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

— 2009 Plants of Distinction —
Cercis chinensis ‘Don Egolf’ – Chinese Redbud
Helleborus x hybridus ‘Pine Knot’ Strains – Lenten Rose
Ilex x Virginia – Holly
Agapanthus x ‘Mommie’ 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
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**VNLA Mission, Vision and Objectives for 2011**

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

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

**Objectives**

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

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

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

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

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

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

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

---

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Thanks to those of you who attended Field Day this year at Ingleside Nurseries. What a fantastic tour! I was really impressed with the size and complexity of the entire operation from the nursery to the vineyard. We had an exciting time on the Northern Neck and really want to thank our hosts’ Doug and Fletch Flemmer for having us to their facility this year and Annmari Ingersoll for onsite coordination!

Do you have an exciting facility that offers some unique perspective to the green industry? If so, we want to hear from you! We are always looking for other companies to host the Field Day event in future years.

For those of you who have been keeping up with legislative issues, we have a few that are HOT topics right now. The federal government has really put its eye on migrant labor and is proposing several changes this fall that could be detrimental to all of our businesses that utilize migrant labor. First, the Department of Labor has significantly increased the prevailing wage rate for H2B workers and those employees that work the same positions effective October 1, 2011. The prevailing wage in most areas has increased approximately 30% at a minimum. This means that effective October 1, 2011 you will be forced to pay your H2B workers and your U.S. citizens who work the same tasks approximately 30% more. For those of us who are in the bid work business, we know how detrimental that can be to increase your labor rates by 30% in the middle of a season.

The other issue on the front seat of our lawmakers is the E-verify program. Currently, there is a federal push to use this program nationwide.

For this reason, we need your help! The ANLA has organized a fly-in to Washington DC on September 13 and 14. VNLA members will be representing you at this important meeting with our congressmen and senators to express our concerns with these and other issues that impact your business and sustainability.

In short, there are currently two pieces of legislation, one of which has already passed, out there to help make being in business even harder. If you don't like what you are hearing, then be LOUD. Call and/or Email your congressmen and senators and participate in these legislative fly-ins that the ANLA is organizing.

I can promise you one thing for sure, do nothing, and expect nothing!

Cordially,

Mark Maslow, VNLA President

How To Contact Congress

To contact your congressman and senator, go to the www.vnla.org and click in the legislation tab/button, and then click on the “Legislative Update” or go directly to: http://capwiz.com/anla/va/home/

Here, you can find your congressman and senators’ contact info and can email them directly from this link. There are also summaries of current issues and sample letters.

“The squeeky wheel gets the oil!”
**Letters – Virginia FFA Foundation**

On behalf of the staff and board of directors of the Virginia FFA Foundation, we would like to express our thanks for your generous support. Thank you for doing your part to help further the promotion of youth and agriculture in Virginia.

Without generous donations, contributions and sponsorships such as yours, our members would not be provided with the variety of leadership opportunities the Virginia FFA Association provides to our students. We appreciate your thoughtfulness and encourage you to continue your interest in our programs and investment in the future of agriculture education in the Commonwealth of Virginia.

_E. Todd Mills, Foundation Treasurer_

[Editor’s note: The VNLA annually sponsors the Landscape Proficiency Award.]

---

**Letters – College of Ag, Master Gardeners**

Let us personally thank you for your recent gift designated for the Virginia Master Gardener Association Endowed Fund. The generous support of alumni and friends allows the College to pursue our goal of excellence in learning, discovery, and engagement.

As you are aware, this fund will provide endowed support for the Master Gardener Program Coordinator. Master Gardeners are dedicated to working with the community to encourage and promote environmentally sound horticulture practices through sustainable landscape management educational programs. This endowment will ensure that the goals of the Master Gardener Program will be supported in perpetuity.

Once again, we would like to thank you for your generous gift.

Sincerely yours, Alan L. Grant, Dean

---

**Letter – Hahn Garden Gala**

On behalf of the Department of Horticulture, I extend my sincere appreciation for your financial support of the Hahn Horticulture Garden. Our mission is to "Improve the World, one Plant at a Time." We strive to do this throughout our teaching, research and outreach efforts. Your thoughtful gift allows us to better answer this high calling. We are very grateful that you are an active member of our Horticulture family!

_Sincerely, Virginia Agribusiness Council Ag, Master Gardeners_

Roger Harris, Interim Department Head Department of Horticulture

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Sonya and Paul Westervelt were the hosts for this year’s event.

The VNLA was a sponsor of the Hahn Horticulture Garden Gala on June 11, which is a key fund-raiser for the gardens. The VNLA Board met that morning and participated in the event.

Editorial - Review of a Review!

Benefits Of Green Industry Products And Services

Someone recently shared an article with me that appeared in the June 2011 issue of the Journal of Environmental Horticulture, written by Charles R. Hall and Madeline W. Dickson, Department of Horticulture Sciences, Texas A & M University.

The article is titled, Economic, Environmental, and Health/Well-Being Benefits Associated with Green Industry Products and Services: A Review and is a review of the peer-reviewed research that has been conducted related to the benefits of green industry products and services. I wanted to share some of the reported findings with you.

Information included research as related to all aspects of the Green Industry - from manufacturers and distributors of supplies, greenhouse, nursery, and sod growers, wholesale distribution, landscape operations (design, install, maintenance), retail garden centers and chain/mass merchandisers.

They addressed the growth of the industry over the past few decades and then discussed the recent slow-down in the economy. They state that we as the Green Industry should position ourselves so that our products and services are considered a necessity instead of a luxury which can then serve us as a good strategy against recession and weather related risks.

The authors talked about the expectations of the different generations – Baby Boomers, Gen X and Gen Y. The one attitude that these three generations share is their interest in enhancing their quality of life, be it economic, environmental, or health/well being.

Recently a model of quality of life has been developed that includes six major life domains: social well-being; physical well-being; psychological well-being; cognitive well-being; spiritual well-being; and environmental well-being. You can see that each of the six domains can overlap and people-plant interactions (and the benefits from them) can also overlap with each of the domains.

Below are important factors that were included in each of the three major components of the review.

Economic Benefits:

• Beautification draws customers, reduces shopper stress, and enhances store appeal to maintain and build clientele.
• Boost occupancy rates of apartments and commercial buildings.
• Increase tourism through parks, botanical gardens, arborea.
• Job creation through creation of green spaces and maintenance required.
• Reduced health care costs through improved physical fitness of residents through exercise in parks or other green spaces.
• Increased property values through professionally landscaped and manicured lawns.
• Tax revenue generation due to increased property values for those properties located near parks, botanical gardens, and urban green spaces.
• Reduced street repairs from savings realized from shade provided to the asphalt from street trees.

Environmental Benefits:

• Carbon sequestration and improved air quality through the absorption of odors and potentially harmful chemicals, carbon dioxide, and particulate
matter from the air giving us oxygen in return.

• Attract wildlife and promote biodiversity by providing habitat for local animals.

• Energy savings achieved through the planting of trees and shrubs around buildings to shield buildings from the sun and wind reducing heating and cooling costs.

• Reduce heat and cold damage to buildings by erecting a barrier using trees and shrubs to shield and protect buildings from the elements.

• Reduce noise and light pollution that are disruptive to both human and animal through landscape installations.

• Reduce soil erosion through planting trees and shrubs that reduce soil lost to wind and water.

• Reduce storm water runoff/improved water quality through absorption of water by leaves and roots of plants that save money because less management runoff is required.

• Reduce urban glare through absorption of light from reflective surfaces such as windows and buildings.

• Windbreak provided by trees and shrubs not only reduce wind speed, but also reduces soil erosion from blowing soil and moderates effects on buildings.

Well-being Benefits:

• Concentration and memory are increased through calming effects of natural environment and stimulation of the senses.

• Learning is enhanced when plants are included in the learning environment for children.

• Educational programs/special events foster understanding and appreciation for the environment generating a sense of responsibility in participants in caring for and protecting the environment.

• Flowers generate happiness soothing people and lowering stress and anxiety.

• Reduce stress through gardening and landscaping activities allowing people to channel their energy to something positive.

• Health and recreation through free or inexpensive green spaces for exercise and activities.

• Accelerates healing process through patients simply seeing flowers and plants or through horticulture therapy where patients care for and nurture plants.

• Therapeutic effect of gardening allows people who have experienced mental or physical trauma to work through issues and heal their wounds.

• Improves relationships/

---

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These benefits are not always apparent to our clients and those new to the industry. We should take steps to inform those in our industry of the benefits in our marketing and advertising messages and when talking to our clients to make them understand and aware of the wide range of benefits and services that plants provide in improving our quality of life.

Debbie D. Dillion, Urban Horticulturist, Loudoun County Extension, ddillion@vt.edu

Obluuary - Thomas L. Henegar

We have received the following details of the services that were for Tommy Henegar, retired EVP of SNA, who passed away on July 26, 2011. Tommy led SNA for 16 years (1972-1988). His father, Porter Henegar, held the position for 13 years (1959-1972). Tommy was a constant supporter of the industry in the south and through his years of service did great work in bringing the industry together. Tommy is survived by his wife, Mary. Cards of support can be sent to Mary’s address shown below. Graveside Services were Friday, July 29 at the Lone Oak Cemetery. 200 Lone Oak Dr., Lewisburg, TN 37091

Karen Summers, Interim Executive Vice President SNA

Obluuary - Buddy Williams

In Remembrance

Buddy Williams, co-founder and co-owner of Merrifield Garden Center, passed. For the past year or so, he had been battling various complications that occurred after a surgery in 2010. He was 74 years old.

"Buddy" HAMPTON C. WILLIAMS February 19, 1936- July 20, 2011

Buddy Williams, dear husband of Doris Williams, originally of Vienna, VA, now of Waterford, VA, passed away July 20, 2011 at Winchester Hospital.

Buddy was the loving son of Hampton and Louise Williams of Northern Virginia. A loving dad, he is also survived by his children, Wanda Flanagan, Hal Williams and Kim Myers of Northern Virginia; loving granddad of Chad and Clara Flanagan, Caroline Williams and Colton Myers. He is also survived by his sisters, Jean Auldridge of Alexandria, VA and Harriet Williams of Florida.

Buddy was with the Fairfax County Fire Department in the early 60's and 70's and then went on to start a business with his partner, Bob Warhurst of Fairfax Station, VA. Together they started Merrifield Garden Center, where he worked for the last 40 years.

Funeral services were held on Sunday, July 24, at 11 a.m., followed by burial at National Memorial Park, 7482 Lee Hwy., Falls Church, VA.

In lieu of flowers, please make donations to the Lovettsville-Waterford Ruritans Club, PO Box 137, Lovettsville, VA 20180. - (Washington Post)

Merrifield Garden Center is the story of two families and a dream.

(from the Merrifield website)

It began when Bob Warhurst, a hard-working young man with a can-do attitude from humble beginnings in Alabama, was ahead of his time, realizing the need to service the growing population of the Washington D.C. metropolitan area with quality plants.

Bob told Buddy Williams, his neighbor and friend in Vienna, Virginia, about his plan to start a garden center and nursery – and asked if he wanted to join him. Buddy, who enjoyed plants and working outside as much as Bob, quickly agreed.

“I think drive comes from believing you can do something,” says Bob, who left his rural Alabama home, where work was scarce, as a teenager to move to Northern Virginia to make his way in life.

The great adventure for Bob and his wife, Billie Jean, and Buddy and his wife, Doris, was about to begin. Soon...
after their daring decision, Bob, who owned a trash collection business and an antique and second-hand store called “The Trading Post,” and Buddy, a fireman in Fairfax County, hopped in a pickup truck and drove around Northern Virginia to stake out locations to build their dream nursery. They spotted undeveloped land at the corner of Lee Highway and Gallows Road, just outside the Capital Beltway in Merrifield.

“The moment we saw it, we knew we found the right place,” says Buddy.

Merrifield Garden Center opened in the spring of 1971 with a quaint red barn, a small store and less than an acre of plants. It started incredibly small, but with the highest of standards. From the very beginning, Bob and Buddy emphasized outstanding customer service, exceptional quality and superior selection. These old-school principles are still paramount today. But they’re combined with 21st century business practices.

Now, nearly 40 years later, Merrifield Garden Center has expanded to become one of the largest and most complete nurseries in the country with three locations – the original site in Merrifield, a second location in Fairfax and a third in Gainesville, Virginia.

We’re proud to have been recognized with numerous awards and accolades over the years. In addition to serving the needs of home gardeners, we provide beautiful plants and horticultural expertise to many local, state and federal government agencies as well as schools, commercial properties, golf courses and park authorities.

As we’ve grown, we’ve never forgotten our modest roots and we’re more passionate than ever to be in the beauty business and help our customers achieve their dreams. After nearly 40 years, you’ll still find our owners exchanging handshakes and hugs with long-time customers, answering gardening questions, stocking shelves and handling any job that needs to be done.

When you visit Merrifield Garden Center, there’s a good chance the person assisting you is either a Warhurst or a Williams. That’s because 38 members of the two families are employed here. Family members grow up learning plants and the importance of taking care of customers. Later, they branch off into Merrifield careers that suit their individual talents and interests.

“An important part of the Merrifield culture is the sense of family – friendly and down-to-earth,” Bob says. “We think our unique family dynamics translates into better customer service.”

Bob and Billie Jean’s five children – Debbie, Rob, Larry, Donny and Kevin – work at the nursery. So do
eight of their 11 grandchildren. Three of the children’s spouses – Rob, Lynn and Chris – also work at Merrifield, having left careers in other fields to join the family business. And two of Bob’s brothers, Lee and Carl, work here along with Carl’s wife, Sheila, and their four children.

Buddy and Doris’ three children – Wanda, Hal and Kim – work here, too, as do two of their three grandchildren. Two of the children’s spouses – Susan and Dustin – also work at Merrifield. And Dustin’s mother, Jean Myers, has been here for more than 20 years. Doris’ brother, Dan, works at Merrifield, along with his wife, Sandy, and their daughter.

During their busiest seasons, Merrifield Garden Center has an extended family of over 750 employees who are dedicated to providing our customers with unparalleled service and expertise. Merrifield Garden Center is fortunate to have a terrific management team and 25 employees who have worked at Merrifield for 25 years or more.

