited and proud of the success stories,” said Edwin Jones, Extension director. “I would encourage you to visit us often and share with us your personal stories and ideas.”

The new website coincides with Extension’s recent efforts to improve communication with Virginians. Since starting his new role in April, Jones has met with Extension agents and specialists, faculty and staff members at the agricultural research and Extension centers, and industry groups throughout the state. He is now scheduling discussions with Extension’s stakeholders and partners to strengthen the organization for the future.

Shaping Extension’s Future links to resources on Extension’s homepage, including publications and educational resources, a directory of local offices and research centers, details about Extension’s program areas, news, and information about volunteering for and donating to Extension.

For information about an Extension program in your area, contact your local Extension office at http://www.ext.vt.edu/offices/.

Virginia Cooperative Extension (http://www.ext.vt.edu/) brings the resources of Virginia's land-grant universities, Virginia Tech and Virginia State University, to the people of the commonwealth. Through a system of on-campus specialists and locally based 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.

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**News – VT College of Agriculture and Life Sciences**

**Names Tom Thompson head of crop and soil environmental sciences department**

BLACKSBURG, Va., May 16, 2011 – Virginia Tech’s College of Agriculture and Life Sciences has named Thomas L. “Tom” Thompson of Lubbock, Texas, head of the Department of Crop and Soil Environmental Sciences.

“The Department of Crop and Soil Environmental Sciences plays a crucial role in the college’s efforts to improve crop production, soil utilization, and environmental stewardship,” said Alan Grant, dean of the College of Agriculture and Life Sciences. “We are looking forward to Dr. Thompson’s arrival as he will bring a wealth of experience to Virginia Tech and leadership in these critical areas.”

“It is an honor to be selected as head of the Department of Crop and Soil Environmental Sciences,” Thompson said. “I am eager to work with the college administration, colleagues in the department, and our stakeholders to add to the outstanding programs of the department. My vision for the Department of Crop and Soil Environmental Sciences is that through teamwork we will grow the department’s mission and programs; create new initiatives to achieve excellence in research, teaching, and outreach; and clearly communicate our relevance and contributions to society.”

In his previous position, Thompson was chairman of the Department of Plant and Soil Science at Texas Tech.
University from 2006 to 2011. In addition to leading the department’s academic and research activities, he has taught undergraduate and graduate courses and advised graduate students. At Texas Tech, he also conducted research on improving water and nutrient management for irrigated crops. Throughout Thompson’s career, his research has focused on crop nutrient and water management, subsurface drip irrigation management, and reclamation of disturbed lands. He was also the J.A. Love Endowed Chair and coordinator of Project Revolution, a $10 million collaborative research venture with Bayer CropScience.

Prior to 2006, Thompson was a professor and Extension specialist in the Department of Soil, Water, and Environmental Science at the University of Arizona. In 2004, he was a visiting professor at Hebrew University of Jerusalem and Ben-Gurion University of the Negev, Israel.

Throughout his career, Thompson has received numerous awards and honors. In 1994, he received the Teaching Award of Merit from the National Association of Colleges and Teachers of Agriculture. Also in 1994, he was elected a member of Gamma Sigma Delta, the honor society of agriculture, and named the Outstanding Junior Faculty Member for the College of Agricultural and Life Sciences at the University of Arizona. He is also a Fellow of the American Society of Agronomy and the Soil Science Society of America, the past president of the Western Society of Soil Science, and a technical editor of the Soil Science Society of America Journal.

Thompson earned a bachelor’s degree in agronomy from Abilene Christian University, a master’s degree in soil chemistry and fertility from Texas A&M, and a doctorate in soil chemistry from Iowa State University.

He will assume his new position on June 1, 2011.

Nationally ranked among the top research institutions of its kind, Virginia Tech’s College of Agriculture and Life Sciences focuses on the science and business of living systems through learning, discovery, and engagement. The college’s comprehensive curriculum gives more than 2,400 students in a dozen academic departments a balanced education that ranges from food and fiber production to economics to human health. Students learn from the world’s leading agricultural scientists, who bring the latest science and technology into the classroom.


