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2010 SELECTIONS

- 2009 Plants of Distinction -

Cercis chinensis ‘Don Egolf’ - Chinese Redbud
Helleborus x hybridus Pine Knot Strains - Lenten Rose
Ilex x ‘Virginio’ - 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

- 2010 Plants of Distinction -

Corylopsis pauciflora, Buttercup Winterhazel
Dryopteris erythrosora ‘Brilliance’
Yucca filamentosa ‘Color Guard’
EUcomis ‘Sparkling Burgundy’
Purple Pineapple Lily
Cercis canadensis ‘Hearts of Gold’
Eastern Redbud
Rudbeckia subtomentosa ‘Henry Eilers’
Sweet Coneflower
Schizachyrium scoparium ‘The Blues’
Blue Bluestem

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Public Relations  
Southern Landscape Group  
PO Box 397  
Evington VA 24550-0397  
434-821-6004  
Fax: 434-821-2133  
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info@vnla.org

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Fax: 757-483-9058  
Matt@bcnursery.com

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Fax: 757-686-8637  
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Shreckhise Nurseries  
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sonya@saundersbrothers.com

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LISA LIPSEY  
Program Coordinator  
VA Tech  
Dept of Horticulture (0327)  
Blacksburg, VA 24061  
540-231-6961  
Fax: 540-231-3083  
lipsey@vt.edu

**VIRGINIA REGIONAL ASSOCIATIONS**

Central Virginia Nursery & Landscape Association  
**Jason Anderson**  
804-261-4890  
jdanderson@bartlett.com

Eastern Shore Nurserymen’s Association  
**John Owen**  
757-442-6717  
jkgrowen@verizon.net

Hampton Roads Nursery & Landscape Assoc  
**Wes Bray**  
(757) 422-2117  
wmows@aol.com

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(703) 327-5161 x299  
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434-295-2159  
timothyreese@snowknows.com

Shenandoah Valley Nursery & Greenhouse Assoc  
**Matt Shreckhise**  
540-249-5761  
Matthew@shreckhise.com

**Educational Advisors**

**DR. ROGER HARRIS**  
VA Tech  
Interim Horticulture Dept Head  
Saunders Hall (0327)  
Blacksburg, VA 24061-0001  
540-231-5451  
Fax: 540-231-3083  
rharris@vt.edu

Dr. Bonnie Appleton - Retired
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November 13, 2010, Central Virginia/Shenandoah Virginia Certified Horticulturist Test
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Pre-registration required by October 29, 2010

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VNLA Mission, Vision and Objectives for 2010

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

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

Objectives

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

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

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

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

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

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

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You are lucky to be in this industry! Right? You hear this from your friends and family all the time? You tell yourself that too, don’t you? After this summer, you may have some doubts. I don’t blame you. However, for tangible proof that we are really fortunate, one might consider attending the OFA Short Course in Columbus, Ohio where industry interests from across the country and around the globe convene to learn and exhibit. There Green is not only good but innovative, thoughtful and sustainable.

At OFA you quickly realize the industry is full of vibrant players contributing to the welfare of the Green Industry. This year there were a few evident themes worthy of passing along. They are simple: Green is relevant to consumer demand and long term profit. The flower is power. The industry continues to mature and professionalize.

Green is profitable and many are moving towards sustainability and increasing profits. Consumers are seeking green products and thus creating demand for things they believe have value in the new green paradigm. Just as relevant, green can decrease costs and enhance the bottom line. Wind energy was an example that forward thinking Dwight Hughes introduced during the grower tour. A nursery on Cape Cod erected a modern wind mill that supplies all of its electric power for the operation. Sure, this is an expensive investment but energy will not be cheaper and a long term supply of it at free price is hard to beat. Green takes investment, but the decrease in operating costs will enhance the bottom line.

Flower Power showed itself as a consistent theme at the Short Course. This was not a return to the hippie days of your addled youth, but the continued demand for beauty that consumers crave. Beauty sells and we are lucky enough to have the market cornered on one of the most beautiful of Mother Nature’s creations, the flower. Accentuate the positive, a landscape architects maxim, directs us to plant more blooming plants. Blooms sell in a recession, and certainly proof has been demonstrated in the color growers’ sales this past year. Keep your customers interested and excited by making fresh flowering plants available during the whole year.

Finally, the industry continues to mature and become more sophisticated. Exhibitors at OFA demonstrated not only newly hybridized plants but also new equipment and systems to increase productivity. Plant breeders are keeping the palette of plants fresh for the consumer. Mechanization is decreasing the labor component of our product while increasing uniformity and throughput. There are numerous consultants and software companies ready to help you with your processes to keep you quality up and costs down. Truly, technology is a part of our industry.

Sure these are trying times, but fall is here and demand will pick up. Know that you are in a great industry. We are not just glorified farmers or gardeners. We have a great product that offers opportunities for both buyers and sellers. What other industry can mix the beauty of the flower with science and innovation? Accentuate the positive. Move forward. You are in the Green Industry.
Thank you - Agriculture in the Classroom

Cows don't go to school. Chickens don't ride the school bus. Horses don't have library cards. But thanks to your generous support of Agriculture in the Classroom, children in Virginia can still learn about agriculture! Your gift allows us to provide teacher training workshops, update resources on our website, send a semi-annual newsletter to more than 11,000 Virginia educators and create many lesson plans and resources that benefit classrooms across the Commonwealth, all at no cost to schools or educators.

Thank you for Virginia Nursery & Landscape Association's gift of $1500.00, received on July 1, 2010. This gift will help to provide these teachers with fresh ideas and strategies for use in the classroom. All of us at the Agriculture in the Classroom Foundation extend our deep appreciation for your belief in our work. We look forward to sharing the program's success with you during the coming year. In the meantime, please know how grateful we are for your support.

Thank you again for your gift. Virginia's 1.5 million students, their teachers, and we at Agriculture in the Classroom appreciate it! If you have questions, please contact Karen Davis at 804-290-1142. We would welcome the chance to be in touch with you.

Wayne F. Pryor President, 12580 West Creek Parkway, Richmond, VA 23238-1110, Office: 804-290-1141 • Fax: 804-290-1099 • AglnTheClass.org

Thank you – Virginia Agribusiness Council - Golf Tournament Sponsorship

Your support of our 2010 Annual Legislative Golf Tournament held on Tuesday, May 18, contributed to an event that was enjoyed by all participants and sustains our work on behalf of Virginia's agribusiness community. The rain held off, the golf course was in great shape, and our goals to promote our industry were met.

Tournament players included a number of our elected State officials which offered a great opportunity for networking. With your generous contribution, we had eighteen hole and contest sponsors, five food and beverage sponsors, and numerous sponsors of gifts and prizes. We are pleased to have recognized all sponsors in our Tournament program and on our website.

Thank you so much for your contribution to this annual effort that supports the Virginia Agribusiness Council's work to represent the agribusiness industry. We look forward to your continued participation in the future.

Donna Pugh Johnson, Virginia Agribusiness Council, 701 East Franklin Street, Suite 503, P. O. Box 718, Richmond, VA 23218-0718 (804) 643-3555 Fax (804) 643-3556, va.agribusiness@att.net; www.va-agribusiness.org

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**Thank you – Virginia FFA Demonstration Contest**

On behalf of the Virginia FFA Association, the state staff, and our 11,000 members across the commonwealth, we would like to thank you for sponsoring the state Horticulture Demonstration Contest. Through your continued support, members are inspired to pursue their passions in both agriculture and in life. Thank you for providing a bright future for the Virginia FFA

The 2009-2010 FAFFA State Officer Team

---

**Thank you - Office of the Dean, Alan Grant**

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

The Peggy Lee Hahn Pavilion and Horticulture Garden are named in honor of Peggy Lee Hahn, an enthusiastic gardener, to recognize her outstanding service as Virginia Tech's first lady from 1962 to 1974. The facilities are a tremendous asset to the college, the university, and the community. Your contribution will play an important role in enhancing the garden's educational use.

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.

*Alan Grant, Dean of Virginia Tech College of Agriculture and Life Sciences, Blacksburg, 540.231.4152 or 540.231.3724, www.cals.vt.edu*

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**Thank You - The Hahn Horticulture Garden Gala**

I can't thank you and the VNLA enough for your sponsorship of our 6th annual Garden Gala! I hope you enjoyed your evening with us. Despite the rain, the gala was very successful, both in number of tickets sold (270) and net proceeds ($15,833, up slightly from last year).

Sponsorships like yours are critical to the bottom line of the gala, especially as food and beverage costs rise. As we are reaching capacity for attendance/tickets sold, the best way to optimize the gala's fund-raising capacity is to increase the number and amount of sponsorships.

By sponsoring the Garden Gala, the VNLA is a part of something wonderful! Your gift impacts many people and programs for the 2009-2010 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. More than 800 K-12 students took part in tours and educational experiences led by garden staff. Regional gardeners learn from nationally-renowned guest speakers and hands-on workshops from our outreach program. In recognition of the impact of our garden and programs on students and the community, The Hahn Horticulture Garden was recently featured in the University Spotlight on Impact (http://www.vt.edu/spotlight/impact/2010-04-19-hahn/hahn-garden.html).

Please mark your calendar now for our next gala - June 11, 2011.

Again, our most sincere thanks - from ALL of us associated with the garden.

*Dr. Holly Scoggins Associate Professor, Dept. of Horticulture, and Director, Hahn Horticulture Garden 200 Garden Lane Blacksburg, Virginia 24061 [www.hort.vt.edu/hhq]*

---

**Editorial – Committed to a Clean Environment**

Last February, at the MAC Events Home Show/Maymont Flower and Garden Show I met a couple of Richmond area artists with an interesting talent. Their company’s name is Richmond Rockscapes and they make decorative concrete garden features using a technique they developed that produces an end product with the appearance of stone and the weight of styrofoam cooler. They are able to carve this ‘stone’ into any shape needed. Recently I was invited to a showing of their work and I was amazed at the quality of the art. If you are interested in looking at some of their work go to www.richmon drockscapes.com or look up Benjamin D. Shank on Facebook. But this story isn’t about Richmond Rockscapes.

The show was held at OneTribe Organics (www.onetribe.nu ), a small but extremely creative business in the old Manchester district of Richmond. OneTribe is a collection of local artists who design, craft and sell custom jewelry. Though I don’t personally get into their style of jewelry, I can appreciate it for the beauty of the materials and the time, effort and skill it takes to produce it. The gallery is located in an area full of warehouses and old railroad tracks near the river. Up until about 10 years ago the police were afraid to go down there but now it’s turning into something like an artist’s colony – it’s full of creative energy. I found it interesting that the staff at OneTribe has a very small organic garden right there at the entrance to the shop. But this story isn’t about OneTribe either.

As I was wandering around the gallery looking at the carved ‘stone’ and the jewelry, I found something else. It was a small packet of seeds with a business card enclosed for an organization called The Dinner Garden – www.dinnergarden.org. The Dinner...
Garden is a non-profit organization set up in July of 2009 in San Antonio, Texas, by a graduate of The College of William and Mary named Holly Hirshberg. She and her husband Sean had always had vegetable gardens in their yard with which they supplemented their diet with fresh produce organically grown. During the economic meltdown in 2008 she got the idea to enlarge her garden and give the surplus to the local food bank. That idea led to another and another until finally she created The Dinner Garden which has expanded all across the country. The Dinner Garden provides free seeds, advice and information for anyone interested in planting a vegetable garden. We have a similar company here in the Richmond area called the Backyard Farmer (www.backyardfarmer.us). It’s run by three guys who went to William and Mary together and then took some classes in the Horticulture Department at J. Sargeant Reynolds Community College. But that’s really not the whole story.

Their businesses might not be the traditional ‘green’ business like most of our members’ businesses, but in one way or another all of these people are committed to a clean environment and are doing something positive about it. That’s really the whole story. The Chesapeake Bay is still filthy, there is crude oil floating in the Gulf of Mexico, the Great Lakes are under attack by invasive species and most of Virginia is in a drought, but a lot of people are doing the right thing, including most of us.

Tom Thompson – VNLA Environmental Affairs Committee Chair

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VNLA – Beautiful Gardens Updates

The spring sales season has been replaced by heat and humidity we have not seen for 20 years. Beautiful Gardens® sales were strong at the outset of the spring season and followed the weakening sales of late May and June.

The lackluster economy is helping to keep our participating garden centers interested in the ‘local’ angle of the Beautiful Gardens program and should carry over to the fall. Beautiful Gardens staff will make sure this interest continues.

Growers participating in the Beautiful Gardens program should be looking ahead to the 2011 selection of ‘plants of distinction’. These plants include: Edgeworthia chrysantha; Hesperloe parviflora; Iris cristata ‘Tennessee White’; Rudbeckia fulgida ‘Early Bird Gold’; Sporobolus heterolepis
and Narcissus ‘Golden Echo’. Contact Lisa Lipsey at llipsey@vt.edu for sources of these plants.

Beautiful Gardens is close to finalizing a contract with the Institute for Applied Learning and Research (IALR) in Danville, VA to micro-propagate several of our BG plants of distinction. IALR will be opening their commercial production lab in the near future that can provide expanded capabilities for providing substantial numbers of Stage III plants. Handling Stage III plants requires some minimal training. If you are interested in growing these micro-propagated plants from Beautiful Gardens to liner size or finish size consider attending the BG Liner Production Workshop to be held at J Sargeant Reynolds CC in Goochland in September. Contact Rick Baker at rick.baker@vdacs.virginia.gov to learn more about it or to sign up for the workshop. This workshop will be open to all who are working with tissue culture propagation or plan to in the future.

The first Beautiful Gardens ‘Breeders Workshop’ was held on June 24 at Virginia Tech as part of the Master Gardener’s College. The breeders workshop was organized by Lisa Lipsey, program coordinator of Beautiful Gardens, and Dr. Alex Niemiera of the VA Tech Department of Horticulture. Ten Master Gardeners attended the workshop and learned about the fundamentals of plant reproduction along with the opportunity to do some hands on work with breeding techniques. The lab section of this course was presented by Suzanne Piovano with the VA Tech Dept of Horticulture. The purpose of this workshop, and those to follow, is to encourage and inspire professional and novice growers to breed new plants that can be included one day in the Beautiful Gardens list of new plant introductions. Additional workshops will be held over the next year at various locations around the state of Virginia. Contact Lisa Lipsey or Rick Baker for more information on these workshops.

Rick Baker

Beautiful Gardens
Update from Lisa Lipsey

Plant Breeding Workshop

Beautiful Gardens® presented our first Plant Breeding Workshop during the June Master Gardener College at Virginia Tech. The workshop was divided into two parts – the first consisting of classroom instruction by Dr. Alex Niemiera, Associate Professor of Horticulture, on the basics of plant reproduction (flower morphology, pollination and fertilization, heredity) and general breeding techniques. The second part, lead by Suzanne Piovano, Senior Technician for Dr. Richard Veilleux’s breeding program, was hands-on pollination work using a number of different flowers. Participants were able to take home their plants which were generously donated by Riverbend Nursery. Feed-back and discussion with participants was positive and encouraging. We did charge a nominal fee primarily to cover material expenses but also to gauge whether and how much people would be willing to pay for the workshop. Our intent is to continue presenting the Plant Breeding Workshop throughout the year and across the state, with the purpose being to increase awareness of Beautiful Gardens, to provide some income for the program, to present a fun learning experience and to connect with people who may eventually provide our program with new, exciting plant introductions.

Liner Production Workshop – J S. Reynolds’s Community College

As Beautiful Gardens partners with IALR in the production of new plants, we will need growers who have the capability and the knowledge necessary to take plantlets from tissue culture and acclimate them to media. To facilitate this liner production stage of our new introductions or under-utilized plant promotions, we have used money from one of our VDACS grants to update an existing greenhouse on the campus of J. Sargent Reynolds Community College Goochland Campus. Here we will offer liner production workshops that will cover handling and growing of tissue culture plants for liner production. These workshops will be open to all interested VNLA growers.
January to early April. Full sun to part shade; 6’ x 6’; Zones 6b-10.

**Hesperaloe parviflora**
A stemless succulent with clumps of arching grass-like foliage. The leathery long, narrow blue-green leaves have deep grooves and white fraying fibers along the margins. In mid-summer, clusters of rose-pink flowers are borne on tall red flower stalks that arch up and outward. Plants are drought tolerant and flowers are very attractive to hummingbirds. Full sun to light shade in a well drained soil; 3-4’ tall with flowering stalks to 5’; Zones 6-11.

**Iris cristata ‘Tennessee White’**
A selection of crested iris that is a prolific bloomer and spreads quickly. The pure white flowers cover the fan-like foliage in early spring and last longer than other varieties. Full sun to light shade; 10-12” high; Zones 3-9.

**Rudbeckia fulgida ‘Early Bird Gold’**
A day-neutral selection that has a much longer bloom period – from June through October - than Rudbeckia ‘Goldstrum’. Full sun; 3’ high; Zones 3-9.

**Sporobolus heterolepis**
A beautiful native prairie grass with fine textured, deep green foliage turning pumpkin orange in fall. Light, airy pink flowers rise above foliage in Sept and October and have a slight fragrance similar to coriander. Full sun; drought tolerant; deer resistant; 3’ high; Zones 3-8.

**Narcissus ‘Golden Echo’**
One of Brent and Becky Heath’s own hybrids, ‘Golden Echo’ has golden yellow cups that melt down onto creamy white petals. A strong grower and wonderfully fragrant. Full sun; 12-16” tall; blooms mid spring; Zones 4-9.

