**Distinctive Plants For Your Landscape**

**2010 Selections**

- **Corylopsis pauciflora**, Buttercup Winterhazel
- **Dryopteris erythrosora 'Brilliance'**, Autumn Fern
- **Eucomis 'Sparkling Burgundy'**, Purple Pineapple Lily
- **Rudbeckia subtomentosa 'Henry Eilers'**, Sweet Coneflower
- **Schizachyrium scoparium 'The Blues'**, Blue Bluestem
- **Yucca filamentosa 'Color Guard'**

**2009 Plants of Distinction**

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

**Virginia Plant Introduction Program**

www.beautifulgardens.org
## 2009 VNLA Officers & Directors

### Officers

#### President
**DUANE SHUMAKER**  
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**2009 VNLA Officers & Directors**

**2009 VNLA Officers & Directors**
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**On the Cover**

J.W. Townsend, Inc. Management and Staff
(Left to right)
Graham Howe, Ed Yates, Dutchie Kidd
Phil Ofrías, Holly Cliecheater, Steve Pekary
and Jay Townsend

**Table of Contents**
**VNLA Mission, Vision and Objectives for 2009**

**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.

---

**Help Wanted**

K & D Rounds is a full service Commercial and Residential Landscaping, Hardscaping, Ground’s Maintenance, Lawncare and Irrigation Contractor serving the Hampton Roads area for over 23 years. We are always looking for motivated, career-minded individuals to join our growing team.

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Spring Grove, Virginia 23881
(757) 866-8479
Well, I just got back from the 2009 Legislative Conference in Washington, D.C. and the first thing I can say is “Oh, What a learning experience that was!” This was way beyond what I am used to doing so I was definitely “out of my element”. I did use the opportunity to learn all that I could from our meetings with the different Congressman/woman and Senators, as well as that from other green industry businessmen from throughout the country.

I also would like to give a HUGE THANKS to those who attended the conference with me from Virginia. Those who attended were: Ed Tankard (VNLA Vice-President & Legislative Chairman – Tankard Nurseries), Kevin Warhurst (Merrifield Garden Center), Art Parkerson (Lancaster Farms), Jeff Miller (VNLA Executive Director) and Lou Kobus (Fox Run Nurseries). They all did an Outstanding Job in representing our industry.

We were able to meet with nine (9) Congressman and two (2) Senators from our state, as well as hear from Senator Kay Hagan (NC), Senator Charles Schumer (NY), Congressman Earl Blumenauer (OR-3), Congressman Walter Minnick (ID-1) and Jason Riley (Wall Street Journal Editor).

We also heard from Keith Cline (Urban & Community Forestry Program), John Farner (Irrigation Association), John Satagaj (Small Business Legislative Council) and Elizabeth Osborne (U.S. Department of Transportation). ANLA representatives Craig Regelbrugge and Corey Connors along with their staff put together an excellent conference!

There were six (6) main items of discussion that were lumped into four (4) main topics. The six topics were: Federal Investments in Trees, The Green Communities Act, Labor & Immigration Reform, Water Issues, Green Industry Small Business Issues, Floriculture & Nursery Research Initiative”. These six items were converted down into the following four: Energy Efficiency Tax Credit, Green Communities Act (H.R. 2222), Agricultural Job Opportunities, Benefits & Security Act (S.1038 & H.R. 2414), and Save Our Small & Seasonal Business Act (H-2B Returning Worker Exemption), (S.388 & H.R. 1136). Please see the brief descriptions, status and requested action of each of the above topics located on pages 16-22.

See the chart on the next page for OUR take on each Congressman and Senator’s stance on the different issues.

For Bob Goodlatte we only got a few minutes to meet with him, so we only discussed Immigration issues, which he opposes the current bills. He is planning on introducing his own bill (H.R. 1792) for discussion.

Gerry Connolly is looking into presenting a Bill regarding the Chesapeake Bay.

Tom Perriello is a huge supporter of Clean Energy.

Randy Forbes requested additional information on “How many people are employed in Nursery & Ag jobs within the state of Virginia”, How many are H-2 (A or B), How many are likely un-documented”?

Most all officials said that we need to educate the public on our issues with special regards to the Immigration and Water Issues. They claim to receive many calls that oppose our issues from the general public and think that if we help educate the public some of these issues and how they will directly impact your business, which will be easier to “get thru”.

Thanks Again!

Duane Shumaker, VNLA President

For a Current Listing of VIRGINIA CERTIFIED HORTICULTURIST review classes and test dates, go to www.vnla.org/certification.htm
Listed below is strictly **OUR** take on each Congressman & Senator’s stance on the different issues.

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**Letters – Master Gardeners Thanks**

The Executive Board of the Virginia Master Gardeners Association (VMGA) and the Silent Auction Committee would like to Thank You for your generous donation to the Silent Auction at the 22nd Master Gardener College.

Due to your generosity, the 2009 Silent Auction contributed over $4,000.00 to the Master Gardener Coordinator Endowment Fund.

Thank You for Your Contribution!

*Sincerely, The Executive Board of VMGA*

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**Letters – Donation to VA Tech Hahn Garden**

On behalf of the College of Agriculture and Life Sciences and its students and faculty, we would like to thank you for your recent gift designated for the Horticulture Garden.

The Hahn Horticulture Garden is a beautiful teaching and display garden. The garden serves our students and local communities as a learning resource. Features of the garden include perennial borders, water gardens, shade gardens, and a meadow garden.

We deeply appreciate your continued support and commitment to the College of Agriculture and Life Sciences and Virginia Tech. If you should have any questions concerning the Peggy Lee Hahn Horticulture Garden or any of our other programs, please let us know.

*L.T. Kok, Interim Dean, Office of the Dean 104 Hutcheson Hall (0402) Blacksburg, Virginia 24061*

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**Letters – Sponsorship Hahn Horticulture Garden Gala**

Thanks to you and the VNLA for your sponsorship of this year's Garden Gala, celebrating the 25th anniversary of the founding of the Hahn Horticulture Garden. The gala was very successful, both in number of guests (approximately 270) and net funds raised ($15,300). I hope you enjoyed your evening with us - I was pleased to see so many of our sponsors and their friends in attendance!

![Image of Bob Lyons and Robert McDuffie](Image)

Our guest hosts Robert Lyons and Robert McDuffie enjoyed reconnecting with alums and supporters. All of us associated with the garden are so appreciative of the VNLA's interest in and support of what we're trying to accomplish.

Sponsorships like yours are becoming more and more essential to the success of the gala, especially as food and beverage costs rise. The funds raised this year were especially critical. With the rapid expansion of the garden over the last few years, it became necessary to add an additional horticulturist to help maintain our nearly six acres. The only way we could accomplish this is to generate the salary ourselves. We've also grown enough to accommodate one full time and two part-time interns, a good thing in terms of providing a learning experience for more students in a public garden setting, but also an additional cost. We're in the process of renovating some older garden features in order to enhance our teaching plant collection and to increase accessibility for garden guests. Thus, while major construction has been completed, other necessary aspects of the garden such as staffing and renovation are being attended to.

![Image of Holly Scoggins and the Hokie Bird](Image)

Finally, as I always remind our supporters, you are a part of something wonderful! Your gift impacts many people and programs -- for the 2008-2009 academic year, the garden served as a living laboratory for more than ten courses and hundreds of students from Horticulture, Urban Forestry, Entomology, Plant Pathology, and Landscape Architecture. Over 1,100 K-12 students took part in tours and educational experiences led by garden staff. Regional gardeners enjoyed nationally-renowned guest speakers and hands-on workshops from our outreach program. If there's anything I can do for you, please do not hesitate to contact me with questions, comments, or suggestions (540.231.5783 or perennials@vt.edu). Mark your calendar now for our next gala - June 12, 2010. Thank you again!

*Dr Holly Scoggins Associate Professor, Dept. of Horticulture and Director, Hahn Horticulture Garden VA Tech*
Letters – FFA Donation

The Future Farmers of Virginia was founded in Virginia in 1925, and for nearly 83 years the Virginia FFA Association has experienced membership growth to nearly 11,000 current members. Since its inception, Virginia FFA has provided opportunities for student learning and development, opportunities that would not be possible without donors such as you. On behalf of the Virginia FFA Foundation, thank you for your generous donation.

I joined the FFA as a freshman in high school and it was a decision that changed my life. I was inexperienced in agriculture and new to the FFA. However, it did not take long to realize the opportunities that FFA membership had to offer. I have gained extensive knowledge and experience by participating on teams in Forestry, Parliamentary Procedure, Environmental and Agricultural Issues. More importantly, I have gained life skills that have helped to strengthen my commitment in faith, family and community. Through the support and cooperation of my FFA chapter, I have volunteered over 1000 hours to local organizations by developing partnerships with organizations including: Relay for life, Special Olympics, Homeless Shelters and Blandy Experimental Farm. It is through generous donations such as yours that we, as FFA members, will have the opportunity to continue the tradition of excellence established in Virginia over 82 years ago.

I am just one of countless FFA stories; I wear my corduroy blue and gold jacket with pride because it symbolizes my accomplishments, my commitment, and my organization. This year as I continue to travel throughout the Commonwealth to visit FFA chapters, I am struck by the diversity and impact that the FFA experience has provided to our members. I recognize that without the support of contributors like you, Virginia’s youth would lose valuable opportunities, experiences, and knowledge that will influence them for the rest of their lives.

Your donation, along with those of other supporters throughout Virginia, ensures that we can continue to build partnerships as we create new opportunities for the future of Virginia Agriculture and FFA. Once again, on behalf the Virginia FFA Foundation and every member of the Virginia FFA, I thank you for contributing to our future and success.

Christopher Atkins
Virginia FFA State President

On behalf of the staff and board of directors of the Virginia FFA Foundation, Inc., we would like to express our thanks for your generous support. Thank you for doing your part to help
greenwashing affects as much as 98% of product claims. “The good news,” says TerraChoice president and CEO Scott McDougall, “is the growing availability of green products indicates consumers are demanding more environmentally responsible choices, and that marketers and manufacturers are listening. On the other hand, the bad news is TerraChoice's survey of 2,219 consumers products in Canada and the U.S. shows that marketers are exploiting consumer demand for third-party certification by creating fake labels or false suggestions of third-party endorsement.”

**Green Product/Service Commitment**

As Industry participants, we have a choice – greenwashing or green commitment. “Greening, sustainability,” says Ed Snodgrass of Emory Knoll Farms, [www.greenroofplants.com](http://www.greenroofplants.com), located in Street Maryland, “means we don’t take more out of the Earth than we are able to put back.” Recognized nationally as the ‘2007 Green Roof Man of the Year’, Snodgrass, a committed conservationist, has put most of his property into an agricultural preservation trust. He also supplies plants for over one million square feet of green roofs in 20 states and the District of Columbia. So, obviously, his activities influence commercial ‘greening’ but are there other differences? If you look behind the visibility of Snodgrass’s commercial commitment, you will see that it extends far beyond a business focus. His philosophy, ‘don’t take more out of the Earth than we are able to put back’, is applied to all facets of his life. ‘Green’ to Snodgrass is a lifestyle choice.

Another example of applied green is Jennifer Schamber of Greenscape Gardens & Gifts, [www.greenscapegardens.com](http://www.greenscapegardens.com), located in Manchester Missouri. As Schamber says, “there is a new breed of gardener, those that want to contribute to the repair and renewal of the damaged environment.” She advises the Industry to produce and then advertise ‘locally grown’ products, provide demonstrations of sustainable gardening practices, offer ‘how-to’ seminars and workshops, provide on-site recycling programs, join and display the logo of an ‘umbrella’ association that advocates eco-strategies, add ‘green’ tips to your newsletter, and motivate your staff to ‘think green’ by including them in the formulation of ‘greening strategies’.” For, as Schamber says, “I take our slogan, ‘Grow Your World’, literally and proactively pursue being a steward of the land.”

**Individual Accountability**

Dissimilar to Snodgrass or Schamber, the average U.S.A citizen total ecological footprint is about 25 acres, meaning that if everyone consumed similar to the average American, it would require several additional Earths to support present-day lifestyles? Still, although difficult to measure the degree to which consumption choices affect immediate and extended eco-systems, there are eco-footprint tools, web conservation sites such as [www.conservation.org/ecofootprint](http://www.conservation.org/ecofootprint) that help determine individual impact.

In prior columns, published by Today’s Garden Center, I challenged the Industry to identify a brand identification representative of the Industry as a whole, shared the story of personal involvement as well as challenged readers to identify Industry appropriate images sustained by viable products or services. Now, I’m expanding my challenge to include ‘green commitment’, sustainability. Use an eco-footprint tool and identify your status; specifically, where and how you presently fall short related to ‘green’ lifestyle choices. In other words, put your green glasses on!

During a recent OFA Short Course event, the idea of creating a simple marketing message that spans all of floriculture was discussed. Presently, my state of Virginia Green Industry colleagues and I have such a message, ‘GoGreen’. Together, we support a consumer web site, [www.virginiagardening.com](http://www.virginiagardening.com) and Industry, [www.virginiagreen.org](http://www.virginiagreen.org). In fact, we annually host a festival, Virginia GoGreen, garden festival and more and recently implement a plant introduction program Beautiful Gar-
dens®, www.beautifulgardens.org. Still, to be candid, it is an ongoing struggle to obtain and retain, Industry support and consumer awareness, alike. So, there may not be a ‘one size fits all’ Industry message that works well for all.

Yet, as the ultimate Green Industry – living GREEN, doesn’t it make sense that as Schamber says, “We are the environmental leader” who contributes with a Native American perspective of ‘providing for the needs of the current generation without sacrificing the needs of future generations’?

Acquire a copy of my newly published research, The ABCs of Green Industry Communications and use its tips and strategies to create market share. To share comments, ideas or strategies related to this subject or other communication topics, contact me. Together, let’s identify strategies that enable you to become as much a part of your product/service as the product, itself. Not simply grow but ‘grow green’ your business, create a brand name – you!

**About the author:**

Sylvia Hoehns Wright, author of The ABCs of Green Industry Communications, volunteers as PR for the VA Green Industry Council. She is a graduate of the VA Natural Resource Leadership Institute and recipient of the VA Horticulture Foundation Educator award. Details of Wright’s activities are available at her website, www.TheWrightScoop.com.

804-672-6007

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**News - Fire Ant Quarantine Notice**

June 18, 2009 - The purpose of this letter is to inform you that the Virginia Department of Agriculture and Consumer Services (VDACS) intends to establish a temporary quarantine of the movement of regulated articles in the lower Peninsula and greater Tidewater areas of Southeastern Virginia to areas outside the quarantined localities for the purpose of preventing the artificial spread of the Imported Fire Ant to uninfested areas of the state.

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The Imported Fire Ant is an introduced species that is notorious for its aggressive behavior and the damage it causes to several agricultural commodities, livestock, companion animals and wildlife. Further, the Imported Fire Ant can cause serious health problems for the human population due to its aggressive nature and sting. Problems with fire ants are particularly serious in most Southern and Gulf Coast states, where quarantines have been in place for several years. In North Carolina, portions or entire areas in more than 70 of that states 100 counties are considered infested with fire ants, including the counties of Camden, Currituck, Gates, Hertford, and Northampton, which border the Tidewater area. In Virginia, the first discovery of Imported Fire Ants occurred in Hampton in 1989. Since then, the number of colonies has continued to increase despite VDACS’ and private sector eradication efforts due to the movement into Virginia of infested materials from other states, as well as the natural spread of the ants.

Recent state and federal data confirms that Imported Fire Ants are now permanently established and spreading naturally in the Tidewater area, making outright eradication no longer achievable. From 1989 to 2007, VDACS staff treated an average of 33 Imported Fire Ant sites per year. In the last six months of 2008, staff treated 642 sites in the Tidewater area alone. This dramatic increase in reports and treatments, and the high potential for harm to humans and agriculture, necessitates the agency’s intention to establish the quarantine.

Therefore, pursuant to the provisions of Section 3.2-703 of the Virginia Pest Law, it is my intention to declare a temporary quarantine on the movement of articles capable of transporting Imported Fire Ants in the counties of James City and York, and the cities of Chesapeake, Hampton, Newport News, Norfolk, Poquoson, Portsmouth, Suffolk, Virginia Beach, and Williamsburg.

Once the temporary quarantine is enacted, which I anticipate will be on or about June 24, 2009 the movement of articles capable of transporting Imported Fire Ants out of the quarantine area will be restricted unless the regulated articles have been inspected or if a compliance agreement is in place. Likewise, VDACS staff will cease eradication treatments of Imported Fire Ant colonies in the quarantine area, concentrating instead on treatments outside the quarantine area to attempt to prevent further spread. A proposal for a permanent quarantine will be presented for review by the Board of Agriculture and Consumer Services when the Board meets again on August 4, 2009, in Caret, Virginia.

The agency recognizes that this decision will generate questions by affected stakeholders, including nurseries, tree removal services, timber operations, farmers, builders, construction companies, and developers, all of whom would be required to inspect and certify regulated articles before they can be moved from regulated to non-regulated areas. It is important to note, though, that regulated articles can be moved within the regulated area without any restrictions. Regulated articles include, but are not limited to, nursery stock, soil, grass sod, hay, straw, used farm and soil moving equipment, logs, and bee hives. In many cases, certifying regulated articles as being free from Imported Fire Ants can be accomplished through basic compliance agreements that would allow for self-inspection of regulated articles and which should result in minimal disruption in stakeholders’ operations.

Neither VDACS staff nor I expect the Quarantine to have a negative economic impact on the area. Regulated articles can move without restriction within the quarantined area and with inspection or a compliance agreement, regulated articles will be able to move out of the quarantined area as well. Indeed, we will work with the affected communities and businesses to make sure that the quarantine will not deter economic mostly in the lower Peninsula and Tidewater areas of Virginia while helping to keep an injurious pest which can be harmful to humans, pets, and agricultural animals, from moving to other areas of the state.

In order to address any questions related to the quarantine and help facilitate compliance, staff in the agency’s Office of Plant and Pest Services hosted two educational outreach events in July, one in Southside Hampton Roads and the other in the Peninsula, as indicated below.

**July 1, 2009, 1-3 p.m. - Hampton Roads Agricultural Research & Extension Center, 1444 Diamond Springs Road, Room: 125 A & B, Virginia Beach, VA 23455**

**July 10, 2009, 10 a.m. - noon - Tabb Library, adjacent to lobby, 100 Long Green Blvd., Yorktown, VA 23693**

Contact Mr. Larry Nichols, Program Manager, Office of Plant and Pest Services, if you have any questions. Mr. Nichols can be reached at (804) 786-3515 or Larry.Nichols@vdacs.virginia.gov. Thank you in advance for your support of this action. With your help and the help of your constituents, we can collectively reduce the impact that Imported Fire Ants will have on the Commonwealth.