Compiled by Jeff Miller

News - Ankers Family Memorial Garden

Groundbreaking & Unveiling of Civil War Marker

The groundbreaking ceremony for the Ankers Family Memorial Garden and the unveiling of a Civil War Marker was held July 16 on the grounds of the Northern Virginia Community College Loudoun Campus. The event was held in conjunction with the annual Ankers family reunion. The Ankers family have worked with the Horticulture Department to develop the plan for the Garden which will be developed in phases, the first being the installation of the hardscape components. The garden is located at the southeast corner of the campus along Route 7 and Potomac View Road. As you enter the main campus entrance from Route 7, the Memorial Garden and Civil War marker will be to your right.

The program included a brief family history as told by Janelle Ankers Swensson and the story of the 1864 Ambush at Ankers’s Shop with a reading of the names of the 11 known soldiers killed at this site. NVCC Loudoun Campus Provost, Dr. Julie Leidig, served as Mistress of Ceremonies. The Honorable State Senator Mark Herring and Delegate Tom Rust and Dr. Mark E. Stavish, Loudoun Representative Northern Virginia Community College Board, also participated in the program.

David Scheid’s, NVCC Associate Professor and Program Head of Horticulture Technology Program, landscape design class students created the original concepts for the Anker’s Memorial Garden. Joyce Harris, Artist, Horticulturist, NVCC Department of Horticulture Advisory Board Member and former NVCC student, has worked tirelessly behind the scenes combining design ideas for the final design plan, gathering historical information, and seeking support from organizations and individuals for the development of the Ankers Family Memorial Garden. The Garden will serve as a quite respite for students, staff, and visitors, and in the future will provide a plant palette for study by horticulture students.


Paul Eden, South Riding Nurseries, and Debbie Dillon, Loudoun County Extension, attended the ceremonies as representatives of the NVNLA and VNLA.

If you may be interested in making an individual donation that is tax deductible, you can do so online at www.nvcc.edu/alumni-and-friends/donate-online/pledge or you can mail donations to NVCC Educational Foundation, with a notation that the funds are for the Ankers Family Memorial Garden. The address is NVCC Educational Foundation, 4001 Chapel Rd., Suite 312, Annandale, Va. 22003.

Debbie D. Dillon, Urban Horticulturist, Loudoun County Extension, ddillion@vt.edu
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Abelia x grandiflora 'Little Richard'

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

Details at: www.vnla.org/AboutVNLA/photography_contest.htm
Winner of the July/August 2011 Photo Contest

Tiger Swallowtail on *Liatris spicata*

**Photo Winner: Jennifer Seay**

Piedmont Nursery, Markham, VA

“Win $50, submit your photos!

Good Luck and Happy Photographing!

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**VNLA - Photographs Needed for Beautiful Gardens® Promotion Plants**

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- *Jasminum officinale ‘Frojas’*
- *Nyssa sylvatica ‘Wildfire’*
- *Panicum virgatum ‘Northwind’*
- *Rhododendron x ‘Koromo Shikibu’*
- *Rhododendron ‘White Spider’*
- *Rudbeckia fulgida ‘Early Bird Gold’*
- *Sporobolus heterolepis*

Send high resolution photos to info@BeautifulGardens.org

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**VNLA - Photo Contest Rules & Winner**

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

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

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

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

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

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

7. Model Release forms are required with each photograph which contains a clearly identifiable person. Release forms are available from the VNLA office, on request, and are also available for download from the VNLA website at Model release in MS Word format or Adobe PDF format. **Judging done by the VNLA Communication Committee. All decisions are final.**
"We are signifying our continued commitment to honor the men and women to whom we owe our liberties and freedom. By contributing to the environment at this sacred place, we are giving back to the many heroes and their families," said Walter Wray, Landscape Industry Certified Technician, PLANET member and chairman of the event. "Our members consider it a privilege to be able to lend our time and talents to such a worthwhile project."

As Renewal & Remembrance has grown, more and more PLANET members bring their families as well as their company employees. The event includes special projects for children of PLANET members. This year, children planted native grass in key locations at Arlington National Cemetery and participated in the laying of the wreath at the Tomb of the Unknown Soldier.

The logistics of the event are significant. Here are some of the numbers:

- 395 adults and 58 children participating
- 101 companies were represented
- 28 states represented
- 30 area captains
- 120 tons of lime was applied to 271 acres
- 30 acres of turf was aerated
- 24 yards of soil was installed
- 24 yards of mulch was applied
- Four trees were installed
- 1,381 perennials were planted
- Six trees were pruned, cabled, and had bracing installed
- Lightning protection was installed on seven trees
- The Columbarium and Receiving Vault irrigation systems were updated

The Irrigation Association and Tree Care Industry Association partnered with PLANET to host this year's event, along with Platinum sponsor Syngenta.

On Tuesday, July 26, 2011, PLANET members converged on the Hill to meet with their officials and discuss a wide array of issues impacting the green industry, including H-2B guest worker program, the EPA's WaterSense, and H.R. 872, the Reducing the Regulatory Burdens Act of 2011.

In addition to the Capitol Hill visits, Legislative Day participants enjoyed presentations from ABC News Senior Congressional Correspondent Jonathan Karl on Monday afternoon, Rep. Robert Dold during a dinner held Monday evening, and Rep. Kurt Schrader at Tuesday's breakfast.

For more information, visit LandcareNetwork.org, or call the PLANET office at (800) 395-2522. PLANET is the association of members who create and maintain the QUALITY OF LIFE in communities across and garden, grower inputs and turf and vegetable seed in 14 states in the Mid-Atlantic and Midwest from its warehouses in Virginia and Pennsylvania. "We at Wetsel look forward to the future opportunities. Based in Burton, Ohio, BFG Supply Co. serves growers from 14 fully stocked service centers covering a 17-state region and has become the largest horticultural distributor in the Midwest.

**Greenhouse Grower and Garden Center Magazines**

### News - The New Face of SNA

The Southern Nursery Association (SNA) is undergoing an extreme makeover. There’s no radical surgery involved, but it’s certainly more than a fresh coat of paint or a new logo. This will never be a TV reality show, but it’s a story worth telling.

After several years of economic pressure, industry change and consolidation, the 112-year old association found itself in a downward spiral. But a dedicated board of directors and a core group of past presidents and members decided the association was worth saving.

It’s no more business as usual for SNA. The future focus will be on issues that cross state lines and impact the region. Vital industry services, current news and relevant information will be delivered online through a new website scheduled to go live very soon. This new website will feature a virtual marketplace, more than 10,000 pages of horticultural research, industry forums, blogs, email alerts, and more.

At a recent board meeting, several committees were designated and will be functioning soon. These new
committees will assist with efforts to provide communication, education, information and marketing opportunities throughout the region. In addition, the annual business meeting and research conference have been scheduled and will be held in conjunction with the GSHE in Mobile, AL in January of 2012.

You can expect to see many changes and lots of activity in the coming months as the new website is launched, committees developed, member surveys conducted, regional news and information disseminated once again, and industry leaders recognized through the SNA awards program. The end result of this makeover is sure to leave everyone smiling as SNA moves forward with a new face!

For more information on the SNA, go to www.sna.org.

Written & submitted by: Karen Summers, Interim Executive Vice President

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**News - Art Parkerson**

**Award Recipient**

Art Parkerson producing a video onsite

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**Horticultural Industries**

**Leadership Award at OFA Short Course**

Innovation is a genetic trait for the Parkerson family in Virginia. Charlie Parkerson, founder of Lancaster Farms in Suffolk, Va., has long been known for production innovations. He was one of the first growers to experiment with pot-in-pot production. He invents and builds his own potting machines. His tree-pruning crews walk on stilts to increase productivity.

Charlie's son Art is no less innovative, but he's channeling his efforts into industry promotion. Long frustrated that the green industry could not unite to create a national advertising campaign, Art took it on himself. He created www.openhort.com as a place where industry members can post and retrieve generic marketing materials. Art himself has produced and posted dozens of videos that promote, not his
company, but the values of plants and healthy landscape.

Anyone is welcome to post material on www.openhort.com, or use the materials available there.

"What I hope for us to do here is sort of a grass-roots national marketing campaign," Art said. "With the media tools we have, the creativity we possess, and the great story we have to tell, what's stopping us? We don't have to ask anybody's permission. Before we get consensus, let's get diversity. We don't need a budget — yet. Let's see if we can get something rolling."

Art is Vice president of Lancaster Farms, Suffolk, Va. The 180-acre nursery was founded in 1969. Lancaster Farms was one of the first nurseries to experiment with pot-in-pot production. This practice is widely accepted, and there are tens of thousands of acres of pot-in-pot production across the country.

**GIE Media’s Horticulture Group**

**NEWS - Survey Assistance Requested**

from Virginia Landscape Contractors

The EPA has approved Virginia's Watershed Implementation Plan for reducing nutrient and sediment pollution of the Chesapeake Bay. This means that landscape contractors will be under close scrutiny in the future regarding their use of best management practices (BMPs) that promote water quality and landscape sustainability. BMPs protect the environment, but also provide tangible benefits such as decreased labor expenses and new marketing and client opportunities.

In order to assess where Virginia landscape contractors are relative to their understanding and use of BMPs, Virginia Tech has developed a survey. We are requesting your assistance in compiling the baseline information required to assist in carrying out Virginia's Watershed Implementation Plan. Your response is critical so that we have a broad cross-section of landscape contractors from Virginia.

**Survey Facts**

- Requires approximately 15 minutes to complete
- No personal or identifying data will be associated with your responses
- Will provide a baseline picture of sustainability practices and knowledge of Virginia landscape contractors or other professionals engaging in landscape contracting activities
- Data will be used to demonstrate compliance with EPA pollution reduction criteria and to develop programs and information to assist landscape contractors with program compliance

**Survey Benefits to You**

- Shows that Virginia is proactive regarding BMPs and water quality
- Helps Virginia Tech and Cooperative Extension focus better on landscape contractor needs
- Provides valuable information for professional associations to use on your behalf and for legislators who make environmental decisions

**As a thank you for your time and assistance, you can enter to win 1 of 5 Stihl SG20 backpack sprayers at the end of the survey.** Survey results will be available at www.vaes.vt.edu/hampton-roads in October.

This survey was sponsored by Virginia Cooperative Extension, the Virginia Nursery & Landscape Association, the Virginia Turfgrass Council and the Virginia Horticultural Foundation.

For more information contact Laurie Fox, VA Tech Hampton Roads AREC, 757-363-3807 or ljfox@vt.edu.

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**News - Virginia Gardeners Recycle**

**Statewide Container Recycling Program**

The Virginia Gardeners Recycle program is off to a rather slow start. Although garden centers in the Richmond area have continued to successfully collect garden containers for recycling (6 sorted pallets already in storage from Strange’s Garden Center), the statewide container recycling program needs your support. Virginia Cooperative Extension and the Virginia Green Industry Council announced the statewide program several months ago. To date, only a dozen retailers and/or landscapers have joined the program and are listed on the Virginia Gardeners Recycle website.

**We need your help to promote the program.** Through a partnership between garden centers and suppliers that are willing to collect and store pallets and Extension Master Gardener volunteer educators for plastics consolidation, we can promote container recycling to consumers, educate those consumers on how to prepare and sort their containers for recycling, and in some cases, assist garden centers with collection and sorting.

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

**How It Works**

Local independent garden centers, growing, or landscape operations would be responsible for collecting and sorting the plastics by resin code onsite. We will provide educational material that will explain this process.
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You will provide stackable bins/boxes in which to collect the containers. Full pallets of larger, uniform containers can be shrink-wrapped to a maximum height of about 60 inches. We understand that this is a time and financial commitment that you must make to participate in the program; however, the 2010 participants considered it well worth the investment. When you have full pallets of sorted plastics, contact Joyce Latimer (contact information below) to arrange for pickup of the pallets. Do not hoist the pallets onto the truck drivers from Griffin, Wetsel, or Maryland Plants.

Our program is primarily aimed at retail operations to address the consumers, but we will also accept containers from commercial greenhouses and nurseries and landscapers as long as the material is clean (loose dirt knocked out), sorted, and palletized.

Registering

To register for the program in 2011, contact Joyce Latimer (540-231-7906; jlatime@vt.edu). Include your business name, address, phone number, and website (or email).

Once registered, you will be listed on our website as a participant in the program. The website contains educational and promotional information for your use. If you have gardening events at which you would like to have Extension Master Gardener participation to promote container recycling, contact Dave Close (dclose@vt.edu), and we will try to accommodate your request. The more notice we have for such events, the more likely we are to be able to help.

Funds

Any funds paid for the recycled plastics will be donated to the VMGA’s State Master Gardener Coordinator endowment fund. If you have large amounts of containers that you want to recycle from your own operation, and you don’t want the funds donated to VMGA, contact us and we can help you find a recycler that may work with you directly, depending on your volume. For more information, check out [http://www.hort.vt.edu/vagardenersrecycle/](http://www.hort.vt.edu/vagardenersrecycle/). We will post all participants on the website to assist in promotion of container recycling.

For more information, check out [http://www.hort.vt.edu/vagardenersrecycle/](http://www.hort.vt.edu/vagardenersrecycle/). We will post all participants on the website to assist in promotion of container recycling.

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**News - VDACS quarantines walnut trees**

**Products in Richmond and two Virginia counties**

The Virginia Department of Agriculture and Consumer Services on July 21 placed a temporary quarantine on Chesterfield and Henrico Counties and the city of Richmond following the detection of Thousand Cankers Disease (TCD) in Chesterfield and Henrico Counties. The city of Richmond is included because of its proximity to the locations where the disease was detected.

Matthew J. Lohr, VDACS Commissioner, has established the temporary quarantine in an effort to prevent the artificial spread of TCD. Regulated articles that cannot be moved out of the quarantine area include all walnut plants and plant parts of walnut, including logs, stumps, firewood, roots, branches, mulch and chips.

TCD is a disease complex that attacks walnut trees, *Juglans spp*. The fungus *Geosmithia morbida* is vectored by the walnut twig beetle, *Pityophthorus juglandis*, causing small cankers under the bark of the tree. The beetle introduces the fungus while it tunnels beneath the bark. As more beetles attack the tree, the number of cankers increases until they coalesce to girdle twigs and branches, restricting movement of nutrients and eventually killing the tree. Neither the beetle nor the fungus is native to the eastern United States. Thinning or dead branches will initially occur at the top of the tree which will die from the top down. Trees may be infested for many years before showing symptoms. There is currently no preventive or curative treatment for the disease.

TCD has been present in the western United States for years; this is the first detection in Virginia and the first time it has been found east of Knoxville, Tenn., where it was detected in August 2010. Once established, TCD has the potential to spread to uninfected areas, either through natural means or through the artificial movement of infested articles.