The summary of the BMP survey results is attached. The survey was sent by email to over 300 email addresses of greenhouse and nursery operations as well as garden center members of VNLA. The survey was sent out twice by email and then we attempted to reach each operation which had not responded by telephone. We used the results of these telephone calls to remove non-business entities and operations no longer in business from the contact list. Our resulting return rate was 30.7%, 92 responses from 300 valid email addresses. The incentive for responding to the survey was the chance to win a 64GB iPad2 donated by XCalibur Plant Health Company, LLC. The iPad2 was won by Bob Hoffman of Shenandoah Growers.

We will develop a more descriptive report on the survey results for the VNLA newsletter later this summer. Please let me know of any questions or discussion of the results.

Joyce Latimer, VA Tech Dept. of Horticulture, jlatime@vt.edu


An email was sent to our grower list on May 9, 2011 (attached) along with a version of the attached flyer developed for the 2011 container recycling program. We have a new website developed by Sarah Gugercin from the Hort Department.

www.hort.vt.edu/vagardenersrecycle

This site includes links to the Today’s Garden Center website which did an online feature of the 2010 pilot project. That article was also run in the VNLA Newsletter.

So far, we have had limited response from growers/garden centers for 2011. As the season slows down, the Extension Master Gardener volunteers will be distributing this flyer to their local garden centers to try to increase statewide participation. Please feel free to distribute widely.

The Extension Communications Department is presently editing a statewide press release for the program. Hopefully that will be out before the VGIC meeting. The information in that press release has been made available to Julie Buchanan, Public Relations Specialist, Virginia Department of Conservation and Recreation, for use in her Plant More Plants Blog. Please let me know of other outlets for the press release that may not be picked up in the Extension network.

We will plan to have several press releases over the summer to publicize the program.

Joyce Latimer, VA Tech Dept. of Horticulture, jlatime@vt.edu
Thank you for your participation in this survey.

The IR-4 Project’s Ornamental Horticulture Program helps provide safe and effective pest management solutions for greenhouse, nursery, landscape, Christmas tree and forestry producers. Every other year, we prioritize the next two-year research plan at our Ornamental Horticulture Workshop. We invite you to help us focus our research by answering a few questions about the diseases, insects, and weeds which impact your business.

1. Please check one affiliation:
   - □ Grower (Greenhouse and/or Nursery)
   - □ Landscape Care Professional
   - □ Interiorscaper
   - □ University or USDA-ARS Researcher
   - □ Cooperative Extension
   - □ Federal, State, or Local Government
   - □ Allied Industry Member

2. Please check all types of operations and pest management strategies relevant to your business:
   - □ Greenhouse
   - □ Nursery – Container
   - □ Nursery – Field-grown
   - □ Landscape
   - □ Interiorscape
   - □ Christmas Tree Farm
   - □ Sod Farm
   - □ Biological Control
   - □ Chemical Control
   - □ IPM
   - □ Organic
   - □ Standard Weekly/Monthly Program
   - □ Spray Program based on Thresholds

3. Please check all plant materials relevant to your business:
   - □ Bedding Plants
   - □ Cut Flowers
   - □ Christmas Trees
   - □ Foliage Plants
   - □ Herbaceous Perennials
   - □ Ornamental Grasses
   - □ Palms
   - □ Seasonal Potted Plants (i.e. Poinsettia)
   - □ Shrubs
   - □ Trees
   - □ Turf

4. Consider the plant materials you grow or maintain.

Then consider situations over the last year where you had difficulty managing diseases, pests, or weeds.

For all three areas, list the top three situations where your product arsenal was limited.

Be as specific as possible; for example, “Japanese beetle on rose” or “Rhizoctonia wilt on impatiens seedlings”.

Then put a ‘√‘ or ‘X‘ for each type of plant material where this issue occurs in your operation.