*Sincerely, Todd P. Haymore, VDACS Commissioner of Agriculture*

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**ASSOCIATIONS ADVANCE AMERICA**
News - 2009 ANLA Legislative Conference

An Important Success for the Nursery and Landscape Industry

Virginia was well represented at the recently completed 2009 ANLA Legislative Conference which resulted in higher levels of attendance and a new record for Congressional office visits by green industry professionals. Organized by the American Nursery and Landscape Association (ANLA), other national groups partnering on the conference included the National Christmas Tree Association, National Greenhouse Manufacturers Association, the Irrigation Association, and OFA, an association of floriculture professionals.

Final attendance, more than 20% over target, based on past years, allowed for well over 300 visits to House and Senate offices. In his opening remarks, ANLA President Greg Schaan stated, “With the significant change in Washington, DC, brought about by the November 2008 elections, our industry faces a window of new opportunity and great risk, making our strong presence at this event more critical than ever before”

In addition to a special briefing on health care, which was being debated during the dates of the conference, the event focused on several key industry issues. In addition to ANLA’s ongoing effort to secure immigration reform for the entire industry, attendees were briefed on new challenges with water use regulations and small business issues ranging from tax issues to unionization. The conference focused on more than threats; market-building opportunities were center-stage. Over the past six months ANLA has worked to earn recognition for the green infrastructure benefits of trees and managed landscapes. Many attendees reported a strong positive response during their Congressional visits, to the idea of an energy tax credit for shade tree or windbreak plantings, similar the credit consumers receive for purchasing energy-efficient appliances or windows.

Jonathan Bardzik Director of Marketing and Industry Relations American Nursery & Landscape Association 1000 Vermont Avenue, NW, Suite 300 Washington, DC 20005-4914 Ph: (202) 741-4842 Fax: (202) 789-1893 jbardzik@anla.org

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

Details at: www.vnla.org/AboutVNLA/photography_contest.htm
VNLA - Photo Contest

Rules & Winner

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

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

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

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

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

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

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

Winner of the July/August ’09 Photo Contest

Passion Flower

Photo Winner: Anne Muecke
Horticopa, Inc
Harwood, MD

Win $50, submit your photos! Good Luck and Happy Photographing!
The Green Communities Act

BRIEF DESCRIPTION

In addition to the many environmental benefits provided by trees and landscape plants, an investment in our country’s green infrastructure through community revitalization recognizes an often overlooked aspect of the managed landscape: research has demonstrated that landscape trees and plants have substantial sociological and monetary value benefits that positively affect commercial real estate, retail areas, municipal parks and public spaces.

The Center for Urban Horticulture at the University of Washington has found that amenity and comfort ratings were about 80% higher for a tree-lined sidewalk compared with barren sidewalks. An examination of 30 architecture and urban design variables for the importance in determining office occupancy rates suggests that landscape amenities have the highest correlation with occupancy rates, higher even than direct access to arterial routes.

Federal investments in landscape systems, such as those provided by H.R.2222, will yield visible and high returns in the form of employment, economic and social benefits, and will increase in monetary and environmental value and contributions over time. The benefits provided by trees and landscape plants in combating climate change, from carbon capture and associated ecosystems benefits to enhancing energy efficiency and reducing consumers’ reliance on fossil fuels, are complimentary to the purpose of this bill, and among the many reasons that federal policy must include investments in America’s green infrastructure.

STATUS:

Rep. Allyson Schwartz (D-PA) introduced H.R.2222, the "Green Communities Act," on April 30, 2009. H.R.2222 would direct the Secretary of Commerce to make grants for promoting community greening programs, targeting 60 to 80 local municipalities to undertake projects such as the revitalization of municipal parks and public spaces; landscaping community gateways and key corridors; and tree plantings and urban forestry projects. We expect that a companion bill will soon be introduced in the U.S. Senate.

ANLA POSITION:

ANLA supports passage of H.R.2222, as introduced. In addition, we respectfully urge Senators and Representatives to co-sponsor H.R.2222 and its Senate companion bill when introduced.
Federal Investments in Trees

BRIEF DESCRIPTION

Besides the obvious aesthetic contribution made by trees in the managed landscape, trees offer environmental and consumer cost savings that actually increase in value and return on investment over time. A report by the U.S. Department of Energy (DoE) entitled, "Landscaping for Energy Efficiency" states that, "carefully positioned trees can save up to 25% of a household's energy consumption for heating and cooling." This research, which warranted the inclusion of "landscaping" into the DoE's "Consumer's Guide to Energy Efficiency and Renewable Energy," predicted that the proper placement of only three trees could save an American household up to $250 in energy costs annually, providing enough energy savings to return the investment in less than 8 years.

The environmental benefits of a well managed landscape, and the ecosystems service benefits provided by trees in particular, are well documented. The environmental value of a single tree, in monetary terms, has been documented by the USDA Forest Service. USDA Forest Service Pamphlet #R1-92-100 states that "over a 50 year lifetime, a tree generates $31,250 of oxygen, provides $62,000 worth of air pollution control, recycles $37,500 worth of water and controls $31,250 worth of soil erosion."

Public policy supporting new and existing tree programs will yield quick, visible and high returns in the form of employment, economic and social value and environmental benefits that increase rather than decrease over time.

STATUS:

* Section 205 of the recently House-passed "American Clean Energy and Security Act,"(HR 2454) contains a tree-planting program, authored by Rep. Doris Matsui (D-CA), that would allow retail power providers to partner with non-profit tree planting organizations to plant trees at residences and small businesses for the purpose of greater energy efficiency. The legislation is based on a very successful local model program managed by the Sacramento Municipal Utility District.

* A member of the House of Representatives is interested in introducing a bill that would, in part, provide homeowners with an energy efficiency tax credit for planting a properly-sited, site-appropriate tree. While American consumers are incentivized to purchase ENERGY STAR energy efficient appliances and building materials for new and existing homes through federal tax credits, similar incentives do not yet exist for energy-efficient landscaping.

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Name of Project: __________________________________

Description of the problem, the process for resolving the issue, benefit to the environment, costs to implement, anticipated financial savings, BMP practices that have been implemented and any additional comments or background information.

Date Project was implemented: ___/___/_________

Date Project completed ___/___/_________ (or anticipated competition date)

Attach copies of plans, photos, before and after, if available for the judges to better understand and judge the project.

Environmental Affairs Chairperson: Mary Williams, 804-784-5715, okiemary@comcast.net

This form is also available online at www.vnla.org/about.htm
* Public Law 101-515 directed the Administrator of the Small Business Administration (SBA) to create "The National Small Business Tree Planting Program" (U.S.C. 15, Chapter 14A, § 651) and authorized $15 million in appropriations for FY1991, and $30 million in annual appropriations for FY1992 through FY1997. While the program was a valuable tool for small businesses, who worked in collaboration with state and local governments on development plans to utilize the funding, SBA did not have the appropriate resources or capacity necessary to administer the program.

REQUESTED ACTION
ANLA supports federal investments in green infrastructure, including new and existing tree-planting programs. Specifically, we urge Congress to:

* Support section 205 of H.R.2454, the "American Clean Energy and Security Act," as passed by the House of Representatives;
* Support legislation that would provide an energy tax credit to owners of existing homes who retrofit their residence for energy savings by installing one or more trees for energy conservation;
* Re-authorize "The National Small Business Tree Planting Program" with the following amendments: no more than 10% of funds for SBA administration, no less than 90% of funds be pass-through contacts for tree planting and maintenance by nonprofit organizations and green industry companies, and appropriated at $30 million for each of fiscal years 2010 to 2015.

Labor and Immigration Reform

BRIEF DESCRIPTION
Labor is the most critical resource for green industry businesses, and the failure of Congress to enact meaningful labor and immigration reform directly threatens the stability and growth of the industry. Government surveys and private estimates suggest that 70% of America's farm workers lack proper work authorization, yet they work "on the books," pay taxes and Social Security, and are trusted and experienced workers. Some employers are trying to use the H-2A and H-2B seasonal worker programs. However, H-2A is in a state of regulatory and litigation chaos, and fills less than 5% of farm jobs. H-2B remains hobbled by an unrealistic cap.

Uneven immigration enforcement is adding to a chaotic environ-
The status of unauthorized immigrants who are otherwise law-abiding and contributing, and future needs of our economy.

If comprehensive reform is debated this or early next year, it should include AgJOBS and H-2B cap relief. If support for comprehensive reform is elusive, Congress should act incrementally on those measures which are widely supported and urgently needed even in the current economic situation. Agriculture and seasonal employers face unique challenges, and AgJOBS and the Save our Small and Seasonal Businesses Acts should be acted upon, this year.

Continued Congressional failure to act on timely reforms will leave green industry employers struggling to maintain a viable workforce. Thousands upon thousands of American jobs in the nursery, greenhouse, and landscape industry, and in the vendor and supplier community, depend upon Congress addressing immigration reform during the 111th Congress.

REQUESTED ACTION

We urge your support through co-sponsorship of the following specific bills:

* H.R.2414 and S.1038, the Agricultural Job Opportunity, Benefits, and Security Act of 2009. This bipartisan legislation would address the agricultural labor crisis by overhauling H-2A and providing a way for more experienced farm workers to earn residency status over time.

* H.R.1136 and S.388, the Save our Small and Seasonal Businesses Act. The Senate version would renew for three years the expired "returning worker exemption" that Congress has previously enacted. The House version would make the returning worker exemption permanent.

We further urge your support for action, this Congress, on a comprehensive immigration bill that addresses border and interior security, targeted to the Initiative, but specific research projects are recommended based on national importance to the industry's needs.

The 2007 Census of Agriculture reports that nursery, greenhouse and floriculture crop sales totaled $16.6 billion in 2007, up from $14.6 billion in 2002. Nursery and greenhouse crop production now ranks among the top five agricultural commodities in 28 states, and among the top 10 in all 50 states. And though nursery and floriculture crops represent nearly 6 percent of total U.S. crop receipts, only a disproportionately small part of USDA's research budget goes to floriculture and nursery crop research.

With Congress considering new federal investments in our country's green infrastructure, the need to quantify the environmental benefits of plants is urgent and justifiable. Though the ecosystem service benefits of trees are well quantified by EPA, USDA Forest Service and the U.S. Department of Energy, virtually no data exist for the ecosystem services provided by landscape plants such as ground covers, shrubs, annuals and perennials in the landscape. The small and family businesses that comprise the nursery and landscape industry would benefit greatly from a small but strategic additional federal investment in the FNRI.

STATUS:

Currently, $6.25 million dollars per year are devoted through the ARS budget on projects that are agreed upon, with industry input, as being of highest national priority to meet industry needs. Dollars generated by the Initiative are divided approximately equally between university and ARS researchers.

ANLA POSITION:

ANLA supports increased federal research funding through the ARS budget targeted to the Floriculture and Nursery Research Initiative. For FY2011, we request a total of $8.50
BRIEF DESCRIPTION

The green industry is comprised of small businesses, many of which are family-owned and even multi-generational. ANLA advocates for policies conducive to the survival and success of small businesses. ANLA is also an active leader and member of the Small Business Legislative Council (SBLC). Founded in 1976, SBLC has grown dramatically to represent nearly every sector of our economy on issues that affect the future of the small business owner. Priority small business issues for the green industry in the 111th Congress include Health Care, Estate Tax, Employee Free Choice Act, employer mandates, and tax issues.

REQUESTED ACTION

Health Care: We urge opposition to any unfair mandates on small businesses to allow small businesses to obtain affordable health care insurance/coverage. We further urge Congress to avoid a "one size fits all" approach that fails to recognize the unique challenges facing agricultural and highly seasonal businesses and the seasonal workforce.

Estate Tax: We encourage both the House and the Senate to act before the estate tax repeal sunsets. While we prefer full and permanent repeal, at a minimum Congress should freeze the estate tax rate at 45% or less, and the and exemption level at least at $3.5 to $5.0 million, with indexing of the exemption for inflation.

Employee Free Choice Act or "Card Check": We believe that the Employee Free Choice Act denies the individual's right to privacy and poses a direct threat to economic growth and job creation in the green industry and beyond. We urge opposition to this legislation.

Mandatory Benefits Such As Paid Sick Leave: We urge you to oppose any proposal that would mandate specific employee benefits.

Tax Rates: In the interest of optimizing small business and job creation, we urge you to oppose any effort to increase small business tax rates.

WATER ISSUES

BRIEF DESCRIPTION

Perhaps no other input, with the possible exception of labor, is as systemically critical to the future of the vertically-integrated green industry as water. And though water issues have traditionally been the jurisdiction of local municipalities and water districts, Congress and the Administration are considering policies that would affect the oversight of water at the federal level. Whether the issue is water used in the production of plants, or water distribution to nurture the managed landscape, there are

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legislative and regulatory efforts currently under consideration that will affect the nursery & landscape industry significantly.

There are two primary issues related to federal oversight of water that are of direct and current interest to the nursery & landscape industry:

- **WaterSense** is a public-private voluntary partnership administered by the U.S. Environmental Protection Agency with the mission of protecting the future of our nation's water supply by promoting and enhancing the market for water-efficient products and services through the labeling of water-efficient products and irrigation contractors. The WaterSense program is very similar to the EPA/Department of Energy EnergyStar® program; however, the program (in its third year) is not authorized for funding by Congress and is currently subject to a very low funding level ($2.5 million/year).

- On June 18, the Senate Environment and Public Works Committee passed S.787, the **"Clean Water Restoration Act."** The bill amends the Clean Water Act to replace in federal law the words "navigable waters" with "waters of the United States." Supporters say this change would restore the Clean Water Act to its original intent before two Supreme Court rulings tightened the interpretation of "navigable" in the law. We believe S. 787 would take federal water law well beyond those two Supreme Court cases, as removal of the word "navigable" could open the door for unprecedented intrusion of the federal government on private property. This could enable the federal government to consider virtually any body of water – including waste treatment systems, farm ponds, roadside ditches, irrigation canals, desert washes, streets and gutters, and even puddles of rainwater – as a water of the United States and thus subject to federal regulation by the EPA and Army Corps of Engineers. Citizen suits may pose a special threat to nursery & landscape operations, which often abut urban areas.

**ANLA POSITION:**

**WaterSense®** - Ask Congress to support increased funding of WaterSense® and increased Congressional oversight of the program through a Congressional authorization.

**Clean Water Restoration Act** – Respectfully urge Senators to oppose S.787, the Clean Water Restoration Act, as reported by the Senate Environment and Public Works Committee.

*For more information, please contact American Nursery and Landscape Association Government Relations Department at (202) 741-4857*

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**VNLA - Albert James (Bert) Shoosmith Scholarship Recipients**

This year’s Albert James Shoosmith Recipients are. Tara Tacci, Cody Ryman, Jamie Stuart, Samantha Massa, and Mennen Middlebrooks.

**Tara Tacci**

Tara will be attending Virginia Tech this fall in the Agriculture Technology Program. Tara has already become a Virginia Certified Horticulturist. Her essay follows below:

My name is Tara Tacci, and this VNLA Scholarship is very important to me because I am excited and anxious to enter the Virginia Tech Agriculture Technology Program. Over the past few years, I have enjoyed working with many different horticulture experiences and I have worked hard to accomplish many things. In May of 2008, I received my VNLA (Virginia Nursery and Landscape Association) Certification which I worked very hard for. I am a part of this great Association and would feel great pride being awarded one of the VNLA scholarships.

My financial responsibilities and expenses are mostly based on my college education right now. I am applying for many scholarships and am looking into applying for loans. In addition to applying for scholarships and loans, I plan on continuing part time employment. I will be receiving little to no money from my parents for college as we are in a financial struggle.

After graduating from the Agriculture Technology Program at Virginia Tech, I plan on contributing to the vast, ongoing importance of agriculture in the United States. It has been my dream for many years to own and operate my own farm. One of the short term goals that I have been considering is to become a high school Agriculture Teacher. I want to teach students the importance and value of agriculture. Another goal may even be to start my own landscaping company. Being awarded this scholarship will give me the chance to attend Virginia Tech, would give me many opportunities, and would open my eyes to many things I could be involved in or become.

**Cody Ryman**

Cody will be attending Virginia Tech also in the fall in the Agriculture Technology Program. Cody has been very active in the FFA. His essay follows below:

Over the years, I have been preparing for my college career. I have found that every little bit helps. With the economic issues that we face today, every little bit of financial aid helps. The VNLA scholarship would be...
very important to me because as I said, every little bit helps.

I believe that I would be a good candidate for the scholarship because I have grown up around the landscaping business in my high school career. Recently I was named the assistant grounds keeper of our sports complex. I have learned how to do a variety of things. I have learned how to property install a water line to water the baseball field. I also have taken a lot of agricultural classes that taught me how to do a lot of landscaping. In these classes I learned how to grow plants in our greenhouse. We also planted flowers and shrubs around the school.

I have a lot of high expectations for myself. One goal or expectation is I want to be a manager of grounds keeping of a minor league baseball field. I have done my research of the occupation and I am sure that I want it to be my career.

With the economic crisis that we are in today, I could really use the scholarship. I do have a job but it doesn't pay enough to pay the bills for school. My employer is very good to me, allowing me to work when I am not involved in school activities. College is really expensive and with the economy today, my parents are constantly watching the spending. I think I am the best candidate for this honor. Again, every little bit helps.

Jamie Stuart

Jamie will be a senior this upcoming year at Virginia Tech working toward his undergraduate degree. His essay follows below:

The VNLA scholarship would provide an opportunity to be less in debt when I graduate from Virginia Tech. I know honestly this is every other applicants answer also. Who would not want to be less in debt upon graduating? I feel though this directly relates even more to my future goals. Not only will it leave me with less monetary obligation as an individual graduating but also as a person in my near future expanding my career.

Jamie Stuart

I would love to have my own business in the horticulture field. It would be magnificent to start up a business that either dealt with residential design/build, or a garden center. I have not worked out all the details yet but I do know that in order to start a business it requires a significant amount
of startup cost. This makes my goal not only an aspiration but a challenge. So relating this directly to my fewer college financial expenses, a scholarship like this one would allow me to start saving for my future ambition. It would allow me to have less debt now as well as in the future. This scholarship, in its own way, would start a whole chain of events that would not only help me as an individual, but my possible business, and then from there my business could in turn give back to the association and the community. I know I am thinking ahead but I do not believe it is that far of a stretch to think about what wonderful opportunities a scholarship like this can provide to a horticulturalist, with intentions comparable to mine. Many times individuals, in a situation similar to mine, talk about how someone gave them a chance, advancement, or monetary amount. It is amazing how that vision can be taken and that gift can be used to build a foundation that supports something extraordinary.