VDACS employees in the Office of Plant Industry Services are surveying the affected areas in an effort to determine the extent of this infestation and the source of TCD in Chesterfield and Henrico Counties. The actual source may be difficult to determine since the infestation likely occurred several years ago.

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**Mid-Atlantic Grower**

**News - Walnut Thousand Cankers Disease Alert**

**Early Decline**
First occurrence of Thousand Cankers Disease of Black Walnut (Juglans nigra) in Virginia:

- On June 24, 2011, the first case of thousand cankers disease of black walnut was found in two trees with severe epicormic branching on the lower trunk and advanced decline in Chesterfield County, Virginia. Presence of the vector and pathogen associated with this disease, the walnut twig beetle (Pityophthorus juglandis) and the fungus Geosmithia morbida, was confirmed in the samples. This is the first report of thousand cankers disease of black walnut in Virginia. The Virginia Department of Agriculture and Consumer Services (VDACS) is conducting a delimiting survey to determine the extent of the infestation surrounding the positive find. Initial delimiting survey work has found additional trees with thousand cankers disease in Chesterfield and Henrico Counties.

The first report of thousand cankers disease of black walnut east of the Mississippi River (http://news.tennesseananytime.org/node/5684) was previously reported when the Tennessee Department of Agriculture announced the occurrence of the disease in black walnut trees in Knox County, Tennessee in August 2010. Although this lethal disease has been present in parts of the western U. S. for at least a decade, it had not previously been reported east of the Mississippi River in the native range of the black walnut. The presence of this devastating disease in the southeastern U. S. poses a great risk to black walnut trees in their native range. Virginians should be on the lookout for this disease in black walnut trees.

General information on thousand cankers disease:

Thousand cankers disease is caused by the newly named fungus, Geosmithia morbida, which is vectored by the twig beetle, Pityophthorus juglandis. When the beetles form galleries beneath the bark of walnut trees, they carry the fungus with them. The fungus forms dark cankers in the phloem around the beetle galleries. The number of beetles that attack an individual tree is enormous and the number of cankers that form is correspondingly large. On black walnut the disease is lethal, causing cankers that coalesce and eventually girdle the trunk and branches. Hickory and pecan (Carya species) are resistant to thousand cankers disease. English walnut (Juglans regia), the species primarily responsible for commercial nut production, seems to be resistant. More work on the resistance of various tree species is ongoing.

Avoid cutting too deeply when...
History of the Disease:

Thousand cankers disease was first identified in 2001 in infected black walnut trees in Colorado; however, mortality in black walnut stands was observed in Oregon in the presence of twig beetles as far back as the 1990's, so the disease was likely present earlier than 2001. Both the beetle and the fungal pathogen are thought to be native to North America, so the epidemics that occurred in black walnut at that time were not due to an introduced species. On the contrary, the epidemic in black walnut is thought to be due to an expansion of the twig beetle's host range, which followed the introduction of the black walnut, an eastern species, to western states. Previously, Arizona walnut (Juglans major) was the main host of the twig beetle and the canker disease did not occur on this host species. The discovery of thousand cankers disease in black walnut in Colorado raised the strong risk that the disease and its vector could be introduced to the native range of the black walnut east of the Mississippi. Such an introduction could easily occur through transport of infected walnut products, especially infected logs or firewood. The lack of resistance in the native population of black walnut could mean rapid spread of the disease in the eastern forest.

Preventing the spread of thousand cankers disease:

Current there are no known control measures for thousand cankers disease of black walnut.

Because transport of logs and/or firewood is one of the main avenues for spread of the disease, several states have enacted quarantines restricting the movement of black walnut logs. The movement of timber and nursery stock is also restricted by these quarantines. Education of the public about the need to prevent the transport of logs and firewood is also of paramount importance.

To prevent the spread of thousand cankers disease:

- Don't transport walnut logs, lumber or firewood. If you are camping, buy firewood from a local source. Similarly, firewood from the camping location should NOT be transported home. Leave any extra firewood at the camping location.
- Don't buy walnut (logs, lumber, firewood) from an unknown source. If you purchase wood from a door-to-door or online vendor, make sure you know where it comes from. If it is not from a local source, don't buy it, and make sure you educate the vendor about the potential for transporting lethal plant pathogens and insect pests on walnut wood.
- Watch for symptoms of thousand cankers disease in your black walnut trees. If you suspect your black walnut tree may have thousand cankers disease, contact your local county Extension agent (http://www.ext.vt.edu/offices/index.html) for more information on submitting a plant sample to the Virginia Tech Plant Disease Clinic for diagnosis.
- Carefully slice away a thin layer of bark on live branches or the trunk of suspect trees. If you notice beetle galleries or a dark brown stain in the phloem, the tree is suspect for the disease.

Sampling black walnut for thousand cankers disease:

- Cut affected, but still live branches or sections of branches that are between 1-inch to 4-inches in diameter. Smaller branches rarely have the beetles or the cankers and larger pieces of wood present shipping and processing problems. Try to get branches that have beetle holes or galleries.
- Do not remove the bark on branches for submission. Underlying wood often discolors naturally when bark is removed and this can make the cankers difficult to detect.
- Place branch samples in two ziplock-style plastic bags, one inside the other, for submission to the local county Extension office. Samples submitted by the public should be taken to the local county Extension office (refer to: http://www.ext.vt.edu/offices/index.html) for mailing to the VT Plant Disease Clinic and Insect ID Lab. You will be asked to

Tips for field diagnosis:

- Look for clusters of dead or dying black walnut.
- Look for dieback in the tops of black walnut trees.
complete a disease diagnostic form for mailing with the sample. Please take time to fill out the form completely. If you find small, dark brown beetles less than ¼" long, place them in alcohol in a vial and complete an Insect ID form for submission with the sample. Samples will be mailed to the respective labs by the county office.

Problems that could be confused with thousand cankers disease:

- **Environmental stresses**, such as frost injury or drought can cause dieback in black walnut, as well as other tree species.
- **Mechanical damage** to the base of the tree by lawnmowers or soil moving equipment could cause dieback in black walnut, as well as other tree species.
- **Neonectria canker**, a different fungal disease, could be confused with thousand cankers disease, but cankers caused by the Neonectria fungus are very different in appearance from thousand cankers disease cankers. With Neonectria canker, the bark sloughs away from the surface of the cankers naturally and the sunken cankers are very visible. Edges of Neonectria cankers also typically have ridges of callus tissue that form each year and are apparent without having to cut into the tree. Older Neonectria cankers have a target-like appearance.
- **Phytophthora collar rot** is a disease caused by a pathogen that attacks at the soil line. Dark brown discoloration occurs under the bark, but is only present at the base of the tree, whereas with thousand cankers disease, the cankers are present all over the tree.
- **Root and butt/trunk rot diseases** can also cause dieback on black walnut.

For further information on this disease, the following web sites may be helpful:
- [http://www.tn.gov/agriculture/regulatory/tcd.html](http://www.tn.gov/agriculture/regulatory/tcd.html)
- [http://www.dontmovefirewood.org/](http://www.dontmovefirewood.org/)

Note that this disease is an emerging situation. We will send out updates as we acquire more information on this disease.

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News - Hip Labels
Introduces MilkMade™
A New, Eco-friendly Plant Tag Containing 30% Recycled Milk Jugs and Offering Competitive Pricing with Traditional Plastics

Greensboro, NC (July 20, 2011) - Hip Labels, LLC. is introducing MilkMade™, an advanced 'green' tag substrate, this summer for plant producers and retailers. Exclusively available from HIP, MilkMade™ truly raises the bar for eco-friendly tags. Developed with a Greene (recycled/ recyclable) approach, MilkMade™ links the two spectrums of sustainability with its content of 30% recycled milk jugs and its curb side recyclable Category 2 FTC designation. In addition to its unique composition, MilkMade™ is ground breaking for its pricing, which is comparable or less than traditional plastics, alleviating cost concerns typically associated with green products.

An excellent option for stake and hang tag formats, MilkMade™ is a high-performance white opaque substrate, meeting the demands of quality 4-color printing and die cutting. It is extremely durable- tear-proof and non-brittle through the growing and retailing cycles. For added value, the substrate is 100% made in the USA.

"You can't say enough good things about MilkMade™," said Bob Lovejoy, president of Hip Labels. "We're excited to introduce a G2 product that makes a significant contribution environmentally, has wonderful application, and, at the same time, is extremely cost competitive." MilkMade™ will be premiered at Far West this summer at HIP's booth #12095. Lovejoy sums it up, "MilkMade™ is a winner for everyone- grower, retailer, gardener, and Mother Earth!"

Hip Labels is based in Greensboro, NC and provides horticultural branding products to plant producers and retailers in the US and Canada. They are consistently on the cutting edge of innovation in materials, formats, and technologies, providing custom and sustainable solutions combined with exceptional customer service. They offer a wide array of stake and hang tags, advanced designs for pot wraps, and a variety of small and large format point of purchase signage.

For more information, contact: Bob Lovejoy, President, HIP Labels; Tom Kegley, Tom Kegley Communications, bob.lovejoy@hiplabels.com tkegley@rev.net, 336-472-067; 843-991-4366 www.hiplabels.com

News - Imprelis Herbicide Suspected in Injury to Conifers

In spring of 2011, Virginia Tech's Plant Disease Clinic received several samples of conifers with damage to shoot tips. Symptoms included browning, epinasty, and twisting of new growth, which are characteristic symptoms of growth regulator herbicide injury. Growth regulator herbicides are systemic in plants following root or shoot uptake. Examples of growth regulator herbicide active ingredients include 2,4-D, dicamba, meprop, clopyralid, and triclopyr. Growth regulator herbicides are used to control broadleaf weeds in turfgrass, pastures, corn and wheat, along with weed control in noncrop areas. The newest herbicide in this group is aminocyclopyrachlor, sold under the trade name Imprelis for use in turfgrass.

Imprelis has several advantages for weed control in turfgrass. It is applied at very low use rates, exhibits low toxicity to animals, and it can be used at seeding time on a range of turfgrass species. Imprelis controls common turf weeds, including dandelion, henbit, buckhorn plantain, and ground ivy, among others. It is labeled for use in home lawns, golf courses, athletic fields, parks, cemeteries, and other turf sites.

Generally conifers are somewhat more tolerant of the growth regulator herbicide group than broadleaf plants. However, tree species that have been reported to be injured following applications of Imprelis herbicide include Norway spruce and white pine. The problem is described in a recent article in the New York Times: http://www.nytimes.com/2011/07/15/science/earth/15herbicide.html?nl=todaysheadlines&emc=tha2

Symptoms on samples of blue spruce and Norway spruce submitted to the Plant Disease Clinic were consistent with recent reports of injury associated with applications of Imprelis herbicide.

Our recommendation is to avoid applications of Imprelis near spruce and pine and within the drip line of trees to reduce the potential for root uptake.
Keep in mind that tree roots extend well beyond the drip line. Do not use clippings from turf treated with Imprelis as mulch in vegetable gardens or other landscape or garden locations containing sensitive plants. Do not make applications under windy conditions and avoid applications if there is a high probability of rain soon after application.

We wanted to make you aware of this situation and will keep you updated as we learn more.

Mary Ann Hansen, Elizabeth Bush, and Jeffrey Derr, Extension Plant Pathologist, -Weed Scientist, Department of Plant Pathology, Physiology, and Weed Science, Virginia Tech

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Send your comments and suggestions to info@vnla.org

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Tankard Nurseries uses rice hulls and no plastic pots in propagation.
“Many nurseries start out as family businesses. Watkins Nurseries was no exception. As part of the fourth generation in this business, I grew up in the house my great grandfather, John Benjamin Watkins, Sr. built in 1886.

Growing up on the nursery had many advantages. We used to play army in the tree holes, lobbing dirt clog ‘grenades’ at each other. We built tree forts and cabins, camped out, rode bikes on endless nursery roads and learned to hunt and fish and frog gig in the ponds.

My first fulltime summer job at age 15, was working on the ‘hoe gang’. There were about 6 to 8, mostly teenagers, on the ‘gang’ and the primary job was chopping weeds. Sharpening the edge of your hoe weekly helped cut the dirt. Whoever finished their ‘row’ first, got a longer break, and that was usually a cigarette break.

We also maintained the ‘seed bed’, prepping the raised beds (using methyl bromide gas under plastic to sterilize) and planting collected seeds such as Cornus and Quercus species. With trowels, we hand planted previously rooted cuttings of Ilex, Lagerstroeinia, Viburnum, etc. species under a rolled out, elevated, snow fence. They were irrigated overhead until they were big enough to be hand dug the following spring. The roots were dipped in our hand mixed, native clay slurry, which was concocted in washtubs, before transplanting into the field.

By age 17, I got a big “promotion” and started working on a landscape crew during the summers, and holidays. My Dad, Tscharner D. Watkins Jr. had landed one of the largest landscape jobs in the region, the new Phillip Morris complex on Route 95, just south of Richmond. This enabled the Nursery to replace the horse and mule with real tractors for field maintenance.

While I was in college, I worked in the garden center when I was not in school. I feel this is where I learned a lot about the lawn and garden industry. I was fortunate to have my family as a resource for all the many types of questions you get in retail. Previous generations had earned a good reputation as the leading source of plant material and landscape design and the ability to get the job done.

In Blacksburg, while attending Virginia Tech, I had the opportunity to work for Jeff Miller (currently our VNLA Executive Director) in his garden center. I really “learned” a lot washing dishes at the best bar in town, 117 South Main. An added bonus was we could have beer at 18 then.

After college, I worked 6 days a week in our Garden Center. Business was good during the approximately 10 years I managed the Garden Center. We had an annual 1 gallon azalea sale in April and I’ll never forget selling 30,000 azaleas in one week. We had to hire a traffic cop to keep order with traffic coming off Rt. 60. There were some years we had to burn ‘smudge pots’ all night to prevent frost from damaging the blooms.

Around 1990, our propagator, Mr. William ‘Bill’ Dutcher, left the business and I was asked to consider the move. I was hesitant, but propagation and field production was the backbone of the business and 5 days a week was appealing. Back then, we farmed close to 800 acres on three farms selling wholesale, retail and using the material on our landscape jobs. I loved it. We propagated over 100,000 cuttings and seedlings yearly and keeping good notes and monitoring them was essential. I joined the International Plant Propagators Society (IPPS) and really benefitted from the knowledge...
shared by that awesome, rare group of individuals! John Machen Sr., of Mobjack Nursery, was the first to share/discuss propagation issues with me, outside of family. I learned to better match plant material to soil specific areas in the fields, not to be dependent on any one pre-emergent herbicide, to apply pesticides/fungicides timely and to constantly tweak propagation methods. I found all of this to be challenging and often rewarding.