*Submitted by Lisa Lipsey*

---

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In 1930, Bert Shoosmith and his father Fred met with William Roper, J.T. French, Deacon Jones, Owen Wood and Tscharner Watkins at the Southside Nursery to discuss the formation of a state Nurseryman’s Association. The organization was chartered in 1932.

Early conventions were held at the John Marshall Hotel. In addition to VNLA, Bert saw a need for an organization for Landscape Designers and he help found the Virginia Society of Landscape Designers (VSLD) in 1960.

He also founded the Middle Atlantic Chapter of the American Rhododendron Society. Bert said that one of his greatest pleasures was the fine and interesting friends and customers who contributed to his life.

After his retirement, his greatest pleasure was a walk in his garden at home in the cool of the evening. He found the plants in growth and in bloom were always inspiring, relaxing and very enjoyable. He was a grower of unusual cultivars of rhododendron and other evergreens, among them the Shoosmith Juniper, an evergreen cultivated by his father.

It was his wish that part of his estate be used to fund horticultural scholarships each year. Bert Shoosmith died in 2000 at the age of 93 and left the VNLA $25,000 in his will, plus any residual after the estate was settled. As of December 2009, the scholarship endowment was $185,000. The first scholarships were awarded in March 2004. He knew then as we know now the importance of the coming generations and their interest in Horticulture careers.

**2010-2011 Recipients**

This year’s recipients of the Bert Shoosmith Scholarships are: for the $1500 award, Briana Swanson and Chelsea Gusler; for the $750 award, Chelsea Goulding, Kim Koda, and Karen Goodwin-Barbour.

**Brianna Swanson** is a student at Virginia Tech. She is majoring in Horticulture with an option of Greenhouse production. She will be graduating in 2012. Following is her essay for the scholarship

**My Journey**

When I was little, there was never a question about whether or not I would go to college. I was taught that I would go to school, graduate, and get a good job. It was not an attempt to please my parents; it was just how life was. I have always gone through life working hard because I knew it would benefit me in the long run. However, under the intense expectation to attend college, I was slightly bewildered when I was told that I would not be given any money to accomplish my goal of a college degree. With the recent divorce, neither parent has the means to help, even if they wanted. I began to cherish my high school graduation gifts more as I counted up the figures for the cost of living and tuition. During my first year of college I attended Cal Poly, San Luis Obispo in my home state of California. After my first quarter I felt that there could be a school that would better fit my interests. I decided to research other horticulture programs and found myself transferring to Virginia Tech. I believe this is the best decision I could have made, with the only downfall being a dramatic rise in tuition. I love the natural terrain, the dramatic changing of seasons, and the people I’ve met so far. The faculty and staff have been wonderful, and I feel as though the curriculum will prepare me to become a valuable employee.

My love for horticulture started freshman year in high school where I joined the Future Farmers of America. My high school had a terrific horticulture program with teachers who were good mentors. My teachers provided me with after school projects where I could raise plants to sell at school plant sales. In my senior year, I was promoted to Greenhouse Manager; in this position I realized I could make a career from my hobby. I was inspired to gain any experience that I could and learn about my future industry. Although California has a rich horticultural infrastructure, I prefer the plants and landscapes of the east coast. I feel as though there is a lot of potential for growth in the industry here. This scholarship would help ease the financial burden of private loans and allow me to focus on getting the most out of my degree. I hope to use my knowledge to advance Virginia horticulture to the best of my capabilities.
Chelsea Gusler is planning to attend Virginia Tech. She will be in the Biochemistry major through the College of Agriculture and Life Sciences. She is planning to graduate in 2014.

Her scholarship essay follows.

Why the VNLA Scholarship is important to me

In President Obama's State of the Union Speech he said, "In the United States of America, no one should go broke because they chose to go to college." This very reason is why the 2010 Albert James (Bert) Shoosmith Scholarship is important to me. College costs a lot of money, and I am trying to maintain good grades to win scholarships so I am not faced with unreasonable student debt when I graduate college. Throughout my life, my parents have given the motivational support I have needed and have always sacrificed to help me in my endeavors. By having this opportunity to apply for a scholarship, it is giving me the chance to help out my parents and give back to them, after everything they have done for my education and me. As I also have a brother that is attending a state university, the college tuition next year will be double, and that is tough on any family in our economic times. Knowing this is one reason why I have taken as many college credit classes that I could at my high school and the Governor's school. I strive to stand out among my peers, set high expectations for myself, and to work hard to earn success. When I go to college, none of my work habits will diminish, as I plan on taking my schooling very seriously. When I look at college, I see it as an opportunity to expand my knowledge, imagination, and academic experiences, not a place to waste my money and time by doing foolish things. I assure you that if I were to win this scholarship I will not waste it. Every scholarship I apply for, I apply with the intent that if I win it, I will use the money to help me make a difference.

[continued on page 16]
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Winner of the July/August 2010 Photo Contest

“A Great Spangled Fritillary on an Echinacea purpurea ‘Magnus’”

Photo Winner: David Bennett
Landscape Designer
Southern Landscape Group, Evington, VA
Nikon D3000

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

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.
Even though I've chosen Biochemistry as my major at Virginia Tech, I am hoping I will be able to minor in Horticulture. My grandmother has a love for Horticulture and has passed that passion on to me. I eagerly wait for the tulips and daffodils to bloom in the spring so I can arrange them in a vase for our table. When they are gone the lilies and lilacs take their place. I like all flowers but I would have to say the blue hydrangea is my favorite. I really enjoy gardening and floral design. Each summer I enter floral arrangements and vegetables in our county fair. I have received a certificate from Pulaski County High School Career and Technical Education Center for successfully completing 2 years of instruction in the Horticulture program. I have attended the Home and Garden show in Richmond and I have also had the privilege of visiting the beautiful Longwood Gardens in Pennsylvania. I hope one day to have gardens of my own. I have to say I agree with Mr. Shoosmith when he made the statement, "One of my greatest pleasures is a walk in a garden."

Chelsea Goulding is currently enrolled at Virginia Highlands Community College in Science with a specialization in Horticulture. She will graduate in 2011. She plans to attend Virginia Tech. Her essay follows.

I am positive that I have chosen the right profession. I want to be a horticulturist and for more reasons than just being able to 'play' in dirt. Most important is that I love the many aspects of horticulture. I enjoy the artistic aspects of landscaping and floral design, and I am extremely interested in the scientific aspects. My particular interest and passion, therefore, lies in combining the two. I already know that I would like to do exactly this with my future.

I am applying for the Shoosmith Scholarship to enhance my chances of achieving this goal. As a first year college student with admittedly little experience to date, I would like to start designing my own experiments and establishing myself as a competent horticultural scientist as soon as possible. If awarded this scholarship, I would be allowed to spend more time researching and less time paying off my education. Thus, this opportunity would give me a chance to obtain the experience needed to reach my long-term goals.

In addition, there are some other aspirations I would like to chase within the next two years. First, I plan to obtain an Associates Degree in Horticulture Technology, in addition to my current program of Science, Specialization in Horticulture. With these two degrees, I will have both the essential backgrounds for the type of position I would like to ultimately find. Second, I hope to hold a position as a horticultural intern this summer in one of the several locations I have applied to. Lastly, I plan to complete the Virginia Master Naturalist Program, and become a certified Master Naturalist. The Shoosmith Scholarship will help me be what I have already decided to become. As Ralph Waldo Emerson once said, "Earth laughs in flowers" and, with help, I plan to be the one to make their blooms last longer.

Karen Goodwin-Barbour is enrolled at Tidewater Community College in Horticulture. She will graduate in 2011. Her essay follows.

I began my education in horticulture in the summer of 2008 after spending 25 years as a dental hygienist. To change career directions from a dental hygienist working under the lights of a dental chair to horticulture where I'll be working with plants under God's natural light is a dream comes true!

My inability to continue as a dental hygienist was due to physical pain brought on by years spent in awkward positions while treating patients. I made the decision to return to school in pursuit of a new career that I would be passionate about.

Entering college again after 25 years was challenging enough, but I also took on a huge financial burden by having to leave a career that was financially rewarding. I've learned to tighten the budget and it is amazing what you can live without when you have a goal in mind. However, there are still bills to be paid. I currently work part-time in the horticulture industry to gain hands on experience, but the minimum wage doesn't go far towards tuition after financial obligations are met.

To receive the Albert James (Bert) Shoosmith Scholarship would put me one step closer to my dream of giving back to the community through a business that will put emphasis on public education and awareness.

My mission is to change the way our local community thinks about its food source by providing locally grown, sustainable crops which will prove to be more flavorful and healthy, while supporting our local community.

I would like to operate a garden center/produce market that will provide customers with the best, most interesting choices in locally and sustainably grown ornamental plants, art from local artists, as well as a wider variety of local sustainably grown produce. This will help to support the education center that will raise awareness about agricultural/horticultural issues worldwide. I also want to incorporate display gardens to inspire homeowners as well as being used for outreach programs for children and the elderly.

I have completed 29 hours of study in the horticulture program at Tidewater Community College and I am currently enrolled in 9 hours. I am currently 4.0 student and you scholarship will help me stay on that road to success!
Karen Koda is attending J. Sargeant Reynolds Community College. She is working on her Associate’s degree in Horticulture and will graduate in 2011. Her essay follows.

I managed an upscale garden and design shop for eight years. This experience gave me an appreciation for the art of creating beautiful environments. Our shop carried outdoor statuary, decorative plant containers, fountains, antique and unusual gift items for the garden as well as hand painted new and antique furniture, reproduction prints and paintings. The shop was located just outside of New York City. Clients ranged from the back yard gardener to top Interior/Exterior designers/landscapers employed by prosperous local residents. Over the years I learned about color, scale and design styles. I dreamt of obtaining my ASID license. However, September 11, 2001 changed the way of business in my field, possibly forever. It became more difficult to make a living as an Interior decorator/designer with the loss of discretionary income along with all the DIY shows and classes offered. Many of my clients and/or their spouses worked in New York City, or on Wall Street. Drops in traffic and profits were almost immediate. Business eventually dropped to a point where I was forced to find work elsewhere, moving into a sales position within the large corporate environment. After five years of torment, I decided to pursue my long lost passion for design. Knowing that Interior design is a limited endeavor, I decided to pursue my love for nature and working with people to create beauty. I started Horticulture classes the fall semester of 2009. I am in my second semester and until recently was working full time and going to school. I lost my job due to economic downsizing. I have plans and goals for completing my degree in Horticulture, but I also have student loans. With current economic times help from scholarship funds such as yours at the VNLA would be a great benefit, and very much appreciated.

I am very interested in garden design, my plan is to build a business I will manage with workers I can hand pick based on talent, work ethics and integrity. I have many interests, and the Horticulture field is so vast. I am fascinated with Organic farming and
Greenhouse management including an interest in soil testing. I am in the process of completing my internship with local businesses in the Horticulture field. I contributed over 40 hours of volunteer work to Lewis Ginter's vegetable garden last year and plan to continue with them for my internship hours this summer. I also worked with Greenfield Landscapers at a Home Show recently in order to accrue more internship hours and gain additional knowledge from professionals in the field. My goal is to create a solid business plan by the end of 2010. I am committed to the Horticulture field and continue to be fascinated with the many career paths offered. I would be honored to be chosen as a receiver of your scholarship program.

Congratulations to our 2010 recipients!

Edited by Sandy Miller

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**News - Nursery to Fill Void Left by National Growers Departure**

Cathy Talbert in the Roses

**Eastern Shore Nursery of Virginia Expanding into Garden Rose Market**

Keller, VA: Seizing an opportunity to fill a void in the garden rose market resulting from the departure of major national growers, Eastern Shore Nursery of Virginia is broadly expanding its production of roses. The move comes as Conard-Pyle, parent of Star Roses, is withdrawing from finished plant container rose production and Jackson & Perkins has filed chapter 11.

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**Obituary - Bob Stiffler**

Bob passed away in January at his home in Lancaster, Pa. He was 88 and had been in declining health. Bob was a member of the Garden Writers Association for almost 40 years.

*A former resident of Virginia Beach, his name became a household name in Hampton Roads during his 28 years as a freelance garden writer.* In 2003, he retired his gardening column for The Virginian-Pilot. He wrote a book, Gardening in Southeastern Virginia and Northeastern North Carolina, and was a frequent presenter at Norfolk Botanical Garden, where he worked with the horticulturists.

Stiffler's passion for plants started early. Raised on an Iowa farm, he eventually enjoyed, in his own words, "three separate but simultaneous careers:" advertising manager for agricultural products; U.S. Navy and Naval Reserve officer; and gardening columnist for The Pilot and, later, the Lancaster New Era in Pennsylvania.

In 2003, an anonymous donation of one million dollars established the J. Robert Stiffler Chair of Horticulture and Botany, a partnership between Old Dominion University and Norfolk Botanical Garden. This endowment allows ODU students to conduct research beneficial to Norfolk Botanical Garden and, ultimately, the home gardener.

Stiffler is survived by his wife, son, daughter and two granddaughters. His son said that his father, ever the gardener, seized the opportunity to tend a plot once he moved to Pennsylvania and led bus trips to Philadelphia garden shows. As a columnist, he said, Stiffler wouldn't let a reader's question go unanswered and frequently sought advice from the Virginia Cooperative Extension, "literally digging until he found the answers."

A memorial service was held at Norfolk Botanical Garden this spring.

- provide by the Garden Writers of America
CP has been growing high quality roses on Maryland’s Eastern Shore for decades and has a very similar climate to that of Eastern Shore Nursery’s in Keller, Virginia.

“We are also in an ideal location with the temperatures and sunshine that allow our roses to bud and bloom in the period just prior to Mother’s Day,” Covatta says. “This expansion is in line with our strategic plan to increase our presence as a key supplier to our garden center customers. We also hope to become an important grower of roses on the East Coast and are providing this very broad line right out of the gate to help achieve that goal.”

Covatta says that roses could be in general short supply next spring and is working diligently to meet demand. The nursery will begin planting in January, 2011, with product available for delivery to garden centers and other customers in April/May. They are taking orders now and ask that customers contact them before September 1, 2010.

For more information and to interview Nick Covatta, contact Scott McCaskey at Goldman & Associates Public Relations at 757-625-2518 or at: scott@goldmanandassociates.com

Established in 1966 and based in Keller, Va., Eastern Shore Nursery of Virginia is a wholesale nursery providing high quality, container-grown trees and shrubs to garden centers, re-wholesalers and landscapers from North Carolina to Illinois to Maine. The firm is owned and operated by Nick Covatta and his wife Robin Rinaca, along with partner Mark Hopkins. Eastern Shore Nursery of Virginia also sells more than 200 varieties of fruit trees, berries and nuts under its Hollybrook Orchards® brand. For more information on Eastern Shore Nursery of Virginia/ Hollybrook Orchards®, visit: www.esnursery.com or www.hollybrookorchards.com. Contact Eastern Shore Nursery of Virginia at 800-323-3008 or 757-787-4732.

Goldman & Associates Public Relations, 757-625-2518, scott@goldmanandassociates.com
Virginia Eastern Shore Regional Ground Water Commission, as well as recent recognition from the Chesapeake Bay Foundation (CBF).

“The plants are greener because we care about our environment,” says Nick Covatta, co-owner of Eastern Shore Nursery of Virginia. “They’re grown in an environmentally responsible way; they are Greener Plants. We hope this will provide guidance for garden centers and consumers, and hopefully will increase demand for greener plants and the products that go with them. And of course the more plants and trees the better, as they consume carbon dioxide and help improve air quality.”

The Chesapeake Bay Foundation (CBF), whose mission is to “Save the Bay,” worked side by side with Eastern Shore Nursery of Virginia as they developed environmentally responsible practices. CBF and Eastern Shore Nursery’s shared vision will be featured on the nursery’s plant tags.

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

One of the major goals shared between CBF and Eastern Shore Nursery of Virginia is to encourage and assist people to embrace more responsible gardening to reduce their water usage and runoff. Garden centers are seeing an increasingly green-focused buying public. A 2010 Gallup Poll stated that 76% of Americans “bought products specifically because they thought it was better for the environment than competing products.”

The nursery and CBF on their websites will provide gardeners with educational information and instruction about growing plants responsibly.

“We will provide the plants and support for people to make an individual commitment to creating a greener home environment through their gardening,” Covatta says. “Selling Greener Plants is a great opportunity for garden centers to offer consumers other compatible products, such as soaker hoses, mulch and slow-release fertilizer.”

Eastern Shore Nursery of Virginia was established in 1966 in Keller, Virginia on the watershed of the Chesapeake Bay. The wholesale nursery grows more than 400 varieties of trees and shrubs for garden centers, re-wholesalers and landscapers from North Carolina to Illinois to Maine. Owned and operated by Covatta and his wife Robin Rinaca, along with partner Mark Hopkins, the nursery has made a decades-long voluntary commitment to improving their environmental practices. In the process, nursery growing areas were designed with an emphasis on water conservation, recycling, and pollution prevention practices. Native grasses, woods and vegetation have been left undisturbed to filter runoff. They developed a Nutrient Management Plan to ensure they keep fertilizer use that could pollute the Chesapeake Bay to a minimum.

The nursery started growing in containers in the early 1980s and adopted an overall policy of water conservation and pollution reduction. The nursery’s irrigation water source is precipitation and surface aquifers in the top 15 feet of soil, all of which is non-potable water. Their practices include recycling irrigation water, trickle irrigation of trees, using slow-release fertilizer and grading their production fields so that the runoff stays on their farm and does not flow into the streams and creeks running into the Chesapeake Bay.

“Within the context of running a nursery business we are working to minimize our impact on the environment and the Bay,” Covatta says. “It’s a work in progress and we plan to add new practices to further reduce this impact as we go forward.”