<table>
<thead>
<tr>
<th>Type of Plant Materials</th>
<th>Bedding Plants</th>
<th>Cut Flowers</th>
<th>Christmas Trees</th>
<th>Foliage Plants</th>
<th>Ornamental Grasses</th>
<th>Palms</th>
<th>Seasonal Potted Plants</th>
<th>Shrubs</th>
<th>Trees</th>
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<tbody>
<tr>
<td>Diseases (including bacteria, fungi, nematodes) with few to no available tools</td>
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5. Think about the specific crops you grow. Which three crops need more pesticide crop safety (phytotoxicity) information?
   1. ______________________  2. ______________________  3. ______________________

6. Please comment about other needs not covered above: ____________________________

7. Please check one of the following:
   □ I need crop safety (phytotoxicity) data more than efficacy data
   □ I need efficacy data more than crop safety data
   □ I need crop safety data and efficacy data equally

8. For each discipline, rank each research direction from 1 (not needed) to 5 (very important) based on how much this information is needed in your daily operations.

<table>
<thead>
<tr>
<th>Disease Control</th>
<th>(Not Needed)</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5 (Very Important)</th>
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<td>a) Need new products</td>
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<th>Plant Growth Regulators</th>
<th>(Not Needed)</th>
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<th>5 (Very Important)</th>
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<td>m) Need new products</td>
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9. Please enter the state where you work: _____

10. What is today’s date? ________________

(Optional) Please fill out your name and address below:

Name: ________________________________
Affiliation: ___________________________
Address: ______________________________
City __________________ State ____ Zip _____
Phone Number _________________________
Email Address: ________________________

Please send/fax to:

Cristi Palmer
Ornamental Horticulture Program Manager
IR-4 Project
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Princeton, NJ 08540

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**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?”*

---

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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.*

---

<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>
</tr>
</thead>
<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>
</tr>
<tr>
<td>Cyclobenzaprin Tab 10mg</td>
<td>15</td>
<td>$15.99</td>
<td>$15</td>
<td>$6.67</td>
<td>$8.34</td>
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<tr>
<td>Cyclobenzaprin Tab 10mg</td>
<td>30</td>
<td>$29.99</td>
<td>$15</td>
<td>$7.23</td>
<td>$7.77</td>
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*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.

*Price as of 11/15/10*

*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.
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60 May / June 2011 VNLA Newsletter
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>
</tr>
</thead>
<tbody>
<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>
</tr>
<tr>
<td>Once you have spent $2,840 in drug costs, Beneficiary pays 100% of the next $1,710</td>
<td>Use RxCut® to save up to 75% on the cost of your Generic medications  *Be sure to submit receipts to your primary Drug Provider</td>
</tr>
<tr>
<td>Catastrophic coverage begins after the beneficiary spends $4,550</td>
<td>Use your primary Medicare provider program</td>
</tr>
<tr>
<td>Medications not covered under Medicare</td>
<td>Use RxCut® to save up to 75% on your medications</td>
</tr>
<tr>
<td>Medicare pays 50% of all brand medication</td>
<td>Use your primary Medicare provider program</td>
</tr>
</tbody>
</table>

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: www.vaturf.org
We are Fighting for You,
We are Working for You
**VNLA Newsletter Advertising Order**

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

<table>
<thead>
<tr>
<th>Size Description</th>
<th>Member Rates</th>
<th>Non-Member Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/6 page (2.25&quot; x 4.75&quot;)</td>
<td>$55 (1/2 col. Vertical)</td>
<td>$75</td>
</tr>
<tr>
<td>1/3 page (2.25&quot; x 9.75&quot;)</td>
<td>$75 (1 col. Vertical)</td>
<td>$115</td>
</tr>
<tr>
<td>1/4 page (3.5&quot; x 4.75&quot;)</td>
<td>$80</td>
<td>$135</td>
</tr>
<tr>
<td>1/2 page (4.75&quot; x 7.5&quot;)</td>
<td>$130 (Horizontal) $565</td>
<td>$175 $750</td>
</tr>
<tr>
<td>1/2 page (3.5&quot; x 9.75&quot;)</td>
<td>$185 (Vertical) $665</td>
<td>$245 $882</td>
</tr>
<tr>
<td>2/3 page (4.75&quot; x 9.75&quot;)</td>
<td>$205 (2 col. Vertical)</td>
<td>$275</td>
</tr>
<tr>
<td>full page (7.5&quot; x 9.75&quot;)</td>
<td>$235 $795</td>
<td>$325 $1100</td>
</tr>
<tr>
<td>Business Card (2&quot; x 3.5&quot;)</td>
<td>$40 $60</td>
<td>$60 $90</td>
</tr>
<tr>
<td>Insert 8&quot;x10.75&quot; single sheet</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