Eventually, I moved into wholesale to help with this area of the business which was growing, thanks in part to the hiring of Mr. Don Adams who previously worked for Gresham’s Nursery. I continued to manage field inventory and oversee propagation through a new manager. As a wholesaler, I learned to produce the catalog/mailing list, do numerous trade shows and manage territorial sales personnel. For quality control, the sales people tagged what they sold.

The Watkins Family had owned much of the nursery property for over 300 years. The county was growing all around us and a highway was destined to come through the property. The construction of Route 288 changed everything for the Nursery. We moved the old office/farm into new buildings/farms in Midlothian and Powhatan and Amelia Counties. There were 5 of us in the fourth generation (eventually 2 more in the 5th generation) and we all managed different departments within the business but our employees made great contributions over the years, as Jerry Lawson does today.

Mother Nature can be a player too. In a ten year period, we experienced numerous setbacks. The first was a 100 year drought that killed most of the new plants that were lined out in the spring. Soon thereafter hurricane Isabel’s excessive amount of rain soaked the soil to a point where her winds blew most of our evergreens sideways. Then a tornado struck the Amelia farm with winds that laid the high cost, west coast grown, staked trees to the ground. If that was not bad enough, we also had flying saucer shaped hail that knocked the bark off. Of course, we had the minimum level of crop insurance for that farm at the time. What are the odds? To collect about half the value we would have had to bulldoze everything and start over, losing 3 years of growth/sales. So we stuck it out and re-staked everything. The majority of the trees never recovered completely. Mother Nature struck again when lightning hit the new wholesale office in Powhatan and traveled into the new, “state of the art” propagation house, and greenhouse and hoop houses. This blew out the computers, telephones, alarm system, heat pump, one of two deep (200 ft.) well pumps (glad we had 2) and all time clocks and solenoids. In another instance, a field
fire in Midlothian burned up about 14 acres.

These real life experiences had a tremendous negative impact on the nursery and gave me a deep appreciation for the forces of nature. Later, when horticulture classes came to the Nursery for a tour, I think students were taken back when they heard about these uncontrollable possibilities. One professor called me afterward and was very surprised about the ‘reality check’ I gave them. Students don’t hear this in the classroom.

By the late 1990’s the family business got more challenging. Around 2008 we agreed to employ a consultant to help us develop a succession plan. As a part of that plan, I chose to exit the business. This was not an easy decision for me.

Initially, to keep busy I worked for a friend who is a mason. I learned a lot but most of all I learned this was not what I wanted to do long term. I needed to do what I know best. I started sending some letters out to nurseries I was familiar with. One of those was Gary Hutt of Red Oak Nursery who was the first to offer me a job as a sales rep in Virginia. My initial territory would be Fredericksburg and south. I soon realized the potential, especially if I could diversify. After more letters and conversations, I was fortunate to add Bremo Tree and Shreckhise Nursery. Today, I “rep” for 7, diverse growers, each of whom provides quality plants. I have also developed a ‘relationship’ with other growers so that I can better meet the needs of the customer.

The economy has been hard on our industry in recent years. Many container growers have cut production. I think B&B growers were hit harder as trees continue to caliber to rarely sold sizes and eventually get bulldozed. Money has been tight and now would be a good time to line out young material but cash flow hinders this. I think shortages are coming which could drive prices up. In our industry, profit margins have eroded as sales have declined and costs continue to increase.

I have always believed things have a way of working out for the best. My business in definitely gathering momentum and I love being my own boss. It took me a while to get used to considering a full day at the computer, a good day. I close a lot of sales calls by saying, “I will appreciate the opportunity to quote your plant material needs”. If I can’t supply it, I will help you locate it, and use me as a resource. I am a big promoter of the growers guide.

I work out of the house, but when not there, I jokingly call my smart phone, my ‘mobile office’. It does everything, wherever I am!”

Tscharner Watkins was born in Richmond, Virginia. He and his wife Jane now live in Midlothian. They are parents of two children; Tscharner IV and Mason. Tscharner graduated from Midlothian High School in 1975 and from Virginia Tech in 1980.

Tscharner is now primarily a Wholesale Grower sales rep. He says that it is important to network within the industry, and to listen well and always follow up. Organizations that he has been involved with include: Richmond Nurseryman’s Association (now called the CVNLA) where he was president in 1996, VNLA Research Committee which he chaired for 3 or 4 years, International Plant Propagators Society 1997-2003, VNLA where he was president in 2002, Virginia Agriculture Council where he chaired the committee in 2005, and Maymont Foundation Board.

He has been a Virginia Certified Horticulturist since 1981. He was also awarded VNLA Nurseryman of the Year in 2003.

Tscharner’s favorite plant is native stands of Rhododendron maximum in the mountains. His favorite flower color is “a real blue Hydrangea. His dislikes are unchecked poison ivy patches and Barberries.

Some of his hobbies are boating, volleyball, having a good horseshoe game and ping pong. He is also starting to sail again.

Tscharner with Louis Chandler, Crookhorn Nursery with 25 gallon London Plane Trees

Tscharner says that his best habit is to keep everything organized and neat. He says he is a “right brainer”. His favorite quote: “Life is a Gift, that’s why they call it The Present.” He aspires to be “half as good at sales as C.W. Bryant.” The hardest part of his day is “spending more time inside, especially on the internet.” The best part of his day is “eating lunch downstairs and having the flexibility to do other things.”

Tscharner says also that in dealing with employees that you need to start and end with a positive comment. The best advice is to “Inspect what you Expect” and “If you fail to plan , you plan to fail”
A "novel combination" pre-emergent herbicide

- Controls broadleaf and grassy weeds
- Uniform low dust, low odor granule
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Tscharner in his current role in his own business says that he loves being his own boss. He bids some landscape jobs and sub contract out for the labor. He also does a little bit of landscape design and brokering and consulting. The main part of his job is primarily a wholesale grower representative. His marketing niches is being able to offer a diverse portfolio of woody, container, B&B plant material at a competitive freight. Changing his career in a very bad economy has been his greatest challenge.

His most significant mentor has been his dad, “for tolerating me the first 25 years.” Other mentors for him have been Jim Bruce and Butch Gaddy for “encouraging involvement in the industry,” and John Tankard who “epitomized a gentleman nurseryman.”

Tscharner’s dream vacation is sailing in the Caribbean for two weeks. But in the meantime, he will “continue to call on current and new customers in an effort to increase business for my vendors and my bottom line.”

**Support VNLA Member Growers!**

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For a print copy, contact the VNLA Office at 800-476-0055 info@vnla.org

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**Scholarship – Shoosmith Recipients for 2011**

This year there were six recipients for the Albert James (Bert) Shoosmith Scholarship. Receiving the $1500 scholarships were Anne Howell from Suffolk, Virginia; Meredith Adams from Powhatan, Virginia; and Jeff Henderson from Hanover, Virginia. Receiving the $750 Scholarships were Jessica Foley from Bassett, Virginia; Trent Shreckhise from Weyers Cave, Virginia; and Tyler Matthias from Mechanicsville, Virginia.

**Anne Howell is currently enrolled at Virginia Tech in Agricultural Sciences and Horticulture. She will graduate in 2012. Her essay follows:**

“The reason that the VNLA is important to me is that it’s mission is what every landscape contractor or nursery owner's vision should be, "to enhance and promote Virginia's nursery and landscape industry". Most of the nursery and landscape professionals do promote the industry in some shape or form but the question is do they really enhance it? When I think of enhancing the industry I think of improving the industry, making it something that people understand and want. My goals relate to this because I want to be a landscape contractor that promotes and enhances the industry, which is one way that I can relate to the VNLA.

One main goal of mine is to make landscapes that catch people's attention and improve the area around it. Landscapes have a large impact on the area around them. If a landscape is beautiful then that reflects onto the building it surrounds. I believe this should be the main goal of any landscaper. The only problem is that most of the time the landscaper loses sight of this goal and just focuses on money. I do not want to be this kind of landscaper. I want to keep the goal of making a landscape that catches people's attention and improves the area around it throughout my career. This goal also compliments me being a landscape contractor that enhances the industry. If I design landscapes that catches others attention and makes them want to improve the landscape that they have this not only promotes the industry but also gives me a chance to enhance the industry by giving it credibility.

Another goal of mine is to help improve others knowledge about plants and how much of a role plants play in the environment. I want to help improve others knowledge about plants because if people know more about plants then they are better able to use the plants for what they should be used for. One way that I am considering doing this is being an Agriculture teacher. If I was to become an Agriculture teacher then I would be able to improve young adult's knowledge about the industry and about plants.

This will be my senior year at Virginia Tech. Over the past three years I have had to borrow a total of $12,903 in student loans. My parents have offered to pay some this off but the rest will be my responsibility. To add onto this I am considering going to graduate school to obtain a Graduate Degree to teach Agriculture. I do not know if I will follow through with this consideration but it has been on my mind. One large expense my parents might have to consider is paying for me to have reconstructive surgery on my knee. This is a knee that I previously pulled my ACL in. If I do need this surgery then my parents would be willing to pay for it, but that is another financial burden that I am putting on them, including paying for my schooling.

Thank you for considering me for the Albert James Shoosmith Scholarship.
Meredith Adams will be entering Virginia Tech this fall in Agriculture and Applied Economics. She plans to graduate in 2015. Her essay follows:

“The VNLA scholarship is important to me because it is a crucial piece in allowing me to receive a degree in agriculture from Virginia Tech. While challenges I face may not be apparent, I have struggled in the past to find a niche in the agricultural community. This is mainly due to my lack of family ties. I was not born into a farming family, nor was I raised in a rural area. My parents both grew up in the city where their knowledge of agriculture was limited to yard maintenance and houseplants.

One weekend every spring, the family would gather around our small garden to plant a plethora of seeds bought from the local hardware store. It was more of a family bonding activity and less of an agricultural experience.

It was my love for horses and a desire to live in a smaller community that brought my family to a more rural area of Virginia. When we arrived in Powhatan County in 2008, I was looking for a way to fit in at a new school. I joined the FFA and became very active. In addition I volunteered at a local equine vet's office one summer and I started competing in barrel racing. It wasn't until I enrolled in my first agriculture class, that I recognized my interests were broader than horses. I found a connection to the rural lifestyle.

Now I am an active leader in the FFA at Powhatan High School. Through agricultural classes I was able to meet peers who shared my same passion for agriculture and nature. Over the last few years I have developed mentors in the community who have helped to make my dreams of finding a career in agriculture, a reality.

I found a connection in reading the paragraph concerning Albert James (Bert) Shoosmith's father, Fred Shoosmith. I have found a real joy connecting with nature and the rural lifestyle while making a difference in the agricultural community, just as Fred Shoosmith found pleasure in a walk through his garden during the cool evening. It is this simplicity that I feel is lacking in the lives of many. Fred Shoosmith understood the importance of the simple things in life, like a walk in his garden. I too have begun to understand the impact agriculture can on society and on the individual.

Agriculture will always be a part of my life. The Albert James (Bert) Shoosmith Scholarship will help to allow me to attend Virginia Tech. With a degree in agriculture, I will...
find myself able to really make an impact and help individuals across the country find a passion in the "ever growing" field of agriculture.”

Letter: Meredith Adams
Thank You
I am writing to thank you for your generous $1500 Virginia Nursery & Landscape Association's Albert James (Bert) Shoosmith Scholarship. I was very happy and appreciative to learn that I was selected as the recipient of your scholarship.

I am an Agriculture and Applied Economics major. I am currently entering as a freshman at Virginia Tech, carrying a 16 hour course load, and plan to graduate in the spring of 2015. After graduation, I plan to obtain my master's degree in Agriculture. Thanks to you, I am one step closer to that goal.

By awarding me the Virginia Nursery & Landscape Association's Albert James (Bert) Shoosmith Scholarship, you have lightened my financial burden which allows me to focus more on the most important aspect of school, learning. Your generosity has inspired me to help others and give back to the community. I hope one day I will be able to help students achieve their goals just as you have helped me.

Meredith Elaine Adam, Powhatan, VA

Jeff Henderson is currently enrolled at Virginia Tech in CSES and Turfgrass Management. He will graduate in 2012. His essay follows:

“My name is Jeff Henderson and I'm currently a junior at Virginia Tech. I'm majoring in Crop and Soil Environmental Sciences under the

Turfgrass Management option. So far I've been exploring my options and just trying to learn what is available and what I may be interested in job wise. I've joined the Virginia Tech turf club and competed in the GIS Collegiate Turf Bowl, which is a big test on everything there is to know about golf course maintenance. Also this last summer I took an internship with a landscape company called Chapel Valley. We mostly did maintenance of higher-end office parks and shopping malls in the Richmond area. My dad owned and operated a sod and irrigation company for 25 years that I had planned to take over until the economy bellied up and he shut it down. There is always the possibility of me trying to start it back up but I'm still trying to experience a little bit of everything and hopefully will be able to find my niche by the time I graduate.

As far as college tuition goes, I'm paying for one hundred percent of it from savings, summer jobs, and part time jobs. My parents are making me pay for college because they believe it will help me to take full advantage of the opportunity instead of goof off like a lot of other college students. My high school life was different from most because I was working weekends and summers for my dad to save for college instead of going on vacations like most of my friends. I paid for my first and second year from savings without a problem but tuition is catching up to me. So I've picked up a part time job while being a student and am applying for more

scholarships than I have in the past. Many people have told me that graduating without any debt is the best thing you can do and that's what my goal is.”

Jessica Foley is enrolled at Ferrum College in Horticulture. She will graduate in 2013. Her essay follows:

“As a horticulture major, I plan to pursue a career as a Landscape Architect. It has been my goal to help create appealing natural landscapes around parks, residences, and public buildings. However, college tuition is rising each year and it is financially affecting my career goals. As a part-time employee at Subway, I work to help pay off my loans, but I still only receive minimum wage. My mother also helps me pay my student loans, but recently, since she is employed with Franklin County Public Schools, she has received a teacher pay freeze.

College can be challenging with its increasing tuition, but I do not let it affect my academics. I have maintained my 4.0 GPA ever since eighth grade. However, I would be more than grateful to receive the Albert James Shoosmith Scholarship so that my financial burden can be lifted.”