Eastern Shore Nursery is launching the Greener Plants branding campaign now, with the full line of Greener Plants available to consumers starting in spring 2011, including the nursery’s Hollybrook Orichards brand of fruit trees, berries and nuts. Chesapeake Bay Foundation says Eastern Shore Nursery is setting a great example to other nurseries in the Chesapeake Bay’s watershed. Nick Covatta and Robin Rinaca have long been environmentally conscious and committed. They have granted a perpetual conservation easement on their 500-acre Eastern Shore homestead to the Chesapeake Bay Foundation and the Eastern Shore Land Trust.

For more information on Eastern Shore Nursery of Virginia and Greener Plants, visit: www.esnursery.com or contact Eastern Shore Nursery of Virginia at 800-323-3008 or 757-787-4732.

Visit the Chesapeake Bay Foundation at: www.cbf.org.
Syria, Virginia – Graves Mountain Farm, owned by Jimmy and Rachel Graves and their family, was presented the Virginia Agribusiness Council’s 2010 Special Recognition of an Agribusiness award. During the Madison County Farm Bureau picnic on July 31, appropriately hosted by the family at Graves Mountain Lodge in Syria, Council President Donna Pugh Johnson presented the award to the Graves family in recognition of their service and support to the Virginia Agribusiness Council and the Virginia agribusiness community.

The Graves family began their business over 135 years ago and over the decades have grown their operation to include a restaurant, lodge, packing shed, camp, cannery, agritourism venture, and orchard. During the presentation, Johnson noted, “This Virginia Century Farm serves as an outstanding example of a successful agribusiness, utilizing a diversified operation to provide public with outstanding Virginia farm products, such as apples, peaches, and vegetables. At the same time, the Graves have excelled in educating the public about agriculture through their agritourism activities, including harvest festivals, hosting school groups, youth conferences, camps, and even legislative committee meetings.”

In addition to the outstanding accomplishments of their business, the Graves family members have provided their leadership and support to the agribusiness industry in the Commonwealth. They have been active in the 4-H All Stars, the Virginia Tech College of Agriculture and Life Sciences, the State Fair of Virginia, the Virginia Farm Bureau, Virginia Agribusiness Council, Farmers Direct Marketers Association, and the Virginia Cooperative Council. The

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Graves have promoted the agribusiness industry through Council events, such as the Virginia Food Festival for many years, and currently at the “Virginia’s Finest” reception during the Council’s Annual Legislative Banquet in January.

Council Vice Chairman Ollie W. Kitchen, Jr., with MeadWestvaco in Covington, and a native of Madison County, joined Johnson in making the award presentation. “I grew up in this community and as long as I can remember, the Graves family has supported rural values, provided agribusiness employment for many families, including my own, and been active and respected spokespersons for reasonable local agribusiness regulation and growth,” said Kitchen.

He continued, “It is special for me to see Jimmy and Rachel and their families receive a well-deserved special recognition award from the Virginia Agribusiness Council.”

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

Contact: Katie K. Frazier, (804) 643-3555, (katie.agribusiness@att.net)

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__News VDACS, VA Tech and Legislators Meet With Agribusiness Industry Leaders in Blacksburg__

Blacksburg- The Virginia Agribusiness Council kicked off its fourth annual Town Hall series in Blacksburg last week. The meeting, sponsored by Brann & King Pumpkin Farms and the Virginia Cattlemen’s Association, was attended by over thirty agribusiness industry members at the Virginia Tech Alphin-Stuart Livestock Arena. Industry members met with area representatives Senator Roscoe Reynolds and Delegate David Nutter, Virginia Department of Agriculture and Consumer Services (VDACS) Commissioner Matt Lohr, and Virginia Tech College of Agriculture and Life Sciences (VT CALS) Dean Alan Grant.

Blacksburg Town Hall participants provided valuable feedback as they learned more about Virginia Tech’s plans regarding relocation of some animal facilities off-campus and Virginia Cooperative Extension strategic planning and restructuring from Dean Alan Grant. Industry representatives emphasized their desire for an animal agriculture presence on the land-grant university campus and the need for accessible teaching facilities for students.

VDACS Commissioner Matt Lohr, just appointed on May 1 to his position, shared his joint priorities with Governor McDonnell for agribusiness, the states’ number one economic industry, including rural job creation, marketing of agricultural products at home and abroad, farmland preservation, agri-tourism, and addressing environmental pressures for farms. Opposition to the pending DGIF proposal to reintroduce elk in southwest Virginia was clearly evident among meeting participants. In contrast, many voiced strong support for Virginia Cooperative Extension agents and programs that are critical to future agriculture industry viability.

“These Town Hall meetings have been very successful in creating opportunities for candid dialogue between agency leaders, farmers, and agribusinesses,” said Donna Pugh Johnson, President of the Virginia Agribusiness Council. “The discussion and feedback between Dr. Grant, Commissioner Lohr, our legislators, and the industry is invaluable to all parties.”

Additional Town Hall meetings with State officials are also planned for Warrenton, Isle of Wight, Doswell, Weyers Cave, and Farmville over the next several months. In addition to VDACS Commissioner Lohr, also participating in future meetings will be DCR Director David Johnson, and DEQ Director David Paylor. For more information on these meetings, visit the Virginia Agribusiness Council web site at www.va-agribusiness.org.

The Virginia Agribusiness Council is a non-profit organization committed to representing the agriculture and forestry industries in the Commonwealth through effective government relations efforts. Its membership includes farmers, foresters and other agricultural-product producers, marketers and processors, industry suppliers and commodity and industry associations. It is headquartered in Richmond.

Contact: Katie K. Frazier, (804) 643-3555, (katie.agribusiness@att.net)
Creation Appreciation began in 2002 as a part-time business venture in the Afton area of Nelson County, Virginia. During the next couple of years, services and demand expanded to make Creation Appreciation a full-time, full-service landscaping company.

In the spring of 2005, Creation Appreciation bought Sunshine Lawn Care to include lawn maintenance in its list of services. About that same time, the first four employees were hired, and they are still working with us today.

In 2009, the company converted to an LLC, and we have created a new hardscapes division, headed by an experienced designer/installer, who specializes in hardscapes and ponds. Creation Appreciation is now comprised of a team crew of fifteen, in addition to our current supply of trucks, trailers, and equipment.

Our work is mostly residential, concentrated in Stoney Creek and Wintergreen; however, other clients include commercial accounts in Waynesboro and Charlottesville, as well as a few property associations in the area.

Jeremy Parker is owner of Creation Appreciation, LLC. The company works primarily in Landscape and Irrigation design, Installation, and Maintenance serving the areas of Wintergreen and Stoney Creek.

Jeremy attended Nelson County High School in Lovingston, Virginia. He then attended and graduated Magna Cum Laude at Virginia Tech.

The hardest part of Jeremy’s workday is 7:30-9:30 a.m. getting everyone going in the right direction. The best part of his workday is 6:00-7:00 a.m. when he is all alone and can think clearly. His hero is Wyatt Earp and his favorite quote is from John Wayne. “I don’t give jobs. I hire men” (and women, of course).

Jeremy’s advice to someone looking to get into the green industry: “Get as much business education as you can. If you love the work, it’s easy to learn on the go. If you don’t know business, you won’t do what you love for very long.”

One of the biggest challenges that Jeremy has is management of employees and jobs. He also feels that when handling employees you should “take deep breaths”. Jeremy feels that the best advice that he every received was to “surround yourself with good people”. He feels that his company is still in business because of “hard work and God’s grace”. Jeremy hopes to build the best landscape company to fit their market niche.

Jeremy’s most significant mentor has been “Jim Hardwick, my minister and mentor; he is there with the right advice at the right time”.

Jeremy’s favorite flower color is blue. He feels that his best and worst habit is being a hard worker. He also feels that the hottest upcoming trend is water collection and reuse. He says that the business has much more focus on maintenance that when he first started in the green industry. Jeremy says that he is much more knowledgeable now about business law, accounting, taxes, and financing.

Jeremy feels that the green industry is going in the upcoming years to more maintenance, add-ons to existing landscapes (lighting, irrigation, water features), renovations of old landscapes, water conservation, and environmentally friendly practices.

Creation Appreciation joined the VNLA to “stay connected, continued education, and to be represented as far as legislature that affects our industry.”

provided by Matt Shreckhise, VNLA Communications Chair and edited by Sandy Miller
Legislation - “Trees Mean Jobs” Day in D.C.

On July 21st VNLA members Kevin Warhurst (Merrifield Garden Center) and Rich Johnson (Bennett’s Creek Nursery) represented both the ANLA and VNLA at the Fly-In for the “Trees Mean Jobs” legislative day sponsored by the ANLA.

Our purpose was to promote the House Bill 4509 and Senate Bill 3279, which are the SBA, “Trees Mean Jobs” bills. If passed, these bills will re-authorize Congress to distribute millions of dollars in grants to fund the planting of trees, will generate more than 6,400 jobs, and muster an estimated economic impact of $741 million. We still need your help in contacting your Congressman and Senators to let them know your position on these bills. Although, we had a very positive response on Capitol Hill that day, your “VOICE” still counts.

Respectfully, Rich Johnson
(VNLA President-2006)

Legislation - Green Industry Tells Congress: Trees Mean Jobs!

These articles are provided by the VNLA and ANLA as a Lighthouse Program partner benefit

On July 21, two dozen green industry ambassadors from 11 states traveled to Washington, DC to advocate for passage of H.R. 4509 and S. 3279, the Small Business Environmental Stewardship Assistance Act (SBESA). H.R. 4509 and S. 3279 would reauthorize the Small Business Administration’s National Small Business Tree Planting Program, which provides matching grant funds for small private sector green industry businesses to conduct medium to large scale tree planting projects, at $50 million dollars for each of the next five fiscal years.
WE’RE ALWAYS AVAILABLE
Following a breakfast briefing with Rep. Kurt Schrader (D-OR), attendees fanned out to educate members of Congress and staff on the importance of this legislation to the nursery & landscape industry during a difficult economic period. The lobbying strike force’s efforts paid off, with five new co-sponsors of the SBESA Act and several more offices expressing a sincere interest in supporting the legislation. The new co-sponsors include Reps. Roscoe Bartlett (R-MD), Mike Rogers (R-AL), David Price (D-NC), Gerald Connolly (D-VA) and Rep. Luis Gutierrez (D-IL).

H.R. 4509 now has broad, bi-partisan support with 31 co-sponsors. However, with a gridlocked legislative calendar now being measured in days instead of weeks, it is unclear whether Congress will consider this commonsense job-spurring measure prior to adjournment of the 111th Congress. For more information, visit www.treesmeanjobs.com.

**Maryland Nursery Grower Testifies Before Congress**

On July 21, third generation nurseryman Bernie Kohl, Jr., testified on behalf of the American Nursery & Landscape Association (ANLA) before the U.S. House of Representatives on 2008 Farm Bill programs of special interest to the nursery and greenhouse industry. Kohl, president of Angelica Nurseries, the largest production nursery in the state of Maryland, appeared before the House Agriculture Subcommittee on Horticulture and Organic Agriculture to discuss what is working, and what is not, as Congress moves closer to debating a new farm bill. This debate is expected to begin next year.

Kohl’s mostly positive testimony addressed Farm Bill programs targeting pest and disease prevention, research, and specialty crop block grants. On one negative note, he cautioned that the Biomass Crop Assistance Program threatens to devastate the industry if federal subsidies divert crucially important softwood and hardwood bark from established horticultural uses to burning for energy production. Most nursery crops are now grown in containers, and most container growing media are bark-based. While the Horticultural Research Institute is driving research into alternative substrates, that work is long-term. The BCAP subsidy threat is real and immediate.

Kohl ended by emphasizing the need for Congress to address the agricultural labor crisis by enacting the Ag-JOBS reform legislation (H.R.2414, S.1038). To view Kohl’s full testimony, visit www.ANLA.org, Government Relations.

**H-2B Program Headed into Stormy Waters**

H-2B Workforce Coalition members met recently with the Department of Labor (DOL) to clarify its current position on H-2B worker transportation costs. On August 21, 2009, DOL issued a Field Assistance Bulletin (FAB) which suggested that employers are obligated to pay transportation costs for their H-2B employees. That bulletin caught H-2B program users off guard, leaving them confused about their obligations. It can be found at http://www.dol.gov/whd/FieldBulletins/FieldAssistanceBulletin2009_2.htm.

During the recent meeting, DOL officials said that the policy became effective the date the FAB was issued. DOL further suggested that that employers must pay both inbound and outbound transportation costs for their H-2B workers, but the employers can specify the mode of travel and make the travel arrangements, provided they are “reasonable.” They also added that the FAB is focused on the federal minimum wage, and not the H-2B prevailing wage, but stressed that employers must make sure in addition to this FAB, they comply with all H-2B program wage requirements.

DOL is also in the process of drafting a new H-2B program rule, which is expected to be published for public comment in the fall, according to the American Nursery & Landscape Association (ANLA). ANLA is concerned that the H-2B proposed rule could include some very onerous requirements like those in DOL’s recent H-2A agricultural worker program rule, which took effect on March 15. The H-2B program provides visas for seasonal, non-agricultural workers for jobs lasting up to 10 months. Though program use remains popular with many seasonal employers in the green industry, its use has declined during the economic downturn.

**National Plant Board Discusses New Approaches to Nursery Certification**

The National Plant Board, comprised of state plant regulatory officials responsible for licensing and certifying nurseries, held its annual meeting in late July in Indianapolis. With concerns running high over invasive pest problems like Asian long-horned beetle, emerald ash borer, and ramorum blight and canker, one well-attended session focused on possible new approaches for facilitating interstate and international trade in clean plant material. Many feel that the current approach to nursery inspec-
tion and certification is failing to adequately address such threats. Opinions aired were as diverse as the participants themselves, but most expressed interest in the development, testing, and adoption of new audit-based systems approaches to certification. Such systems approaches focus on key steps in the plant production process, like growing media, water management, and the health of young plants brought in from other sources. They identify key steps to be taken at critical points, and rely on training, clear delegation of responsibility, and auditing of performance rather than inspectors simply looking for pests at the time of shipping or during an annual nursery inspection.

One audit-based program now being piloted by a handful of nurseries in Washington, Oregon, California, and Georgia is known as the U.S. Nursery Certification Program. ANLA’s Horticultural Research Institute has received a federal grant to oversee an independent evaluation of this program, which is expected to be fine-tuned and expanded in the coming years. Nurseries relying on access to interstate and international markets should closely monitor these efforts.

**Black Walnut Canker Disease in Tennessee**

State agricultural officials have found the first incidence of thousand canker disease (TCD) east of the Mississippi, in Knoxville. The detection of TDC is a major blow to ongoing efforts to restrict spread of the disease to the West and Southwest. TCD is caused by a fungus in the genus *Geosmithia* which is spread by the walnut twig beetle, an insect native to parts of the western U.S. and Mexico. TCD is causing extensive loss of black walnuts planted in affected areas, such as Colorado. Officials are deeply concerned about the impact of TCD if it spreads in the native range of black walnut in the East and Midwest. Black walnuts are a highly valued timber species, and are also important for food and wildlife. For more details on TCD, visit [http://www.ppdl.purdue.edu/PPDL/pubs/walnuthousandcankersdisease.pdf](http://www.ppdl.purdue.edu/PPDL/pubs/walnuthousandcankersdisease.pdf)

**New Barberry Varieties Approved**

USDA’s Animal and Plant Health Inspection Service has added 23 Barberry and Mahonia varieties to the list of approved varieties under its black stem rust quarantine regulation. Black stem rust is a serious fungal disease of wheat and small grains. Certain plants in the Berberidaceae family serve as alternate hosts and allow for the development of new genetic strains of the disease. For this reason, USDA maintains a federal quarantine which prohibits interstate movement through protected states of Barberry and Mahonia varieties unless they have been tested and

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found resistant to black stem rust. USDA’s latest action approves 23 of the newest varieties. For details, visit http://www.regulations.gov/search/Regs/home.html#documentDetail?R=0900006480b247c3.

DHS Finalizes I-9 Form Rule Electronic Storage Rule

The U.S. Department of Homeland Security (DHS) has finalized a regulation that provides greater flexibility for employers to electronically sign and store I-9 forms, eliminating the need for paper filing and streamlining efforts to verify employment eligibility. Previously, employers were required to store paper I-9 forms for later inspection by DHS and ICE. DHS adopted rules in 2006 permitting electronic storage of employment verification forms, consistent with the electronic storage rules for tax records, and this rule provides additional flexibility for employers— including more options for data compression, fewer storage requirements, and more options for storage systems, among others. It addresses specific concerns many employers had expressed during the public notice and comment period on the 2006 interim final rule.

More information about I-9 forms and Employment Eligibility Verification is available on the U.S. Citizenship and Immigration Services website at www.uscis.gov/I-9. For further guidance on the electronic signing and storage of the I-9, and changes to the current regulations to assist businesses in complying with the requirements of the law, visit www.ice.gov.

Legislation - Changes to VA Landscape Architect Regulatory Program

Licensure to replace certification; continuing education requirements apply The 2009 General Assembly amended the regulatory program for landscape architects administered by the Board for Architects, Professional Engineers, Land Surveyors, Certified Interior Designers and Landscape Architects (APELSCIDLA Board). Any person who holds a valid landscape architect certification, and is a Virginia-certified landscape architect in good standing on June 30, 2010, shall be licensed to practice landscape architecture as of July 1, 2010.

Additionally, beginning with July 31, 2010, license expirations, landscape architects must attest to meeting the Board’s continuing education requirement. For example, any licensed landscape architect with an expiration of July 31, 2010, must attest to 16 hours of continuing education obtained from August 1, 2008 – July 31, 2010. Refer to 18VAC10-20-683 for continuing education requirements.