Samantha Massa

To be honest, I initially began writing this essay for my own self gain by trying to convey how I am a good person, intelligent, and the best candidate for this scholarship. As I continued to write, however, I realized that these individual characteristics were minute compared to who this scholarship will really affect. This scholarship does not only affect my life, but the people within my life, my parents. My parents own a small restaurant in quaint Centerbridge, Pennsylvania known as "Dilly's Corner." "Dilly's" was where I spent most of my childhood and adolescent years. It is my second home--a home that has provided an environment full of unconditional love and support, a home where I have learned work ethics and family values, a home that has shaped me into the person I am today. My parents have owned "Dilly's" for twenty-four years now and as a daughter of two full time working parents, I have gained a devout appreciation for them. My mother and father are the most selfless people I will ever know. They have put their blood, sweat, and tears into the restaurant making it a successful small-business, not for themselves, but for me and my two sisters.

Now, as a freshman at Virginia Tech, I strive to achieve what my parents have accomplished. I am currently majoring in Horticulture hoping to start my own successful business one day. With this business, I too, want to provide a loving environment for my own family. I want to touch the lives of many people as my parents have done. By furthering my education and incorporating what my parents have taught me, my dreams can be achieved. This scholarship is incredibly important to me because it means my parents can work one eleven hour shift less. It means they can worry less about financial issues and enjoy the precious years of their lives. It means that they can be a little selfish and spend more time with each other. I want to make their lives a little easier as they done for me my entire life. My total respect and love for them cannot be put into words and whatever I can do to help them, I will.

Mennen Middlebrooks

Mennen will also be a sophomore this upcoming fall at Virginia Tech. He is also a member of the Horticulture Club at VT. His essay follows below:

Over the past 5 years, I have held a summer job with a landscape contracting company in Chesapeake, Virginia. I have learned so much since I first began working. During my junior year of high school, I passed the Virginia Certified Horticulturist Test, making me one of the youngest people ever to do so. Since that time I've used my knowledge of horticulture to benefit others throughout my remaining years in high school, and now during college.

This scholarship is important to me, because I know exactly what I want out of college. I have learned so much since I first began working. During my junior year of high school, I passed the Virginia Certified Horticulturist Test, making me one of the youngest people ever to do so. Since that time I've used my knowledge of horticulture to benefit others throughout my remaining years in high school, and now during college.

This scholarship is important to me, because I know exactly what I want out of college. I would like my experience during these four years of my life to help me grow mentally as a person, through gaining even more knowledge of horticulture. Along the way, I would like my own accomplishments and character to be judged for what they are. If any awards come from my accomplishments they would be reassuring that my efforts
are benefiting my community. I also would like to take some of the load off of my parents in paying for my college expenses, especially during this struggling economy. If I am the recipient of this scholarship, I will know that it was through my own understanding of the field of horticulture, and for that I will be proud.

The Albert James Shoosmith Scholarship will also help to further my career goals here at Virginia Tech and beyond. I find horticulture to be a very intriguing subject, with many different areas to concentrate on. I am currently specializing in the landscape contracting option of horticulture, and I hope to one day own my own business. I plan on incorporating ideas of sustainability into the landscapes I design, which will, in turn, be both esthetically pleasing to my clients and beneficial to surrounding wildlife.

I have many goals to look forward to in my life as a horticulturist. This scholarship will help me attain my goal of becoming a successful landscape contractor while also being a proponent of environmental sustainability. Thank you for considering aiding me in my future.

- Sandy Miller

Donate to the VNA Horticulture Research Auction

Help our endowment grow, so we can support more research for the nursery and landscape industry!

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Contact: Chairman Matt Sawyer at 757-483-1425 or matt@bcnursery.com
This issue of the VNLA Newsletter we are featuring JW Townsend Inc., which was founded in 1983. They are a landscape and maintenance company. His business philosophy is “to satisfy our customers so completely with the quality of their work and their commitment to service and professionalism” Jay attended Virginia Tech and received a BS degree in Accounting. He graduated in 1979. The company is also members of PLANET, VTC, and PLA (Piedmont Landscape Association).

Jay founded the business in November 1983 with one man (Jay) and one truck. His interest was independence, and his philosophy was quality work and quality relationships. He believed, if coupled with professional customer service, it would yield a business with integrity and longevity, which it has.

Initially, their focus was serving landscape architects and landscape designers, installing mostly residential gardens. They have sought, and still seek, “customers for life”.

Their market remains high end residential and custom commercial customers within the central Virginia (two hours of Charlottesville) area. In 2000, they began a fine gardening/landscape management division which has complemented their existing services well and currently, represents the fastest growing part of their business.

In 2008, they added a dedicated hard-scape crew to their business mix. Overall, they employ 25 to 40 staff in three divisions. They encourage professional and personal growth and development and we accomplish this by actively setting goals. Testaments to their professional achievements are the 16 VNLA Certified Horticulturists, and the 5 ISA Certified Arborists who guide our company.
Jay feels that one of their best ideas is that each month they host a Company Breakfast for 20-30 staff. At this meeting, they conduct a safety meeting, present a slide show of the previous month’s jobs, announce community service projects, go over the company’s year to date performance and recognize staff through many awards. These presentations are made in English and Spanish. He also feels that you need to recruit the right people, delegate authority and responsibility, train your staff and set goals. Above all everyone needs to community.

Some of the best advice that Jay was ever given: “Invest in what you know best!” Jay feels that their biggest challenge is having a dependable and legal labor force. He also adds that the cost of medical insurance is also a challenge.

Jay says that he wishes that he had known in the beginning that the value of learning from others and being more open to change was important. He also feels that knowing the impact that key employees well attached to their jobs can make a difference to a top business.

“In the end, what we have come to know is that being successful in this business (or any other) is all about prioritizing “people” – our staff, our customers, our supplies and the community that we serve.” Jay says. He feels that integrity, long term relationships, exceptional staff, hard work and commitment, and willingness to adapt and change has helped them to stay in business for a long time. The company wants to be the most professional, qualified, respected, and progressive landscape company contracting in central Virginia.

He feels that the Green Industry future is bright. Opportunities are abundant for progressive companies that are willing to adapt and target the markets that they seek.

Sandy Miller

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**News**

*Tscharner Watkins joins Red Oak Nurseries*

Mr. Tscharner ‘TD’ Watkins III (formally with the family business of Watkins Nurseries, Inc.) has taken a sales position for Red Oak Nurseries of Montross, Virginia. His territory will be all of Virginia, south of Fredericksburg. Red Oak is a quality container grower specializing in 3 to 7 gallon plant material. Their website is www.redoaknurseriesinc.com.

Tscharner ‘TD’ can be contacted at tscharnerwatkins@comcast.net or his cell phone # 804-929-1982.

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News – Riverbend Nursery

Partnering with Jeepers Creepers™ & Rock Stars

Riverbend Nursery is excited to announce a new partnership with Jeepers Creepers™ for our Spring 2010 season! Jeepers Creepers™ are a very successful brand of common and unusual ground covers. Not everyone who goes to purchase ground covers is looking for plants to walk on, but everyone is looking for creeping, spreading plants! Jeepers Creepers™ appeal to all gardeners, and the catchy name and friendly ladybug mascot makes the program fun and un-intimidating.

Riverbend and Jeepers Creepers™ are both committed to the Independent Garden Center and have some special incentives to offer our customers during the launch of this program. We are also able to offer a broader mix of plant varieties with this program – thereby passing on diversification of consumer interest and expanding your sales potential. Since the Jeepers Creepers™ program is only carried by Independent Garden Centers, we offer regional advertising in horticulture publications featuring our customers – again sending more traffic to your Garden Center!

Another opportunity is Riverbend’s ability to carry the Rock Stars® program! Rock Stars® meets the need for small plants with a big impact! Great for planting in walls, rock gardens and containers, these little plants are tough and resilient. The program is designed to appeal to older as well as young gardeners, with the graphics designed to make the program fun, catchy and appealing.

Both brands focus on the fun and pleasure of gardening, with Gen X and Gen Y gardeners a prime target. Initial Rock Stars® offerings will be available Fall of 2010.

To find out more, please visit the Riverbend website at www.riverbendnursery.com. For more information on Jeepers Creepers™, please see www.jeeperscreepers.info/ - Down Low and Fun to Grow!™

VNLA - Member in the News: Robin Rinaca

“Life’s a bowl of cherries” by Kathy Van Mullekom, in the Daily Press, featured Robin Rinaca of Eastern Shore Nursery of Virginia, their Hollybrook Orchards brand and her own home cherry orchard.

“Robin Rinaca started baking when she was 10 years old, creating cakes to enter in the county fair in the Shenandoah Valley where she grew up. "Cooking is fun for me — and the end product is eating," she says. Nowadays, baking is even easier for Robin, now 54, because she grows fruits galore at her kitchen door.”

“In 1980, Robin and husband Nick Covatta bought a 200-acre wholesale nursery in Keller on the Eastern Shore, selling mostly broadleaf evergreens to garden centers and landscapers along the East Coast. About 15 years ago they started growing fruit trees, berry bushes and nut trees, and in 2008 launched the Hollybrook Orchards brand under their parent company, Eastern Shore Nursery of Virginia. Robin naturally has her own orchard and vineyard with about 25 fruit trees and 30 grape vines for wine and table food. She also maintains a small vegetable garden.”

The full article can be viewed at www.dailypress.com/features/family/food/dp-life_fruits_0722.1jul22a,0,514164.story - provided by Ken McDonald, retired LeMac Nurseries, Hampton

News - Consider Volunteering when the Economy hits your business

The cold days of winter often leave a person in my profession with idle hands that can lead to day dreaming thoughts of spring and renewal. The economy also played a part in the idle hands too. I knew that CSA (Community Supported Agriculture) would blossom this season for many reasons and I had been searching for land with a philanthropic client for months to do a similar project on large scale.

My business started out on a downturn due to the economy and I had some time on my hands, a rare event that has turned into a true labor of love. I’ve owned a greenhouse for over 10 years and never had the opportunity to use it. This winter I began to grow. I grew and grew lots of plants that I gave away to families through a program I titled Adopt a Garden. Families from Va Beach UMC were given plants to grow and asked that the excess bounty be returned to the church and used at the Potter’s House ministry where the
homeless and working poor are fed on a regular basis. We planted vegetable container gardens at the oceanfront that the homeless assisted with and maintained. The Adopt a Garden program outgrew me and I was wearing thin and needed a more controlled program. I needed land for multiple reasons and Nimmo UMC stepped up and agreed to let me continue, "Growing for God's People" on their property.

As an interning Horticultural Therapist, I am working with Tanner's Creek Nursery, a division of Eggleston Services, an organization that educates, trains and employs the disabled. I wanted to develop a program that would allow an opportunity to use Horticultural Therapy services in the garden for a useful purpose. Tanner's Creek Nursery volunteers in our community garden on a weekly basis and we utilize horticultural therapy for team building skills, social skills applications, and rehabilitaton/recreational tasks that are practiced through our normal garden maintenance.

We have a Children's garden that is used to teach children about the nutritional value in growing food and growing food to help children that are less fortunate. Our children have planted for a friend that is battling a terminal brain tumor and we are prepared to counsel them through horticultural therapy methods if the need arises. I believe these life lessons are important for the children and putting them in the garden environment to learn them is proving successful and perhaps will lead to horticultural professional paths.

We have a WWJE garden (What Would Jesus Eat?) for faith based educational classes. Including edible and flora crops as mentioned in the Bible.

We have youth volunteering in the garden for community service credits, scouting groups and various volunteers comprised into groups named Sisters in Soil, Saturday Sowers and six churches supporting/volunteering in the project, Nimmo UMC, Virginia.
Beach UMC, Beach Fellowship, St. Francis Episcopal, Trinity Episcopal and St. John's Catholic. The garden is approximately 60x45 with plans for expansion in the upcoming season. We would like to expand our Children's Garden, WWJE Garden to include a Biblical/Healing/Prayer Garden and increase the size for planting produce that benefits faith based organizations in Hampton Roads.

We are currently harvesting cucumbers, squash, zucchini, tomatoes, eggplant, peppers, sunflowers, zinnias and love. We have fetal growth in progress of pumpkins, watermelon and cantaloupe. We have received community donations, personal donations, honks, beeps and waves while working in the garden, planting seeds of love and Growing for God's People in Virginia Beach, VA.

Thank you for giving me the opportunity to share with you what is possible when people come together and care about one another. We are blessed and it is true that 1+1 is always greater than 2. There is more going on in God's garden than meets the eye!!

Audrey Hodges, VCH #1827, ISA Certified Arborist MA-0513, Landscape Designer, Horticultural Therapist, Sister in Soil Daisyhead, Inc. Virginia Beach

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Tanners Creek Horticultural Services opened in 1999, and represents the vision of Eggleston Services creating "horticulturally" focused employment and training opportunities for individuals with disabilities. The Greenhouse operation provides associates the ability to learn plant propagation, and greenhouse management. The Garden Center offers training in a retail environment and landscaping services including landscape design, installation and grounds maintenance.

**Mission:** Creating Education, Training and Employment Opportunities

**Vision:** Eggleston Services envisions a community which values the abilities of all persons, and endeavors to improve quality of life at work, at home, and at play.

Eggleston Services has been dedicated to the education, training and employment of individuals with disabilities for the past 50 years. Our goal is to assist people in obtaining meaningful work opportunities, and to help them participate fully in their communities.

We help individuals with disabilities gain freedom from dependence on government support by providing them on-the-job training and stable work opportunities. When Eggleston Services opened in 1955 as the Tidewater Vocational Center, we served only five individuals with disabilities. Today, we serve hundreds, and our services continue to expand every year. Over the past several decades, we have expanded our services through partnerships with local businesses and government institutions, offering our participants the chance to earn a living and lead full and independent lives. The programs offered by Eggleston Services benefit our participants at Home, at Work, and at Play.

Provided by Audrey Hodges.

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**News - Pest Survey for the Nursery and Landscape Industries**

The IR-4 program is a federally-funded effort to support the registration of pest control chemicals for horticultural crops, including nursery production and landscape maintenance. The IR-4 program needs your help in identifying the major disease, insect, and weed pests affecting your operation. They will use the survey results to determine the highest priority pests. This is a national survey and I would like Virginia to be represented.

The list will be used to prioritize funding for university and USDA research projects. The website listed below can be used to complete the survey online. It will only take a few minutes to complete the survey. Thank you for your help.

http://www.ir4.rutgers.edu/Ornamental/Survey/index.cfm

For my area, weed management, here is my ranking for the major container, field, and landscape weed problems in Virginia. Let me know how you feel about my rankings. There obviously are a number of other important weeds species besides the ones I have listed.

A. Most troublesome weeds in container production:
1. Spotted (prostrate) spurge
2. Eclipta
3. Woodsorrel species (Oxalis)
4. Common groundsel
5. Bittercress species
6. Sowthistle species
7. Horseweed
8. Crabgrass species
9. Yellow nutsedge
10. Common chickweed

B. Most troublesome weeds in field production:
11. Mugwort (Wild chrysanthemum)
12. Yellow nutsedge
13. Bindweed species
14. Bermudagrass
15. Quackgrass
16. Thistles (musk, plumeless, Canada)
17. Wild garlic/wild onion
18. Horsenettle
19. Poison ivy
20. Annual morningglories
21. Yellow nutsedge
22. Mugwort
23. Bermudagrass
24. Poison ivy
25. Wild strawberry
26. Dandelion
27. Common chickweed
28. Wood sorrel species (Oxalis)
29. Wild garlic/wild onion
30. Bindweed species

C. Most troublesome weed in landscape maintenance

Jeffrey Derr, Weed Scientist, Virginia Tech, jderr@vt.edu

News - New State Plant Pathologist

VDACS’ Office of Plant & Pest Services has hired Norman Dart as the new State Plant Pathologist. Norm began work on June 30th. Prior to this job, Norm worked as the state plant pathologist for West Virginia. He started his career serving the nursery industry as a research and extension specialist focusing on sudden oak death (Phytophthora ramorum) for Washington State University. In Washington he became highly involved in conducting research on Phytophthoras in nursery systems. Norm is a graduate of the Washington State University Plant Pathology Department where he studied root diseases of Christmas trees. He will be working out of the Virginia Department of Agriculture and Consumer Services, Plant Pathology Laboratory in Richmond and looks forward to serving the Virginia nursery industry. Norm can be reach at (804) 371-5086 or email Norman.Dart@vdacs.virginia.gov

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News - Virginia Tech Appoints New Dean for College of Agriculture and Life Sciences

BLACKSBURG, Va., July 21, 2009 - Virginia Tech has named Alan Grant, professor and head of the Department of Animal Sciences at Purdue University, the new dean for the College of Agriculture and Life Sciences http://www.cals.vt.edu/.

Grant will start his position on Oct. 1, when he succeeds L.T. Kok, who has been interim dean since March after Sharron Quisenberry left to become vice president of research and economic development at Iowa State University.

"Alan Grant has an impressive record of teaching, research, outreach, and administrative accomplishments. I am excited about his vision for future growth and development of the college, which will ensure the college's continued excellent standing among its peers. He will build on the organization's strong foundation to further grow our programs for agriculture and the environment, food and health, life sciences, and learning. I look forward to his joining our leadership team," stated Senior Vice President and Provost Mark McNamee.

Recognized as a University Faculty Scholar at Purdue University, Grant has received several teaching awards, including the Teaching for Tomorrow Award, an enrichment program for recognizing and fostering teaching. Capital projects under his leadership as department head have included a $2.3 million swine environmental research building; $600,000 Ossabaw swine facility; major investments in manure management systems at the Purdue Research and Education Center; and renovations of several research laboratories.

"I am committed to Virginia Tech's land-grant mission and believe the college is a natural leader in this area due to its strong assets – quality agricultural and life sciences programs and their integration with Virginia Cooperative Extension and the Agricultural Experiment Station. I am excited about the prospect of working with university colleagues on building the university's future and expanding existing partnerships with internal and external stakeholders. Through these efforts, the college will continue to develop solutions to relevant problems in the agriculture, food, health, and natural resources sectors across its teaching, research, and Extension missions," Grant said.