Tyler Mathias plans to attend James Madison University. His essay follows:

“The Virginia Nursery and Landscape Association is important to me because it inspires and motivates me to follow a respectable code of ethics and work hard to benefit myself and others. The VNLA is a prestigious organization that teaches members to conduct business in an honest and ethical manner. It also promotes skills that
can be used to improve communities and the environment around them.

The VNLA’s commitment to following regulations administered by the Office of Plant Protection, Virginia Department of Agriculture, and the American Nursery and Landscape Association shows the integrity and dependability of such an honorable association. I apply many of the morals the VNLA represents to the ambitions I have in my life such as obtaining a college education and benefitting the agriculture industry in a positive manner.

Along with my ambitions, my life goals are to be successful and benefit the lives of others. Another life goal I have is to create a program in which high school students, like myself, will have the chance to learn about the opportunities and experiences agriculture can provide. These range from landscaping and nurseries to horticulture and plant production. I also want to create a scholarship in that program which would be available to students who plan on continuing their education in the agriculture field, just as this scholarship is available to me.

I am responsible for financing a portion of my education and this scholarship would help me pay."

Letter – Tyler Mathias
Thank you

Thank you so much for choosing me as your scholarship recipient this year. Your generous scholarship gift will be used to better prepare myself to take full advantage of my college education.

Thank you again, Tyler Mathias

Trent Shreckhise is currently attending Virginia Tech in Agriculture Economics and Horticulture. He plans to graduate in December of 2011. His essay follows:

Growing up in a rural area that thrived off the agriculture industry, I have enjoyed working in landscaping and farming. Since my early childhood, I have been a part of a family landscaping and farming businesses in the central part of the Shenandoah Valley. By working for my father’s business, Shreckhise Landscape and Design Service, I have developed a strong interest in landscaping. Therefore, I am pursuing dual-degrees in Agricultural Economics (Agribusiness Management) and Horticulture (Landscape Contracting). Following my college career, I plan to pursue opportunities in the landscape design and install industry.

The Shoosmith Scholarship is important to me because I feel I share the same interest as Mr. Shoosmith once had. I value what plants and
quality landscapes can do for any property or community. In the courses I have taken through the Horticulture department at Virginia Tech, I particularly enjoyed the ornament plant and design classes. I enjoy any opportunity I have to work outside improving the landscape of any property. Whether it's pulling weeds, mowing grass, installing a sidewalk, or digging a hole for a new tree, I always find my motivation easily. Working in the agriculture industry is not just a job or opportunity, but more of a lifestyle to me. I feel this scholarship is very fitting to my true interest.

When I was only 5 years old, I valued the summer days when I was allowed to "go to work" with my father, even if it only meant riding in the pick-up and carrying a few small plants. Before graduating high school, my summers were filled by working for my father's business or on my grandfather's beef farm. Whether it is pride or pure interest, my goal is to be an advocate of the agriculture industry just like my father and grandfather have been for the past half century. I want the generations that follow me to be able to see and understand the importance of agriculture just as I have becoming a young adult.

Over the next 9 months I will be completing two degrees in the College of Agriculture and Life Sciences at Virginia Tech. To complete these degrees I need to accumulate 150 credit hours, which will require me to return to Virginia Tech for another semester in the fall. I could have graduated this upcoming May with just one degree in Agricultural Economics, but I have chosen to take an extra step forward and also pursue a degree in Horticulture to add to a well-rounded education. Returning another semester means relying on a small summer income to help cover tuition, books, rent, and everyday living costs. I felt this was necessary to help ensure my ability to be an educated promoter of agriculture. Mr. Shoosmith is a great example for anyone entering into this industry and I hope to one day withhold the same leadership and innovation that he did.

-compiled by Sandy Miller

Legislation - The Time to Act is Now!

The way nurseries and landscapers have operated in Virginia is at risk!

Julie Snyder, Riverbend Nursery, Riner, VA

The federal government is working on a mandatory E-verify legislation that allows for no provision to make sure there is a legal work force that ag businesses can hire. In Georgia, many migrant workers that normally move up the coast from Florida bypassed Georgia out of fear. This has led to a 30-50% labor shortages and crops not harvested. It is estimated the economic loss to the state will be $300 mil.

If the federal government doesn't act, then we will see states take action that will be even more destructive to our beloved industry. From news reports it sounds like Virginia is likely to follow Georgia’s lead if we aren’t careful. Hispanics pulled over for a traffic issue (or profiled due to skin color) can legally be required to provide documentation that they are legal. If they cannot do so, they are deported and there is nothing an employer or community can do about it.

On July 13, 2011, I visited DC and my small group personally met with aids to six Virginia Congressman and the two Virginia Senators. I was part of a bigger group of agriculture business owners and stakeholders from 7 states having similar meetings with their state legislators. While it was daunting, it was vital to speak out. Otherwise, our industry has everything to lose.

Our message in all our meetings was we WANT A LEGAL WORK FORCE and are NOT against E-verify. However, E-verify must have a provision for a legal guest worker program. We explained that the Lungren amendment was a good start even if it wasn’t perfect. This amendment creates a new guest worker program, where participants could work ten months of the year and return home for two months each year and allows these guest workers to move to other employers with work.

While this amendment does not do so, the final provision must also allow a way to obtain work authorization for our experienced employees who do not have legal work status. While some use the H2 programs with some success, it only provides for 2% of agriculture’s labor needs and has increasing problems. There is no way it can supply up to 50% or more of labor needs when it struggles with the current 2%.

Even if you cannot go to DC, you CAN make calls or send emails to your legislators (Federal and state). We’ve arranged a meeting of local nursery/landscape/retail company owners at our facility and invited state and federal legislators out to hear our concerns. I encourage all of you to do the same.

Solid, long-term Hispanic workers, both full-time and seasonal, many hired prior to E-verify and SS mismatch letters are at risk. Getting new employees with a solid work ethic, or ANY worker, is also very much at risk as we move forward. Employers who have hired by the rules and been sticklers on I-9s, etc. can lose their long-term trained people as well as their ability to fulfill their labor needs with new people.
Good Help Just Got A Lot Easier to Find

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

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

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

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

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We all want to say that the diligence we’ve used throughout the years will protect us, but statistics suggest otherwise. American Nursery and Landscape Association (ANLA) data suggests that 70% of the Hispanic employees hired by companies who do complete I-9s and follow all the rules are actually illegal! We can’t operate if we lose 70% of our Hispanic employees; nor can we operate if we can only hire three of ten Hispanic employees that apply. We don’t have enough non-Hispanic applicants to begin to fill our labor needs. My guess is neither can any other Virginia business in the green industry.

The time to ACT is NOW! Please MAKE the time to speak out on this very important issue.

Go to http://capwiz.com/anla/va/home/ and you can directly email your congressmen and senators.

Julie Snyder, Riverbend Nursery, Riner, Virginia

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**Legislation – New Virginia Legislation that could impact your business**

**HB 1830 Resource management plans; effect of implementation, exclusions.**

*Introduced by: Edward T. Scott*

**SUMMARY AS PASSED:**

Agriculture; resource management plans. Allows owners of agricultural land who implement and maintain a resource management plan to be deemed as being in full compliance with (i) any load allocation contained in a total maximum daily load (TMDL) established under § 303(d) of the federal Clean Water Act addressing benthic, bacteria, nutrient, or sediment impairments; (ii) any requirements of the Virginia Chesapeake Bay TMDL Watershed Implementation Plan; and (iii) applicable state water quality requirements for nutrients and sediment. The presumption does not prevent or preclude enforcement of provisions pursuant to (i) a resource management plan otherwise required by law, (ii) a Virginia Pollutant Discharge Elimination System permit, (iii) a Virginia Pollution Abatement permit, or (iv) requirements of the Chesapeake Bay Preservation Act. The Soil and Water Conservation Board shall by regulation, and in consultation with the Department of Agriculture and Consumer Services and the Department of Environmental Quality, specify the criteria to be included in a resource management plan. The bill sets out minimum criteria for such regulations.

**HB 1831 Fertilizer; regulation of application and labeling.**

*Introduced by: Edward T. Scott*

**SUMMARY AS PASSED:**

Fertilizer; regulation of application and labeling. Prohibits the sale, distribution and use of lawn maintenance fertilizer containing phosphorus beginning December 31, 2013. The prohibition does not apply to starter fertilizer, manipulated manure, yard waste compost, products derived from sewage sledge, soils containing fertilizer and fertilizer products intended for gardening, tree, shrub and indoor planting application, including nurseries, or reclaimed water. Also, beginning on December 31, 2013, it will be unlawful to offer for sale any deicing agent containing urea, nitrogen, or phosphorus intended for application on parking lots, roadways, and sidewalks, or other paved surfaces. However, retailers are allowed to sell their existing inventory of lawn maintenance fertilizer and deicing agents. On this date, a label will be required on bags of lawn fertilizer that states that the product should not be applied near storm drains or drainage ditches or when heavy rain is expected.

The Board of Agriculture and Consumer Services will be required to establish reporting requirements for contractor-applicators and licensees who apply lawn fertilizer to more than 100 acres of nonagricultural lands annually. The report will include the total acreage or square footage and the location of where the fertilizer is being applied. The bill requires golf courses to implement nutrient management plans by July 1, 2017. The plans are to be submitted to the Department of Conservation and Recreation for review and approval. The Department is to provide technical assistance and training for golf course operators. The agency will also have to establish a cost-share program to assist in implementation of the nutrient management plan.

The Department of Agriculture and Consumer Services is authorized to develop consumer information and recommended best practices for the application of lawn fertilizer. The agency is also required to provide a public listing of contractor-applicators who apply fertilizer on nonagricultural lands and have met the training requirements.

Finally, the bill prohibits localities from further regulating (i) contractor-applicators who are in compliance with the fertilizer laws, (ii) golf courses that have approved nutrient management plans, and (iii) agricultural operations with a resources management plan or a nutrient management plan. If localities find it necessary to adopt more stringent stormwater ordinances, they will have to report this fact to the Virginia Soil and Water Conservation Board. This bill is identical to SB 1055 (Stuart).

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SB 990 Virginia Department of Agriculture and Consumer Services; regulation of fertilizer.

Introduced by: Richard H. Stuart

SUMMARY AS PASSED:

Virginia Department of Agriculture and Consumer Services; regulation of fertilizer. Revises the laws governing the manufacture and application of fertilizer to: (i) incorporate by reference the guidelines adopted by the Association of American Plant Food Control Officials, (ii) adopt generic precautionary labeling guidelines to prevent fertilizer runoff into the waterways, (iii) shift the permit year to begin on April 1 instead of July 1, (iv) require distributors of commercial fertilizer to submit an annual statistical report to the Commissioner regarding the amounts and localities of distributed product, (v) allow the Commissioner to issue written notices or warnings in lieu of instituting formal proceedings, (vi) authorize the Board to impose a civil penalty of up to $250 on anyone who violates a written stop sale, and (vii) allow the imposition of late fees for failing to renew a registration, license, or permit and for failing to obtain a registration, license, or permit after receiving notice of this requirement. This bill is identical to HB 2057 (Poindexter).

Information from Virginia’s Legislative Information System (LIS), http://lis.virginia.gov/

Legislation - Updates from ANLA

Congress Cuts a Debt Deal and Heads for Home

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

A debt ceiling increase deal was reached by the President and Congressional leaders just hours before the country brushed up to the $14.3 trillion debt ceiling. The deal, which in the end easily passed both chambers and was quickly signed by President Obama, includes 10-year discretionary spending caps generating roughly $900 billion in deficit reduction including both defense and non-defense spending. The debt ceiling would be increased by a comparable $900 billion.

A twelve person congressional bicameral bipartisan "super-committee" will be tasked with identifying an additional $1.5 trillion in deficit reduction. The Committee has the discretion to decide the mix to reach the goal and it might include entitlement reform and tax reform. The Committee is required to report legislation by November 23, 2011, which receives fast-track protections, meaning, no amendments or filibusters. Congress is required to
vote on the Committee’s recommendations by December 23, 2011.

If the Committee fails to produce a package that is approved by Congress, an enforcement mechanism known as "sequestration" will trigger spending reductions beginning in 2013 — split 50/50 between domestic and defense spending but not Social Security, Medicare beneficiaries, and low-income programs. Presumably, if the special Committee does not come up with a package, the expiring tax cuts will put pressure on Congress to deal with tax reform anyway.

Also, the package under consideration requires the House and Senate to vote on a balanced budget Constitutional amendment after October 1, 2011 but before the end of the year. This requires two thirds approval of the amendment by both the House and Senate; an amendment to the Constitution would still have to be ratified by three-fourths of the States, something out of Washington's control.

**E-Verify Debate Likely In September**

In the turmoil of the Congressional debate over raising the federal debt ceiling, and amidst growing concerns over impact on the agricultural sector, House Judiciary Chairman Lamar Smith delayed committee action on H.R.2164, his bill to mandate that all employers use E-Verify, the federal system for electronically checking a new hire's authorization to work. That debate is now expected to start in September.

Congress is home for the August recess, and will not return to Washington until after Labor Day. This offers an opportune time to join with green industry peers to schedule meetings at home with U.S. Senators, Representatives, or their staff. Visit www.capwiz.com/anla/home, Issues and Legislation, for more information on E-Verify or to customize and send a message to your elected leaders.

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**Power to the Grassroots!**

On July 13, a team of five green industry members from the states of Pennsylvania, Maryland, and Virginia joined peers in specialty crop agriculture to press Congress not to pass legislation mandating E-Verify, unless a workable program for seasonal and farm labor is enacted at the same time. The lobbying day, which the American Nursery & Landscape Association helped to organize, involved coalition partners from a total of 10 states from California to Florida to New England. Representing the green industry were Steve Hutton, the Conard-Pyle Co., PA; Alan Jones, Manor View Farm, MD; Bernie Kohl, Angelica Nurseries, MD; Annmari Ingersoll, Ingleside Plantation Nursery, VA; and Julie Snyder, Riverbend Nursery, VA.

Thanks to the five for their day of service to the industry. Another lobbying day is planned for September 13. For more on E-Verify, visit www.ANLA.org or http://capwiz.com/anla/va/home/
process and paid transportation, housing and other associated fees. The proposed rule would also involve labor unions in the hiring process and require employers to pay transportation and subsistence costs for potential U.S. workers. The American Nursery & Landscape Association has been vigorously lobbying Congress to oppose these regulations, and is in discussions with coalition partners on other potential strategies including legal intervention.