Additional information regarding the regulations is available on the Board’s website at www.dpor.virginia.gov. Past and pending regulatory action is also available on the Town Hall website at www.townhall.virginia.gov.

FOR MORE INFORMATION: APELSCIDLA Board, (804) 367-8512, apelscidla@dpor.virginia.gov, 9960 Mayland Drive, Suite 400, Richmond, VA

Legislation – Beach Vitex & Emerald Ash Borer Updates

Final Regulation

Title of Regulation: 2VAC5-316. Rules and Regulations for Enforcement of the Virginia Pest Law - Beach Vitex

Quarantine (amending 2VAC5-316-30 through 2VAC5-316-90).

Statutory Authority: § 3.2-703 of the Code of Virginia.

Effective Date: July 8, 2010.

Summary:

The amendments expand the Beach Vitex quarantine to prohibit the movement of regulated articles throughout the entire Commonwealth of Virginia, which is necessary to prevent the long distance (artificial) spread of Beach Vitex to coastal areas of the Commonwealth. Prior regulation prohibited the movement of regulated articles in Accomack and Northampton counties and the cities of Norfolk and Virginia Beach. Including all Virginia localities in this quarantine will help prevent the spread of this plant from inland areas to the coastal areas of Virginia.

The amendments restrict movement of regulated articles, as defined in 2VAC5-316-40. A certificate or permit must be issued before movement of regulated articles into, within, or out of the regulated area can occur. Conditions under which the certificate or permit will be issued are described in 2VAC5-316-70.
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Final Regulation
Title of Regulation: 2VAC5-335.
Virginia Emerald Ash Borer Quarantine for Enforcement of the Virginia Pest
Law (amending 2VAC5-335-50).
Statutory Authority: § 3.2-703 of the Code of Virginia.
Effective Date: July 8, 2010.

Summary:
The amendment extends the regulated areas under the Virginia Emerald Ash Borer Quarantine due to the detection of adult Emerald Ash Borers in Frederick County. The current regulated area is changed by the addition of the counties of Frederick and Clarke and the city of Winchester. All other parts of the Emerald Ash Borer Quarantine remain unchanged.

2VAC5-335-50. Regulated areas.
The following areas in Virginia:
The entire counties of:
Arlington
Clarke
Fairfax
Fauquier
Frederick
Loudoun
Prince William
The entire independent cities of:
Alexandria
Fairfax City
Falls Church
Manassas
Manassas Park
Winchester
VA.R. Doc. No. R10-2495; Filed July 8, 2010, 9:34 a.m.

Agency Contact: Larry Nichols, Program Manager, Department of Agriculture and Consumer Services, 102 Governor Street, Richmond, VA 23219, telephone (804) 786-3515, FAX (804) 371-7793, or email larry.nichols@vdacs.virginia.gov.

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Tips - Starting a Kitchen Garden

1. Select a relatively flat, sunny spot facing east, south, or west and near your kitchen – the closer the more you will utilize it.

2. Start small but allow room to expand – an 18’x18’ plot will grow enough vegetables and herbs to supply a family of two or more – a model plan drawn by Herb Companion Magazine included paths, beds, and an arbor in that 324 square foot space.

3. Stake or eyeball (Rosemary Verey’s preference) your path and bed shapes – four foot wide (three is the narrowest and five is the widest you should consider) rectangular, square, or L-shaped beds work well for easy access from the path. Geometric patterns rather than free form patterns work best for planning and planting purposes. Seek to avoid stepping in your bed and compressing roots.

4. If you are seeking grass pathways – remove the sod in the beds only and utilize the existing grass as your path. If you have bare ground, you can add sod strips for your pathways. If you want brick, mulch, or other material for the surface of your beds – strip all the sod away.

5. Add a liberal amount of humus material to your beds as well as minerals according to soil test recommendations (I prefer organic supplements). Mushroom compost avoids the salt build up that you may get using cow or other manures and also unlikely to introduce weed seeds via mushroom compost. I like to use our own home-grown compost as an amendment or you can purchase organic soil amendments. If your soil is really poor, you may want to grow a cover crop for a couple of seasons – red clover, winter rye, and/or Austrian peas in the winter, for example – adds tilth, reduces weed pressure and erosion, and helps fix nitrogen.

6. Till or double dig this material with the having pliable, rich soil for at least the first 8 inches. If your soil is rich in earthworms, you may want to avoid the tiller and more carefully utilize the double digging technique, but if your soil is hardpan – loosening the soil is the most critical priority. The goal should be a raised bed at least 4 to 6 inches higher than your path – lower in sandy soils and higher in clay soils. The goal is to make tending the beds easier, growing more plants intensively, reducing weed pressure, and affording good root penetration and soil aeration.

7. You may or may not want to frame the bed with timbers or wood. Treated lumber is not healthy for growing food crops, but you need a non-rotting wood such as New England fir, Eastern cedar, or Florida cypress. You can also use stone, recycled vinyl, brick, or steel edging to frame your beds. We have used a combination of New England fir in a kit that fits together in a 4x8 foot shape in a manner of minutes with wooden pegs, brick pavers buried vertically at an angle, but generally have chosen not to frame to give a more natural appearance – this requires regular edging to keep the beds looking crisp.
8. Determine what to grow – I spend a good bit of time with seed catalogues in the winter – Johnny’s has the most useful and detailed information. I plot what to grow in which rows and have a crop rotation plan (at least in my head) based on Eliot Coleman’s suggestions in The New Organic Grower. Consider which flowers you want – can be annual or perennial, and some biennials and perennials can be sown in the fall. Also, consider which herbs – these can be planted as onesies and scattered in various corners of the garden or grouped together.

Determine if you want a more formal edging appearance such as utilizing dwarf boxwood or germander. Consider which crops should be sown by seed, started indoors under a grow-light or in a greenhouse, or purchase starter plants from your garden center. Wyatt-Quarles has a backyard vegetable garden planner as does Chatham Extension agent, Debbie Roos for organic gardeners on www.ces.ncsu.edu/chatham/ag/SustAg/aboutagent.html. It is a good idea to start with easy to grow vegetables such as lettuce, kale, and beans. After you gain confidence and expertise, you can branch out to choose more colorful varieties and vegetables you can’t easily find in the grocery store or market. Add herbs and edible flowers.

9. Consider upright elements – an espaliered fruit tree or two, blueberry bushes, trellised raspberry, a dwarf peach tree, a tuteur, a trellis, or an arbor. I especially like the bentwood tuteurs (A four-sided pyramid- or obelisk-like trellis designed to help train climbing plants) we say at West Green House and generally stay with natural colors in utilizing garden accessories. Trellis, tuteurs, arbors and other supports need not be fancy since they will soon be covered with vining vegetables and flowers.

10. Determine your watering strategy – this is critical to success. Most vegetables are 95% or more water, and to grow well they need a constant source of water applied to their roots. A drip irrigation system can be installed easily and economically and use a lot less water from your faucet or cistern. I’d recommend a spray head where you grow lettuce. The other alternatives are to hand water which can be effective but time consuming and is not as efficient in concentrating water at the root zone slowly via a drip system; or a sprinkler – definitely do not use automatic irrigation systems for your kitchen garden – it will drown. The negative of sprinklers is getting the foliage wet which introduces disease.
11. Weed, insect, and disease pressures are reduced if the soil is worked well with humus – you may want to use hay to cover the roots of your pepper and tomato plants – this bounces more heat on the plant, keeps the roots cooler, and reduces weeds. We like to add compost immediately around maturing plants to provide water retention, reduce weeds, and improve the soil over time.

12. Potassium and nitrogen tend to be the major nutrients needed – soil testing is key. We like to use a worm casting tea from time to time as well as worm castings and kelp on new transplants. There are a number of organic fertilizers on the market – these break down more slowly and feed the soil as well as the plants.

13. If deer, rabbit, and other critters are a concern, you can construct a naturalistic fence fortified with chicken wire at the base. We spray an organic product, I Must Garden, when we see evidence of rabbits chewing – so far, deer have not been a problem in the edible part of the garden, but they loved the Indian Hawthorne in the front yard. As you grow proficient in your kitchen garden, you can plant a third season in November, and over-winter your early spring vegetables using hoops and heavy mil white or clear plastic or frost cloth. These hoops can also protect from insects and light frosts by using a lightweight Remay covering.

14. A productive kitchen garden can be a great way to make friends with neighbors – plant enough to share and invite neighbors and friends to help themselves. Also, consider becoming involved in Plant a Row for the Hungry – ask your local garden center if they are participating in this national initiative – Logan Trading Post in Raleigh is a model for this effort. This is an initiative of the Garden Writers of America, ask Pam about their success.

15. Churches, synagogues, schools, and public spaces have sponsored community gardens, if you do not have room in your own garden for a kitchen garden, volunteer to assist one of these local efforts utilizing your new-found or honed expertise and enjoying the fruits of your volunteer labor.

Larry Newman

Tips - VDACS Plant Pathology Updates

Phytophthora ramorum Survey

Norm Dart, State Plant Pathologist reports that VDACS completed the first half of the 2010 Phytophthora ramorum nursery survey. VDACS inspectors collected 670 samples from 95 nursery sites across Virginia. Approximately 70% of the plants sampled were from retail sites and 30% were from production sites. Samples were collected from plants which displayed symptomatic leaf tissue. Of the 670 samples, there were no positive samples for *P. ramorum*, however 11% tested positive for a *Phytophthora* species other than *P. ramorum*. The most common morphologies isolated were consistent with that of *P. cactorum* and *P. citricola*, which are known to cause leaf blight on a wide range of hosts in nursery settings.

The proportion of samples testing positive for a species of Phytophthora did not vary significantly between retail and production sites. The most frequently sampled hosts were rhododendron and camellia at 35% and 20%, respectively. Other hosts included kalmia, viburnum, lilac and other known and associated hosts. Viburnum and rhododendron had the highest percentage of samples testing positive for Phytophthora at 25% and 22%, respectively. Other hosts tested positive for Phytophthora at or below levels of 7%. VDACS’ *Phytophthora ramorum* survey will continue this fall.

**Featured Disease:**
Verticillium Wilt

Verticillium wilt (caused by *Verticillium albo-atrum* and *Verticillium dahliae*) is an important disease of field grown nursery stock in Virginia and throughout the world. The host range is over 300 species of plants and includes agricultural crops such as tomatoes and potatoes, horticultural crops such as chrysanthemums and various woody plants of importance to the nursery industry. Some of the most susceptible species include maple, redbud and elm (see complete list at: [http://depts.washington.edu/hortlib/resourc es/ucdavis_vorticillium.pdf](http://depts.washington.edu/hortlib/resources/ucdavis_vorticillium.pdf)).

Infected trees and shrubs are often first infected earlier in life, as seedlings or pole-size trees. Infected trees will often wilt on hot days or during dry spells. Other symptoms include interveinal and marginal leaf browning, branch flagging, loss of crown foliage, slow growth and occasionally stem canker- ing. Branches that die as a result of Verticillium Wilt are often infected by...
opportunistic pathogens such as Botryosphaeria which can lead to further decline of nursery stock. The sapwood (secondary xylem) of infected shrubs and trees is often discolored. Sapwood discoloration is a classic symptom of Verticillium Wilt but confirmation should be conducted by a diagnostic laboratory.

Verticillium resides in the soil and infects plants through new, succulent root growth. The pathogen then grows through the roots and into the stem by way of the xylem. Eventually the water conducting cells of the xylem become clogged with mycelium. Woody plants can sometimes survive infection for years until drought or other stress occurs. Once the plant dies, the fungus populates the soil with darkened thick-walled masses of mycelium called microsclerotia. These structures are formed in infected foliage and roots and incorporate into the soil as plant material decomposes after death. *Verticillium microsclerotia* are the main propagule that infects future crops and they can lie dormant in soil for many years.

Nurseries that grow trees/shrubs directly in field soil are most at risk. It is important for nurseries to identify Verticillium when it is present so steps can be made to avoid its impact in the future. To accomplish this, plants with potential Verticillium Wilt symptoms should be sampled and sent in for diagnosis or work with your VDACS nursery inspector to coordinate sample submission. Once you determine Verticillium is present and causing disease in a field it is usually most practical to plant resistant or immune hosts in the field for several rotations. Conifers such as pines, spruce and larch are a few examples of immune plants. Some plant species have varying degrees of resistance based on region and cultivar. Boxwoods, for example, are listed in some literature as resistant and others as susceptible. This discrepancy is likely caused by variation in cultivar resistance and effects of local climate. In Virginia symptomatic/declining boxwoods do sometimes have Verticillium associated with their roots and stems. (See list of resistant and immune hosts at: [http://depts.washington.edu/hortlib/resources/ucdavis_verticillium.pdf](http://depts.washington.edu/hortlib/resources/ucdavis_verticillium.pdf).

Producers of containerized stock are not immune to Verticillium Wilt, although its effects can be more readily mitigated in these systems. Growers of containerized nursery stock can avoid Verticillium Wilt by purchasing disease free seedlings and using soilless potting media. When containerized stock develops Verticillium Wilt it is most often because the plants were grown from infected field seedlings. It is important to buy stock from trusted suppliers that assure their stock is free of disease. If you see suspect symptoms on your stock get the plants tested and alert your supplier of any positive test results.

For more information about testing email: Norman.Dart@vdacs.virginia.gov. Norman L. Dart, State Plant Pathologist, Virginia Department of Agriculture and Consumer Services, Office of Plant Industry Services
Virginia
GREEN INDUSTRY
2007
he face of agriculture in Virginia is rapidly changing to accommodate the economic realities of the times. Nursery crops, while having a long history in Virginia’s agricultural profile, have emerged as a profitable and fast growing farm commodity. This statistical profile and economic survey provides insight into the significance of nursery and landscape activities in Virginia.

Here are a few highlights from the statistical profile:

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

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

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

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

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

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

Please take time to review all of the data included in this publication. This important information is available to industry, legislators, lending institutions, and educators for formulating relevant policies and programs benefiting Virginia’s citizens and the “Green Industry”. We thank all those who participated and contributed to this very informative statistical and economic profile.

Herman Ellison
Director, Virginia Field Office
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2007 Virginia Green Industry Survey

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National Agricultural Statistics Service
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(804) 771-2493
www.nass.usda.gov/va

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VIRGINIA DEPARTMENT OF
AGRICULTURE & CONSUMER SERVICES
Matt Lohr, Commissioner
## Sales of Horticultural Products and Services

<table>
<thead>
<tr>
<th>Category</th>
<th>2002 Dollars (Thousands)</th>
<th>2002 Percent</th>
<th>2007 Dollars (Thousands)</th>
<th>2007 Percent</th>
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<td>353,560</td>
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<td>326,610</td>
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<td>Wholesale/Re-Wholesale Distribution 1/</td>
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<td>Landscape installation (exclude hardscape)</td>
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<td>213,570</td>
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<td>Landscape installation (hardscape only)</td>
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<td>101,350</td>
<td>9</td>
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<td>Landscape Design Services 1/</td>
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<td>28,250</td>
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<td>Design or Architectural Services 2/</td>
<td>95,720</td>
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<td>Christmas Trees 1/</td>
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<td>Grounds Maintenance 1/</td>
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<td>Arboriculture 1/</td>
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<td>Other</td>
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<td><strong>Total Gross Receipts</strong></td>
<td><strong>1,143,430</strong></td>
<td><strong>100</strong></td>
<td><strong>1,195,220</strong></td>
<td><strong>100</strong></td>
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</table>

1/ Data was not collected separately but included in total gross receipts in 2002.
2/ Data was collected separately in 2007.