Grant's research program has been focused on the study of animal growth that leads to strategies for increasing the efficiency of lean meat production and utilization. His discovery efforts have also been directed at understanding the relationship between muscle development and meat quality and have consistently encompassed collaborative partnerships and student involvement. His research program has been supported by more than $5.4 million in competitive funds from organizations like the American Diabetes Association, the U.S. Department of Agriculture's (USDA) National Research Initiative's Competitive Grants Program, and the National Pork Producers Council.

Grant has published more than 150 refereed research abstracts and papers and has been invited to lecture at more than 25 international, national, and regional meetings. He is the author of three book chapters and co-author of a textbook on animal growth and development that is currently in its second printing. He is a strong advocate of regionalization and multi-state activities to support land-grant missions and serves as a board member of a new Midwest Dairy Consortium. He has also provided leadership to the U.S. Pork Center of Excellence. A panel member and reviewer for the USDA National Research Initiative's competitive grants program, Grant's expertise has been recognized nationally and internationally. He served as an external referee for the National Sciences and Engineering Research Council of Canada Grants Program; and ad-hoc reviewer for the U.S.-Israel Binational Agricultural Research and Development Fund; and was a participant in the European Association for Animal Production Working Group on Boar Production. He was also a visiting scientist at the Medical Research Council in London. Grant received his Ph.D. and master's of science from Michigan State University in animal science and his bachelor's of science in animal science from Cornell University.

Nationally ranked among the top research institutions of its kind, Virginia Tech's College of Agriculture and Life Sciences http://www.cals.vt.edu/ focuses on the science and business of living systems through learning, discovery, and engagement. The college's comprehensive curriculum gives more than 2,500 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.

CONTACT: Kerstin Roan
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As you all know, the recent retirement of Dr. Robert Wright has dealt yet another blow to the Horticulture Department’s faculty roster. Among his many valuable contributions to the department was the Nursery Crops course that he taught for many years, making a tremendous impact on countless students and their careers.

I have taught Floriculture Crops since my 1999 hire, along with the Herbaceous Landscape Plants 1 & II, Greenhouse Management (online), and Public Gardens Maintenance and Management I & II (with the help of the Hahn Garden staff). I also maintain a research program and serve as the Director of the Hahn Horticulture Garden. Long story short, for efficiencies’ sake along with the reasons outlined below, I will be combining Nursery Crops and Floriculture Crops into one mega senior-level 4-credit course: Ornamental Plant Production and Marketing. This change also reflects the reality that the disciplines of floriculture and nursery production have gradually merged for many businesses.

The majority of nurseries have a color division growing perennials, annuals, and baskets; many traditional greenhouse/floriculture operations are utilizing outdoor space for production as well as trying their hand at quick-turn woody crops such as the new Proven Winners™ line of flowering shrubs. There is much common ground in the areas of growing media, fertilizer selection, and irrigation technology. Markets and business strategies are similar whether the product is a begonia or boxwood. My undergraduate degree is in Agriculture Economics, and I’ve always stressed the business aspects in my floriculture course. I do have some nursery-specific instructional experience, gained as a teaching assistant for the great Dr. Ted Bilderback at NC State! I’ll be utilizing my connections with outstanding and innovative growers from Virginia and across the country to bring the most current concepts and technologies to our students.

Sustainable principles and best management practices will be taught, as well as an awareness of consumer trends. Students will gain hands-on experience in both greenhouse and nursery settings as they take responsibility for their plants through an entire production cycle, ending with

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the marketing of the finished product at the Hort Club’s Spring Plant Sale. Field trips will include visits to growers, re-wholesalers, garden centers, and barbecue joints (as I said, I learned a lot from Ted).

As the first incarnation of the course will be taught Spring 2010, I’ll be visiting several of you over the next few months to beef up my photo library and get your thoughts and advice. I also welcome your comments, wisdom, and suggestions via email at perennials@vt.edu or call 540-231-5783. Robert is also generously sharing his course materials. My hope is to turn more students on to the production side of our industry and turn out some quality Virginia growers!

Dr. Holly Scoggins, Associate Professor, Department of Horticulture

**News - New Virginia Cooperative Extension website**

BLACKSBURG, Va., June 22, 2009 -- Virginia Cooperative Extension has revamped its online presence with a new and improved website that connects citizens with the research-based knowledge at Virginia’s land-grant universities, Virginia Tech and Virginia State University.

The new Extension website includes a directory of local offices and research centers, details about Extension’s program areas, online media kits on seasonal and “evergreen” topics, a list of Extension experts, newsletter and magazine articles, and information about volunteering for and supporting Extension. It also features publications and educational resources on a variety of topics, including:

- Agricultural business, finance, and marketing
- Agricultural systems
- Animal agriculture
- Community development
- Crops and soils
- Environment and natural resources
- Foods, nutrition, and health
- Home, family, and finance
- Lawn and garden
- Nursery, greenhouse, and turf
- Specialty agriculture
- 4-H youth development

“The new website updates Virginia Cooperative Extension’s public ‘face’ and helps users access our information more easily,” said Rick Rudd, the Virginia Cooperative Extension Professor of Excellence in Community Viability and interim director of Extension. “We’ve moved into a new era of Web publishing and we will continue to challenge ourselves to find ways to use this tool to reach online audiences. Although technology cannot replace the personal day-to-day education we deliver, it can be a great asset in maximizing resources and reaching the people we serve.”

In addition, each of the 107 county and city Extension offices in Virginia has a new website complete with office hours and directions, volunteer opportunities, a calendar of local events, news, and other resources. Visit the directory of local Extension offices for more information.

[www.ext.vt.edu](http://www.ext.vt.edu)

Contact Michael Sutphin at msutphin@vt.edu or (540) 231-6975.
News – Courtright Assumes President of ANLA

Washington, D.C. - Tom Courtright, President of Orchard Nursery and Florist (CA), assumed the presidency of the American Nursery and Landscape Association (ANLA) at their recent Annual Meeting in Washington, DC. Tom brings a long history of volunteer leadership in local, state, national and international organizations in the nursery and landscape industry.

At his inauguration, he stated, “Over the next year, ANLA will balance helping our members to weather this economic recession, with preparing them for opportunities that emerge as markets begin to recover.”

Tom has served as President of the Central Chapter of the California Association of Nurseries and Garden Centers (CANGC) several times since 1975, and as President of the state association in 1993. He was on the board of Master Nursery Garden Centers for 25 years, was President of the ANLA Retail Division board in 1993, and served on the board of the Horticultural Research Institute from 2002-2004, just prior to joining the ANLA Board of Directors.

News – ANLA Elects New Leaders

Washington, D.C.— The American Nursery and Landscape Association (ANLA) Senate elected new leaders to ANLA’s Board of Directors and Division Boards. Bob Lyons, Sunleaf Nursery (OH), was named president-elect of the Board of Directors and will be joined by new members, Joseph Schulte, Southwood Landscape & Nursery Co. (OK), and Tom Demaline, Willoway Nurseries (OH). New members were also elected to serve on ANLA’s Division boards which are responsible for advising ANLA on the educational and business needs of the Grower, Garden Retail, Landscape Design/Build and Landscape Distribution communities. Bob Lyons, ANLA president-elect, founded Sunleaf Nursery LLP in 2002.

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News - Shorts

Walmart calls for eco-rating system

The mega retailer plans to develop a worldwide sustainable product index, which will establish a single source of data for evaluating the sustainability of products. The program will be introduced in three phases, beginning with a survey of all of its suppliers. It includes 15 questions that focus on four areas: energy and climate; material efficiency; natural resources; and people and community. As a second step, Walmart will help create a consortium of universities that will collaborate with suppliers, retailers, NGOs and government entities to develop a global database of info on the lifecycle of products, from raw materials to disposal. The final step: translate the product info into a simple rating for consumers about the sustainability of products.

American chestnut hybrid may mitigate climate change

Douglass Jacobs, an associate professor of forestry and natural resources, found that American chestnuts grow much faster and larger than other hardwood species, which enables the tree to sequester more carbon than other trees during the same period. “Maintaining or increasing forest cover has been identified as an important way to slow climate change,” he said. The hybrid is about 94% American chestnut and the rest is blight-resistant Chinese chestnut. The trees could be ready to plant in the next decade.

Honey bee collapse problem potentially solved

Scientists believe the fungus *Nosema ceranae* is responsible for honey bee collapse, not pesticides as once feared. Flumagillin (an antibiotic) kills the fungus in its active, reproducing state, but there is no known method of killing its spores. A Montana State University grad student tested different compounds beekeepers could use to kill the *N. ceranae* spores and found that a 10 percent bleach solution worked the best.

Greenhouses will grow algae for biofuel

U.S. Biofuels Inc. in Van Nuys, Calif., is set to launch a major green fuel production project with the recent acquisition and renovation of 12 greenhouses covering 8 acres. The project is expected to be completed by 2010. The greenhouses, located in Sun Valley, Calif., will be used to grow algae in a closed system using the photo-bioreactor process. The greenhouses will eventually enable the company to produce over 50 million gallons of biodiesel per year. The company is also working with Co-op Greenhouse Inc. to acquire locations in Fresno, Imperial Valley and Palmdale, Calif., and Ely, N.V.

Web site provides energy-saving tips

A new online resource developed by Mich. State Univ. provides information that can help nursery growers save on energy costs. The Greenhouse Energy Cost Reduction Strategies Web site was developed by hort. professor Erik Runkle and grad. student Matthew Blanchard. Visitors can locate timely information on topics such as greenhouse lighting, temperature and scheduling, energy-saving technologies, alternative fuels and energy grant and loan programs. The site includes a compilation of studies on how to reduce energy costs conducted by researchers from MSU and other universities. Though the site is targeted at Michigan growers, the information is applicable to many other regions of the northern U.S. with similar climate patterns.

Discovering the world of sustainability

2 companies announce a joint venture to develop and commercialize new bio-packaging products for the horticulture industry. Project: Green Industry

Moore donates roses to TAMU

Ralph S. Moore, known as the father of the miniature rose, is donating all of his breeding stock to Texas A&M Univ.’s Hort. Sciences Dept. Moore, who turned 101 in Jan., is closing Sequoia Nursery in Visalia, Calif., at the end of April. His gift to A&M

Sunleaf, based in Madison, OH, is a field grower of deciduous, shade and flowering trees. Mr. Lyons joined the ANLA Board of directors in 2005, having previous served as president of ANLA’s Grower Division and as chairman of the Horticultural Research Institute (HRI) Executive Committee. Asked about the impact of the economic recession on the nursery and landscape industry, Mr. Lyons commented, “That is why a strong ANLA is so important to our future success. Seeking new opportunities and defending against legislative and regulatory threats in Washington, DC, and providing us with relevant educational programs will help us weather the storm.”

Jonathan Bardzik

Director of Marketing
and Industry Relations

American Nursery & Landscape Association

1000 Vermont Avenue, NW, Suite 300
Washington, DC 20005-4914
Ph: (202) 741-4842 Fax: (202) 789-1893
jbardzik@anla.org
ensures continued research in miniature roses. Besides all remaining plants and breeding stock, Moore's gift includes 80 rose patents, a book collection and an unspecified cash contribution for program operation. Moore will help develop new varieties with David Byrne, chair holder of the Robert E. Basye Endowed Chair in Rose Breeding at A&M. "Texas A&M could become the world center of excellence in woody plant breeding and genetics," Byrne said. "We will be able to improve our research facilities and continue to develop miniature roses which are very compact and adaptable to home landscapes." Moore developed more than 300 miniature rose varieties.

Irrigation Association starts nursery interest group

Irrigation Assoc. started a new common interest group (CIG) to provide a platform for nursery and floriculture stakeholders to discuss issues. This CIG is the IA's 8th and is comprised of industry leaders who meet regularly to define best practices for effective water management and to promote effective irrigation technology and practices. The CIG will meet in April to develop strategies and formalize leadership.

New England organization raising funds for native projects

New England Wild Flower Society launched a $3.8 million campaign for a new native plant center and an updated online database. Dianne Butt, the society's director of development, said the organization had already raised more than $2.5 million through corporate and nonprofit philanthropy and private donations. The society plans a LEED-certified Native Plant Center at its Nasami Farm and Sanctuary in Whately, Mass. The facility will allow the organization to better collect, propagate and store seeds. The organization also hopes to fund a comprehensive online compendium of New England native plants and their habitats.

Overuse results in glyphosate-resistant weeds

The widespread, repeated and often sole use of glyphosate for weed management has selected weeds that have become resistant and are not controlled by the herbicide, Weed Science Society of America (WSA) warned. "Glyphosate is easy to use," said Chris Boerboom, Univ. of Wis. Ext. weed scientist. "Glyphosate's effectiveness as a broad-spectrum herbicide left many growers relying on it frequently and even exclusively in their battle to control weeds. Unfortunately, once a naturally resistant weed appears in a field, it can escape and multiply into a serious problem in the next few years. Over the past several years, we have seen the list of glyphosate-resistant weeds grow to 9 species, which are scattered across at least 20 states. We urgently need to
slow the development of resistance before glyphosate's value to farmers is diminished." WSA encouraged growers to use a diverse set of tools to manage weeds.

News Shorts from Weekly Nursery Management & Production Email Newsletter, For more information contact Jyme Mariani Nurseryeditor@branchsmith.com

Mixed containers command higher prices

Container gardens are premium products and should be priced accordingly by growers and retailers, said Terri Starman, Texas AgriLife Research horticulturist. "Charge for the expertise, the time it took to grow them and design them and for the looks." Starman polled consumers about price, harmony of color and info. provided with container gardens. Her study appeared in the April 2008 issue of HortScience. She learned consumers will pay more for a mixed container when it comes with extensive care info. - something growers need to provide and charge more for the service. Consumers also said they'd return to the garden center to replenish plants in a mixed container. This "filler material" could be another way to market plant material.

Florida partnership program to promote education

FNGLA established a partnership program with Fla. Dept. of Ag. & Consumer Services through a 2-year USDA grant. Programs planned through the partnership include: FNGLA will showcase an interactive educational exhibit at Walt Disney World's 2008 Epcot Int'l. Flower & Garden Festival; FNGLA's online Plant Locator will be transformed into a real-time locator service; a series of public service announcements related to water conservation and plant and landscape resource info will be aired statewide; and FNGLA will work with FDACS and Fla. Dept. of Education to transform the existing hort. curriculum in high schools to provide a pathway to the Certified Hort. Professional program.

News Shorts from Green-Mail email Newsletter, For more information, contact David Kuack dkuack@branchsmith.com

News - Fungus Tapped to Take on Kudzu

Kudzu, "The Vine that Ate the South," could meet its match in a naturally occurring fungus that Agricultural Research Service (ARS) scientists have formulated as a biologically based herbicide.

By one estimate, kudzu spreads at the rate of 150,000 acres annually, easily outpacing the use of herbicide spraying and mowing, as well increasing the costs of these controls by $6 million annually.

But in Stoneville, Miss., ARS plant pathologist Doug Boyette and colleagues are testing a fungus named Myrothecium verrucaria, which infects kudzu with an astonishing speed of its own. In fact, the fungus works so quickly that kudzu plants sprayed with it in the morning start showing signs of damage by mid-afternoon, according to Boyette, with the ARS Southern Weed Science Research Unit in Stoneville.

He first began working with M. verrucaria in 1998, when a Louisiana Tech University scientist furnished him with isolates from diseased sicklepod specimens. In greenhouse experiments, spray formulations killed 100 percent of kudzu seedlings and 90 to 100 percent of older plants in outdoor trials. Myrothecium also worked its anti-kudzu magic under a wide range of conditions, including the absence of dew.

Additionally, host-range tests in 2005 showed that Myrothecium caused little or no injury to many of the woody plants known to occur in kudzu-infested habitats, including oak, cedar, pine, hickory, pecan, sassafras and blackberry.

A few companies expressed interest, but only if the fungus' production of toxins called trichothecenes could be reduced or stopped. Boyette's group examined several approaches, settling on a method of growing Myrothecium in a fermenter on a liquid diet instead of a solid one. Not only did this stop trichothecene production or reduce it to acceptable levels, the method also extended the fungus' shelf life and potency under field conditions.

Besides kudzu, Myrothecium also showed potential as a pre-emergence bio-herbicide, controlling purslane and spurge in transplanted tomatoes.

Read more about the research in the July 2009 issue of Agricultural Research magazine, available online at: http://www.ars.usda.gov/is/AR/archive/july09/fungus0709.htm. ARS is the principal intramural scientific research agency of the U.S. Department of Agriculture.
**News - New Americans in the Old Dominion**

**The Political and Economic Power of Immigrants, Latinos, and Asians in Virginia**

Immigrants, Latinos, and Asians account for large and growing shares of both the economy and the electorate in Virginia. Immigrants make up more than 10% of the state’s population, and 44% of them are naturalized U.S. citizens who are eligible to vote. “New Americans”—immigrants and the children of immigrants—account for more than 6.4% of all registered voters in the state. Immigrants who are naturalized citizens excel in educational attainment. Latinos account for nearly 7% of all Virginians and wield more than $13.5 billion in consumer purchasing power. At last count, the sales and receipts of businesses owned by Latinos and Asians totaled more than $11 billion. Immigrant, Latino, and Asian workers and entrepreneurs are integral to Virginia’s economy and tax base—and they are an electoral force with which every politician must reckon.

1 in 10 Virginians are immigrants or the children of immigrants.

* The foreign-born share of Virginia’s population rose from 5.0% in 1990, to 8.1% in 2000, to 10.3% in 2007, according to the U.S. Census Bureau.

* 43.8% of immigrants in Virginia were naturalized U.S. citizens in 2007—meaning that they are eligible to vote.

* 6.4% of all registered voters in Virginia are “New Americans”—naturalized citizens or the U.S.-born children of immigrants who were raised during the current era of immigration from Latin America and Asia which began in 1965—according to an analysis of 2006 Census Bureau data by Rob Paral & Associates.

**Nearly 7% of Virginians are Latino and they vote.**

* The Latino share of Virginia’s population grew from 2.6% in 1990, to 4.7% in 2000, to 6.5% in 2007. The Asian share of the population grew from 2.5% in 1990, to 3.7% in 2000, to 4.8% in 2007, according to the U.S. Census Bureau.

* Latinos comprised 5% of Virginia voters in the 2008 elections, and Asians 3%, according to CNN exit polls. Barack Obama defeated John McCain among Latino voters in Virginia by 72% to 27%.

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Naturalized Citizens Excel Educationally.
* In Virginia, 45.5% of foreign-born persons who were naturalized U.S. citizens in 2007 had a bachelor’s or higher degree, compared to 34.1% of noncitizens. At the same time, only 12.6% of naturalized citizens lacked a high-school diploma, compared to 26.6% of noncitizens.