**Minnesota Scores a Win in Battle Against Government Competition!**

In that state’s recent bruising budget battle, the Minnesota Nursery & Landscape Association (MNLA) and allies successfully reined in a long-time government-subsidized tree-growing operation. A recently-passed omnibus spending bill included limits on who the Department of Natural Resources (DNR) State Forest Nurseries can sell to, and appears to put one of the two nurseries on a path to closure. The adopted language also opens up markets for private nursery growers by limiting DNR tree sales for use on public lands or lands in permanent protection. Consequently, most private landowners will have to purchase their trees from private growers. This is welcome news, as forestry seedling growers in the Land of 10,000 Lakes have long faced unfair competition from government-subsidized growing operations.

**DOT Attempts Jurisdictional Grab**

The American Nursery & Landscape Association recently pushed back on a proposed Department of Transportation (DOT) regulation that would require farm hands to obtain commercial drivers licenses to operate tractors and other farm equipment. The Agency is attempting to address how best distinguish between intra- and interstate commerce when a covered vehicle is operated within the boundaries of a single state. The recent effort was based in part on flawed 1975 DOT guidance for enforcement agencies that stated agricultural products should be considered interstate commerce because farmers intend for their crops to be sold out of state. ANLA argued that official federal guidance on agricultural operations to regulatory agencies is inaccurate. ANLA also expressed concerns over additional cost and regulatory burdens incurred by rural America during an unprecedented downturn. To see a copy of the comments submitted by ANLA, visit [www.anla.org](http://www.anla.org).

**Plant Import Restrictions Proposed**

USDA’s Animal & Plant Health Inspection Service (APHIS) is working to modernize Quarantine 37, which regulates imports of plants,
Homeland Security Proposes to Restrict Purchase, Sale of a Popular Fertilizer

The Department of Homeland Security (DHS) is proposing a rule that would restrict the sale, purchase, and transfer of ammonium nitrate, a common component of fertilizer, to prevent its use in acts of terrorism. Under the proposed rule, published in the Federal Register on August 3, only individuals favorably reviewed by DHS would be able to legally acquire ammonium nitrate above a certain threshold level.

Under the proposal, ammonium nitrate would be defined to include any mixture that is 30 percent or more ammonium nitrate by weight. Those who possess or obtain mixtures of less than 30 percent would be exempt from the rule. DHS is considering whether to regulate transactions involving a 25-pound threshold weight, which would apply to mixtures as well as to unblended ammonium nitrate.

Persons owning or operating an ammonium nitrate facility, and those intending to purchase the substance, would have to register with the department. Ammonium nitrate purchasers would be expected to provide the department with the names of their agents. DHS believes that an estimated 64,986 to 106,236 facilities that sell or purchase ammonium nitrate would be covered by the proposed Ammonium Nitrate Security program.

Sellers and users of the popular fertilizer ingredient include farms, farm supply stores, landscapers, golf courses, country clubs, nurseries, chemical companies, mining operations, and explosives manufacturers. DHS will accept comments until December 3. Comments, identified by Docket ID No. 2008-0076, may be submitted through the federal rulemaking website at http://www.regulations.gov.

New USDA-APHIS Stakeholder Registry Available

Interested in direct notifications of new regulations or other changes affecting international and interstate plant trade? Industry members may subscribe to APHIS’ new service to receive messages on topics that you select. Subscribe to the new registry by going to https://public.govdelivery.com/accounts/USDAAPHIS/subscriber/new.
on our Members Club in March (www.johnstanley.com.au)

2. Customer service and how to improve the standards in shops to exceed the customer expectations.

3. How to become an integral part of the relevant consumer communities that are developing.

Everyone in retailing has to connect with the consumer and create something unique in the consumers eyes if they are to build customer loyalty.

A visit to Turkey and a visit around retailers in Istanbul reveals how the positive retailers are building on the opportunities. I was in Istanbul for the annual “Shoppingfest”, a promotion aimed at getting locals and tourists to buy more in local shops. Some retailers grasped the opportunity whilst others looked on it as another opportunity to have a sale and could not think past the discount sale mentality. Alas, many retailers have trained their consumers to only spend when a sale is on and as a result any sale promotion quickly loses momentum.

Some retailers grasped the opportunity and introduced unique retail concepts that entertained the consumer.

**40 Experiences**

This was a promotion developed by the Forum Istanbul, Europe’s largest shopping centre. During the festival they offered customers “40 experiences”. For a consumer to achieve their selected experience they had to shop at the Forum, the experiences included dune buggy driving, swimming with sharks, scuba diving and learning to fly a plane. Customers gained points in the shopping centre at participating retailers and then applied for the experience when they had enough points. This is a wonderful way of building experience retailing for consumers and allows retailers to get involved. Some retailers grasped the theatrical opportunity to enliven their displays and merchandising to create awareness and interest with the experience and they really did create a point of difference.

The same shopping centre has the only “Magic Ice” retail experience outside Norway. The owners of the famous ice hotel in Norway have developed an ice experience in the centre. The visitor puts on a snow cape and then walked through ice artworks, attended an ice sculpture school and visited the retail shop, another real unique experience that drew a crowd.

At the Kanyon Shopping Centre they partnered with Virgin radio to develop their own radio station. This allowed retailers to promote their products between music that had been selected by consumers. This created an opportunity for both retailers and consumers to engage in the Kanyon brand.
According to Katherine Heiberg of Reteam, Denmark, the future trends that are important in all retail situations if retailers are to stop consumers getting bored with their retail offer is to:

1. **Be aware that in urban communities the retail destination is a “third place”** in consumers lives and is therefore becoming more important as a public space as well as a retail space. We need to consider this when we are designing store layouts in the future.

2. **Phone shopping will be an integral part of retailing in the future** and all retailers need to be gearing up to having this as part of their retail mix.

3. **New communities are being developed all the time**, some of these will be relevant to what you sell and you need to be part of that community. The consumers will start these communities rather than the retailer.

4. **There is an age shift in many communities** and we need to be aware that the Gen Y community will soon be the major customer focus for many retailers. At the same time we have to address the needs of other age profiles as well.

5. **In the past many architects built retail temples.** They designed experiences for the consumer, often the consumer quickly got bored with the experience offer. In the future the aim must be to design the space where consumers can create their own experiences. By doing this the consumer will not get bored and will keep returning to the same space.

We are seeing a major shift in all aspects of retailing and it is consumer led. If we do not try to keep up with the consumer they will get bored and shop somewhere else.

That is the challenge the consumer is presenting to every retailer and that will make retailing fun in the new market place.

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**John Stanley** is a retail business coach, speaker and author. He has authored several successful marketing and retail books, produces a monthly internet TV program Retail Globe Report on retail trends as well as monthly e-training for his Club Members on his website. As a CSP John is considered one of the top ten percent of speakers in the world. John Stanley helps retailers: Increase sales per square metre, increase the average sale per customer, better manage stock, merchandise and display to maximise potential, market more effectively to convert lookers into buyers. Visit [www.johnstanley.com.au](http://www.johnstanley.com.au) to join his Members Club or for information on how he can help you grow your business or email linda@johnstanley.com.au.

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**News - The White Paper: Independent Garden Centers**

**The Challenges And Opportunities In The Next Decade**

What does the future hold for independent garden retailers? Many pundits would argue it is a downward spiral over the next few years for independent retailers as online and mass market retailers begin to dominate the market segment. Plus, is the customer going to start spending again on their garden, the indicators are they are spending less.

According to John Stanley and Trevor Cochrane, the authors of this White Paper, this does not have to be the case. They have developed a 120 page report on the future strategies required to grow garden sales through independent garden centers. The one think they do agree on with those pundits is that there have to be some fundamental changes in the near future, but they are optimistic that the leading retailers will embrace these changes.

This White Paper, sponsored by Monrovia Nurseries, USA, provides the most comprehensive strategic plan for the industry that has been written for many years. The paper looks at where the industry has come from, where it is now and then most importantly what it has to do to move to the next level. Topics covered in the paper include changing consumer buying habits, garden trends, ways to improve profitability, value versus premium product retailing, key strategic changes retailers need to make and general retail trends.

Malcolm Scott, the UK garden center designer has contributed a section on what the new look garden centre could look like and he uses an existing model to illustrate his theories.

The marketing section looks at what traditional marketing techniques we need to maintain in the industry as well as looking at the opportunities to develop the virtual garden centre and how social media will change the way we will do business.

The paper will be launched at the Garden Centre University sessions led by John Stanley at the Independent Garden Centre Show in Chicago on August 16th, this will be followed by a launch in Europe at GLEE in Birmingham, UK on 19th September. John will also be talking about the findings in this report at conferences around Europe and the Americas during the remaining months of the year. He is also leading Master Classes for independent retailers to enable more in-depth study of the report and how individual garden centers can take the strategic findings and adapt them to a business plan in their businesses.


Organizations, associations and groups interested in a conference or Master Class on the findings should contact John directly on john@johnstanley.com.au.
If you are a Virginia Certified Horticulturist, read this article and answer the quiz questions on page 47, fax/mail the Quiz Answer postcard and get 1 CEU towards your recertification requirements.


One hundred twenty-four growers from five-states (GA, KY, NC, SC, and TN) in the Southeastern US completed a survey related to integrated pest management (IPM). The survey documented grower insect, disease and weed scouting, monitoring, and control practices, as well as the cultural practices used to minimize pest problems at their nursery operations.

This survey was one part of a 2008 grant funded by the Southern Region IPM Center (http://www.sripmc.org/). Additional resources now available (at no charge) as a result of the grant are a pest management strategic plan (PMSP) and a crop profile (CP); just visit www.sripmc.org website and navigate to the documents. They are comprehensive and specific to nursery crops in the southeast.

For the survey, growers were asked a series of questions about monitoring and scouting for pests, prevention practices, and intervention used to control pests. Nursery operations had to be at least 40% wholesale, container or field and grow either woody plants or perennials. Floriculture growers, sod producers, and landscape designers/installers were omitted. For each question, growers could answer whether they used the practice “Always,” “Often,” “Rarely,” or “Never.” Below are ten notable practices that are either widely adopted or if adopted would benefit Southeastern growers.

10. **IPM is a sustainable approach to managing pests** that combines biological, cultural and chemical tools in a way that minimizes economic, human health, and environmental risks. When asked about the frequency of IPM use at nurseries, 16 percent of growers said “Always,” 64% said “Often,” and 20% said “Rarely.” IPM requires dedication to scouting, monitoring, identifying pests, choosing the best options available for control, and evaluating whether or not the option...
Alternaria spp., Cercospora spp., or suppresses plant diseases including and Rosa. Serenade® MAX controls ornamental plants like Lagerstroemia Milsana®) manages powdery mildew nurseries. Regalia™ SC (formerly commercially available for use in sprays. Several bioprotectants are applied as granules, soil drenches and various modes of action and can be growers. Bioprotectants provide used by just 12 percent of surveyed pathogens in nurseries, though were effective. IPM is a moveable target that requires growers to continually educate themselves about new tools, chemical options, and methods to control pests that fit their nursery. After selecting the best control options for their nursery, growers should follow up and evaluate the effectiveness of their pest management action plan.

9. Use reliable monitoring tools. Sticky cards, ethanol traps, or lures are used by about 18 percent of growers. Any combination of these monitoring techniques is very useful to determine when adult insects have emerged in the production area. Mating can be disrupted for some pests using pheromone lures that act as male attractants. When males arrive to mate there are no females present, which decreases egg laying and the subsequent pest populations. Other pests simply need to be monitored for when to begin spraying, for example, the granulate ambrosia beetle, which is attracted to ethanol traps. Many of these tools can be found at www.greatlakesipm.com, http://greenmethods.com/site/, or www.insectimages.org (to help identify pests and beneficial insects.)

8. Selectively apply bioprotectants. Bioprotectants are naturally occurring organisms or compounds that enhance a plant’s ability to defend against plant pathogens. These relatively new IPM options can help prevent presence and spread of pathogens in nurseries, though were used by just 12 percent of surveyed growers. Bioprotectants provide various modes of action and can be applied as granules, soil drenches and sprays. Several bioprotectants are commercially available for use in nurseries. Regalia™ SC (formerly Milsana®) manages powdery mildew and rust diseases on woody ornamental plants like Lagerstroemia and Rosa. Serenade® MAX controls or suppresses plant diseases including leaf spot forming fungi (like Alternaria spp., Cercospora spp., Entomosporium spp., Helminthosporium spp., Myrothecium spp., and Septoria spp.), as well as Phytophthora spp. and anthracnose (Colletotrichum spp.) diseases. Actino-Iron® (Streptomyces lydicus) is a biological fungicide that colonizes the roots systems of treated ornamental plants and helps suppress Pythium, Rhizoctonia, Fusarium, Phytophthora, and Verticillium diseases in ornamentals. While these products may be too costly to use throughout the entire nursery, proactive growers may benefit by selectively treating valuable plants, including Rhododendron, Viburnum, Pieris, and Camellia, that are most susceptible to soil pathogens.

7. Isolate and quarantine incoming nursery stock. Only 26 percent of growers quarantine/isolate incoming stock, but 90% inspect the plants for pests when delivered. Quarantining or isolating incoming stock reduces the risk of spreading disease or insect pests to plants present at the nursery. Most growers do not quarantine new plants in a designated area because they may have selected the plants themselves from another grower, know the grower who sold them the plants, or plan to observe the plants after they are introduced into production. A two to four week isolation period is ideal but may seem unobtainable due to the many production cycles in the nursery industry and the necessity to optimize use of all growing space. Isolation is especially important if plants are delivered from a USDA regulated area (consider Phytophthora ramorum concerns and economic losses if whole blocks of plants must be destroyed). Nevertheless, most growers inspect the plants when they first arrive to make sure no visual symptoms or insects are present.

6. Develop a seasonal weed map. Only 8 percent of growers created a weedmap. A weedmap identifies problem weeds in conspicuous places throughout the nursery. With these data, growers can trace backwards or forwards to see how these major hotspots affect weed populations throughout the nursery. For example, if there are many weeds along a road or wooded area slightly up wind from the potting area, this could be the source for weed seeds in containers in the nursery. Eradicating those weeds would prohibit their access to production.

5. Group plants with similar irrigation needs. Grouping plants in similar irrigation zones was used by 91 percent of growers. Historically, growers have always had an eye toward grouping similar plants within the same irrigation zone, but sales schedules and potting dates never seemed to match. Only recently have growers begun to group plants together by water requirements and container size. When organizing new production areas, think about grouping plants together by water use characteristics.