## Types of Plant Products Sold

<table>
<thead>
<tr>
<th>Sales by Product Type</th>
<th>2002 Dollars (Thousands)</th>
<th>2002 Percent</th>
<th>2007 Dollars (Thousands)</th>
<th>2007 Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Woody Plants</td>
<td>392,000</td>
<td>55</td>
<td>408,200</td>
<td>57</td>
</tr>
<tr>
<td>Spring Annuals</td>
<td>105,375</td>
<td>15</td>
<td>108,890</td>
<td>15</td>
</tr>
<tr>
<td>Herbaceous Perennials</td>
<td>91,715</td>
<td>13</td>
<td>81,390</td>
<td>11</td>
</tr>
<tr>
<td>Fall Annuals</td>
<td>43,690</td>
<td>6</td>
<td>36,840</td>
<td>5</td>
</tr>
<tr>
<td>Other (including aquatic plants &amp; Christmas Trees)</td>
<td>38,658</td>
<td>6</td>
<td>62,130</td>
<td>9</td>
</tr>
<tr>
<td>Speciality greenhouse crops</td>
<td>37,370</td>
<td>5</td>
<td>24,280</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>708,808</strong></td>
<td><strong>100</strong></td>
<td><strong>722,730</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>
### Source of Plant Material Sold

<table>
<thead>
<tr>
<th>Category</th>
<th>2002</th>
<th></th>
<th>2007</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchased from Virginia nursery finished</td>
<td>246,350</td>
<td>35</td>
<td>206,360</td>
<td>29</td>
</tr>
<tr>
<td>Grown entirely on the farm where sold</td>
<td>187,270</td>
<td>26</td>
<td>208,710</td>
<td>29</td>
</tr>
<tr>
<td>Imported from another state completely finished</td>
<td>160,155</td>
<td>23</td>
<td>143,220</td>
<td>20</td>
</tr>
<tr>
<td>Purchased from Virginia nursery unfinished</td>
<td>60,413</td>
<td>8</td>
<td>80,270</td>
<td>11</td>
</tr>
<tr>
<td>Imported from another state unfinished</td>
<td>49,050</td>
<td>7</td>
<td>75,780</td>
<td>10</td>
</tr>
<tr>
<td>Imported from outside the USA</td>
<td>5,570</td>
<td>1</td>
<td>8,400</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>708,808</strong></td>
<td><strong>100</strong></td>
<td><strong>722,740</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

### Destination of Plants Shipped

<table>
<thead>
<tr>
<th>Category</th>
<th>2002</th>
<th></th>
<th>2007</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Virginia</td>
<td>178,102</td>
<td>72</td>
<td>275,470</td>
<td>70</td>
</tr>
<tr>
<td>Outside of Virginia</td>
<td>67,856</td>
<td>28</td>
<td>118,100</td>
<td>30</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>245,958</strong></td>
<td><strong>100</strong></td>
<td><strong>393,570</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

### Total Acreage Under Production

<table>
<thead>
<tr>
<th>Category</th>
<th>2002</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Acres</td>
<td>Acres</td>
</tr>
<tr>
<td>Woody plants, trees, and shrubs</td>
<td>13,100</td>
<td>13,300</td>
</tr>
<tr>
<td>Herbaceous perennials</td>
<td>400</td>
<td>400</td>
</tr>
<tr>
<td>Fall annuals</td>
<td>250</td>
<td>260</td>
</tr>
<tr>
<td>Spring annuals</td>
<td>750</td>
<td>390</td>
</tr>
<tr>
<td>Specialty greenhouse crops</td>
<td>250</td>
<td>170</td>
</tr>
<tr>
<td>Aquatic plants</td>
<td>20</td>
<td>40</td>
</tr>
<tr>
<td>Christmas trees</td>
<td>4,600</td>
<td>6,700</td>
</tr>
<tr>
<td>Other</td>
<td>5,700</td>
<td>6,200</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>25,070</strong></td>
<td><strong>27,460</strong></td>
</tr>
</tbody>
</table>

### Covered Growing Space

<table>
<thead>
<tr>
<th>Category</th>
<th>2002</th>
<th></th>
<th>2007</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Heated film plastic greenhouses (hoop houses, or over-winter poly-house)</td>
<td>7,995,000</td>
<td>46</td>
<td>6,186,000</td>
<td>30</td>
</tr>
<tr>
<td>Unheated film plastic greenhouses (hoop houses, or over-winter poly-house)</td>
<td>6,335,000</td>
<td>37</td>
<td>9,930,000</td>
<td>47</td>
</tr>
<tr>
<td>Glass greenhouses</td>
<td>1,595,000</td>
<td>9</td>
<td>2,410,000</td>
<td>11</td>
</tr>
<tr>
<td>Rigid plastic greenhouses</td>
<td>912,000</td>
<td>5</td>
<td>1,216,000</td>
<td>6</td>
</tr>
<tr>
<td>Shade houses/ Slat houses</td>
<td>300,000</td>
<td>2</td>
<td>780,000</td>
<td>4</td>
</tr>
<tr>
<td>Other</td>
<td>122,000</td>
<td>1</td>
<td>339,000</td>
<td>2</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>17,259,000</strong></td>
<td><strong>100</strong></td>
<td><strong>20,861,000</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>
## Labor and Expenditures

### Average Hourly Rate

<table>
<thead>
<tr>
<th>Category</th>
<th>2002 -Dollars-</th>
<th>2007 -Dollars-</th>
</tr>
</thead>
<tbody>
<tr>
<td>Laborers</td>
<td>$8.95</td>
<td>$10.10</td>
</tr>
<tr>
<td>Supervisors</td>
<td>$12.04</td>
<td>$13.20</td>
</tr>
<tr>
<td>Managers</td>
<td>$15.88</td>
<td>$17.10</td>
</tr>
</tbody>
</table>

### Number Of Workers

<table>
<thead>
<tr>
<th>Category</th>
<th>2002 -Number-</th>
<th>2007 -Number-</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workers employed 149 days or less</td>
<td>9,400</td>
<td>7,950</td>
</tr>
<tr>
<td>Workers employed 150 days or more</td>
<td>12,650</td>
<td>12,460</td>
</tr>
<tr>
<td>Unpaid workers</td>
<td>1,300</td>
<td>840</td>
</tr>
<tr>
<td>H2A, H2B, or seasonal migrant workers 1/</td>
<td>----</td>
<td>2,790</td>
</tr>
<tr>
<td>Received/health care benefits 1/</td>
<td>----</td>
<td>4,860</td>
</tr>
<tr>
<td>Received retirement benefits 1/</td>
<td>----</td>
<td>3,020</td>
</tr>
<tr>
<td>Received disability benefits 1/</td>
<td>----</td>
<td>2,390</td>
</tr>
</tbody>
</table>

1/ Data was not collected for the 2002 survey.

### Expenditures

<table>
<thead>
<tr>
<th>Type of Expenditure</th>
<th>2002 Total Amount</th>
<th>2002 Percent of Total Expenses</th>
<th>2007 Total Amount</th>
<th>2007 Percent of Total Expenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Labor</td>
<td>434,975,000</td>
<td>47</td>
<td>424,376,000</td>
<td>42</td>
</tr>
<tr>
<td>Plant Materials</td>
<td>156,209,000</td>
<td>16</td>
<td>172,954,000</td>
<td>17</td>
</tr>
<tr>
<td>Supplies</td>
<td>145,338,000</td>
<td>15</td>
<td>125,964,000</td>
<td>12</td>
</tr>
<tr>
<td>Taxes Paid 1/</td>
<td>25,036,000</td>
<td>3</td>
<td>----</td>
<td>----</td>
</tr>
<tr>
<td>Other 2/3/</td>
<td>177,892,000</td>
<td>19</td>
<td>298,942,000</td>
<td>29</td>
</tr>
<tr>
<td>Total</td>
<td>933,450,000</td>
<td>100</td>
<td>1,022,236,000</td>
<td>100</td>
</tr>
</tbody>
</table>

1/ Taxes paid included in other in 2007.
2/ Other includes equipment purchases, equipment renting and leasing, capital improvements, interest paid on business loans, insurance expenses, professional services, advertising, general office expenses, and other expenditures in 2002.
3/ Other includes taxes paid, equipment purchases, equipment renting and leasing, capital improvements, interest paid on business loans, insurance expenses, professional services, advertising, general office expenses, and other expenditures in 2007.
### Dollars Spent In State

<table>
<thead>
<tr>
<th>Type of Expenditure</th>
<th>2002</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Dollars Spent In Virginia</td>
<td>Percent Spent In Virginia</td>
</tr>
<tr>
<td>Labor</td>
<td>418,873,000</td>
<td>96</td>
</tr>
<tr>
<td>Plant Materials</td>
<td>93,342,000</td>
<td>62</td>
</tr>
<tr>
<td>Supplies</td>
<td>118,500,000</td>
<td>82</td>
</tr>
<tr>
<td>Taxes Paid 1/2/</td>
<td>23,784,000</td>
<td>95</td>
</tr>
<tr>
<td>Other 2/3/4/</td>
<td>167,762,000</td>
<td>94</td>
</tr>
<tr>
<td><strong>Total 2/</strong></td>
<td><strong>822,261,000</strong></td>
<td><strong>88</strong></td>
</tr>
</tbody>
</table>

1/ Taxes paid included in other in 2007.
2/ 2007 Data not published due to not comparable to 2002.
3/ Other includes equipment purchases, equipment renting and leasing, capital improvements, interest paid on business loans, insurance expenses, professional services, advertising, general office expenses, and other expenditures in 2002.
4/ Other includes taxes paid, equipment purchases, equipment renting and leasing, capital improvements, interest paid on business loans, insurance expenses, professional services, advertising, general office expenses, and other expenditures in 2007.

### Dollars Spent Out Of State

<table>
<thead>
<tr>
<th>Type of Expenditure</th>
<th>2002</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Dollars Spent Outside Virginia</td>
<td>Percent Spent Outside Virginia</td>
</tr>
<tr>
<td>Labor</td>
<td>16,102,000</td>
<td>4</td>
</tr>
<tr>
<td>Plant Materials</td>
<td>56,867,000</td>
<td>38</td>
</tr>
<tr>
<td>Supplies</td>
<td>26,838,000</td>
<td>18</td>
</tr>
<tr>
<td>Taxes Paid 1/2/</td>
<td>1,252,000</td>
<td>5</td>
</tr>
<tr>
<td>Other 2/3/4/</td>
<td>10,130,000</td>
<td>6</td>
</tr>
<tr>
<td><strong>Total 2/</strong></td>
<td><strong>111,189,000</strong></td>
<td><strong>12</strong></td>
</tr>
</tbody>
</table>

1/ Taxes paid included in other in 2007.
2/ 2007 Data not published due to not comparable to 2002.
3/ Other includes equipment purchases, equipment renting and leasing, capital improvements, interest paid on business loans, insurance expenses, professional services, advertising, general office expenses, and other expenditures in 2002.
4/ Other includes taxes paid, equipment purchases, equipment renting and leasing, capital improvements, interest paid on business loans, insurance expenses, professional services, advertising, general office expenses, and other expenditures in 2007.
Survey Methodology

2007 VIRGINIA GREEN SURVEY

The 2007 Green Industry Survey is the second comprehensive study of the entire Green Industry in Virginia. These statistics are crucial in obtaining state and local government support on various issues.

OBJECTIVE

The purpose of the 2007 Green Industry Survey is to measure the economic importance of Virginia’s nursery, greenhouse and landscape services industry. The survey produces current information on the production of various types of plants grown and sold in and outside of Virginia and landscape services provided by the industry. In addition, the study provides information on the number of workers employed by the industry and average wage rates.

POPULATION

The Green Industry as defined for this survey includes businesses or individuals who are wholesale producers or providers of landscape services. Wholesale producers include growers involved in wholesale only, re-wholesale distribution, or wholesale/retail. The landscape service provider includes businesses or individuals involved in landscape installation, maintenance, design, and architecture. The survey did not attempt to cover the retail sector except where a wholesale producer also operated as a retail operation. For this reason large retail chains are excluded from the sample population.

SURVEY DESIGN AND DATA COLLECTION

The sample included all wholesale nurseries licensed by the Virginia Department of Agriculture and Consumer Services. In addition, other name sources were purchased to compile a list of individuals and businesses involved in the Nursery and Landscape Industry.

A sample of 7,431 questionnaires was mailed to potential respondents in January 2008. In February 2008, a second mail out was made to all who did not respond to the initial mailing. Follow up telephone and personal (face to face) contacts were made to the remaining non-respondents who failed to return the questionnaire by mail.

NON-RESPONSE ADJUSTMENT

There was no attempt made to conduct a special study of the non-response population. The assumption was made that the characteristics of non-respondents were no different than those who responded to the survey. Therefore, missing items for partially completed reports were estimated based on reported data from operations of similar size and scope.

RESPONSE

A total of 2,658, or 36 percent of recipients responded to the survey. Of this total, 105 indicated they did not have nursery or landscape sales at this time but will have future sales. Another 1,332 reported they were not involved in the nursery or landscape business.
We really are creatures of habit. There are so many things that we do every day that our body and mind perform without thinking about them. Whether it is the morning rituals of brushing your teeth and getting dressed or getting in the car and driving to work, there are dozens of activities that can be done while completely distracted with something else. If you choose what to wear, your hands take over without another thought and the job is done. Unfortunately, I have had the scary feeling of not being able to remember the details of the trip getting there...auto pilot.

From the way we do our work to the way that we interact with others and approach each day, habit is often the underlying force behind most of the things that we do. Habits like people come in every variety, good and bad, positive and negative, productive and unproductive, and it is the understanding and management of that whole bundle of habits that we are currently entertaining that determines our success or failure in life. Although we will always be creature to skills and routines that we automatically do like riding a bike or driving a car, it is good to remember that we learned that skill at some point in time and it was the repeated action that made it into an automatic response.

Habits I believe can become our greatest ally or worst enemy. We can be either the slave or the master, the "creature" with passive acceptance like, "It's just the way I am..." or the "creator" of habits that consciously says, "This is the way I will be." From the active decision of how we will rise in the morning and start the day, to the attitude we bring to every interaction, to the work ethic brought to every task, we create our reality by the habits we choose for ourselves. Creature or Creator? Victim or Victor? Builder or Destroyer? I know for myself I prefer to know that I am responsible for the habits in my life and I can choose those that will help me be the person I want to be. I am not my habits, but I am the one in control of them.

A Matter of Choice

Have you ever heard the old saying that "the rich get richer and the poor get poorer"? Do you really believe that? The poor generally do not get poorer but they may stay exactly where they are on the economic scale because of the circumstances and habits that are controlling their lives. Money is certainly not the measuring stick here, but it's good to recognize that people in general resist change and habits are often controlling factors in keeping us exactly where we have always been. If someone wants to have a higher position in their company, chances are that a commitment to self improvement and the development of their skill sets will move them closer to that goal than wishing for promotion and continuing with status quo. However we define "success," it generally comes when we have developed good, productive habits that we stick with day in and day out while constantly improving ourselves along the way. As Earl Nightingale once said, "A good effective act will always produce a good effect: but the effective acts must be maintained in a daily, habitual way if the person is to enjoy continual success and build cumulative results."

We must decide where we want to be personally and professionally and then make sure all the habits that make up our days are consistent with that picture. We cannot lose 20 pounds and still stop for a Danish and a caramel, cafe mocha deluxe on the way to the office. We cannot have more quality time with our children and still work until 7:00 or 8:00 p.m. four nights a week. We cannot become a manager with the mindset and skill set of an hourly employee. When we are committed to improvement and change and can really picture ourselves in that place, then the choices that lead to our desired habits become clear.

Quotes

"Habit is either the best of servants, or the worst of masters." - Emmons

"It is easy to assume a habit: but when you try to cast it off, it will take skin and all." - H. W. Shaw

"We first make our habits and then our habits make us." - Dryden

"We build our character from the bricks of habit we pile up day by day." - Zig Ziglar

"I never could have done what I have done without the habits of punctuality, order, and diligence, without the determination to concentrate myself on one subject at a time." - Charles Dickens

"We are what we repeatedly do. Excellence, then, is not an act, but a habit." - Aristotle

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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.

**VNLA – Certification Quiz Article #50**

### Tips - 50 Ways to Treat Your Pesticide

Whether herbicide, fungicide, or insecticide, make sure you know the basics.

*Always read and follow label instructions before buying or using a pesticide.*

*Follow all appropriate federal, state, and local regulations.*

**Carol Somody, Ph.D., Senior Stewardship Manager, Syngenta Crop Protection**

Search the web for “pesticide stewardship and drift” and you get 26,000 documents. “Pesticide stewardship and storage” returns 166,000 documents, while “pesticide stewardship and runoff” produces 372,000. A smart pesticide user will go straight to their county agent, the pesticide safety education program coordinator for their state, their land grant university, the EPA website… all excellent starting points that can lead them to general or state-specific pesticide stewardship information on a host of topics from product storage, transport, and disposal to avoiding drift, runoff, and leaching during and after the application.

Although pesticide stewardship is very often impacted by state and local regulations, there are basic principles and practices that must be understood whether you are spraying fungicides on commercial potato fields in Maine, or insecticides on your homegrown vegetables in California. There are also things that should never be done, whether applying herbicides on wheat in Washington or golf courses in Florida. Here are 50 important ways to treat your pesticide, from purchase to disposal.

**DON’T HELP THE PEST**

1) Make an unhappy home for pests. Of course, different pests like different conditions, but some practices just ask for trouble, so avoid them. Use field sanitation techniques that reduce pest habitat. Turn under infected/infested plant material that can be a source of new pests, and plant disease- and insect-resistant crop varieties. Mow uncontrolled annual weeds before they go to seed. Uncontrolled perennial weeds pose a greater challenge than annuals and may require spot treatment with herbicides at very specific timings. Seal food containers and entryways into buildings to keep insects out, and avoid over-watering or over-fertilizing crops – many diseases thrive in wet, succulent conditions.

2) Know your pest(s) before you treat. Your pesticide won’t work on the wrong pest, costing you money and doing nothing to solve your problem. Also, some insects and diseases cause little damage to certain plants, and some weeds are not competitive.

3) Determine whether the pest(s) is likely to cause you trouble this year. Scout the field or garden to determine the presence and extent of the pest. Do the past/current weather conditions favor a major infestation, is the crop already close to harvest, can you accept superficial damage or absolutely no damage at all? The answers are critical to deciding whether to treat or not treat; and for highly valued crops, professional pest and weather monitoring may be done in your area to assist you in making the decision.

**MAKE AN INFORMED PURCHASE**

4) The purpose of a pesticide is to kill specific pests, so read the label before you even purchase the product. The label is the law, and there is nothing funny about the oft-spoken opinion that “nobody reads the label”. You wouldn’t take a prescription without reading the directions carefully, and it is just as important to read the pesticide label thoroughly – you are legally obligated to read everything except the information about crops that you are not planning to treat.

5) The directions for use and the rest of the information are equally important. Review the signal word, precautionary statements, personal protective equipment requirements, reentry statements, emergency first aid measures, etc., as many times as necessary to fully understand them and ensure you are willing to follow them.

6) Do not deny it’s a pesticide. “I don’t use pesticides, I use…….” Ant or rodent baits? Fertilizers that also control pests? Treated seed? Aerosols that control pests? Flea collars? Natural chemicals like sulfur and copper? If it contains a chemical that controls pests, use all appropriate stewardship practices and don’t be complacent.