The number of immigrants in Virginia with a college degree increased by 57.0% between 2000 and 2007, according to data from the Migration Policy Institute. 39.5% of Virginia’s foreign-born population age 25 and older had a bachelor’s or higher degree in 2007, compared to 32.7% of native-born persons age 25 and older.

In Virginia, 79.9% of all children between the ages of 5 and 17 in families that spoke a language other than English at home also spoke English “very well” as of 2007.

Undocumented immigrants contribute to Virginia’s economy in substantial ways.
* Undocumented immigrants in Virginia paid between $260 million and $311 million in taxes in 2007, including:
  * $145 million to $174 million in state income, excise, and property taxes
  * $93 million to $111 million in Social Security taxes
  * $22 million to $26 million in Medicare taxes
* In addition, Virginia employers paid between $119 million and $142 million in taxes on behalf of undocumented workers in 2007, including:
  * $93 million to $111 million in Social Security taxes
  * $22 million to $26 million in Medicare taxes
  * $4 million to $5 million in state unemployment insurance taxes

* The state’s undocumented population, which earned between $2.6 billion and $3.1 billion in 2007, even after accounting for remittances sent back to their home countries, uses their income to purchase Virginia’s goods and services.

Immigrants are essential to Virginia’s economy as workers.
* Immigrants comprised 13.6% of the state’s workforce in 2007, according to the U.S. Census Bureau.

Latino and Asian entrepreneurs and consumers add billions of dollars and tens-of-thousands of jobs to Virginia’s economy.
* The 2008 purchasing power of Virginia’s Latinos totaled $13.5 billion—an increase of 51.6% since 1990. Asian buying power totaled $14.7 billion—an increase of 467.4% since 1990, according to the Selig Center for Economic Growth at the University of Georgia.

In Virginia, 30,457 Asian-owned businesses had sales and receipts of $3.4 billion and employed 29,769 people in 2002, the last year for which data is available. The state’s 18,987 Latino-owned businesses had sales and receipts of $3.4 billion and employed 29,769 people in 2002, according to the U.S. Census Bureau’s 2002 Survey of Business Owners.

News - Arboretum Opens New "Living Gardens Catalog" Exhibit

The U.S. National Arboretum has teamed up with the horticulture industry to feature plants new to American horticulture in an exhibit that opens today at the facility operated by the Agricultural Research Service (ARS) in Washington, D.C.

Located at the arboretum’s Visitors Center and the surrounding Introduction Garden, the “Living Gardens Catalog” puts a twist on the traditional plant catalogs gardeners often receive in the mail. Informational posters that resemble catalog pages for each of the featured plants are set up in the lobby. Visitors can then view these plants, some of which are being displayed in public for the first time, in the garden outside.

The exhibit features a variety of plants ranging from bedding annuals and perennial plants to shrubs and trees. The hummingbird-attracting Croftway series of cape fuchsia, the "Siam Ruby" banana plant with its striking red leaves, and the shimmering "Gold Dust" variegated rosemary are just a few of the industry plants on display.

There are also several plants specifically developed by ARS scientists in the exhibit. Visitors can view the white berries of the variegated beautyberry "Duet," the colorful flowers of several trumpet vines, and Iochroma plants "Sky King" and "Royal Blue," which also attract hummingbirds. The popular ornamental pepper "Black Pearl" and the recently released Viburnum "Nantucket" are on display as well.

The Introduction Garden also showcases the latest trends in plants and styles of gardening. Other areas of the garden feature plants that tolerate drought and exciting container garden combinations that shine in the hottest summer weather. Many plants are tested every year at the arboretum, and the Living Gardens Catalog is an expanded effort to test many more new plants than ever before.

The exhibit runs from today through early October. The U.S. National Arboretum is located in northeast Washington and is home to more than 100 acres of plant collections and gardens. Visit the Arboretum’s Website--www.usna.usda.gov--for more information and directions.
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First of all, I would like to thank the Virginia Nurserymen’s Horticultural Research Foundation, Inc. for financially supporting this research. I have established these trials at Saunders Brothers Nursery and at Bennett’s Creek Nursery. I would like to thank Tom and Bennett Saunders, John Lancaster, and Bob Black for their assistance with these studies.

Spurge is a common and troublesome weed in container production. The major species in Virginia is spotted spurge (Euphorbia maculata or Cha- maesyce maculata). My research has focused on this weed, which infests nurseries throughout the state. I learned this species as prostrate spurge, but that name now refers to a very similar spurge species that roots at the nodes but this species is not common in Virginia.

Spotted spurge is a summer annual with opposite leaves, pink, hairy stems, a white milky sap and generally a red spot on the leaves. Spotted spurge does not root at the nodes. This species is most prevalent during the hot summer months. There are other spurge species that are occasionally found in container production in Virginia, including nodding spurge and garden spurge.

We are evaluating 2 strategies for spotted spurge control, along with general herbicide evaluation. In the first set of trials, we are evaluating granular products, either alone or in combination, and we are making multiple applications. One objective to this trial is to determine how to improve spurge control with Rout, either through application of other herbicides or through rotation to another product. At Saunders Nursery, Snapshot, Freehand, Rout plus RegalKade, and Rout plus Pendulum 2G are providing the numerically highest control of spotted spurge, with lower control seen with Rout applied alone. In the Bennett’s Creek trial, most treatments are providing excellent spotted spurge control, although that trial is not as far along. We will be continuing these trials throughout the summer.

Besides our replicated trial at Saunders Brothers Nursery, one whole house was treated by Tom for each treatment listed in table 1. We used a full rate of Snapshot and Freehand (200 pounds per acre for each), 100 pounds per acre for Pendulum 2G and Rout, and 150 pounds/A for RegalKade and BroadStar.

Obviously costs for these treatments will vary, depending on application rates, quantity purchased, and current pricing. Adding the other herbicides to Rout improved spotted spurge control. One needs to compare the extra herbicide costs to the hand labor savings to determine if these are viable options to Rout applied alone.

Our second strategy is to include a sprayable herbicide to improve spurge control over Rout applied alone. At Saunders Brothers Nursery, adding Barricade, Pendulum AquaCap, Surflan, or Tower to a base application of Rout resulted in numerically greater spurge control compared to any of these herbicides applied alone. The Bennett’s Creek trial is not as far along but there is a pattern of improved spurge control when these sprayable herbicides are applied to a base treatment of Rout.

I will provide additional data after these trials have been completed. The results will allow us to determine the most effective treatments for spotted spurge control.

Provided by Jeffrey Derr, Weed Scientist, Virginia Tech, jderr@vt.edu

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<tr>
<th>First application</th>
<th>Second application</th>
<th>Cost per acre for 2 applications</th>
<th>Spotted Spurge Number after 1 application</th>
<th>Spotted spurge Number after two applications</th>
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<td>Rout</td>
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Research – Evaluation of Freehand and Tower for Weed Control in Herbaceous Perennials

Jeffrey Derr
Weed Scientist, Virginia Tech

First of all, I would like to thank the Virginia Nurserymen’s Horticultural Research Foundation, Inc. for financially supporting this research. I have established these trials at Bennett’s Creek Nursery as well as at the station. I would like to thank John Lancaster and Bob Black for their assistance with these studies.

Currently there are limited options for weed control in perennials. One new chemical that has been introduced for the nursery and landscape industries is dimethenamid, sold in a sprayable form as Tower, and in a combination granular formulation as Freehand. Freehand contains 1% pendimethalin, the active ingredient in Pendulum, as well as 0.75% dimethenamid. Since Tower is an emulsifiable concentrate, one needs sufficient testing to ensure that overtop applications can be made, especially during summer months. In general, granular products tend to be safer in nursery crops.

The Bennett’s Creek trial contains Black-eyed Susan, purple coneflower, pinchusion flower, verbena, coreopsis, lantana, sedum, ice plant, daylily, and dianthus. At the 150 pounds per acre rate, I observed no injury to any of these species. When I applied 300 and 600 pounds Freehand per acre, I did observe slight injury in purple coneflower and in pinchusion flower but no injury was seen in the other species. The 300 and 600 pounds per acre rates are higher than the maximum use - I do this in my research trials to determine the tolerance level. So it appears all of these species have good tolerance to Freehand at the labeled rate. At the 150 pound per acre rate, I observed very good control of spotted (prostrate) spurge, good control of sowthistle, and poor control of common groundsel. At the one quart per acre rate of Tower applied overtop, I observed essentially no injury in all the perennials tested. Tower provided weed control similar to Freehand.

My trials at the station have included purple coneflower, columbine, gaura, clematis, butterfly milkweed, pinchusion flower, blanket flower, Nepeta, Shasta daisy, astilbe, calendula, and primrose. As in the Bennett’s Creek trial, I only observed slight injury in purple coneflower when I applied higher than labeled rates of Freehand and Tower. I saw a similar pattern in columbine. When I applied Freehand at 150 pounds per acre or Tower at 1.5 pints per acre, I saw no injury in purple coneflower, columbine, gaura, or clematis. Caladium appears to be very tolerant to both Freehand and Tower. I observed no injury, even when applied at rates higher than the use rates, when making applications either before or after emergence of caladium.

In another of my trials at the station, I am not seeing injury in blanket flower, Nepeta, astilbe, Shasta daisy, or primrose at 150 pounds of Freehand per acre. At use rates of Freehand, I have seen excellent control of rice flat sedge, spotted (prostrate) spurge, and annual bluegrass, and good to excellent control of crabgrass, fragrant flatsedge, and common chickweed. Control of eclipta and tassel flower has ranged from fair to good, while control of longstalk phyllanthus has been poor to fair, depending on the application rate of Freehand.

Based on the research I have conducted, Freehand appears to be an effective herbicide in container production, with good tolerance in the perennials I have evaluated. It will not control all weed species, but it will provide acceptable control of a number of common container weed species, including spotted spurge, crabgrass, and annual sedges. I am also evaluating Freehand in landscape situations and it has provided effective control of annual grasses, with good control of yellow nutsedge. The tolerance looks good across a range of bedding plants.

I need to conduct more research with the sprayable formulation Tower, but the research I have conducted so far looks very promising for overtop applications in nursery production. I will provide an update on my Tower and Freehand studies after we have completed our trials this year.

Provided by Jeffrey Derr, Weed Scientist, Virginia Tech, jderr@vt.edu

VNLA – Fall Certified Horticulturist Class/Exam

Central Virginia - Charlottesville

Review Classes: October 26-November 11 (Monday and Wednesdays, 6-9 pm) at Windridge Landscaping, Afton, VA
Registration Deadline: October 12, 2009

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Tips – Computer

How to make your USB drive show up in My Computer

When you plug in an external USB drive device, you don't see it in My Computer. This happens sometimes when you have many USB devices attached to your computer and/or you have mapped network drives. The problem is that Windows might have assigned it a drive letter that's already being used. Here's how to find it and give it another drive letter:

With the drive plugged in, right click My Computer and click Manage.

Click Disk Management.

You should see the USB drive in the list of physical drives. For example, if it's a Western Digital MyBook external USB drive, it will say MyBook and the drive letter it's assigned.

Change the drive letter to one that you know isn't used by any other device. To change it, right click the drive and click "Change drive letters and path."

Click the Change button.

Choose a drive letter from the drop down list of available letters.

Click Yes in the "are you sure?" dialog box.

How to rename multiple files with the Tab key

You already know that you can rename multiple files to the same name (with numbers in sequence automatically added) in Vista but just selecting them all, right clicking and selecting Rename. But what if you want to rename a bunch of files (for example, a batch that your camera named something like DSC_0001, DSC_002 and so forth) to individual names that identify each photo? Well, you don't have to go through the "right click and select Rename" process each time. Here's what you do instead:

For the first photo in the batch, right click and select Rename, then give the photo its new name.

Now you can just hit the Tab key, and it takes you to the next photo and highlights the name so you can type in the new name.

Hit Tab again to go to the next, and so forth until all the photos have been renamed.

- provided by Jeff Miller, info@horticulturemanagement.com

Tips - Prevent the spread of Beach Vitex (Vitex rotundifolia) in Virginia

The purpose of this letter is to request your participation in efforts to prevent the spread of Beach Vitex (Vitex rotundifolia) in Virginia.

As you may know, Beach Vitex is a woody shrub native to the Pacific Rim that was first introduced in the Carolinas in the 1980's for beach stabilization. Since that time, however, it has become a major coastal problem for dozens of beach communities in both North and South Carolina. The magnitude of the problem is severe, and it has lead local- state, and federal agencies and organizations to form the Carolinas Beach Vitex Task Force to combat this invasive plant.

Beach Vitex is extremely salt resistant, drought tolerant and thrives in the open habitat of the coastal dune system. It also has a rapid growth rate. Although initially promising as a beach stabilizer, the dense cover of foliage produced by Beach Vitex chokes out native dune plants. Because it lacks the fibrous root system of native plants, it is less efficient at trapping sand and building dunes. In addition to threatening native dune building plants, Beach Vitex threatens other species once established on the ocean side of the dune, including various nesting shorebirds, as well as the loggerhead sea turtle, which is listed as a threatened species under the federal Endangered Species Act.

Those of you on the Eastern part of the state may recall a survey that staff in the Virginia Department of Agriculture and Consumer Services (VDACS), Office of Plant and Pest Services, conducted recently regarding the commercial availability of Beach Vitex. The impetus for the survey was the finding of Beach Vitex last summer in the City of Norfolk, which city officials promptly isolated and treated. The survey indicated that Beach Vitex is not widely available in the horticultural trade, which is very encouraging news because collectively we can take proactive steps to keep this invasive plant out of the Commonwealth.

Although Beach Vitex is mainly a threat to Virginia's coastal environments, including beaches, dunes, and salt marshes, I am respectfully requesting all concerned nurserymen, dealers, landscapers, and citizens regardless of their location in the Commonwealth, voluntarily refrain from selling or distributing Beach Vitex. VDACS is actively monitoring this issue and, if necessary, will take regulatory action to list and treat Beach Vitex as a regulated noxious weed.

You can find a wealth of practical information at www.beachvitex.org the website of the Carolinas Beach Vitex Task Force. The website contains excellent research, public awareness information, and testing of eradication techniques that have been spearheaded by the Task Force. An informational bulletin that was prepared by the Task Force and the United States Fish and Wildlife Service is enclosed.

Please feel free to contact VDACS' Office of Plant and Pest Services at (804) 786-3515 if you have any questions regarding this matter, and thank you for helping keep Beach Vitex out of Virginia.

Todd P. Haymore, VDACS Commissioner of Agriculture
Beach Vitex Invades the Carolina Coast

Threatening Native Dune Plants and Sea Turtles

Beach vitex (Vitex rotundifolia) is a deciduous, woody vine from Japan and Korea that was introduced to the southeastern U.S. in the mid-1980s as an ornamental landscape plant as well as for sand dune stabilization. Along the coast of North and South Carolina, beach vitex has escaped cultivation and covered oceanfront dunes. Beach vitex crowds out native dune plants such as sea oats, American beachgrass and seaside panicum. In addition, beach vitex threatens endangered loggerhead sea turtle nesting habitat as well as habitat for a federally threatened plant, seabeach amaranth and other rare species.

For additional information or to help prevent the spread of beach vitex, please contact:
Melanie Doyle, NC Beach Vitex Task Force (910-458-8257 x 250 Melanie.Doyle@ncmail.net)
Dale Suiter, U.S. Fish and Wildlife Service (919-856-4520 x 18, Dale_Suiter@fws.gov)
Betsy Brabson, SC Beach Vitex Task Force (843-546-9531, wbrabson@sccoast.net)

Invasive Qualities of Beach Vitex:
• Drought and salt tolerant
• Fast growing
• Prolific seed producer
• Birds eat seeds and aid in distribution
• Seeds float and can be carried to other beaches
• Brittle stems break off during high tides, float away, root and colonize other beaches
• Seeds and cuttings that are chipped up and spread as mulch may start new populations

What can you do to help?
• Do not plant beach vitex.
• Notify the Beach Vitex Task Force of any populations that you find, including the street address or GPS coordinates.
• Contact the Beach Vitex Task Force to verify identification and obtain site specific advice on the removal of mature beach vitex colonies and replacement with native dune species.
• Until beach vitex can be professionally removed, you may consider doing the following:
  • Remove ripe fruits before dispersed by birds or water.
  • Trim back branches that may break off and float away.
  • Put all beach vitex clippings and seeds in a plastic trash bag so they will go to the landfill, rather than be chipped and spread as mulch.

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WWW.BEACHVITEX.ORG
A spray co-developed by Dr. David Francko can increase plants’ cold tolerance

TUSCALOOSA, Ala. – Studies indicate a spray co-developed by a University of Alabama scientist increases plants’ tolerance of cold temperatures by several degrees.

The spray, which is not yet commercially available, can improve plants’ cold tolerance between 2.2 and 9.4 degrees Fahrenheit, depending upon the species, according to Dr. David Francko, a professor of botany who co-developed the spray and who serves as dean of The University of Alabama graduate school and assistant vice president for academic affairs.

Research results indicate the spray, which the developers have named Freeze-Pruf, is effective on a variety of plants, including palms, tropical houseplants, bananas, citrus plants and flowers. Commercial growers, including those growing edible bananas in south Alabama, would benefit from the longer growing season that a more cold tolerant plant would provide.

“It moves your temperature zone about 200 miles, so it’s highly significant,” Francko said of the spray’s impact on banana plants. “For growers in the Mobile area, for example, treated plants would sustain the same damage that someone in Orlando would have who’s not treating their plants.”

Francko, who developed the spray along with Kenneth Wilson, Quinn Li and Alejandra Equiza, all from Miami (Ohio) University, envisions the spray also appealing to backyard gardeners looking to protect flowers from a late frost and nursery owners looking to cash in on an approved appearance for their high dollar ornamentals.

A patent application on the product, a novel mixture that combines five ingredients in a water-based spray formula, was filed earlier this year. The inventors are working with UA’s Office for Technology Transfer on the possibility of licensing the product to a company for commercial production or, alternatively, forming a UA spin-off venture to commercialize the technology.

“Each ingredient has a different function, but when you put them all together you get an effect that is larger than any single component, alone,” Francko said. “It’s non-toxic, it’s cheap, and the idea is to apply it once per season.” Each of the ingredients in Freeze-Pruf is already used, for other reasons, in various foods or in food production. Plant leaves

Although -3 degrees Celsius kills tropical foliage, as demonstrated by the five control leaves, the leaves sprayed with the formulation (bottom row, middle and right) are unharmed by -6.4 degrees Celsius.