4. Adopt a standardized sampling plan when scouting for diseases and pests. Approximately, 41 percent of growers follow a standardized sampling plan when scouting. When all other data were taken into consideration, the method of scouting most frequently used was examining large groups of plants that have damage, and then inspecting those plants to see what the causal agent might be. This was not done on a set schedule or during a specific time set aside for scouting, and a set plan was not frequently followed; scouting was accomplished while doing other tasks like potting, fertilizing, or shipping.

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When scouting for insects (Figure 1), a specific time should be set aside to scout independently of other tasks.

There are three simple plans to use: rigid block, random walk and hotspot (Figure 2). The rigid block method allows growers to inspect almost every plant in the block, while the random walk bisects the planting area and allows for a cursory scout of about half the block and a fine inspection of the other half. The hotspot scouting method is reserved for those areas you know are or will be trouble spots, for example, the south west side of a block that receives heavy wind might experience greater stress than trees on the interior of the same block.

3. Develop a working knowledge of key pests and plant diseases. Identification of insect and disease pests: 87 percent of growers name the insect, while 84% name the disease that’s causing the problem. The cornerstone of building a strong IPM program is scouting and monitoring, and the next most important factor is identifying what was found. Correct insect or disease I.D. allows growers to determine if the pest is in the part of its lifecycle that harms plants, or in the case of diseases, whether or not it is the primary pathogen or a secondary organism that is present but not causing the symptoms noted on the plant.

Correct pest I.D. is a vital piece of information when deciding on how and when to intervene to control pests. Another step would be to identify any predatory, beneficial insects, or natural enemies present on the plants or on adjacent plants. This is often difficult because we are always focused more on the pests that cause damage. Indeed, only 30 percent of growers determined if natural enemies were present. Help with natural enemy I.D. can be found at http://www.nysaes.cornell.edu/ent/biocontrol/index.php, which shows many different types of beneficial insects and their method of bio-control. As an example, see Figure 3 of a twice-stabbed lady beetle, which feeds on calico scale (not pictured).
use growing degree days (GDD) to determine when to begin scouting for a specific pest and how that pest life stage is progressing based on the weather. GDD can be calculated using any number of weather stations throughout the southeast and many websites will help calculate it for you. There is even a smartphone application for GDD. The information can be used to determine when a threshold number of pests present reach a stage at which they might harm the host plant or decrease its value; then it is time to intervene using the least toxic alternative. Approximately 21 percent of growers in the Southeastern US use GDD.

1. When in doubt send it out. Send plant, insect and disease samples to a plant diagnostic clinic. Growers who sent in more samples to a plant insect and disease clinic were more likely to have adopted other IPM practices compared to growers who sent in fewer samples. The number of samples sent yearly per nursery operation ranged from 0 to 30. Correct I.D. of pests begins the cascade of intervention possibilities enabling growers to choose the best management option to effectively save labor and other costs, resulting in less harm to the environment and decreasing the threat of pest damage as quickly as possible.

We hope you had a good year scouting. Use the information above to plan new scouting and monitoring techniques for next year. Scouting and monitoring helps determine which pests are attacking which plants at what time of year. This information overlaid across the nursery will help develop precise and specific control measures. Good luck.

Sarah A. III (Tennessee), M.R. Chappell (Georgia), S. Frank (North White (South Carolina), A.F. Fulcher (Tennessee), A.V. LeBude (North Carolina), W.E. Klingeman Carolina)
We Want to Hear from YOU!

Send your comments and suggestions to info@vnla.org

11. Which of the following is not a Top 10 IPM practice:
   a. Creating a weed map
   b. Quarantining and isolating incoming nursery stock
   c. Using only organic pest products
   d. Grouping plants with similar irrigation needs.

12. In order to have the greatest effect, scouting for plant damage should be done while doing other tasks like watering, potting, fertilizing or shipping.
   a. True
   b. False

13. The rigid block plan for scouting diseases and pests in plant materials consists of:
   a. Inspecting almost every plant
   b. Cursory scout of half the block
   c. Fine inspection of half the block
   d. Inspecting only known trouble spots

14. Growers who send many samples to plant insect and disease clinics for identification have the adopted the weakest IPM practices.
   a. True
   b. False

5. The cornerstone of a strong IPM program is
   a. Sprays and chemicals
   b. Weeding
   c. Scouting and monitoring
   d. Identifying problems

6. A good training tool for employees is:
   a. Providing permanent records of monitoring
   b. Matching pest patterns with host plant phenology
   c. Keeping pictures of pests found.
   d. All of the above

7. Lures, sticky cards, ethanol traps are useful and reliable monitoring tools in a IPM program.
   a. True
   b. False

8. Bioprotectants (compounds that enhance a plant’s ability to defend against plant pathogens) are:
   a. Man made
   b. Naturally occurring

9. Of the growers surveyed, inspect incoming plants for pests when delivered.
   a. 40%
   b. 60%
   c. 75%
   d. 90%

10. Isolating or quarantining incoming stock to reduce the risk of spreading pests and diseases is a common practice with most growers.
    a. True
    b. False

1. IPM stands for:_____
   a. International Pruning Management
   b. Internal Pest Management
   c. International Pest Management
   d. Integrated Pest Management

2. IPM is a sustainable approach to managing pests.
   a. True
   b. False

3. Which tools are used in an IPM approach?
   a. Chemical
   b. Biological
   c. Cultural
   d. All of the above

4. Once established, an IPM practice becomes a fixed method in growing operations.
   a. True
   b. False


1. International Pruning Management
2. Internal Pest Management
3. International Pest Management
4. Integrated Pest Management
5. Providing permanent records of monitoring
6. Matching pest patterns with host plant phenology
7. Keeping pictures of pests found.
8. All of the above
9. Inspecting almost every plant
10. Cursory scout of half the block
11. Fine inspection of half the block
12. Inspecting only known trouble spots
13. Inspecting almost every plant
14. Cursory scout of half the block
15. Fine inspection of half the block
16. Inspecting only known trouble spots

We Want to Hear from YOU!

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Tips - Handling the Irate Customer

If your job entails taking calls or working with unhappy, irate customers, you’ve got your work cut out for you. Employees who work with this type of situation are especially vulnerable to outbursts from customers who are going through an emotional, stressful time.

Handling this type of customer takes time and training, but it can be accomplished effectively. Here are some of the Telephone Doctor's best techniques for turning this situation into satisfied customers.

Get Off on the Right Foot

Realize that upset angry customers are not unhappy with you, but with the situation. Don't take a customer's hostility personally. You are merely the rod that redirects the violent lightning. You can do a great deal to diffuse the anger before you get to the customer. How? By smiling before you answer that call. You can really "hear" a smile over the phone. It's very difficult to be rude to someone who is warm and friendly.

Anatomy of a Hostile Call

There are four basic steps to handling an irate customer. Telephone Doctor calls them our ASAP techniques.

“A”

Acknowledge the person's feelings and apologize for the inconvenience the customer has encountered. Make an effort to be sincere. In today's impersonal society, it's incredibly rare to hear the words, "I'm sorry that happened. Let me get the ball rolling to fix it." Those are MAGIC words. You'll probably spend about 80 percent of your time massaging the caller's feelings and 20 percent actually solving the problem.

“S”

Sympathize and empathize with the caller. Phrases like "I can understand why you're upset" can help soothe ruffled feathers. Pretend it's you calling. Then get busy solving the problem.

“P”

Prepare to help. Begin by re-introducing yourself - callers don't usually remember your name. State that you will be able to help. Use the caller's name, if possible. This helps to diffuse anger. A willing attitude is essential, because if the caller senses insincerity or indifference, it will cause them to stay angry. It's exasperating to file a complaint with someone who obviously doesn't care.

Excuses - When to use them.

NEVER. Never make an excuse to a complaining caller. No one wants to hear "The computer is down" or "I'm the only one here." That is your problem, not the caller's. When you give an excuse, the caller automatically hears "I'm not going to help you."

Transferring Calls

Sometimes you're not able to solve the problem on the spot. Many times you need more information from another department. Perhaps the call needs to be handled by another person. Although these are legitimate courses of action, they usually upset your caller all over again.

If you need more information, TELL the caller. Ask them if they're able to hold while you obtain it, or would they prefer a call back. "Joe, I need to check with our claims department in order to answer your question. It will take two or three minutes, are you able to hold/wait while I check?" Avoid untrue, frustrating phrases like "Hold on a second." Nothing takes a second.

If you need to transfer a caller, if you can, let them know the name of the person they'll be speaking with. It's also good to explain a reason why you're bringing in a third party. "Joe, Mrs. Smith in our claims department is the real expert in resolving your type of situation. May I transfer you directly to her?"

All these tips work in a face to face situation as well! The ASAP technique works! Try it and see!

By Nancy Friedman, the Telephone Doctor

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VNLA - Board Meeting
Minutes Summer 2011

Virginia Tech, Global Technology Center, 209 Norris Hall, Blacksburg, VA
Saturday, June 11, 2011 9 a.m. – 3:00 p.m.

9:00 a.m. Meeting Call to Order – by President Mark Maslow, with the following present: Matt Shreckhise, Mark Maslow, Diane Roselius, Cheryl Lajoie, Roger Harris, Steve Grigg, Sonya Westervelt, Tom Thompson, Jeff Miller, and Paul Eden. (Absent: Steve Moore, Matt Sawyer, Doug Hensel, John Barbieri and Ed Tankard).

Secretary’s Report - Matt Sawyer (absent) It was moved to approve the minutes from the March 9, 2011 VNLA Board meeting as emailed to the board, seconded and passed.

Treasurer’s Report – Matt Sawyer (absent), Jeff Miller reviewed the Year-to-Date Financial Reports, which had been emailed to the board. Steve Grigg requested that we check with Tammie Yarter at SunTrust to be sure that the funds had been transferred for the 2010 Shoosmith scholarships. [Jeff checked after the meeting and they had been transferred.] It was requested that the annual expense for the Chesterfield Commissioner of Accounts for the Shoosmith filing fee ($416.00) be included as a line item in the budget.

Executive Director Report - Jeff (written report)

Upcoming VNLA Events
VGIC GoGreen Virginia Garden Festival, will be Saturday, September 24, at the Science Museum of VA. The VNLA will have a display featuring, Certification and Beautiful Gardens. Jeff will setup and Tom Thompson will help staff.

Strategic Planning Meeting: (November 8-9, Tues/Wed) It will start at 3 pm Tuesday and work through dinner to 8, and finish by 2:30 pm on Wednesday. Potential facilitators are Kristine Kennedy and Kathy Stockburger (did last strategic plan) and fees for either are about $2500 to facilitate and then do an annual follow-through at the fall board meeting each year for accountability purposes. Mark will send out bio info on each.

Fall Budget Meeting via telephone conference, October 19, Wednesday

Fall Board Meeting, Dec 7, Hanover Airport

Committee Reports
ANLA Senator Report – Ed Tankard (absent)

MANTS Report – Doug Hensel (absent) MANTS Directors – Mark will send an email to the VNLA MANTS directors for suggestions for a person to succeed Doug Hensel.

DGIF Deer Kill Permit meetings, Jeff reported that Robert O’Keeffe, Rifton Farms and Nursery in Pilot, had agreed to represent the VNLA and green industry at these meetings.

Certification – Cheryl Lajoie - Certification Update (written report)

Membership – John Barbieri (absent) Membership Update (written report)

Membership Benefits Update: RxCard cards are being distributed to members with dues receipts and info in the VNLA Newsletters. John’s written report recommended that the VNLA sign the agreement to participate with AFLAC. A motion was made to approve, seconded and passed.

Legislation – Steve Moore (absent)

- Per Sonya, the VAC had requested a representative on water issues. Matt Shreckhise is willing to participate.
- Virginia Agribusiness Council’s Virginia Agriculture United Coalition core values (written report) there was a concern with computer modeling vs. scientific data. A motion was made to sign on, seconded and passed.
- Virginia Agribusiness Council Town Hall Meetings dates were sent to the board and members and the VNLA should try and have a representative at each of these regional meetings.

Environmental Affairs – Tom Thompson had submitted a written report (attached) on Invasive Plants. He suggested that the new info be made available at the VGIC Garden Festival and will follow up on obtaining info and brochures for distribution.

- LEED training programs (written report)
- Plastics Recycling program Joyce Latimer (written report)
- BMP Assessment Tool Survey by Joyce Latimer (written report)

Public Relations – Sonya Westervelt (written report)

- VNLA Field Day 2011 – Sonya reviewed plans for the Field Day and draft copies of the promotional brochure were made available for review. Cheryl Lajoie will do the Plant ID and the VSLD will conduct the silent auction in the Barrel Room.
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And lots more info...
• Sites for future field day locations were discussed, possibly at a landscape company in the Lynchburg area.

• **Landscape Awards** - Keep Virginia Beautiful is interested in working with VNLA on a landscape awards program and Sonya and Diane Roselius will have a conference call with the KVB executive director. Suggested categories are: commercial, residential, maintenance, and installation.

• **Arbor Day** – Mark reported that the ceremony was the best he had attended and that we need to continue momentum in the future.

• **Business cards/Brochures** – Sonya presented several draft versions for VNLA business cards to be used by board members. Suggestions were made and she will follow up on the cards.

**Education** – Steve Grigg reported that everything was set for the VNLA Summer Tour and Education Program starting Wednesday evening of the Field Day and continue to Thursday.

• Shoosmith Scholarship recipients have been selected for the 2011-2012 academic year. There were 7 applicants, no 2-year applicants. $6,750 was awarded, including $750 not awarded in the previous year. Clarifications will be made on the webpage that “priority will be given for Virginia students going into horticulture programs in Virginia.

**Communications** – Matt Shreckhise noted that the Newsletter is now center stapled saving about $1,000 per issue and less production time. On the VNLA E-News emails, there has been a 21-27% open response. He recommended that the photo contest be changed up to have a different category for each issue.

• Issue 1 – “Landscapes” photo contest
• Issue 2 – “Hardscapes”
• Issue 3 – “garden center displays”
• Issue 4 – “grower production techniques”
• Issue 5 – “landscape designs”
• Issue 6 - “close-ups” (which we have all the time now, which is great)
• “people at work”
• Or other categories

**Research** – Matt Sawyer (absent) Research Reception/Auction planning is underway.

**Beautiful Gardens** – Lisa Lipsey will present a report and tour at the Urban Horticulture Center at lunch.

11:30 – **Dean Allen Grant and Dr. Edwin Jones**
Dr. Roger Harris, interim Horticulture Department Head, noted that they had a new nursery specialist, **Jim Owens** at the HRAREC. He is from Oregon where he had been working as a nursery specialist. He is well connected with other researchers on water quality issues and will be working with Laurie Fox on these issues. **Gregory Peck** is a new fruit specialist in Winchester, coming from Cornell University where he worked with systems production (organic, semi-organic and traditional). **Mark Williams**, is also a new staff addition and his specialty is mycorrhizae. The undergraduate program has added two new majors and they are trying to get an environmental horticulture program established. There are 26 new students for the Fall semester, which is up from previous year.