7) Look for product formulations, packaging, and application techniques that reduce the chance of spills and mixing errors. Consider purchasing a premix (prepack) if
more than one pesticide is needed at the same time.

8) For large acreages, consider bulk packages. These refillable, recyclable containers provide “closed systems” and have eliminated millions of 2 1/2 gallon jugs, saved millions of cubic feet of landfill space, and reduced handler exposure greatly.

TRANSPORT AND STORE PROPERLY

9) Always transport pesticides in the car trunk or in the back of the truck. Do not transport in the same compartment with passengers, groceries or animal feed. Secure the containers to prevent spills due to sudden starts, turns, and stops.

10) Store your pesticides in a locked and labeled cabinet or area. Read all labels to determine if ventilation and/or temperature controls are needed for your situation.

FOCUS ON THE APPLICATION

11) Use the required personal protective equipment (PPE) when handling the pesticide. If the label requires a respirator, use only respirators approved by the National Institute of Occupational Safety and Health (NIOSH). Filters, canisters, or cartridges must be replaced according to all manufacturer and pesticide instructions, and whenever equipment damage, breathing resistance, odor, taste, or irritation occurs.

12) A little more is not better. Increasing the rate beyond the maximum allowed on the label for the specific use has absolutely no advantages. The maximum residue level, or tolerance, is the legally enforceable maximum concentration of a pesticide residue that is allowed on an agricultural commodity at the point of market. Higher than labeled rates can also promote the development of resistance and will add cost.

13) Determine the equipment calibration schedule based on the types of nozzles and formulations that are used. It is better to calibrate more often than needed, than not enough, because worn nozzles can change the pesticide rate or pattern.

14) Where pest control will not be compromised, replace broadcast applications with in-furrow or directed applications, seed or spot treatments, and barrier or band treatments, to better target pest populations or the zone where pest control is needed.

15) Adopt precision agriculture techniques to better pinpoint pests so that pesticides can be applied exactly where they are needed in commercial fields. Soil testing, crop scouting, and yield monitoring, along with global positioning systems, satellite and aerial imagery, and data analysis, allow variable rate pesticide applications that maximize yield, minimize pesticide costs and prevent unneeded pesticides in the environment.

STAY ATTENTIVE AFTER THE APPLICATION

21) Watch out for regrowth or reinfestation. Second flushes of weeds may or may not be competitive, and reinfestations of insects or diseases may or may not cause unacceptable plant damage. In any case, know what you can tolerate and continue monitoring.
or scouting after the initial and any subsequent applications.

22) Even if it is too late to prevent yield and quality loss, use rescue treatments where appropriate to prevent weed seed production, harvest problems, and pest contamination of the crop.

**BE DILIGENT ABOUT CLEANUP AND DISPOSAL**

23) Evaluate the results of the application. Granule pesticides intended for lawns but landing on driveways, etc. need to be swept up or back onto the lawn. If you are not going to sweep it up, don’t apply it, because pesticides move easily off paved surfaces into drains and ditches.

24) Do everything possible to prevent spills, but always keep an absorbent material such as cat litter or sawdust readily available. Clean up both liquid and dry spills immediately. A spill is still a pesticide, and must be disposed of as such if no longer usable.

25) Wash clothing worn during pesticide application before re-use, wash it separately from other laundry, and discard items that have accidentally become heavily contaminated with pesticide.

26) If you no longer plan to use a registered pesticide, offer it to another qualified user. It can also be taken to an acceptable disposal site or appropriate waste collection day if necessary. Make sure you know how to dispose of the particular pesticide, following all federal, state, and local regulations, as well as the product label.

27) Triple- or pressure-rinse “empty” liquid product containers, and completely empty dry product containers, before disposing properly. Recycle if possible. The Ag Container Recycling Council (877-952-2272, www.acrecycle.org) safely collects and recycles plastic pesticide containers. For homeowners, your state’s household waste agency can provide recycling options or instructions on where to dispose of unwanted pesticides.

28) The best way to dispose of a small quantity of leftover seed that has been treated with a pesticide is to plant it in fallow or other non-cropped areas of the farm. Treated seed may be hazardous to wildlife and must be planted according to the instructions on the seed bag. Whether or not the seed is being planted as potential wildlife habitat, use a normal seeding rate and normal practices for that crop (for example, local planting dates and soil temperatures), and plant treated seed at a depth greater than 1 inch. If the seed is broadcast on the soil surface, incorporate it immediately.
AVOID DRIFT

29) Keep spray droplets on target. There is no one technique that can minimize spray drift – you must consider the weather conditions, the application equipment, the sensitive areas downwind of the application, and buffers. Sensitive areas include anything that should not be sprayed with the pesticide in question – even registered crops if they have already received the maximum rate as a planned application.

30) Extra precautions should be taken to minimize drift when sensitive areas are known to be in close proximity. Highly sensitive areas include sites occupied by humans, sensitive crops, wildlife or pollinator habitat, aquatic areas, and organic farms. Special laws apply to endangered species and their habitat.

31) Watch that wind. No environmental condition has a greater impact on drift. Don’t spray when winds are variable, gusty, or sustained at greater than 8 mph, or when conditions are completely calm, or when droplets may enter and move within an inversion (a layer of air moving horizontally).

32) Anything that causes very fine droplets (wrong nozzle, clogged nozzle, high pressure, etc.) will increase the chance for drift. For the same reason, high temperatures and low relative humidity during application will also increase the chance for drift.

33) Drift management at the time of application is the legal responsibility of the applicator, who must combine his knowledge of the site conditions and application variables to minimize drift. Flexibility is a key component in minimizing drift, since there are so many factors that influence drift and can be modified by the applicator, depending on the particular circumstances. For example, there is more flexibility in the choice of nozzles or acceptable weather conditions if the buffer size is increased or a shield is used on the sprayer.

34) Growers and homeowners can have a significant impact on the applicator’s flexibility in minimizing drift, through plant and pesticide choices, and a careful short- and long-term consideration of buffer type, size, and location.

35) Buffers, which are natural or man-made physical barriers, can reduce spray drift as well as water runoff and soil erosion, all of which can carry pesticides off-target.

36) Permanent buffers are areas or strips of land maintained in permanent vegetation, designed to intercept spray droplets, flowing water, and/or eroding soil. Permanent buffers provide the most benefits - reducing off-target pesticide movement while improving water quality, preventing soil erosion, and providing wildlife habitat.

37) A permanent buffer is not required. Instead, a buffer may be flexible - a purposely untreated portion of the crop or landscape large enough to minimize the chance of spray drift, water runoff, and/or soil erosion taking pesticides off-target.

38) For successful drift management, flexible buffers are critical when permanent buffers are not available. The size and location of flexible buffers are determined on an application-by-application basis, and consider all the factors influencing drift. Flexible buffers can minimize drift whether winds are blowing from the expected direction (prevailing winds) or not.

39) Applicators have the responsibility to properly define flexible buffers for drift management. The flexible buffer may be very small when other drift reduction techniques are sufficient.

UNDERSTAND THE IMPORTANCE OF BUFFERS

40) Effective pest management depends upon pesticides that perform consistently on the target pests over time. Utilize proven resistance management techniques not only to prevent pest resistance, but also to manage it when it occurs.

41) If you require multiple herbicide, fungicide, or insecticide applications within the same crop, rotate the pesticide to one with a different mode/target site of action (MOA). Look for the Group Number on the label to indicate the MOA but, if absent, remember that all pesticides have a MOA and that many resources exist to tell you what it is. There are very few pesticides that have multiple MOA, but tank mixtures or premixes that contain multiple MOA can make pesticide rotation unnecessary in a crop.

42) If you suspect a resistant pest, apply tank mixtures or premixes that contain multiple MOA. At least one of the pesticide active ingredients must be effective on the pest.

43) Adhere to label rates for the specific pest, crop, conditions, and location - each registered rate is carefully determined based on field trials. Combine as many resistance management strategies as possible, especially when applying maximum label rates of pesti-
cides, because high rates enhance the selection pressure for resistance. Conversely, do not apply rates lower than those recommended for a particular pest species because this favors survival of the more vigorous individuals in the pest population.

44) Use preventative control where resistance is known to be occurring. Preventative control is the use of a pesticide(s) which prevents the pest from developing, as opposed to curative control which is not used until the pest or evidence of its presence (such as plant symptoms) has been observed.

45) Follow label directions for optimum timing relative to the growth stage of the target pest. Application to pest populations that are beyond the optimum timing (for example, large weeds, late instar insect larvae or disease in the epidemic phase) can speed the development of resistance.

USE INTEGRATED PEST MANAGEMENT (IPM)

46) Evaluate all your pest control options – biological, chemical, cultural, genetic, mechanical, etc. – and combine effective techniques into an integrated pest management (IPM) approach that achieves the desired pest control at a reasonable cost and with constant attention to protecting the environment through good stewardship. The IPM plan may target insects, diseases, or weeds but, in the best case, there will be an IPM plan for all types of pests.

47) Promote biological control by protecting beneficial predators and parasites that help control the pest. Follow all pesticide label precautions and directions to avoid or minimize exposure.

48) Use cultural control practices that help prevent and control pests.
   • Maintain optimum crop growth through proper fertilization, irrigation, etc. - a healthy crop is more competitive with weeds and often less susceptible to disease and insect attack.
   • Scout fields regularly to respond quickly to changes in pest populations and, particularly in the case of insects, to monitor for the presence of natural enemies.
   • Clean cultivation and harvest equipment before moving from field to field.
   • Rotate crops, particularly those with different pest problems, to prevent the buildup of certain pests.
   • Use sanitation techniques that reduce pests, their habitat, and their alternate hosts - before, during, and after the growing season.
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The VNLA has developed this 24” X 36” color banner as a flexible promotional tool. Graphic is printed on either high quality exterior grade banner material or high quality exterior grade rigid board. Both are printed with UV resistant inks for many years of exterior use. Order yours today!

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49) Take advantage of the crop’s own genetic abilities. Plant pest-resistant crop varieties, where available, or pesticide-resistant crop varieties where use of the pesticide has significant advantages for the crop.

50) Consider mechanical control (cultivation) to assist with weed control (where erosion and limited soil moisture are not concerns).

FIRST AND FOREMOST, BE A GOOD STEWARD

Many factors affect the impact of pesticides on man and the environment. Although the government, industry, and extension provide regulations, labels, and educational outreach to promote judicious use and good stewardship, success is ultimately contingent on the personal knowledge and diligence of everyone who handles a pesticide.

There are excellent resources available through your Extension Service and the Pesticide Safety Education Program in your state.

In addition, a new web-based resource will become available nationally in summer of 2010 to assist you with general pesticide stewardship. The Center for Integrated Pest Management’s (CIPM) Pesticide Environmental Stewardship website (PES) will cover a wide variety of pesticide stewardship topics for everyone who applies, sells, stores, or disposes of pesticides, provides advice or training concerning pesticide use, or regulates, stewards, or has questions about pesticides. Future additions to PES will include educational modules to test your knowledge and self-assessment tools to evaluate your personal stewardship efforts.

Don’t leave stewardship to your neighbors. Your actions do make a difference, and you can (and should) model the way for others, including your children as they reach adulthood and begin handling pesticides.

Sooner or later, many of us will choose to use pesticides. Please use them wisely.

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Complete the Quiz on page 51 and get 1 CEU for your Virginia Certified Horticulturist re-certification!
**VNLA - Certification Quiz #50**

**50 Ways to Treat Your Pesticide**

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

*Article and Quiz questions provided by Debbie D. Dillion, Urban Horticulturist, Loudoun County Extension*

<table>
<thead>
<tr>
<th>Question</th>
<th>Options</th>
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<tbody>
<tr>
<td>1. What can be done to make a habitat unfavorable for insect/disease pests?</td>
<td>A. Till under, remove, bury, or burn infected/infested plant material&lt;br&gt;B. Mow annual weeds before they can go to seed&lt;br&gt;C. Both A &amp; B&lt;br&gt;D. Leave perennial weeds alone</td>
</tr>
<tr>
<td>2. What are the advantages of purchasing pesticides in bulk packages?</td>
<td>A. Reduced handler exposure&lt;br&gt;B. Eliminate millions of 2 ½ gallon plastic jugs&lt;br&gt;C. Save millions of cubic feet of landfill space&lt;br&gt;D. All of the above</td>
</tr>
<tr>
<td>3. If pest control will not be compromised use broadcast applications instead of spot treatment.</td>
<td>A. True&lt;br&gt;B. False</td>
</tr>
<tr>
<td>4. Only prepare as much spray solution as you need.</td>
<td>A. True&lt;br&gt;B. False</td>
</tr>
<tr>
<td>5. Insecticides are more likely to be toxic to bees than fungicides and herbicides.</td>
<td>A. True&lt;br&gt;B. False</td>
</tr>
<tr>
<td>6. Granule applications intended for lawns:</td>
<td>A. Should be swept back onto the lawn if they fall on surfaces such as driveways or patios&lt;br&gt;B. Should be swept up and tossed away&lt;br&gt;C. Should be swept into the nearest storm drain</td>
</tr>
<tr>
<td>7. Clothing worn during pesticide application:</td>
<td>A. Should be washed before being re-worn&lt;br&gt;B. Should be hung up to dry after making the pesticide application&lt;br&gt;C. Should be washed separately from other laundry&lt;br&gt;D. Both A &amp; C</td>
</tr>
<tr>
<td>8. Highly sensitive areas subject to precautions for minimizing drift include:</td>
<td>A. Both B &amp; C&lt;br&gt;B. Wildlife or pollinator habitat&lt;br&gt;C. Sites occupied by humans</td>
</tr>
<tr>
<td>9. Buffers:</td>
<td>A. Can reduce spray drift&lt;br&gt;B. Can reduce water runoff and soil erosion&lt;br&gt;C. May be natural or man-made&lt;br&gt;D. All of the above</td>
</tr>
<tr>
<td>10. MOA means:</td>
<td>A. Model of application&lt;br&gt;B. Mode of a pesticide&lt;br&gt;C. Mode/target site of action&lt;br&gt;D. Made of a pesticide</td>
</tr>
<tr>
<td>11. Curative control is preferred over preventative control where pest resistance is known to be occurring.</td>
<td>A. True&lt;br&gt;B. False</td>
</tr>
<tr>
<td>12. The speed of development of pest resistance can be increased when applying pesticides to pest populations that are beyond the optimum timing for control.</td>
<td>A. True&lt;br&gt;B. False</td>
</tr>
<tr>
<td>13. Pest control options that should be considered include:</td>
<td>A. Biological&lt;br&gt;B. Cultural &amp; mechanical&lt;br&gt;C. Chemical&lt;br&gt;D. Genetic&lt;br&gt;E. All of the above</td>
</tr>
<tr>
<td>14. IPM means:</td>
<td>A. Internal pest management&lt;br&gt;B. Internal pest manager&lt;br&gt;C. Integrated pest management&lt;br&gt;D. Integrated pesticide materials</td>
</tr>
<tr>
<td>15. Promoting and protecting beneficial predators and parasites is a form of biological control.</td>
<td>A. True&lt;br&gt;B. False</td>
</tr>
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**Tips-People Solutions: Are You Living in the Past?**

**Are You Living in the Past?**

I have observed an interesting mindset that can easily become a pitfall in individuals who have enjoyed a degree of success in sales or business development through the years. It just happens that I have witnessed this dangerous perspective with three people recently, so it is fresh and pressing on my mind.

It is very easy to look to our past for a feeling of accomplishment and satisfaction. This, of course, is a good thing unless you happen to be relying on those past successes as the main criteria to define where you are (or possibly where you think you should be) today. When individuals begin to feel that they deserve success because of their past performance, then they are in a place of disillusionment and the far-reaching effects of that way of thinking will soon become evident. Without knowing it, they might begin to take customers for granted and the effort it takes to gain and nurture those relationships. They could lose perspective on the importance of every other player on their team and how they had valued those individuals previously.

If you are living in the past, you just might forget about the diligent work ethic that led to your earlier measures of success or may even slip into a pattern of mediocrity in daily activities that "should" be producing results. It becomes easy to get "in the box" in regard to setting and reaching new goals and to lose sight of the personal responsibility we all hold in accomplishing what we set out to do. The Justification Snake enters the scene and helps us point out just how different circumstances are today and magnifies all the outside reasons why we are not performing as expected. When our thoughts are in the past, they all center on why we are not succeeding rather than looking at what it will take to succeed today. If a person honestly looks at the perceived "height of their career," they can see creativity and energy that could have led to nothing but success. It is that very energy and creativity that is missing now that is generally at the root of the problem. When one frustrated salesperson shared with me in exasperation, "This is a blast to my ego..." I'm afraid I had to reply, "Ego does not pay the bills ... creativity, an open mind and results do."

Think of a baseball player that gets into a slump. He can't say the pitches are faster or the ball is just smaller these days. It is always something the hitter is doing differently that is not producing the desired results. He can at that point alter his approach to the game or choose to go in a different direction. In the case of a major leaguer, he may no longer grasp the vital mental elements of winning the game or his skills may have diminished to the point that it is time to consider doing something else. Another dimension of his career emerges as he decides to direct his past experience and skills into an expanded avenue as he begins coaching, announcing or even building a new business.

I believe success is transferable. The same concepts that helped you achieve success in one phase of life will also guide your success in the phases that follow. If you look at your marriage and think, "We used to be so happy," chances are you are living in the past and not looking at what makes you happy today. Life progresses and our definition of success and happiness evolves with it. Children grow up and leave home, loved ones are lost, and responsibilities and challenges change like the ebb and flow of the tide. When we learn from what "used to be" and make the most of what "is" today, then we can create the BEST from what's happening now. Whether it is in developing your career working for a company, in building your own business or in nurturing personal relationships, the time to look at it is today. When it comes to success and happiness, live today and ask yourself, "What about now?"