Francko, who received widespread media attention, including a national television appearance alongside Martha Stewart, following his 2003 publication of “Palms Won’t Grow Here and Other Myths,” called cold tolerance products “one of the holy grails of horticulture.

“There are a number of existing patents designed to improve cold tolerance,” Francko said, “but the best that is out there gets you about 1 to 2 degrees centigrade, or 2 to 4 degrees Fahrenheit, of freeze protection.”

And the existing sprays, Francko says, typically protect plants in weather only as low as the mid to upper 20s Fahrenheit. “Our spray works all the way down to below zero Fahrenheit, depending on the plant you’re working on. It really does take advantage of the plant’s genetic pre-adaptation and improves it.”

Plants naturally use two mechanisms in attempts to survive cold, said Francko, former chair of the department of botany at Miami University in Ohio. Similar to how a vehicle’s radiator contains a cryoprotectant which prevents it from freezing, plants have a built-in non-toxic version which allows cells to “super cool” below the normal temperature at which water freezes. Secondly, Francko said, even when ice does form within some plants, another natural mechanism enables them to sometimes survive ice crystal damage.

An untreated ornamental and fruit-producing banana Musa orinoco (right) was destroyed after some 20 minutes of exposure while a treated plant of the same species exhibits increased heartiness after three hours exposure.

“Anything that you do to improve plant cold tolerance, you want to enhance those two mechanisms,” Francko said. “Nothing in our formulation is part of the normal pathway that a plant uses to acclimate to the cold. So, we are adding extra capacity to what the plant normally can do, not replacing or diminishing that native capacity,” said Francko.

Freeze-Pruf lowers both the temperature at which damage first becomes noticeable in plants as well as the temperature that would normally kill the plant, according to the research results. “It protects both the foliage and the flower,” Francko said.

The formula was scientifically tested in the laboratory and in the field, using both visual damage and the results of photosynthetic assays to measure foliar and flower damage. The photosynthetic assay was a biochemical analysis to check the spray’s effectiveness at the sub-cellular level.

The spray is already cost effective, Francko said, and researchers are exploring possible ways to perfect it so even smaller quantities of spray would bring similar results.

Dr. David Francko; The University of Alabama
Tips - Chesapeake Bay Preservation Area

VNLA – Certification Quiz Article #44

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

*Where is it?

Chesapeake Bay watershed contains or includes portions of six different states, Delaware, Maryland, New York, Pennsylvania, Virginia and West Virginia, and also the District of Columbia. It contains over 68,000 square miles – almost 44 million acres. Approximately 100,000 streams, rivers and waterways drain into the Chesapeake Bay – creating the largest of 130 estuaries in the United States. Chesapeake Bay and its tidal tributaries form more than 11,600 miles of shoreline – longer than the entire West Coast!

*What is it?

A watershed is an area of land where all of the water that is under it or drains off of it goes into the same place.

We all live in a watershed. We rely on watersheds to provide drinking water, irrigation and industry. People enjoy lakes and streams for their beauty and recreation, such as boating, fishing and swimming. Wildlife needs healthy watersheds to provide food and shelter. The bay and its watershed affect everything we do from recreation and food supply to transportation and commerce. Everything we do on the land affects the bay and its tributaries. The Chesapeake Bay and its watershed is a dynamic and complex place. Its web of natural resources – soil, water, air, plants, and animals, has evolved over centuries. All activities within the watershed have an impact on these resources. Cities, homes, roads, and factories modify the watershed and affect available resources. Farming, recreation, construction, forestry, and mining can significantly affect a watershed. As more and more homes are built, conflict arises over watershed issues such as livestock odor, pesticide use, erosion control or septic systems. Any changes in land use can affect water quality as well as property values.

One important feature of the watershed is its geographic boundaries. The boundary is formed by a ridge or high area from which all water drains. The topography is another important feature which impacts how fast water drains. The steeper the land – the faster the drainage occurs. This creates potential for flooding and soil erosion. Land areas with sandy soil absorb water at a faster rate, but water quality may be affected. Clay soils, on the other hand, do not allow as much infiltration as quickly, and can run to more run off and erosion.

*Why is it so important?

The Chesapeake Bay and its watershed provide food, transportation, recreation and commerce to those who not only live and work here, but also students and teachers, travelers and tourists from around the world. The bay provides 500 million pounds of seafood yearly and supports more than 3,600 species of plants, fish and animals. More than 29 species of waterfowl call this area home, and more than one million waterfowl migrate here for the winter. It is the nation’s most biologically diverse estuary – and home to almost 16 million people. There are five north Atlantic seaports – two are in the Chesapeake Bay: Baltimore and Hampton Roads.

Water Quality

Water Quality issues arise when the natural order of the watershed is disturbed. Usually this is described as point-source pollution, or non-point-source pollution.

Point-source pollution are water quality problems that can be traced to a specific location such as a discharge pipe or disposal site. Modern technical improvements and regulatory methods have made much progress in preventing further water quality issues from point sources.

Non-point-source pollution is much more difficult to isolate and control. These sources are often hard to identify and difficult to measure. Water run off from crops or forest lands, failing septic systems, parking lots, construction sites, debris and trash carried through storm drains are a few examples of non-point-source pollution.

This type of pollution results from a wide variety of activities and over a wide area and can result in a decline in fish stocks, algae blooms, sediment and turbidity, fish kills and diseases, loss of vital habitat and functional ecosystems.
5. example of point-source pollution could be discharge pipes from a mill or factory into a waterway.
   A: True
   B: False

6. An example of non point-source pollution would be a storm drain.
   A: True
   B: False

7. Water quality issues from forest run off doesn't affect people who live at the beach.
   A: True
   B: False

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**VNLA – Fall Certified Horticulturist Class/Exam**

**Central Virginia - Charlottesville**

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[http://vnla.org/certification.htm](http://vnla.org/certification.htm)

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Complete the Quiz on page 50 and get 1 CEU for your Virginia Certified Horticulturist re-certification!

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

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<td>Allen Crawley</td>
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<td>Chris Edwards</td>
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<td>Cory Lanier</td>
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<td>Meg Rymiszewski</td>
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<td>Amy Strunk</td>
<td>Merrifield Garden Center</td>
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<td>Michael Whetzel</td>
<td>Associate - Whetzel</td>
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Take Pride, Be Certified!
V.S.L.D. - Tip of the Month: The Power of Focus

How to use Focal Points in your Landscape

Next time you are creating an inviting landscape design or even refining an existing garden, try incorporating a focal point. A focal point is simply an object, structure, or special plant that draws the eye and creates a feature of attention. Focal points give visual weight and organize an area.

Focal points are often used to punctuate an asset, or to draw the eye away from an unattractive view. A focal point should be placed strategically where it is easily viewed, whether from a window, patio, or street side. A focal point can be as simple as a garden bench, an ornate container planting, a statue, a bird bath, a fountain or something more elaborate such as a pond, a waterfall, a pergola, a large boulder or other garden structures. Focal points may also be an interesting plant or grouping of plants (even a spectacular tree or a borrowed view). A great example is a perfectly placed Japanese maple that will definitely grab the eye!

Incorporating a focal point at the end of a path is very effective; however, punctuating the area leading to the focal point is also an advantage. Lead the eye from one place to the next. You may accomplish this by simply using plant groupings at even intervals or placing something special at the result of an alley of trees. However, they should not be overused or scattered without rhyme or reason throughout the garden.

What draws your eye in a beautiful landscape is a subtle but powerful detail and learning how to use focal points will make a statement on your next project.

Article By: Eve Willis, Virginia Certified Landscape Designer, Virginia Certified Horticulturist
www.creativelandscapedesign.com

*For More Information, Please visit the Virginia Society of Landscape Designers at www.vsld.org

Tips – Recycling Poly & Pot

Recycle #2 and #5 pots, greenhouse film (clear or white), #6 plug trays or any other item that is coded #2, #5 or #6

Contact: Steve Wasserman, 410-374-2196, swasserman9@yahoo.com

Toler Chemicals, Inc. of Plainview, NY is a large plastic recycling company. They will take any plastic that will melt including polystyrene. Several nurseries on the eastern shore have sent plastic to this company.

Contact: Dave Schneebaum, phone - 516.349.0090, fax - 516.349.7035, email - Dave@Tolerchem.com

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One of the greatest uses of our time can be found in the precious hours we devote to reading. Whether we are continually seeking the latest release on personal growth or professional development that appeals to us or digging through the bookshelves to dust off an old classic that reignites some timeless wisdom, you will rarely reflect back and see reading as a waste of time. Below are two excerpts from one of my personal favorites from *This is Earl Nightingale*. In an inspirational collection of simple down-to-earth advice, I have never felt the few minutes or hour invested in picking through these timeless observations anything but worthwhile. Though the first edition of this book was published 40 years ago, you will see the simple wisdoms apply to us today and will apply 40, 80, or 100 years into the future. Enjoy two short thoughts on using time wisely and then make every minute of this day a great one.

**The Big Difference**

It can be said that what happens to a person in his lifetime is in direct reflection to the way he passes his days. To my way of thinking, we should be concerned about two periods of time, the present and the future. Although no one person can be absolutely certain that a future exists for him, he is wise to plan for it. Some people, it is true, overdo this and concentrate so strongly on the future that they forget to live fully in the present.

Millions more, I am sure, are so preoccupied with today or tomorrow that they fail to plan at all beyond the present. Then of course, there are those who neither plan for the future nor enjoy the present. They are the people who seem to lack a consciousness of living.

Only a few people spend their time wisely, enjoying each day, yet preparing themselves for a pleasant and comfortable future. Are you one of these fortunate few? Since our tomorrows will be unlike our today’s, we must try to visualize them and prepare. But, we should be mindful that life can waste itself while we are preparing to live.

A Twenty-Year Head Start

When vice president in charge of sales of a large Western company retired, everybody in the sales force assumed his job would go to the senior salesman, let’s call his name Tom- who had been in the firm twenty-five years. And the one man most certain that job would go to Tom was Tom himself. In fact, he had been counting on it since he first discovered his boss was planning to retire.

For at least two years, Tom had been talking to his wife and children, their friends and neighbors, and fellow salesmen. The job meant a substantial raise in pay, and Tom and his wife had been planning things they could do with the extra income. For about three months they had been poring over travel folders outlining a trip to the Orient.

When Tom was called into the president’s office the morning following the retirement party for the former vice-president, he was wearing his best suit and a smile to match. What he had no way of knowing was that his boss was facing the kind of situation that
makes company presidents worth every penny of their excellent incomes.

After the president had winced through the cheerful "good morning" and dapper appearance of his senior salesman, he looked him straight in the eye and said, "Tom, I have to tell you that the executive committee has awarded the position of vice-president to Bill Smith."

There followed a vast, deep silence. They could have been in a diving bell at the bottom of the Mariana Trench. After two or three hoarse, croaking starts, Tom finally managed to protest, "But Bill has been with the company only five years. I have been here twenty-five!"

Well enough of that. Facing the other men of the sales force and going home to face his family was agony for Tom. But in the weeks and months that followed, it finally dawned on him that he had confused seniority with accomplishment. Tom did not really have twenty-five years' experience with his company: he had one year's experience repeated twenty-five times!

Bill Smith, in just five years, had far outdistanced Tom in growth, knowledge and ability. While Tom was putting in time, Bill was putting in everything he had, and now a young man with his head crammed with detailed information on every phase of the company's operations, with great plans for the future and five years of outstanding sales performance behind him, Bill Smith found himself as vice-president of sales. The executive committee had made a wise decision. They were interested in the growth of the company, not Tom's planned trip to the Orient. What's more, they now have Bill Smith earmarked for presidency of the company. When that happens, if Tom wakes up, he might still get that vice-presidency after all.

Sad story? Sad for Whom? Tom could have had that job. He had a twenty-year head start. As Albert Einstein discovered, time is relative. It's only value to us depends upon what we do while it is passing ... Time means nothing at all to the stone or fence post, but it can mean a great deal to us.

Quotes

"Always hold fast to the present hour. Every state of duration, every second, is of infinite value ... I have staked on the present as one stakes a large sum on one card, and I have sought without exaggerating to make it as high as possible." - Goethe

"Each man should frame life so that at some future hour, fact and his dreamings meet." - Victor Hugo
"To the being fully alive, the future is not ominous but a promise; it surrounds the present like a halo." - John Dewey

"A man that is young in years may be old in hours, if he has lost no time." - Bacon

"Memory... is the diary that we all carry about with us." - Oscar Wilde

"If time be of all things the most precious, wasting time must be the greatest prodigality, since lost time is never found again; and what we call time enough always proves little enough. Let us then be up and doing, and doing to the purpose; so by diligence shall we do more with less perplexity."

- Franklin

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

Tips – Telephone Doctor: "Don't Say That - -- Say This"

By Nancy Friedman, The Telephone Doctor

There's a new diet book out called Eat This, Not That by David Zinczenko, Editor-in-Chief of Men's Health (with Matt Goulding). It shows the reader why eating 'this' and not 'that' is better for you.

Example: Did you know that the BBQ Chicken Crispani (1/2) from Panera's is 380 calories while the Sierra Turkey Sandwich is 580 calories? So they say eat the Crispani and NOT the sandwich. Makes a lot of sense. The book is filled with great information if you're trying to lose weight.

Then some of you may remember a TV character, played by Charles Nelson Reilly. Funny man. He played Mr. Truth. And while it may not translate in the article as humorously as it did on TV, I know you'll understand what I'm talking about.

Mr. Truth always told the truth. Now, we're not advocating fibbing by any means, but it was a great game of ‘Don't say that—say this.' Someone would ask Mr. Truth something like, "Hi, Mr. Truth. Do you like my hat?"

And Mr. Truth would tell the truth! Mrs. Tactful might say, “It looks lovely on you.” Mr. Truth would bellow out, “Oh my! That's the ugliest hat I've ever seen. How could you wear that?"

One time Mr. Truth walked up to a friend he hadn't seen in a while and said (the truth), “Hi, Mary. My goodness you got fat.” When, in fact, he could have said, “Hi Mary, it's good to see you.” Another 'don't say that---say this.'

So I'm sure you get the picture. DON'T SAY THAT—SAY THIS, as all Telephone Doctor training, is common sense. But then we know, too, that common sense isn't just that common. If it were common sense, everyone would be doing what we advocate. And we all know they're not. Normally, there's always a way to say something that won't offend, insult, or cause friction.

And with customers that's so very important. We need to find a way to help our customers without sometimes playing Mr. Truth. And we need to do it without offending, insulting or causing friction.

If you're trying to help your customers, then Telephone Doctor's 'Don't Say That---Say This' is your best meal ticket. (Pardon the pun.)

Let's take a simple sentence.

Don't say: Mr. Jones, there's a problem with your account.

Say this: Mr. Jones, there seems to be a minor inconvenience with your account.

No matter how you say, “there's a problem with your account,” the word ‘problem’ is going to make the situation more intense. How would you rather be told about the error in your account? That's there's a problem? Or that there's a minor inconvenience? Big difference, isn't there? One can cause your blood pressure to rise pretty quickly, don't you think?

So the words we say to customers are critically important. And yes, HOW we say them, the tone we use, is also critically important as well.

Let's take a look at a personal issue. When your wife or significant other asks, “How do I look?” there's a real ‘turn off’ phrase versus one that will make her feel great.

HER: How do I look?

Don't say: “Fine.” (TURN OFF PHRASE)

(OUCHIE MAMA.)

Say this: You look beautiful to me! Much better!!!

There are dozens, perhaps hundreds, of phrases that turn customers off and have them running to the competition, or worse yet, bad mouthing your organization all because of a few words that should have/could have been changed.

Here are some additional DON'T SAY THAT examples. Your challenge is to figure out the SAY THIS portion. Use it as a training tool and have fun.

Don't Say:
• “I'll get back to you as soon as possible.” SAY: __________
• “Can I help you?” SAY: __________
• “How are you?” SAY: __________
• “That's not our policy.” SAY: __________
• “I'm new here.” SAY: __________

I challenge you to come up with your own DON'T SAY THAT phrases and then issue your own SAY THIS positive alternatives. You'll be pleasantly surprised at the positive outcome! And so will your customers!

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2009 Summer Board Meeting at Virginia Department of Forestry Building, Charlottesville

10:10 a.m. Meeting Call to Order by Duane Shumaker, Pres, with the following people present: Matt Sawyer, Mary Williams, Tom Thompson (CVNLA), Mary Williams, Matt Shreckhise, Ed Tankard, Doug Hensel, Bonnie Appleton, Steve Grigg, and Candy Lindenzweig. Absent: Cheryl Lajoie and Mark Maslow.

Guest Introductions – Jay Banks, President of the Virginia Urban Forest Council (Landscape Specifications)

Secretary’s Report - previous meeting Minutes approval, Mark Maslow (absent) It was moved to approve the minutes as mailed to the board, seconded and passed.

Treasurer’s Report – Mark Maslow (absent) The Year-to-Date Financial Reports had been emailed to the board prior to the meeting. There was a discussion on the creation of a Finance Committee. The consensus of the discussion was to utilize the Resource Development Committee and invite additional members to participate in the committee on a permanent basis (more than a year) to provide continuity, input of long range finances and recommendations to the Budget Committee. Information will be emailed to members when the budget process begins to solicit input. The final budget will be sent to the membership in early December, before the annual meeting in January. It was suggested that the board do more outreach to members to determine priority of issues.

Regional Association Reports

HRNLA – Cheryl Lajoie reported that the HRNLA had a successful VCH review class and test this spring. The HRNLA is having their annual summer event on the Rover sailing ship on June 4.

NVNLA – Ed Tankard reported that he had talked with Paul Eden, NVNLA President, and they will be helping with Plant ID Contest and Auction at Field Day, as well as sponsoring the Field Day Reception from 5-6:30 pm.

PLA – no report

SVNGA – no report

CVNLA – Tom Thompson (see attached report)

MANTS – Doug Hensel reported that there weren’t any updates from MANTS since the last VNLA Board meeting. He will check on when their fall board meeting will be to announce disbursements for 2009.

VGIC – Jeff Miller reported that Lin Diacont had been spending a lot of time this spring, contacting other associations to participate in the VGIC and to support the Economic Impact Analysis funding. The VGIC will be sponsoring the 4th Annual Virginia GoGreen Garden Festival on Saturday, September 12 at the Science Museum of Virginia in Richmond.

VSLD – Jeff Miller reported that Scott Creery, VSLD President, had emailed that they were hiring a marketing group to promote their 50th anniversary next year and planned to enact a marketing plan for future years to promote their group and the landscape industry.