**Dean Allen Grant** welcomed the board to campus and thanked them for inviting him to the board meeting. The College has been able to fill some positions and the now have 180 tenured track positions, including ARECs, and will be able to bring back 17 more in the near future. The Hatch Funds cuts, that are expected, will affect research and they are looking at ways to reallocate funds.

The Crop Soils and Environmental Sciences (CSES) has a new development head, Tom Thompson, from Texas Tech and **Mary Lee Wolf**, BSE appointed as interim department head for BSE Kevin Boyle, Ag Applied Economics Department Head, is stepping down, but staying on until get new department head.

The CALS had 520 undergraduates graduate this spring with 40-45% going on to graduate school. There will be 440 new freshman and 120 transfers. They have hired a new director of communications for CALS. They are trying to integrate students, extension, and research on more collaborative projects. There is always the ever changing budget concerns to deal with.

**Dr. Edwin Jones**, was introduced as the new Director for Research and Extension who recently came from NC State. He has spent the last 2 months traveling the state meeting with local agents and client stakeholders. There are currently 175 agents in the field and CALS will be adding 25 agents to fill gaps. Kathy Sutphin has been named interim Associate Director of Natural Resources. A new extension website has been setup for input from client stakeholders. They are working to better inform board of supervisors and legislators about the impact and what extension does.

12:30-2:15 pm – **Travel to the Urban Horticulture Center** for lunch and a guided tour of the center and the Beautiful Gardens Test site by Lisa Lipsey, VA Tech Horticulture Department staff and Beautiful Gardens program directory.

**Items Needing Action**

3:00 p.m. **Adjourn**

5:30 – 9 pm - **Hahn Garden Gala**
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Public Relations Committee –
Sonya Westervelt

- Design Award Program
- Diane reached out to me in March to get the ball rolling and shared what the VSLD has done in the past. Sent Mike Baum of Keep Virginia Beautiful an email (5/17) and followed up with a phone call (6/2) to gain more information about their interest in rejuvenating their landscape award program. I did hear back from Mike (6/5) and KVB (Keep Virginia Beautiful) is very interested in partnering with the VNLA again. Diane and I will schedule a call with Mike in the near future.
- Data collected on what other associations do is below. There are several questions below for the group.

Questions for the group?
- Are we interested in multiple categories?
- Should there be a fee?

Field Day
- The committee has been very active in a flurry of emails and phone calls and the Field Day is shaping up to be fantastic!
- Speakers were selected:
  - Chris Beytes, Editor Grower Talks and Green Profit/Ball, will be presenting two topics: “Social Media 101” and “Tracking The Hot Trends”
  - Paul Cappiello, Director Yew Dell Botanic Garden, will be presenting two topics: “Extraordinary Plants; the next generation!” and “Taming the Native Debate”
- Catering has been set (buffet lunch) and the transition from Field Day to Summer Tour should be perfect.
- Sponsors and Vendors will need to be contacted ASAP. Jeff will be getting me a list and I will call on the Board for assistance.
- Jeff has prepared a brochure and is working with a designer for the final layout. It should be approved an on its way to print shortly.

Business Cards and Membership Brochure
- We (John Barbieri, Steve Moore, and I) secured the past layouts for the business cards and brochures and began work on updating. We hope to have something for discussion/show at the upcoming meeting.

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Arbor Day

- On April 29th, several VNLA members and friends gathered at the Governor’s Mansion to dedicate the Beautiful Gardens installation at the Mansion, to read the Proclamation of Arbor Day in the Commonwealth, and to raise awareness of the importance of the Green Industry in Virginia. The group also enjoyed refreshments and a tour of the Governor’s Mansion.

Sonya Westervelt,  
VNLA Public Relations Director

Certification Report

- The HRNLA review class had 13 of 17 students passing the Virginia Certified Horticulturist test in March. Their certificates were awarded at the June 9th meeting of HRNLA. There will be an additional test offered on June 15th for those in the area needing a retake.

- Mike Wallace has offered to help update the VCH Plant List – this and water quality chapters will be our goal for 2011. We are planning a brief meeting while at field day.

Online registration?

- Crew Chief Program info – Training based program introducing basic botany, fertilizer, soils, nutrition, pruning, safety, pesticides, leadership values and how this all relates to everyday job experience and performance. Equipment introduction and safety, and teamwork building skills are all covered. HRNLA is scheduled to introduce this program in mid-January and will be held at Hampton Roads AREC on Diamond Springs Road. Total program is 5 days. This program earns a certificate (or participation reward) and readies employees to understand expectations as related to job reality. VNLA officially recognizes this program for CEU’s

Respectfully submitted, Cheryl Lajoie,  
Certification Committee

Environmental Affairs Committee Report

My report on the Virginia Agribusiness Council’s meeting on March 31st is printed on pages 29 and 30 of the current VNLA newsletter. The money for printing of the invasive species brochures and posters that the Board voted to release at the last meeting has been put to good use. Ten thousand brochures and 2500 posters have been printed and are in need of distribution. All we need to do is decide how many we would like to have.

I also have a question for the Board. I assume all of us are somewhat familiar with LEED certification. One of the steps toward being able to sit for the LEED Green Associate Exam – the first level of certification – is to take a prep class approved by the US Green Building Council. These classes are usually conducted by an independent company for the USGBC and are notorious for being cancelled due to insufficient numbers of students. Would the VNLA be interested in trying to work with these companies to offer the classes to any of our members who might be interested? Maybe we could partner with the VSLD on this. It might be worth trying to partner with regional botanical gardens as a site for the classes. These classes wouldn’t necessarily have to be more than a one- time offering but, depending on interest, could be offered again. The Green Associate certification can be as useful for some nursery and garden center owners as it would be for landscapers or designers.

Tom Thompson,  
Environmental Affairs Chair

Executive Director’s Report March-May 2011

March Activities

- Prepare for VNLA Board Meeting, reports, lunch, minutes, follow up
- March/April Newsletter layout and proof
- E-News emails to members
- Registrations for VCH review classes, assemble and ship VCH manuals, test registrations
- Conference calls and emails with DCR on “Plant More Plants” promotion coordination
- Beautiful Gardens Conference call with BG Executive Committee
- Azalea tissue culture contract with IALR
- Edit VNLA Board and Membership Minutes and send to Board
- Ongoing website updates for the VNLA and Beautiful Gardens
- Provide VNLA Board with info on ongoing legislative issues and provide feedback to the VAC
- Coordinate Arbor Day Ceremony, invitations, news releases

April Activities

- Order Certification badges for spring tests and re-certifications, print certificates and mail
- NLAE meeting in Orlando topics:
- How to get Record Attendance at Your Next Event
- Thrive in Times of Change by developing Your Power to “Shift”
- How to Create Outrageously Effective Marketing Materials
- Key Tips for Socializing with your members
- ANLA Legislative Updates from Craig Regelbrugge
- Arbor Day Ceremony in Richmond
### May Activities

- Coordinate Beautiful Gardens website re-design with Sara Gugercin
- 2nd Dues reminder to VNLA members

## May Activities

- Prepare records for CPA for 2010 tax return filings
- Recertification processing and review of delinquent applicants
- Field Day/Summer Tour Details finalize, Brochure layout
- Shoosmith Scholarship processing and Trustee Account filing
- Department of Game & Inland Fisheries will be holding stakeholders panels this summer to review issues and procedures around the use of deer kill permits. VNLA member Robert O’Keeffe, Rifton Farms Nursery will be representing the VNLA at these meetings.

### Other – ongoing

- Department of Forestry and American Cancer Society Tree Planting at State Parks – not as smooth as originally planned, 2 parks have had plantings with plants from Glen Allen Nursery and the VNLA is reimbursing them via invoices from each park planting pick up.
- Will be on a Master Gardener College Panel Discussion on June 25, on the recent changes in fertilizer regulations/formulations to remove phosphorous.
- Accounting for trust funds and checking accounts
- Dues deposits and dues receipts
- Certification tests results through new NOAH mail merge
- Website updates
- Beautiful Gardens Tobacco Commission reimbursements
- NOAH upgrades, Membership form conversions, training, major edits of database coding

### Notes/Ideas from NLAE Meeting

- Reducing customer/member defections by 5% boosts profits by 25-85%
- What is the “lifetime” value of a member
- Once someone express interest, keep sending periodic info
- Need to “Velcro” yourself to your members; Help them solve problems, provide solutions
- Members need to be seen as experts by their customers
- Need to promote the “added value” of plants
- What is the added value to members
- How are members evaluating services?
- Do you understand the members expectations of the association?
- Getting out and seeing members makes a positive impact
- Should reserve web address www.vnla.TV for video education
- Future trend in providing video training, license content

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• Do an attendee survey; better ways for program
• Social Networking
• Know your audience and your networks
• Limit posts and tweets
• Get members to engage in “conversations”
• Need to tell your organizations story, or someone else will

-provided by Jeff Miller, VNLA Exec. Dir.

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**Donate to the VNA Horticulture Research Auction**

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**Events - Mid-Atlantic Horticulture Short Course - 2012**

**At New Location**

VIRGINIA BEACH, VA – (May 2011) – The Mid-Atlantic Horticulture Short Course will be held **January 29 – February 2, 2012 at a new location: the Marriott at City Center in Newport News, Virginia.** The new location is closer to center of the Mid-Atlantic region, and this change is an opportunity for growth in a modern conference space. Hotel staff are eager to improve the experience for Short Course attendees while keeping costs low.

It is known as one of the nation’s most comprehensive horticulture educational programs for professionals. The four-day conference is divided into industry-specific tracks, and participants can mix and match subject areas. National and regional speakers present new techniques, university research and advances in Arboriculture, Business, Work Crew Management (introductory and advanced as a certification program), Horticulture Skills (introductory and experienced), Landscape Architecture & Design, Landscape Management, Pesticide Training & Recertification and Plants & Production. Hands-on workshop topics include Bonsai, Landscape Design, Plant Propagation and Insect ID (with microscopes) for basic & beneficial insects.

Programs and registration forms will be available in the fall. More information is available from [www.mahsc.org](http://www.mahsc.org) on the event’s Facebook page or by calling 757-523-4734.

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**News - Landcare Network Members Participated In Donation**

**At Arlington National Cemetery And Visits To Capitol Hill**

The Professional Landcare Network (PLANET) held its 15th annual Renewal & Remembrance event at Arlington National Cemetery on Monday, July 25, 2011. The next day, members went to Capitol Hill to talk with congressional leaders about key issues facing the industry.

More than 400 individuals from across the nation participated in Renewal & Remembrance. They spent the day mulching, caring for and cabling trees with lightening protection, pruning, liming, planting, and aerating the soil. This gift is valued at more than $200,000. To date, PLANET has contributed more than $2 million to the care of this historic landmark.

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

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

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

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

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

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

When savings are generated, RxCut® collects an administrative fee from that savings in order to support this program.
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What is this program and how can it help me?
The RxCut® Plus card is available to everyone because we want to help you save money on your healthcare costs. If you are underinsured or uninsured, our program is extremely beneficial to you. Remember a simple test can save your life.

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

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

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

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

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

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

When savings are generated, RxCut® collects an administrative fee from that savings in order to support this program.
Virginia TURFGRASS

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

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[ ] Run same ad each issue  
[ ] Rotate Ads  
[ ] New Ad each issue  

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August 25-27, 2011, FARWEST SHOW
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September 29 - October 9, 2011
STATE FAIR OF VIRGINIA at The Meadow, Doswell, VA http://www.statefair.com/

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

October 27-29, 2011, GIE+EXPO - PLANET'S GREEN INDUSTRY CONFERENCE at the Kentucky Exposition Center, Louisville, KY www.gie-expo.com


2012

January 11-13, 2012, MANTS Baltimore Convention Center Contact: 800-431-0066 info@mants.com
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January 11, 2012, VNA HORTICULTURE RESEARCH FOUNDATION RESEARCH GALA/AUCTION at the Tir na Nog Irish Pub Restaurant HarborPlace featuring Skyla Burrell Band Order tickets with MANTS registration for info: research@vnla.org 800-476-0055

January 12, 2012, VNLA ANNUAL BREAKFAST MEETING Sheraton Inner Harbor Hotel Contact: info@vnla.org 800-476-0055


February 2-4, 2012, SOUTH CAROLINA HORTICULTURE INDUSTRY TRADE SHOW & SEMINARS, Myrtle Beach Convention Center, Myrtle Beach, SC (803) 743-4284 www.scnla.org

February 21, 2012, VIRGINIA TURFGRASS COUNCIL SYMPOSIUMS Pesticide Re-certifications and Turfgrass and Virginia’s Waters Virginia Beach, VA http://www.vaturf.org/


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

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on Wednesday, January 11, 2012

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Contact: Chairman Matt Sawyer at 757-483-1425 or matt@bcnursery.com
VIRGINIA PLANT INTRODUCTION PROGRAM

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Rudbeckia fulgida 'Early Bird Gold'  PP 20286

Narcissus 'Golden Echo'

Hesperaloe parviflora

Iris cristata 'Tennessee White'

Edgeworthia chrysantha

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Dryopteris erythrosora 'Brilliance' - Autumn Fern

Eucomis 'Sparkling Burgundy' - Purple Pineapple Lily

Rudbeckia subtomentosa 'Henry Eilers' - Sweet Coneflower

Schizachyrium scoparium 'The Blues' - Blue Bluestem

Yucca filamentosa 'Color Guard'

— 2009 Plants of Distinction —

Cercis chinensis 'Don Egolf' - Chinese Redbud

Helleborus x hybridus Pine Knot Strains - Lenten Rose

Ilex x  'Virginia' - Holly

Agapanthus x 'Monmid' Midknight Blue® - Lily Of The Nile

Hydrangea quercifolia 'Snowflake' - Oakleaf Hydrangea

Thuja x 'Steeplechase' (PP) - Giant Western Arborvitae

Buxus x 'Green Velvet' - Boxwood

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