**The Justification Snake**

You may have heard a person declare a life-changing decision . . . Perhaps it was to further his or her education, start a financial savings program, lose weight or start a physical fitness routine. They may have even taken a stand on smoking or alcohol consumption and, this time, THEY MEAN IT! They begin their journey and then realize that a "price" needs to be paid. The classes that they need to take are on Wednesday evenings and that is the night they like to relax and watch TV with the family or the Saturday class would cut into hunting season during the winter. Possibly, the financial savings plan is sidelined because they feel all of the financial planners are just glorified insurance agents who only want to make money from them, yet they haven't met or talked with the first one. They have determined that quitting smoking or alcohol consumption would be impossible since all of their friends smoke and besides they read somewhere that a couple of beers or red wine is good for you. . .

The list could go on and on for the person that has fallen prey to the most dangerous creature on the road to success. The person who allows shallow reasoning and self-sabotaging excuses to render him stalled in the pursuit of a goal has unfortunately been bitten by THE JUSTIFICATION SNAKE! The hideous "HISSSSSS" of this venomous creature can be heard coming from the life of any person who has allowed himself to fall short of a life-changing opportunity. The Justification Snake lurks in the "Jungles of Complacency" where it has lured its victim into a sense of satisfaction and com-
fort, making him an easy target for the snake's deadly attack. It may also find its victims at the bottom of "Obstacle Gorge" where the once ambitious adventurer has allowed himself to travel seeing only the steep walls of the gorge with no escape or hope of obtaining his goal. In the depths of this valley, the Justification Snake makes its kill. The final yet most horrifying habitat for this success-stealing reptilean is in the lowland "Swamps of Low Self-Esteem." Its victim often gets stuck in the quagmire of self-pity and selfishness allowing for an easy strike and a slow painful death.

With this sinister creature lurking in the underbrush, what is the goal-seeking adventurer to do? First of all, stay out of its habitat. Do not allow yourself to become complacent in your journey, satisfied with the status quo. Be aware when you are looking at nothing but obstacles and move quickly to climb out of the gorge and forge ahead. Finally, when the road gets muddy and you feel the slime of low self-esteem beginning to ooze over your boot tops . . . STOP! Look to your left or right, and possibly even back up, to find a different route through a book, tape, class, personal goal, or coaching from someone that cares. You can escape the Justification Snake's deadly strike by not allowing yourself to be caught in the places it frequents.

Should you come face to face with its deadly stare, you still have a chance of survival. Listen for the HISSSSSSSSS. The amazing thing is that the noise is not coming from the snake; it comes from its potential victim. The HISSSSSSSS comes from the excuses rolling from the victim's mouth JUSTIFYING the position he is in and why he can no longer reach his goal. The only way to defeat this venomous foe is to stop making excuses, quiet the HISSSSS and journey forward toward success! BEWARE OF THE JUSTIFICATION SNAKE!

Performing Under Pressure

How do you feel about pressure? Does it stress you out or drive you to succeed? It seems like a simple question, but if you think about it, our response to pressure could very well define our response to life. Pressure to perform never goes away and it's safe to say we probably wouldn't want it to. If we are feeling pressure, we are in the game and it's up to us to determine if a little pressure will drive us or bury us ... motivate or depress ... energize or overwhelm. The pressure of caring for an aging parent is a privilege as we recognize the alternative of not being able to do so. The pressure of shuttling children to their host of various activities is a pleasure when we consider how soon they will be driving themselves to places unknown. We can even appreciate the different pressures these tight economic times have created

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that will surely help us become stronger organizations in the long run. Sales have become the reward of the diligent, the creative and the passionate. Profitability has become the calling card of the smart companies who have found better ways to get the job done. The necessity to draw together and build as a team develops individuals that cover for one another when the pressure is on, as each of us, or all of us, carry that team on any given day.

Close families, great organizations and successful companies all develop when individuals can be tuned into the needs, moods and limitations of others and happily fill in the gaps when they appear. Builders make the decisions and take the actions that prove a little pressure can be our motivator and inspiration to be the player that steps up to carry the team.

Quotes
"Learn from the past, set vivid, detailed goals for the future, and live in the only moment of time over which you have any control: now." - Denis Waitley

"People who live in the past generally are afraid to compete in the present. I've got my faults, but living in the past is not one of them. There's no future in it." - Sparky Anderson

"Those who lack the courage will always find a philosophy to justify it." - Albert Camus

"The freedom to move forward to new opportunities and to produce results comes from living in the present not the past." - Brian Klosow

"Laziness grows on people; it begins in cobwebs and ends in iron chains. The more one has to do, the more one is able to accomplish." - Thomas Buxton

"Our grand business is not to see what lies dimly at a distance but to do what lies clearly at hand." - Orison Swett Marden

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VNLA - 2010 Summer Board Meeting Minutes
at Virginia Tech, 209 Norris Hall
Blacksburg, VA
Saturday June 12, 2010 10 am – 4:30 pm

10:00 a.m. Meeting was Called to Order President Ed Tankard, with the following people present: Diane Roselius, Cheryl Lajoie, Matt Sawyer, Mark Maslow, Sonya Westervelt, Lisa Lipsey, Matt Shreckhise, Roger Harris, Tony Orband, John Barbieri, Jeff Miller, Tom Thompson, Steve Grigg, and Jerzy Nowak.

10:10 Hokie Spirit Trail – Jerzy Nowak, Founding Director, Virginia Tech Center for Peace Studies and Violence Prevention gave a tour and presentation on the background of the Center for Peace Studies & Violence Prevention and plans for a Hokie Spirit Trail around campus. See attached report and more details.

11:00 SunTrust Investment Annual Update – Tammie Yarter and Oscarlyn Elder reviewed all the VNLA Investment accounts with SunTrust and indicated that the board should not just focus on the income, but also consider the increase in value of the investments. It was the consensus of the board to continue with the current investment strategies.

VT CALS Comments – Dr. Alan Grant, Dean of the College of Agriculture and Life Sciences welcomed the VNLA Board to campus and gave an overview of the current status of student enrollment, capital campaign, budget issues, staffing changes and plans for the future. See attached report for additional details.

Secretary’s Report – Steve Grigg moved to approve the minutes of the previous meeting of March 3, which had been sent to the board earlier, seconded and passed.

Treasurer – Steve Grigg reviewed some of the key changes in the income and expenses in the Year-to-Date Financial Reports, which had been emailed to the board before the meeting.

Action Items
Chesapeake Bay - legislation and our response and position. The consensus was that the VNLA position is not totally in line with the Virginia Agribusiness Council’s position and that the board needs to develop a position statement on this issue. We should also continue to educate members on these issues and promote the fact that the Green Industry is already doing many things to limit runoff to the Bay.

MANTS Directors – policy and future directors: There was a discussion to get an appointment/rotation policy established for VNLA directors to MANTS.

Horticultural survey – Jeff Miller reported that he had had recent discussions with Scott Sink with the VA Tech Department of Agriculture and Applied Economics and that Herman Ellison, USDA NASS Virginia Statistician was delivering the raw data reports to Scott to begin the comprehensive economic impact analysis.

VA Tech positions (Beautiful Gardens and nursery management position at HRAREC) we have asked for and where we stand with them now? Dr. Harris discussed two proposed positions for the department (Beautiful Gardens and nursery management position at HRAREC) and reported that both are still on hold. It was determined that continued contact with Dean Grant concerning these posi-
tions in particular might be beneficial. Ed Tankard will write a letter to the Dean emphasizing the need for these positions and highlighting VNLA’s past and continued investment in the Beautiful Gardens program.

Mission H2O – Ed reviewed their work on water issues and recommended that the VNLA continue being a member of this group. See attached report from Steve Moore.

Potential Tree planting on hill attendees – it was the consensus that the VNLA should have representatives participate in the ANLA’s “fly-in” to support the “Trees Means Jobs” budget item in the current economic stimulus bill.

*P. ramorum* educational updates will be in the VNLA Newsletter.

Health Insurance – John Barbieri reported on the AmCorp proposal to offer health insurance to VNLA members which the VNLA would endorse and receive some revenue. VNLA members will be put in a pool with other groups to gain lower pool rates. It was the consensus of the board for John to continue working on getting this program set up for VNLA members.

**VNLA benefits for landscape members** was discussed. One suggestion was to host a landscape design/installation contest and awards program. Sonya will follow up with ideas from other associations who do similar programs such as NJ, PA, IL, ID, NC PLANET, etc.

**Regional Association Reports**

**HRNLA** – Cheryl Lajoie – reported that HRNLA had their summer picnic at Bill and Linda Pinkham’s where they had BG plants displayed. HRNLA will be hosting the silent auction at the VNLA Field Day on September 8 and co-hosting to reception after Field Day. The Plant ID will be plants on site at HRNLA.

**SVNGA** – Matt Shreckhise – reported that they are planning a trip to Lancaster, PA for the Greenleaf open house.

**CVNLA** – Tom Thompson – reported that they are partnering with Lewis Ginter Botanical Garden again for their 2011 educational program with the theme to be determined. Their summer picnic will be at Tuckahoe Plantation. The CVNLA annual scholarship has been renamed in honor of Harry Johnson.

**VSLD** – Diane Roselius – noted their summer tour would be in Raleigh, July 13-14, and touring public/private gardens. They are celebrating their 50th anniversary and have a new logo. Their annual winter was at Norfolk Botanical Garden on January 20. They are looking for new ways to market landscape designers by focus-
ing on “Why use a certified landscape designers?”.

VA Tech Horticulture Dept – Roger Harris reported that they will have a 1-week practicum this fall on a green roof installation. They are still struggling with resources and they have lost 9 faculty positions since 2007.

Executive Director Report - Jeff (written report attached)

Committee Reports:
Executive Committee and Strategic Plan Review – Ed Tankard note that the committee was working on updating the plan for this year.

Resource Development and Governance Committee – Duane Shumaker (absent - vacation)

Certification – Cheryl Lajoie - Certification Update – 2010 test dates will be set by Field Day. Diane Roselius has almost finished editing the Landscape Design Chapter and Mary Williams is working with Alex Niemiera on an invasive chapter. The chapter on retail displays still needs to be updated.

Membership – John Barbieri (emailed report and attached)
- AmCorp proposal report – no risk, no cost. Opt out option for 3-rd party on dues invoices. Send info out to VNLA Board.

Public Relations – VNLA Field Day 2010 – Mark Maslow noted that final details were coming together and the Field Day/Summer Tour brochure would be going out later this month.

Legislation – Steven Moore (absent – emailed report and attached)

Environmental Affairs – Tom Thompson (emailed report and attached)

Education – Steve Grigg (emailed report and attached)

Summer Tour and Education Program 2010 – VSLD sponsoring for $400.

Shoosmith Scholarships

Communications – Matt Shreckhise (see attached report)

Research – Matt Sawyer gave a Research 2011 Auction update – The Gala will be low-cost at a cool place, the Baltimore Aquarium with the event going from 6-8 pm, with a one drink ticket cash bar cheese and crackers. Tickets will be priced at $35 or $50.

Beautiful Gardens – Lisa Lipsey – written report attached

Technology – Sonya Westervelt will help with SEO work with JL Systems on the updated VNLA website.

Old Business:

VNLA Positions Statements – Duane Shumaker (absent)

New Business:

Strategic Plan Updates

Adjourn 4:13 pm

3:45 p.m. Tour of the Beautiful Gardens Test site at the Virginia Tech Urban Horticulture Center - Cancelled due to thunderstorms:

5:30 p.m. Hahn Garden Gala

Upcoming Events

VNLA Field Day and Summer Tour, September 8-9, 2010

Budget Meeting, October 19, 2010 (Tuesday)

Fall Board Meeting, October 20, 2010 (Wednesday)

Winter Board Meeting, January 4, 2011

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

What can the VNLA do to work more closely with the regional groups?

Reports June 12, 2010

10:10 Hokie Spirit Trail – Jerzy Nowak, Founding Director, Virginia Tech Center for Peace Studies and Violence Prevention gave a tour and presentation on the background of the Center for Peace Studies & Violence Prevention. They are working with several schools with students at risk, who are working with plants. They are developing a LEARN (Low-input Education and Research Node) sub-surface irrigation and wireless communication system, as well as working towards a model of a Student Support Network anchored in an Administrative support structure. They are also developing an undergraduate program in Violence Prevention and Peace Studies.

Hokie Spirit Trail around campus.

Jerzy gave a presentation on the proposed trail which is collaboration as a horticultural and engineering project. Safe Havens kiosks are being designed for each garden along the trail with a direct connection to first response teams for emergencies and equipped with cameras and wireless network access.

There will be Education aspects with Smart Gardens creating a new networked garden with global access, science, technology, and the arts. There will be an academic competition for design of kiosks and new garden spaces. The goal is to enhance the quality of life, create secluded and community spaces for reflection and mediation, exercise, recreation, as well as they want to create some private space for reflection and meditation vs the current public memorial.

Endowment plans are being prepared and additional info is on their website at www.cvpsu yp.vt.edu/HSGT/about.htm. Proposed Planning and Development Teams include:

- Garden Design Steering Committee
- Fundraising Team
- Safety and Security Design Team
- “Smart” Systems Implementation Team

There is also an idea for each college to adapt a garden space with a student design contest.
VT CALS Comments – Dr. Alan Grant, Dean of the College of Agriculture and Life Sciences noted:

• There were 485 undergraduates and 45 graduate students graduating this past May.
• The Agriculture and Applied Economic Department has a new degree program in Agribusiness.
• The Advisory Council is looking at what student needs are to be better able to market to potential Ag students.
• They have hired a national search firm to locate a new Director of Extension.
• There has been a 10% reduction in faculty with alternative severance options. 28 were tenured faculty and 32 were in extension areas.
• They will be able to do some hiring with tenure track hires being first and then extension.
• There are currently seven faculty positions open and another 8 positions soon to be open, including the nursery management position at HRAREC.

A preliminary plan will be ready by October 1 for a strategic reorganization.

VNLA - Committee Reports June VNLA Board Meeting

Education Committee Report

Summer Tour - The September 9th, 2010 Summer Field Day schedule has been set. We will go to the Virginia Zoological Park first. Marie Butler will be hosting us. We will also have lunch there on our own. We will then take the bus over to the Norfolk Botanical Gardens. Brian O’Neil will be our host. He is Director of Horticulture.
The schedule is to arrive at the Zoo between 8:30 to 9 am. After lunch we plan to arrive at the Gardens at 12:30 to 1pm. The tour should end around 3 to 3:30 pm

The VSLD has agreed to be a sponsor of the tour and has donated $400.00.

We are looking for additional sponsors

Scholarships: This year, the Shoosmith Scholarships were awarded to 3; 2 year students and 2; 4 year students. Each 2 year student was awarded $750.00 and each 4 year $1500.00. This left a balance of $750 not awarded and kept in the fund.

We did not have as many 4 year applicants this year as last year. Dean Alan Grant has been invited to the Hort Gala; the Summer Field Day and to our Board June 11th Board meeting. 

Steve Grigg, Education Chair

Membership Report

Total membership that have paid their dues so far….431 current and 86 new members = 517 total
• 191 not paid yet, The 3rd Payment Due letter will be sent out next week.
• $$ from renewals YTD are down 3% from '09 ($56,600 vs $57,938)
• $$ from New Members is down 11% from '09 ($4,168 vs $4,670)

Benefit Updates…..

New Allstate Commercial Business Insurance discount of 10% for VNLA members (needs to be put onto website)
Benefits Associated with ANLA Partnership still needs to be outlined for our membership (needs to be put onto website). Such as discounts, Webinars etc.…..
Working on an arrangement with AmCorp Management that would provide all members a comprehensive analysis of their business expenses and tries to look for Cost recovery on overpayments or errors in past and future expenses. I will bring a Presentation manual to the meeting for explanation, but this will have a discount to our Membership and will generate $ for VNLA for those that participate. Also Possible Group Health Insurance program for VNLA members that hope to have more details by the meeting, that I feel might be a huge membership benefit and selling feature to bring in a lot of new members.

John Barbieri

Legislative Report

I attended the Mission H2O Annual Meeting at Hunton & Williams on May 13, 2010. This is the 4th year that Hunton & Williams has hosted this event and it is moderated by Andrea Wortzel. The meeting’s agenda involved: Water Supply Planning (Maurreen Matsen, Deputy Secretary of Natural Resources); The Future of the Water Supply Plan (David Paylor, Director DEQ); The Commission’s Vision (Del. David Bulova); How do we get to a Water Supply Plan (Scott Kudlas, DEQ); Components of a Water Supply Plan (Judy Dunscomb, Mark Mansfield & Bob Steidel); Strategic Water Supply Planning (Beate Wright, Mike McEvoy, Jud White) and Lessons Learned from Other States (Craig Bromby, Edward Bruce, Jeff Reynolds).

The state legislature approved S.569 this year which essentially establishes a State Water Supply Plan Advisory Committee. The Committee’s responsibility will be to help to develop “legislation establishing a water supply planning process that would result in the development of local, regional, and state water plans.” Currently the State’s plan is a collection of local and regional plans, but fails in providing a more comprehensive plan for residents and businesses of the Commonwealth.

In speaking directly with Andrea she is confident that legislation will be passed within the next four years that incorporates a state plan. The process of forming that legislation has already begun and all users of water will be impacted even those users that are not directly tapped into the main water line of their locality.

Knowing our industry’s dependence on water it is critical that we stay active in the process and have a voice in the future legislation.