Maxwell Royal Committee Reports:

Beautiful Gardens® Plant Introduction Program: update – Doug Hensel gave a brief update on current status of the Beautiful Gardens program, progress on tissue culture, sustainability issues and discussions from the Beautiful Gardens Committee meeting last week. Jeff Miller played a 7-minute video from the half hour segment on Beautiful Gardens which was featured by Richard Numnally in one of his “Virginia Home Grown” program on public TV in March. The program was introduced by Dr. Greg Eaton, who originally helped start the Beautiful Gardens program. This was followed up with an interview of Neil Beasley at the Bedford Claytor Nature Study Center, one of the Beautiful Gardens test sites. Then, Dr. Rumen Conev presented an overview of the program and the relationship of the different program partners. He noted that new introductions take time. The “Plants of Distinction” program is laying the groundwork for promotion when new introductions become available. Rick Baker reviewed this spring’s first promotion in which 25 garden centers and about 16 growers participated this spring. There was some confusion and issues on getting plants labeled with BG tags, but he has been visiting garden centers and will be going around again doing a survey on their experiences on this spring’s promotion. He will also be visiting growers to get their input.
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Executive Committee – Duane Shumaker
- Strategic Plan Review - Duane Shumaker
- Board Evaluations – Duane reviewed a summary of the seven responses on the Board Self-Evaluation. Generally the respondents were satisfied with their own performance as members of the board and their knowledge of the association.
- Resource Development Committee – Candy Lindenzweig reported that she needs additional committee members to help educate members on planned giving and to review the dues structure.
- Governance Committee – Candy Lindenzweig – said the committee needs to formalize the board nominations procedures and to help with board training at MANTS. An ad will be placed in the next VNLA Newsletter and E-News soliciting nominations for a new board member for the technology committee. Robert Saunders has resigned from the board due to health issues.
- HRAREC director appointment – Dr. Pete Schultz, director of the Hampton Roads Agriculture Research and Extension Center (HRAREC), requested the VNLA to nominate a replacement for John Tankard on the HRAREC Board. In the Code of Virginia, it states that, "Two of the appointive members shall be selected from the membership of the VNA, Inc." The term is for four years, and there are 2 meetings per year, one at HRAREC and one at ESAREC. It was the consensus of the board to nominate Ed Tankard.

SNA State Association meeting, Atlanta, October 13-14, 2009 (letter emailed board) after some discussion, it was the consensus of the board that the VNLA should have a representative at this meeting. A final decision will be made pending additional details on the meeting.

Certification – Cheryl Lajoie - Certification Update (absent) See attached report.

Membership – John Barbieri suggested that we start listing new members in the Newsletter. The committee will do a membership promotion at Field Day. Membership renewals are off about 19% year-to-date.

Public Relations – Mark Maslow (absent) Duane gave a brief report on the Arbor Day Tree Planting Ceremony at the State Capitol on Friday, April 24 (the official Virginia Arbor Day) with the Virginia Green Industry Council.

VNLA Field Day 2009 – Ed Tankard and Kevin Warhurst gave an update on the Field Day plans which will be held at Merrifield Garden Center, Gainesville, on Wednesday, August 19.

Legislation – Ed Tankard noted that he had represented the VNLA at the Virginia Agribusiness Council’s National Policy Spring Meeting and that the ANLA is supporting the HR 2222 Green Communities Act.

Mission H2O – Ed reported on the meeting he attended and recommended that the VNLA become a member of this group. Annual dues are $3,000 (July-June). Ed will check on more detailed info and forward it to the board. The goal and purpose of Mission H2O is to serve as a resource to interested stakeholders, compiling all of this information and providing it to members in a manner that enables them to see where there are opportunities for participation, influence and consensus building. Topics discussed were:
* Update on water supply planning process and water supply model
* The role of the State Water Commission
* Discussion with members regarding the role of the State Water Commission on climate change recommendations relating to water resources
* Water supply planning: where does Virginia stand? A comparison to other southeastern states.

Ed also participated in the ANLA webinar: “Federal Investments in Green Infrastructure and the Role of the Nursery & Landscape Industry”

Environmental Affairs – Mary Williams (email report) on Invasive Plants. She noted that we need to be pro-active in supporting and promoting native plants and providing information to members and consumers on invasive issues. She will work with the Certification Committee to develop additional chapters on native plant and invasive issues for the VNLA Virginia Certified Horticulturist Manual and exam. She recommended articles in the VNLA Newsletter on these issues and recommended that the VNLA adopt a position statement on these issues and adopt the Code of Conduct.
(http://www.centerforplantconservation.org/invasives/codesN.html)

Education – Steve Grigg (report emailed) reviewed plans for the Summer Tour, reported on the 2009 Shoosmith Scholarship recipients and suggested that additional guidelines and criteria be developed for the applications as well as including “Virginia schools” only. He also proposed developing educational programs for the general public on the value of landscaping and to promote professionalism vs. “Chuck and the truck”.

Communications – Matt Shreckhise (report attached) – he also reported on a request from the Shenandoah Valley Virginia Tech Alumni chapter’s request for a donation to their new VT Memorial Garden. He will find out more specifics and report back to the board.

Research – Matt Sawyer reported that the Research Committee will have a conference call this month to consider a suggestion on a change in format/venue for the annual gala/auction with a shortened time frame and immediately after the MANTS show closes.
VA Tech HRAREC – Bonnie Appleton reported that Brian Hogarth had left the research center and had gone to Tennessee. There are now two positions vacant and frozen. The Masters of Horticulture program has also ended due to not having enough graduate students.

Old Business:
Candy Lindenzweig discussed VNLA Positions Statements and the Vice President and 2nd VP positions. No action was taken.

New Business:
None

4:25 p.m. Adjourn

Upcoming Events
VNLA Budget Meeting, Wednesday October 28, 2009
VNLA Fall Board Meeting Thursday, October 29, 2009

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

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

What are member’s problems? How are we going to help them become more successful?

Committee Reports

Communications Report
Members Only E-Newsletters have been sent regularly receiving positive feedback. The E-News features latest news and upcoming events and brief reports.

The Bi-monthly Newsletter is available to view online at www.vnla.org/Newsletter.htm.

In the March/April Newsletter, Boulevard Flower Gardens was highlighted in the new Members Profile feature. Please send suggestions of members to spotlight for future editions.

In March, the VNLA conducted a short online questionnaire for members asking how you've made changes and adjustments this spring and how the VNLA can help you best during this economic downturn. The questions were open ended to help generate more detailed answers. Following is a summary.

Question #1: What are you doing differently this spring to attract customers?

Summary: The most common answer was advertising. Many are using cheaper forms of advertising like sending emails and e-newsletters, keeping websites up-to-date, faxing and sending out flyers. Others have chosen to increase their advertising on radio and in magazine publications. Some are expanding the scope of their business such as opening a garden center in addition to their landscaping business while some growers are producing more assorted plant material. Like most industries

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Question #2: What management decisions have you made to make your business successful this year?
Summary: Scaling back discretionary spending and labor related reductions were by far the most common answers. Some are delaying purchases such as tractors and trucks, potting machines, and office equipment. Some businesses have hired fewer employees, cut back hours and are reviewing their company's health and other benefits. Nurseries and garden centers are adding more variety to their plant material but less quantity and are keeping their prices competitive.

Question #3: What should the VNLA be doing to help you have a successful year?
Summary: We received great suggestions but the most frequent was in regards to our focus on advertising such as starting an ad campaign directed at the general public promoting the VCH program and the value of landscaping their property with qualified landscapers. Continued legislative communication and lobbying was also a common suggestion as well as continuing support of related industry lobbying associations such as the Virginia Agri-business Council and the ANLA. All of the comments can be found at http://www.vnla.org/News/SurveySpring09Outlook.htm

Matt Shreckhise, VNLA Communications Chair

VNLA Education Committee Report
Summer Tour has been confirmed. Mt. Vernon; River Farm and the Grist Mill. Tour Bus transportation has been arranged via Jeff. Cost per person is $69.00
VSLD has agreed to be a sponsor of the Summer Tour with a donation for the Guide at Mt Vernon. We need to start lining up additional sponsors.
The Search Committee for the new Dean for the College of Agriculture has nominated 3 candidates. Two of the candidates are from Purdue University. Complete information about the candidates can be found at www.provost.vt.edu
The Horticulture Garden Gala (25th Anniversary) is Saturday June 13th. This is a nice event and last year was a good mix of Industry and Academic people. The web site for information is www.hort.vt.edu/hhg Then go to upcoming events.
I have a College of Agriculture Leaders Council meeting on Tuesday June 16. It will be at the Farm Bureau in Richmond. I hope to have some additional information about the direction of the College after this meeting.
Would like to suggest starting to develop an Educational Program for the general public and done in conjunction with Public Relations. We need to start a consistent advertising program that informs the public on the “Values of Professional Landscaping” This would provide “member benefits” for everyone in VNLA.

Steve Grigg, Education Chair

VNLA Online E-Store Update
Since December 1, the following items have been ordered online at www.shop.vnla.org
- 24 VCH Study Manuals
- 7 Horticopia A-Z CD’s
- 11 VCH Test registration payments
All other credit card payments are
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- $1,100 Mid-Atlantic Chapter of the International Society of Arboriculture (MAC-ISA)
- $1,300 Virginia Society of Landscape Designers (VSLD)
- $2,619 Virginia Flower Growers Association (VFGA)
- $13,000 Virginia Nursery & Landscape Association (VNLA)
- $8,019 total to date

This analysis will show the total economic impact of the Green Industry in the Commonwealth of Virginia as a whole and by the various sectors.

- Jeff Miller, Exec Dir

**Environmental Affairs Committee**

The general public has become increasingly aware of the damage taking place in our environment due to urbanization and development and their response is broadening their knowledge about plants and their use in private and public places. We all are becoming better stewards of our land.

With this awareness for the need to improve our environment, the horticulture industry is put in the indispensable position to be leaders in the conservation and restoration efforts.

The role of the nursery industry is to be seen as part of the solution, not part of the problem.

The industry needs to develop a state strategy plan for Invasive Plant Management In The Nursery Industry. http://www.centerforplantconservation.org/invasives/codesN.html

The plan would consist of the following points:

- Review Green Industry’s Position on Invasive Plant Species
- Review and discuss implementation of the “Plant Codes for Nursery Professionals, Landscape architects, Botanical Gardens and Arboretas” – published by Center for Plant Conservation – title “Linking Ecology and Horticulture to Prevent Plant Invasives”.
- Review and adopt the same prevention and management actions used in the national goals and standards.
- Increase productivity of native plant material
- Become the essential players in reducing the introduction and spread of non-native invasive plants.
- Develop our own criteria/list of plants as alternatives to invasive plants following the “Plant Invaders of Mid-Atlantic Natural Areas” and other researched criteria.

“Where agreement has been reached among nursery associations, government, academia and ecology and conservation organizations, phase out existing stocks of those specific invasives in regions where they are considered a threat.”

- Discuss the economic impact to the industry when there is a loss of sales due to withdrawal of invasive plants.
- Become more knowledgeable about identifying invasive plants and understanding the potential damage they can cause when they spread.
- Educate the public (consumer) at the point of sale about using native plants as alternatives to the many invasive plants that are being used today.
- When interpreting invasive/non-invasive plant material, we need to know the exact cultivars that are in consideration because some cultivars are not invasive.
- “It has been determined that nursery grown plants planted and sold to the public forty years ago have naturalized, making them a contributing factor to invasion and this will continue as long as they are sold.”
- Provide expertise gained from nursery experience in utilizing native plants in a manner that they will best restore our living spaces to their natural habitat.

Proclamations are being put into place by the federal, state and local governments to plant only native plants in our natural areas and ban certain plants that are invading these habitats... If the horticulture industry does not become more progressive in its understanding of this matter, the government will be dictating what we can and cannot plant in the future.
suggested that we talk to Michele Prysby who is the coordinator of Virginia Natural Naturalist program, off shot of VA-Tech Extension and us her program as a guide.

Mary Williams, Chair Environmental Affairs

**Government Relations**

Water is quickly becoming a crucial commodity in the state of Virginia. In discussions with Preston Bryant, Secretary of Natural Resources for Virginia, he indicated that the aquifer in the Williamsburg area was under strain and that large developments in that area may not have enough water to go forward. He also mentioned that innovative developers in Fredericksburg were making plans to both conserve their storm water and to make formal claims of the storm water. State officials are quickly coming to the conclusion that water or the lack of could adversely affect the economic climate of Virginia.

To begin the water supply planning process the State Water Commission, a 15 member legislative body established by statute, has begun studying all aspects of water supply and allocation and will coordinate the legislative recommendations of all state agencies that have a stake in water supply and allocation. Testimony to this Commission has indicated that water supply planning has been both “passive” and “episodic,” and that past responses to water shortages were relief oriented without cohesive long-term planning. Thus the Commission recommended legislation that would result in the development of local, regional, and state water supply plans.

Water management plans have been completed or are underway in North Carolina, South Carolina, Georgia, Alabama and Florida. The law firm of Hunton and Williams has put together a group of stakeholders that include municipalities like Fairfax and bottlers like Coors. I attended the May 14th meeting for VNLA. Also in attendance were state officials like DEQ Director, David Paylor, Scott Kudlas, the Water Supply Planning Program Manager, Nikki Rovner, Deputy Secretary of Natural Resources and Delegate David Bulova from the 37th district.

The cost of my attendance was $150 not including any of my expenses. To be an official member of this group VNLA would have to pay $3,000. It is my view that we should make this investment. All of our members need water to survive. The Piedmont chapter has stated that water management and availability is crucial in the growing Charlottesville area. Also, I believe that we are in a special position to positively influence the way we use and conserve water in the state. Our leadership in the area of water management is obvious because of use and expertise in both landscape design and irrigation innovation.

---

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In short, I believe that we cannot afford not to participate. Water is critical to our survival and not participating in the discussions about its management would be negligent to our mission and to all the individual businesses that support VNLA.

Ed – Tankard, Chair Legislative Committee

Public Relations Committee

PR Committee will be assisting the new Field Day Committee with preparations leading up to Field Day. Field Day plans seem to be coming along well thanks to Kevin and his team at Merrifield. We have confirmed Congressman Connolly who will be speaking in regards to immigration and other related topics.

I sent an e-mail on Monday expressing some concern about the lack of “landscape oriented” focus at Field Day. I think it is critical that we exploit Merrifield’s Landscape Construction Operation as well as the Garden Center. I have asked Kevin if he could station several of his Team Leaders throughout the tour to talk in a very informal session about the different divisions of his company. Each team leader would focus on their respective session (landscape, hardscape, irrigation, maintenance, marketing, sales, design). Kevin has taken these ideas back to his team to see if he can get the participation in their very busy schedule.

We will need volunteers to sign up to work the Registration Booth at Merrifield on the Field Day as follows:
9-11 Mark Maslow, ________________
11-1 ____________________________
1-3 ____________________________

I would like to request that two VNLA Board Members be available at each interval to greet attendees.

We need to review the list of potential exhibitors and make sure there is no one we are forgetting.

VNLA had a nice Arbor Day celebration at the capitol this year. Two trees were donated to the grounds by Bremo Trees and Nonesuch Nursery. They were both planted on the Capitol grounds by Tony’s crew. We thanked them for our continued contribution and unfortunately, the governor was in Israel.

Mark Maslow, Chair Public Relations

VA Tech Horticulture Department Report

(Note: Roger was planning on attending this meeting and riding up with me)

Jeff – Alas, I have a meeting on Wednesday with the Dean of Instruction and a couple of other department heads concerning the future of our undergraduate program that I really cannot miss. This meeting was in the works for awhile, but I did not know that it was set for this time until this morning. I regret that I cannot make the VNLA board meeting. I sincerely hope that the VNLA will see the potential of the Beautiful Gardens program. The economic opportunities will never come together as they have to get it going again and it will be a shame to squander this opportunity.

As far as my report:

We are concluding the interviews for Dean this week. Tomorrow, the CALS department heads meet with Dr. Sara Helen Thompson. She is an Ag Economist with the USDA and has a joint appointment with Purdue. On Thursday, we have Dr. Richard Linton, a food scientist and associate Dean at Purdue. Dr. Linton got his PhD at VT in 1994.

Last week we interviewed Dr. Alan Grant, Head of the Animal Science department at Purdue.

So – all three have Purdue connections!

We graduated 18 this spring and have about that number starting in the fall. Overall we have around 85 undergraduates, far fewer than the college wants us to have. We are working on ways to revamp the curriculum in order to both make it more relevant and to achieve economies of scale. For example, we are now an officially “engaged department”. We received the top grant from the university to help get this started. All students will have to demonstrate engagement with community through class or independent horticulture-related projects. We want to instill a culture of giving to the community. Students will document their involvement as well as other relevant projects during their tenure in an e-portfolio that will be presented in a capstone course. Due to low enrollment, the nursery crops class will be merged with Holly Scoggins’ floriculture class in the spring. Students will take an overnight field trip to visit nurseries and greenhouses.

Robert Wright retires at the end of this month. Due to the economy his position will be frozen, perhaps until we can fund the Robert Wright Professorship. The nursery position at Hampton Roads is also temporarily frozen.

As far as the Hort Departments relationship to growers, we have two faculty positions that will be dedicated to grower’s concern. One is the position at Hampton Roads. It is to be a 50% research and 50% extension position. The other is Robert Wright’s position. It will be a 75% research and 25% teaching position. Unfortunately, both are frozen due to the economy. The one at Hampton Roads will is on the docket to get filled first. I assure you that as long as I am Department Head that I will do all in my power to strengthen our relationship with the green industry. I have 12 years experience as a grower’s concern. One is the position at Hampton Roads. It is to be a 50% research and 50% extension position. The other is Robert Wright’s position. It will be a 75% research and 25% teaching position. Unfortunately, both are frozen due to the economy. The one at Hampton Roads will is on the docket to get filled first. I assure you that as long as I am Department Head that I will do all in my power to strengthen our relationship with the green industry. I have 12 years experience as a grower, so I have full appreciation for everyone’s concern.

The Garden Gala is 25-year anniversary celebration and will be held at the Hahn Horticulture Garden on June 13, 5:30-9:00.

Roger Harris, Interim Horticulture Department Head, Virginia Tech

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**Tips - Cashing In On The Fresh Food Craze**

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Alice Waters, internationally acclaimed chef, author, and founder of the Edible Schoolyard

**Will You be Ready Next Spring?**

This article didn’t make it into the last issue, so, it is ironic to revisit the draft which led with this quote from Alice Waters, the day after she was featured on 60 Minutes. CBS commentator, Leslie Stahl, began the feature by declaring, “When it comes to food, Alice Water is a legend. At 64, she has done more to change how Americans eat, cook, and think about food than anyone since Julia Child.” On this same day, March 16th, the News and Observer has an article profiling the double digit growth in backyard gardening this year due to the interest in healthy, low-cost food production. George Ball, CEO of Ball Seed, is quoted as saying that he is selling out of seeds and reports, “I’ve never seen anything like it.”