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

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

- Run same ad each issue
- Rotate Ads
- New Ad each issue

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

Contact Person: _____________________________________________

Company Name: _______________________________________________

Mailing Address: _____________________________________________

City: _____________________________ ST____ Zipcode _________-_____

Phone: _____-______-___________ Fax: _____-______-___________

Email: _________________________________________________________

Date: ____/____/_______

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

July 21, 2011, GREEN INDUSTRY SEMINAR, American University, Washington, DC; Contact: Mbeathouse@aol.com or 703-324-8558

August 2-4, 2011, PANTS
Greater Philadelphia Expo Center, Oaks, PA 800-898-3411
www.plna.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 farwestshow.org

September 24, 2011, VIRGINIA GARDEN FESTIVAL & PLANT SALE 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

October 21-23, 2011, AMERICAN RHODODENDRON SOCIETY EASTERN REGION, Richmond, VA Contact: 703-360-7456, cpdhide@aol.com


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

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Disputanta, Virginia 23842

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1-800-458-0093
Plants that Go Green with Bill Cullina

Conifers to Fit Your Space with Richard L. Bitner. See the process of creating an organic garden the Highgrove Way.

Helen Dillon - It's more than putting plants together and protecting adaptations, and using color and texture to create exciting combinations. She will also touch on historical tails that will add a sense of age and permanence to your garden.

Karen Bussolini will discuss and show beautiful slides of the many inventive ways gardeners across the United States have used these stalwart plants in containers, border walls or the larger landscape. She will pay special attention to the use of silvers for our hot and humid summers, protecting adaptations, and using color and texture to create exciting combinations.

Gardening Smarter, Problem Solving and Going Down to Earth Gardening. Join Horticulture magazine and Lewis Ginter Botanical Garden for a day-long garden symposium featuring these topics and speakers:

- *The Elements of Organic Gardening* by Kent Redfield, making pictures in the garden. See how to rethink, re-arrange, and manage change in a smaller space.

- *Designing With Elegant Silvers, Striking Plants for Small Buildings, Small Gardens* by Gordon Hayward, garden designer and author; Friday, March 7, 9 am - 1:30 pm (9 am - 12 pm workshop, 12-1:30 pm. To receive a detailed program, email registra@lewisginter.org. stumpvines @ Leusginer.org

- *Small Buildings, Small Gardens* by Kent Redfield, garden designer and author; Friday, Mar. 8, 9:30 am - 4:30 pm. To receive a detailed program, email registra@lewisginter.org. Next level of design and management for those pursuing advanced garden design. Students of this program should contact the Program Sponsor or the Program Coordinator for further information. gordon@lewisginter.org

- *Down to Earth Gardening* by Kent Redfield, garden designer and author; Friday, March 7, 9 am - 1:30 pm (9 am - 12 pm workshop, 12-1:30 pm. To receive a detailed program, email registra@lewisginter.org. Next level of design and management for those pursuing advanced garden design. Students of this program should contact the Program Sponsor or the Program Coordinator for further information. gordon@lewisginter.org

- *Tree Care Symposium* is invited to attend the Tree Care Professionals in tree care, green industry professionals, and advanced gardeners are invited to attend the Tree Care Symposium, Friday, February 15, 2008, 8:30 am - 4:30 pm. To receive a detailed program, email registra@lewisginter.org. Next level of design and management for those pursuing advanced garden design. Students of this program should contact the Program Sponsor or the Program Coordinator for further information. gordon@lewisginter.org
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One day you may outgrow your current operation. Farm Credit will be there to help you expand.

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