Kind Regards, Steven D. Moore, VNLA Legislative Chair

MISSION H2O

Goals/Initiatives for June 2010 – May 2011

I. Foster Communications with State Water Commission

II. Coordinate Collaboration and Development of Positions Before the State Water Commission/State Water Supply Advisory Committee/State Water Control Board/DEQ/Others, Including Analysis of the Following Issues:

A. The contents of the state water supply plan
B. Procedures for incorporating local and regional water supply plan into the state water resources plan
C. Evaluating the funding necessary to ensure that the needed technical data for development of a statewide planning process
D. How and whether to incorporate users into common planning areas based on watersheds or geographic boundaries
Environmental Affairs Committee Report

It seems that the subject of invasive species in Virginia has been largely ignored since the last meeting of the Invasive Species Working Group last December, which I attended with Mary Williams. Since then there have been no more meetings and, to my knowledge, none have been planned for the immediate future. Since the Virginia group largely follows what the groups from Maryland and North Carolina do, I am going to pay closer attention to the policies of these two States.

Plastic recycling has begun in the Richmond area. Dr. Joyce Latimer set up four locations where the public will be able to drop off their plastic pots for recycling. The Great Big Greenhouse, Colesville Nursery, Boulevard Flowers and Strange’s all volunteered to be collection points for the program. The pots will have to be sorted by type and palletized for transport. I do not know how the program is doing so far. Dr. Latimer has set the program up so that it will be overseen by the Virginia Master Gardener Association.

This program is geared toward collecting plastic from homeowner-
It seems that plastic greenhouse film is not the right time. But the truth of the matter is that now will make recycling plastic profitable, think that one day the cost of plastic is a super durable film that has been shown to have a 15 year working lifespan, and it is also recyclable. If a nursery/greenhouse/garden center gets even half of that lifespan, the amount of plastic film needing to be recycled would be reduced by something like 85%.

This spring I have attended several VGIC and VAC meetings where one of the main topics was the clean-up of the Chesapeake Bay. I will refer to an e-mail sent out April 5th as a summary of those meetings. May 12th was an important day for all of us. The EPA reached a legally binding agreement with the Chesapeake Bay Foundation which basically makes new laws regarding the Bay clean-up without going through the legislative process. While we were all working through the proper channels the Chesapeake Bay Foundation was conspiring with the EPA behind our backs. It remains to be seen what impact this agreement has and whether it will hold up in court, but what it does is show us the character of the people who want to make the rules we work by.

Tom Thompson, Environmental Affairs Chair

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### Newsletter Member Profile Update

**Jan/Feb** – Snows Garden Center

**Mar/Apr** – Kipps Nursery

**May/Jun** – Maryland Plants & Supply

**Jul/Aug** – ???

Please send me suggestions for future profiles.

**Facebook:**
We’ve set up a VNLA Fan Page. Only have 53 fans. If you’re on Facebook please become a fan.

- Matt Shreckhise, Communications Chair

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### Executive Director’s Report 2010

#### March Activities

- Board meeting prep, order lunch, and edit VNLA Board Minutes and send to Board
- Conference call with Eric Wiseman ref Tree specialty license plate
- Beautiful Gardens monthly conference call
- Beautiful Gardens Committee meeting Bedford
- Facebook VNLA updates
- Certification grading, mailing test results, print certificates, order/mail VCH badges
- E-News
  - Pete Schultz’s info on ambrosia beetles
  - Bio-mass bark issues
  - Extension Associate Director ANR Interviews
  - General E-News 3/17/10
  - Photo Contest
  - Extension Closings Update
- Reminder emails for Newsletter photo contest, solicit input from board and other contributors
- Contact Dwight Hughes ref: speaking at Field Day and arrangements

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### April Activities

- Lunch meeting with Bob Mullenhauer, VT Ag & Natural Resources Development Office to discuss direction for CALS
- 17 hours on the VA Tech Search Committee for the associate director of the Ag and Natural Resources (plus 8 hrs March)
- Board survey for meeting at VA Tech, coordinate room reservations with Roger Harris and meeting room with Jerzy Nowak
- Certification grading, mailing test results, print certificates, order/mail VCH badges
- Finish editing and layout of Newsletter, proofing
- Beautiful Gardens conference call, edit meeting minutes and email to VNLA board
- Many calls/emails to Governor’s office for Arbor Day Proclamation, which came 10 days after Arbor Day.
- New NOAH software online training/practice, data corrections with JL Systems staff
- Visit some member and non-members in the Waynesboro/Staunton area
- Collect info/photos for Field
Day/Summer Tour brochure, order tent, get bus quotes

- E-News to members:
  - Immigration H2A letter signon support
  - Arbor Day Tree Planting Ceremony
  - Certification Test date reminder

**May Activities**

- Review Shoosmith scholarship selections with committee
- Reminder emails for Newsletter photo contest, solicit input from board and other contributors
- Beautiful Gardens conference call and follow up, review IALR tissue culture contract with Attorney
- Beautiful Gardens grant reimbursement request filing
- Send E-News to members ref
  - ANLA benefits and All-State Insurance member savings

- Trees Stimulus in Congress
- Landscaping Practices Survey
- Newsletter Photo Contest Jun’10
- Registration and exams for VCH exam in Leesburg
- Try to find VNLA members to play in the VAC Golf Tournament
- Virginia Congressional and State legislative districts setup in NOAH software
- Field Day/Tour brochure layout, request info
- Review member benefit info from AmCorp, forward to John Barbieri review with their rep.
- Newsletter articles prep
- Get quotes of credit card processing for online processing
- 3 orders for VCH seal self-inking stampers ($49.50@)
- Solicit CPA estimates for filing tax returns, annual review and bi-annual financial audit

**Other**

- VNLA QuickBooks deposits, A/P checks, reconciliation of accounts
- Edited/Forwarded Virginia Agribusiness Legislative updates to VNLA Board
- Certification – ongoing processing VCH class/test applications, shipping VCH manual orders
- Ongoing website updates for the VNLA and Beautiful Gardens
- Facebook request approvals
- Calls for plant material sources, send Grower Guides - provided by Jeff Miller

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**Beautiful Gardens**

**Spring 2010 Activities Update**

**Retail**

25 garden centers participated in creating displays, handing out literature, presenting BG banners and posters, placing BG placards in plant specific areas, linking us to their websites, mentioning BG in their newsletters and inviting BG staff (Rick Baker) for spring events.

Staff manned BG exhibits and gave presentations at (6) garden centers this spring.

Good response was seen for 2010 ‘plants of distinction’. Interest was weak for the 2009 plants of distinction with the exception of the Don Egolf Chinese Redbud, the Pine Knot Strain Hellebores, the Peachie’s Pick Stokes’ Aster and the Musa Basjoo.

It is my advice to reduce the number of plants of distinction to 4 or 5 each year to make it more manageable and appealing to both garden center staffs and the public.

Garden centers making a true effort to display and sell BG plants of distinction realized increased sales in these plant categories. Remember, these plants of distinction will be promoted throughout the 2010 plant sales year.

At the end of the year each garden center will be reviewed for level of participation and cooperation with the BG program. Some will be dropped and some will be added for 2011. We plan to keep the number at around 25. We invite garden center nominations.

**Plant Tags vs Stickers**

Response to the use of stickers on the pots for 2010 while better than the response for tags and stakes for 2009 has been less than hoped for. The intent is for growers to place the stickers on plants destined for participating BG garden centers. We know this can cause adjustments to existing procedures for marking and delivering plants to your buyers. However, it is a necessary step in the identification and sale of BG plants. Staff had garden centers sticker plants and I helped out in some cases.

Signage, banners, brochures and placards were effective when stickers did not get placed on all plants. Stickers and/or tags will be required for ‘new’ plant introductions.

**Liner Workshop**

We hope to hold our first ‘liner propagation’ workshop in August of this year. A section of greenhouse at J Sargeant Reynolds CC has been retrofitted to use as an education and growing area for plants coming out of the tissue culture lab in Danville. We know some of you are already familiar with receiving and growing tissue culture material. This workshop is designed for those growers wanting to learn more about micro propagation and how it can benefit their operation. We will address the handling of these plants, the propagation of liners in general and growing these types of plants for Beautiful Gardens.

This particular project of Beautiful Gardens is funded by a USDA Specialty Crops Grant.

**Beautiful Gardens Promotions**

Throughout the year - with emphasis in the spring - we are contacting the media to help gain visibility and support for our efforts. VDACS has sent out several news releases this spring with better response than 2009. Farm Bureau has supported Beautiful Gardens with two articles this spring. Sylvia Wright has sent out a number of emails to selected publications in Virginia and the middle Atlantic with articles in the Washington and Virginia Gardener magazines just to name a few. Linda Pinkham, formerly of the plant selection committee, has made a number of presentations to the Virginia Garden Clubs at the state and local levels. Jeff Miller places Beautiful Gardens information in each Newsletter with regular updates from Lisa Lipsey and Rick Baker. The BG website is up to date and can be visited for current plant selection information. This years Virginia Go-Green Garden Festival will feature the Beautiful Gardens program with a display and presentations by Neal Beasley our unofficial BG spokesperson.

**Footnote . . . .**

It goes without saying that the total impact of our efforts has been affected by the economy. Your ability as a grower or a retailer to give full attention to the program has been compromised by your need to keep your business moving ahead. We appreciate these concerns and will do all that we can to move the Beautiful Gardens program forward.

Lisa Lipsey, Beautiful Gardens Program Coordinator
Join us as we make Virginia even greener

VIRGINIA TURFGRASS COUNCIL

- We represent the turf and landscape industry

- We provide education tailored to your needs

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

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

Join
by mail • by phone • by web

For More Information: VIRGINIA TURFGRASS COUNCIL
PO Box 5989, Virginia Beach, VA 23471 • (757) 464-1004 • www.vaturf.org • E-Mail: VATurf@verizon.net
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 over-used 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

Donate to the VNA Horticulture Research Foundation 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, services

Make a Splash for Research – An Evening at the Aquarium!

The Research Reception and Auction will be at the Baltimore Aquarium on Thursday, January 6, 2011 6-8 p.m.

Details in MANTS Registration

All donations are tax-deductible

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www.beeesonnursery.com

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336-585-0052, fx 336-585-0039
bryanwagonerfarms.com

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Clark’s Liner Farm
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Oxford, NC 27565
919-962-1020, fx 919-962-9354

Foxwood Farms Camellia Nursery
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foxwoodcamellias@gmail.com
www.foxwoodfarmsnursery.com

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Irving Farms
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336-932-0256, fx 336-623-2636
irvingfarms@yahoo.com

JLB Nursery
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www.triadlandscape.com

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www.wagonernursery.com,
wagonersnursery@gmail.com

WWW.CNCNA.ORG Toll Free Fax 1-866-268-3509
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.

altered, 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, 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.
Good Help Just Got A Lot Easier to Find

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

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

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

MÁS Makes it Easy.

The U.S. Government H2 programs allows non-immigrant foreign workers to come to the United States to work for employers with seasonal employment needs. MÁS is the leading provider of comprehensive H2 employer services.

Our experienced management and staff includes nine full-time professionals who have specialized H2 regulatory expertise, proven for 300 employers and 5,000 workers in 30 states.
Baptisia australis

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

1. Blue False Indigo grows 5-6 ft.
   A. True
   B. False

2. Baptisia is easy to divide.
   A. True
   B. False

3. Deer do not usually like to eat baptisia because:
   A. It tastes bitter
   B. The plant produces alkaloids that make the plant unpalatable
   C. All of the above

4. The genus Baptisia is derived from an ancient Greek word:
   A. Tisia
   B. Bapto

5. Baptisia grows across a wide range of zones.
   A. True
   B. False

6. Baptisia grows best in:
   A. Shade
   B. Full sun
   C. Partial shade

7. Baptisia has:
   A. many rhizomes
   B. clumps of roots
   C. a tap root

8. Baptisia australis makes a good drought tolerant plant
   A. once established
   B. from a young plant just getting started.

9. Seed pods of Baptisia are:
   A. Long and flat
   B. Inflated looking

10. Seed pods were used by children in earlier times for.
    A. Rattles
    B. Whips

11. Baptisia was used by early Americans as a
    A. Food source
    B. A dye

VM10 Newsletter 69
July / August 2010

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The Virginia Water Withdrawal Regulation (9 VAC 25-200-10, et seq.) requires reporting for any withdrawal whose daily average withdrawal exceeds 10,000 gallons per day, with the exception of crop irrigation.

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

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

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

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

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

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

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

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

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

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

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

**MAC-ISA 2010 Annual Meeting**

October 3-5, 2010, Erickson Alumni Center

Morgantown, West Virginia

16+ ISA CEU’s available (with pre-conference seminars) plus SAF and pesticide recertification credits

Full and half day pre-conference seminars on Sunday, Oct. 3 include: Technical Tree Cutting and Felling by North American Training Solutions, Up By Roots with Jim Urban, Conducting Tree Structure Evaluations, Neil Hendrickson and First Aid & CPR, plus the annual TREE Fund golf tournament.

Field Day on Monday featuring Tree Walks, Advanced Rigging, Job Site Safety, A300 Tree Risk Assessment, Plant Disease & Pest updates and much more.

Indoor Sessions on Tuesday will include talks on Safety Culture in the Workplace, Storm Damage Remediation, Tree Root Biology and Soil Nutrients, Business and Arboriculture and many other interesting topics with dynamic speakers.

Check out the latest equipment and supplies at our exhibit show! Support the Student Scholarship Auction – donate items, bid and buy.

Hotel Reservation Discount Rate Deadline is Sept. 19, 2010.

Call the Hampton Inn, Morgantown at 304-599-1200 and mention MAC-ISA.

For the best price register by Sept. 3, 2010. Register on-line, by mail or fax. Detailed information and registration at [www.mac-isa.org](http://www.mac-isa.org). Call 703-753-0499 or email macisa@hughes.net.
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**Upcoming Events**

September 29, 2010, GRIFFIN PA GROWER EXPO  
Lancaster, PA  
Contact: 866-307-8142  
www.griffin.com

October 19, 2010, SUSTAINABLE LANDSCAPING WORKSHOP SERIES  
June, October and November A four-course program covering sustainable landscaping, permeable paving, rain gardens, rainwater collection, and controlling invasive plants. This program is geared to landscape professionals and is being sponsored by Green Spring Gardens, Virginia Cooperative Extension, Arlington Department of Environmental Services, Natural Resources Design, and Master Gardeners of Northern Virginia.  
Qualifies for Virginia Certified Horticulturist CEU’s  
Contact: 703-642-5173, awinquist@arlingtonva.us

October 20, 2010, VIRGINIA FLOWER GROWERS ASSOCIATION Fall Tour and Annual Meeting Location TBA  
Contact: mmwood@vt.edu  
540-231-6820

October 27-30 GREEN INDUSTRY CONFERENCE (GIC)  
Kentucky Expo Center, Louisville, KY, 800-395-2522  
info@landcarenetwork.org

November 7, 2010, DAYLIGHT SAVING TIME ENDS

November 1, 2010 (week of), VIRGINIA FLOWER GROWERS ASSOCIATION Fall Educational Program  
Contact: jlatime@vt.edu 540-231-7096

November 10, 2010, VIRGINIA GREEN INDUSTRY COUNCIL MEETING (VGIC)  
Location and Time TBA  
Contact: 540-382-0943, info@VirginiaGreen.org

November 13, 2010, Central Virginia/Shenandoah Virginia Certified Horticulturist Test  
Saturday, 10 am – 2 pm, at Piedmont Community College, Charlottesville  
Contact: 1-800-476-0055, VCH@vnla.org

November 19, 2010, SUSTAINABLE LANDSCAPING WORKSHOP SERIES (see details October 19) Qualifies for Virginia Certified Horticulturist CEUs  
Contact: 703-642-5173, awinquist@arlingtonva.us

November 30-December 2, 2010, CITIES ALIVE! 8TH ANNUAL GREEN ROOF & WALL CONFERENCE  
Vancouver, BC Canada  
ajohnston@greenroofs.org

January 5 - 7, 2011, MANTS  
Baltimore Convention Center  
Contact: 800-431-0066  
info@mants.com  
www.mants.com

January 6, 2011, VNLA ANNUAL MEMBERSHIP BREAKFAST MEETING, Sheraton Inner Harbor Hotel, Baltimore, 7-9 a.m.  
1-800-476-0055, info@vnla.org

January 6, 2011, VNA HORTICULTURE RESEARCH FOUNDATION AUCTION/RECEPTION  
Baltimore Aquarium, 6-8 p.m.  
1-800-476-0055, info@vnla.org

January 17-20, 2011, VIRGINIA TURF & LANDSCAPE TRADE SHOW  
Fredericksburg Expo Center, Contact: 757-464-1004  
vaturf@verizon.net

January 23-28, 2011, MID- ATLANTIC HORTICULTURE SHORT COURSE,  
The Founders Inn & Spa, Virginia Beach, VA  
Contact: 757-523-4734, info@vahort.org  
www.vahort.org

January 24, 2010, VIRGINIA CERTIFIED HORTICULTURIST BASIC & ADVANCED EXAMS at the Mid-Atlantic Horticulture Short Course, Virginia Beach 6-9 p.m.  
Contact: 1-800-476-0055, VCH@vnla.org

January 28-29, 2011, MID-STATES HORTICULTURAL EXPO  
Kentucky International Convention Center, Louisville;  
Hosted by the Kentucky and Tennessee Nursery & Landscape Associations  
www.MSHE.org  
931-473-3951

February 10-13, 2011, MAYMONT FLOWER & GARDEN SHOW  
Greater Richmond Convention Center, Richmond, VA  
Contact: 301-330-4128  
www.MacEvents.com

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

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