These headlines track the issues that attracted the most attention at this year’s retail sessions of the Green n’ Growin’ Show. Organics and edible landscaping were the buzz in talks and open discussions with garden center owners, managers, and staff reporting growing customer interest in the environment and healthy food.

We’ll save a discussion of organics popularity for another time. Suffice it to say that the National Gardening Association found in their 1995 sur-vey that the number of America’s 90 million gardeners employing a mixture of conventional and organic practices and those devoted strictly to organic practices have grown dramatically, exceeding the number of gardeners solely using conventional gardening methods. My guess is that these numbers will continue to swell when the survey results are updated later this spring. Southern Roots Garden Center in Belmont, NC reported at the Green n Growin sessions that they have become completely organic in their offerings and have built a reputation as a regional expert on organic gardening. They found their 2008 sales in this category more than made up for what they lost in synthetic fertilizer sales and at higher margins to boot. You may decide not to move in as dramatic a fashion, but it is a lesson in how popular organic gardening has become.

In our retail discussions, everyone reported a spike in vegetable plant sales as well as in sales of easy-to-grow fruits such as blueberries. The question that many are wrestling with is how much marketing and merchandising attention should be given to the categories of edible landscaping when sales as a percentage of total sales are so miniscule. My recommendation especially this time of year is to give it a lot of attention as a way to drive customer traffic.

Nationally, department store retail sales are plummeting while sales at farmers’ markets are exploding and organically focused specialty grocers are also thriving. Recent news accounts accentuate concern about food safety raising questions about where our food comes from. Suburbanites and city dwellers alike are seeking to take back control of their food supply and are reclaiming parts of their lawn or property to grow veggies, herbs, and small fruits.

Mixing the practicality of growing vegetables, herbs, and fruits together with the aesthetics of landscape gardening is not a new concept. Monasteries had cloister gardens both to seclude the monks from the outside world and to provide garden and sitting areas for meditation and enjoyment. If you are visiting New York City, be sure to take a trip to The Cloisters overlooking the Hudson River for both the medieval art and the medieval cloister garden. The 19th Century walled gardens of Great Britain afforded protection from high winds and frosts raising the ambient temperature of the enclosed space adjacent to the home to more ideally grow the vegetables, flowers, herbs, and fruits used in the nearby kitchen. French aristocrats brought vegetable gardening to a magnificent art form in the 17th and 18th Centuries as we discovered on a visit to the Villandry Chateau in the fertile Loire Valley outside of Paris. Dozens of gardeners were readying the garden for early spring vegetables that are grown in geometrically shaped plots lined by boxwoods.

The kitchen garden gained new popularity in Britain in recent years through the advocacy and education of the late Rosemary Verey, author, designer, and TV hostess. We visited her amazing Barnsley House in Britain’s Cotswolds at the height of summer, and her kitchen garden was brimming with foliage color and abundant fruit. Mrs. Verey had laid out her garden in evenly spaced plots of five foot width to make access for planting, weeding, and harvesting easier. Outside of London we met transplanted Australian, Marilyn Abbott, who has developed one of England’s most renowned kitchen gardens at West Green House employing an artist’s eye for tasteful garden ornamentation. The radials of the garden are punctuated with tuteurs which in turn are capped by round grapevine finials and painted in muted colors of nature to echo the greens, purples, rusts, and deep blues of the garden plants. And we discovered in a front garden at RHS Wisley an intricate mosaic planting of various colors of leaf lettuce ranging from deep red to burgundy to lime green to lush green.
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Edible landscaping has more than a rich history; it is the “in” thing. On a garden tour last summer to the Pacific Northwest, we discovered front yards that had been converted to vegetable plots and decorative kitchen gardens. One Bainbridge Island gardener had converted his entire bayside slope to terraces of intricately planted vegetables, herbs, flowers, and espaliered fruit trees. Landscapers are taking advantage of this trend by converting front yards into kitchen gardens as evidenced by the work of Seattle’s Urban Farm Company. Famed author, Alice Waters, has sponsored The Edible Schoolyard at a Berkley middle school and is being replicated at Greensboro’s Children Museum.

So, how might you best capitalize on this growing trend? Here are a few suggestions:

* **Increase the number of handouts you have in this department.** Look at the questions you are most asked, and develop handouts to address those questions to go in weather-proof holders at the point of purchase. This establishes you as the gardening authority and also enables your sales staff not to become tied down by answering the same questions over and over. Handouts are great for detailing cross-pollination needs of fruits and for providing companion planting ideas.

* **Offer plants in larger sizes.** We had this discussion at the Growin’ newsletter. Here are a few suggestions:  

  - **Even in this down economy, you can make a big splash with your edible landscaping sales area by significantly increasing your selection of vegetable varieties.** With new housing construction in the doldrums and the likelihood that woody ornamental sales will suffer, you should have the room to “borrow” space from other outside departments to make this happen. Your inventory costs for such an expansion will pale in comparison to, say, increasing the number of azalea varieties. Remember the 80/20 rule – twenty percent of your tomato varieties will likely account for 80% of your sales – so offer great variety but err conservatively in how much of the less popular varieties you will stock. Also, be especially cognizant of the short time window you have for selling perishable starter plants and expand and shrink your department according to the prime selling season. I’d also recommend expanding your selection of herbs, edible flowers, and small fruits.

  - **Develop a strong container garden component to your edible landscape department.** This is a way for suggestion selling – customers will see the plant combinations in your own creation and be inspired to buy their starter plants to replicate your ideas. It also helps sell more and varied types of containers. It adds an upscale feel to what otherwise seems like a ho-hum display of starter plants in trays. Container gardens also serve to show off the ornamental dimensions of kitchen gardening combining plants with interesting textures and colors. For example, you can plant a window box of leaf lettuce similar to the concept employed at Wisley described above. You can plant theme gardens such as a Pizza Garden, Fragrance Garden, or Mexican Garden. You can plant a compact growing blueberry bush at the center of a blue glazed pot and surround it with golden creeping oregano. You can plant a mixture of cascading petunias with a cherry tomato in a lined hanging basket. Chili peppers are especially attractive grown in decorative clay pots.

  - **Develop signage that inspires.** Mouth-watering pictures of ripened tomatoes, peppers, and a wide assortment of vegetable varieties are mounted above the otherwise uninspiring rows of vegetable flats at Valleyview Gardens near Baltimore. Visiting this garden center more than a decade ago for the first time turned on a light bulb that the vegetable department could be inspiring and informative. They also have handouts on every single vegetable and herb they sell with recipe suggestions. Talk about being serious about selling more vegetables and herbs!

  - **Have a portable display of tie-in items at the outside or greenhouse point-of-purchase.** What you are selling is success not a meager tomato plant, so, be sure to give, er, uh, sell your customers the aids they need to be successful – lime, plant food, manure, trowel, plant labels, etc. If you can’t spare the labor to pull in a portable display from the elements, consider building a sheltered kiosk to display these tie-in items. Logan Trading Post offered a combo package of vegetable plants, containers, and soil in its recent e-newsletter.
* Expand your vegetable and herb selection for your ethnic customers and for those interested in ethnic cooking. Our society has become increasingly diverse and well-traveled, and thus, your edible selections should reflect the burgeoning interest in Latin and Asian cuisine especially.

* Provide and regularly update a wipe-off Gardening Tips Board in your outside sales department. Again, this might help answer some frequently asked questions. It may help with your tie-in selling. It may also help in selling more plants than the customer was otherwise expecting to buy (e.g., “Plant blueberries to screen your neighbors – they are attractive, vigorous shrubs, and will offer a summer reward for your neighbors as well.”)

* Expand and update your gardening department inside your store. Upscale neighborhoods are converting lawn area to kitchen gardens and vegetable plots, so, your gardening department needs to look more sophisticated than old seed stores. Signage, handouts, handsome displays, closely related merchandise grouped together, and a good offering of gardening magazines and books in a well-lit section of the store will help improve sales and margins. Sponsor a Garden of the Week, Tomato Contest, Kids Club, school garden project – anything and everything that will establish your credentials as the gardening headquarters for your community. Garden seminars also offer opportunities to establish you as the community’s gardening mecca – we recently attended a sold-out organic gardening workshop sponsored by the Carolina Farm Stewardship Association.

* Mix it up. Devote a table or two where a wide variety of edible landscape plants are pulled together – fruits, vegetables, herbs, edible flowers. Use container gardens to demonstrate potential plant combinations. Laminate pictures from gardening magazines of inspiring kitchen gardens to provide inspiration. Develop signage and handouts to suggest possible designs and plant combinations.

* Develop a small garden plot in the edible landscape department to demonstrate garden design, plant combinations, potential tie-in items such as stone, trellises, containers, and drip irrigation, and to further underscore that your customers are at the gardening headquarters for your city or region. Guilford Garden Center in Greensboro has recently added a raised vegetable bed in their outside sales area.

* Use your newly revamped kitchen garden department as a marketing tool. Throw an open house to unveil your new depart

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ment. Have a kids gardening day celebration. Announce new plant varieties in your newsletter, e-newsletter, or newspaper ads. This is a category you don’t have to discount to get folks through the door. Develop ownership that you are your area’s gardening headquarters and begin to tout it with each improvement you make to earn the reputation.

* Consider opening a seasonal produce stand outside your garden center. This has become a significant profit center for Logan Trading Post in Raleigh. Flynthill Farms in Pittsboro has a produce stand in front of their store in the summer and fall harvest. You will need to establish a relationship with one or more local, preferably organic, farmers to make this happen.

In summary, it is a lot easier to sail with the wind than against it. There are enough headwinds to deal with this spring. Let’s capitalize on the dramatic surge in interest in safe, locally grown food by expanding and refining and redefining our edible landscape/kitchen garden departments this spring.

Will You be Ready Next Spring?

Larry Newlin, lwn@triad.rr.com

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Dress Attire is trade show casual, Ticket information will be in the MANTS pre-registration packet

VNA Horticulture Research Foundation, Inc.
This is the major fund raiser event for the Foundation. The net proceeds from this event are added to the investment account managed by SunTrust Bank. The income from the investment account is used each year to fund worthy research projects that could benefit the nursery industry.
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It is the policy of the Virginia Nursery & Landscape Association that no overhead money be taken from funds donated for research projects. It is permissible to deposit these funds into various accounts that have been established for nursery research.

*The Virginia Nurserymen’s Horticulture Research Foundation, Inc is a 501(c)(3). A financial statement is available upon written request from the Virginia Department of Agriculture and Consumer Services, Office of Consumer Affairs, PO Box 1163, Richmond, VA 23218-1163.*
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Legislation - Lighthouse Program Tools

Where to learn about federal actions that could affect your business

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

Where To Begin

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

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

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

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

How Do I Look Up My Elected Leaders?

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

Alerts: Only Have A Minute?

The Lighthouse Program Makes It Easy.

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

How Can I Quadruple the Voice of My Business?

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

What if I Am An ANLA Member, Too?

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

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

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

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A committee of the previous three recipients of this award, along with the approval of the Executive Director of VNLA, will make the final selection. The winner will be introduced at our Annual Membership Meeting at MANTS in January.

The person you nominate must be a VNLA member or work for a firm that is a member of VNLA. A previous recipient of the prestigious award is eligible again after five years.

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Briefly list your nominee’s achievements, accomplishments, and involvements in the horticulture industry
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You may also send any additional information such as biographical date, articles, etc. that you feel would be helpful in evaluation your nominee.

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Mail to: Selection Committee
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383 Coal Hollow Rd; Christiansburg, VA. 24073-6721

Fax: 540-382-2716; Email: info@vnla.org . Questions: Call 1-800-476-0055

*The selection committee has the option of not selecting a recipient if there is not an outstanding individual. In this case the selection committee members will remain the same for another year.*

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Shiloh Nursery
164 Allen Road., Harmony, NC 28634
704-546-7583, fx 704-546-5366,
cell: 704-880-1285
shilohnursery@yahoo.com,
shilohnursery@hotmail.com

Spivey’s Nursery
1998-A Beeson Rd., Kernersville, NC 27284
toll free: 1-888-992-2530, fx 336-992-2531

Terragen Nurseries, Inc.
7512 Doggett Road, Browns Summit, NC 27214
336-656-0107 fx 336-643-9849
terrageninc@yahoo.com
www.terragenonline.com

Tom’s Creek Farm & Nursery
6454 Old NC Highway 49, Denton, NC 27239
336-857-2131, fx 336-857-2272
brandontomscreenursery.com

Triad Landscape Supply
470 Gumtree Road, Winston-Salem, NC 27107
336-764-5919, fx 336-764-8340
www.triadlandscapesupply.com

Wagoner’s Nursery, LLC
6818 Friedens Church Rd., Gibsonville, NC 27249
336-449-5535, fx 336-449-0134
www.wagonersnursery.com,
wagonersnursery@embarqmail.com

TOLL FREE Fax: 1-866-268-3509
A lot has changed in 40 years, yet MANTS remains one of the green industry’s leading private trade shows. Why, because MANTS means business, your business. Come experience the Mid-Atlantic region’s premier marketplace for the important business of buying and selling plants, products and services, and getting up to date on the latest industry trends. Come see why people say, “If it’s January, it must be MANTS.” And MANTS has the perfect way to end a busy day - Baltimore’s famed Inner Harbor and fabulous restaurant and hotel community. Embrace a Masterpiece. Visit MANTS.
Advertising in the VNLA Newsletter

<table>
<thead>
<tr>
<th>Size</th>
<th>Member Rates</th>
<th>Non-Member Rates</th>
</tr>
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<tr>
<td></td>
<td>B&amp;W 4-Color</td>
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<tr>
<td>1/6 page (2.25&quot; x 4.75&quot;)</td>
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<td>$130 (Horizontal) $565</td>
<td>$175 $750</td>
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<td>$205 (2 col. Vertical)</td>
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<tr>
<td>full page (7.5&quot; x 9.75&quot;)</td>
<td>$235</td>
<td>$325 $1100</td>
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</table>

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

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

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

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

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

The above rates are for camera-ready ads. Any additional typesetting, at the VNLA Office will be at $50.00 per hour with a minimum of $20.00. Any additional work that needs to be done by the printer will be at cost plus 15%.

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

Our printer uses "133-150 line screen" 4-color film, emulsion side down 8.75" x 11.25" with 1/8" trim, 4 edges to bleed

Mac or PC files in Adobe PDF, Illustrator, PhotoShop, Add all fonts and all linked images Final trim = 8.5" x 11"; Bleed = .125" on each edge; Live area = Full bleeds are OK.

*Most of the pages within the book have the text block or full page ads within 7.5" x 9.75".

We would prefer a PDF (fonts and images embedded) or Adobe graphic files

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

Publication            Copy Deadlines      Mail Date (approximate)
January/February       January 15        February 28
March/April            March 15          April 30
May/June               May 15            June 30
July/August            July 15           August 30
September/October      September 15     October 30
November/December      November 15      December 30

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


September 25-27, 2009, VIRGINIA NATIVE PLANT SOCIETY ANNUAL MEETING, Hosted by the Blue Ridge & New River Chapter in Salem, VA www.vnps.org vnpsocf@shentel.net

October 19-21, 2009, MID-ATLANTIC CHAPTER - INTERNATIONAL SOCIETY OF ARBORICULTURE Annual Meeting at the Clarion Resort, Fontainebleau Hotel, Ocean City, MD 703-753-0499 www.mac-isa.org macisa@hughes.net

October 22-24, 2009, THE HOLLY SOCIETY OF AMERICA Martha's Vineyard, MA 757-868-0496 parkerew@aol.com


December 7-9, 2009, TURFGRASS SHORT COURSE, Blacksburg, VA, sponsored by the Virginia Turfgrass Council, 757-464-1004 Contact: v turf@thevtc.org

December 14-16, 2009, TURFGRASS SHORT COURSE, Virginia Beach, VA, sponsored by the Virginia Turfgrass Council Contact: v turf@thevtc.org 757-464-1004

January 7, 2010, VNLA ANNUAL MEMBERSHIP BREAKFAST MEETING; Sheraton Inner Harbor Hotel, Baltimore, MD 7-9 a.m. Contact: 800-476-0055, info@vnla.org

January 7, 2010, VNA HORTICULTURE RESEARCH FOUNDATION RESEARCH AUCTION; Baltimore Convention Center, Camden Lobby, Baltimore, MD Contact: 800-476-0055, research@vnla.org Order tickets at www.mants.org

January 12-13, 2010, MID-STATES HORTICULTURAL EXPO; Kentucky Exposition Center, Louisville, KY; Contact: 931-473-3951, www.MSHE.org


Donate to the VNA Horticulture Research Auction

Help our endowment grow, so we can support more research for the nursery and landscape industry!

Donate: equipment, plants, artwork, vacations, show tickets, game tickets, gift certificates

The auction will be at the Reception at the Baltimore Convention Center, Camden Lobby on Thursday, January 7, 2010

All donations are tax-deductible Contact: Chairman Matt Sawyer at 757-483-1425 or matt@bcnursery.com

For a Current Listing of VIRGINIA CERTIFIED HORTICULTURIST review classes and test dates, go to vnla.org/certification.htm
You’ll like what you see at Carolina Nurseries

You’ve known us for a quarter century for our quality and variety but we just keep getting better at delivering innovations in plants and programs, giving you the edge for increased profit.

Our offering of hundreds of superior selections with dazzling eye-appeal and ease of care once planted is just what customers across the country ask for from their garden centers.

For added value, we’re founding member of the expanding Novalis® grower’s network, bringing the exclusive plants and collections of Plants that Work® to the marketplace, backed by retail marketing and merchandising to boost your sales even more.

We tie it all together with Carolina Nurseries’ sales and service, making sure you get plants on time, in prime selling condition.

Check us out. We’ve never looked better and no one works harder to make you look better in the eyes of your customers. Call 1-800-845-2065 or visit us at www.carolinanurseries.com.

Contact your Carolina Nurseries representative,

Amanda Bass
abass@carolinanurseries.com
1-888-845-1989
Fax 1-843-482-1014
739 Gaillard Rd., Moncks Corner, SC 29461
We're a member-owned lender providing custom tailored mortgages and loans for:
- Land Purchases
- Greenhouses
- Nursery Stock
- Operating Expenses
- Equipment